

NOTICE

Advertisements received after 3 o'clock Wednesday, placed in another section.

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RATES: 50 cents for five lines or less if paid on or before insertion; 75 cents if not paid by Saturday following publication. 10 cents for each additional line. \$1.10 for 3 consecutive weeks. BLIND ADS: 75 cents for five lines or less if paid for before insertion; \$1.00 if not paid by Saturday following publication. 10 cents each additional line.

Let the Want Ads assist you if you have anything to Sell, to Buy, Repair Share, Rent or Hire
Don't Experiment with Results - - Place your Ad Here and Be Sure

For Sale

CEMETERY LOT in fine section of North-shore Garden of Memories. A bargain if taken at once. Tel. H. P. 5093. A191f
COMPLETE BOXING RING OUTFIT for sale. Apply D-X Service Station, Waukegan rd., Deerfield. 3315f

MODERN 7-ROOM HOUSE, at 850 Forest ave. Deerfield; large living room; hot water heat, bath upstairs, lavatory on main floor, 2 fireplaces; garage attached; reasonable. Tel. Deerfield 193. B32-34pd

FOR SALE OR RENT - Brick bungalow 8 rooms, sun parlor, glazed sleeping porch, glazed back porch; Silent Automatic heat; hot water heat; lot 50x185. Tel. Deerfield 263. B33-35

5-ROOM HOUSE, hot water heat; 620 Central ave. Tel. H. P. 3655. B34-36

MODERN 7 ROOM HOUSE in Deerfield; 2 baths, oil heat, 2 car garage, 2 blocks from depot, 5 blocks from school; fire place, beautifully landscaped; rent \$50 per mo. Tel. H.P. 557. B331f

Miscellaneous

FOR PAINTING AND DECORATING call the RELIABLE PAINTERS AND DECORATORS. Tel. H. P. 1471. 1101 N. Greenway rd. Estimates cheerfully given. H29-34

DILL'S HOME BARBER SHOP 21 North Second Street Men's and children's haircuts 35c On Saturdays 45c Ladies' haircuts, morning to 3 p.m. 35c After 3 p.m. and Saturdays 50c H33

Rooms for Rent

FURNISHED ROOM, very pleasant, 3 windows, hot water heat, 4 closets, at corner of Central ave., just short block from business center. Tel. H. P. 1621. Apply mail, gardener, caretaker, houseman or butler, please call us for our services in the selection of the help you desire. H. E. Alsop, Highland Park Tel. H. P. 2520, Glencoe 160. E34

NICELY FURNISHED ROOM in a private home; oil heat; telephone; hot water at all times; privilege of getting breakfast if desired. 645 Vine ave. P321f

FRONT BEDROOM, suitable for one or two, half block from transportation. 591 Vine ave. Tel. H. P. 3308. P341f

NICELY FURNISHED ROOMS, two baths; hot water always; close to transp. and school. 315 Oakwood ave. F34

Situation Wanted

FRED'S EMPLOYMENT AGENCY - If you need the services of experienced and well recommended couples, cook, a general maid or 2nd maid, a nurse or nurse maid, gardener, caretaker, houseman or butler, please call us for our services in the selection of the help you desire. H. E. Alsop, Highland Park Tel. H. P. 2520, Glencoe 160. E34

EXPERIENCED GIRL will care for children by the day or hour. Tel. H. P. 2157. E471f

WHEN IN NEED OF GOOD DOMESTIC HELP CALL HIGHLAND EMPLOYMENT AGENCY 597 Glenview Avenue TEL. H. P. 1780

1 1/2 blocks southwest of Vine ave. station. The best experienced help obtainable with no charge to the employer. I investigate references. No registration fee. Mrs. E. M. INMAN, Manager. E271f

FAMILY WASHING TO DO AT HOME; will call for and deliver. Tel. H. P. 3308. E281f

COMPETENT COOK and first floor worker, white. Tel. H. P. 1861. References. E34p

COLORED GIRL, general housework, by day or week; A. N. S. references. Tel. North Chicago 5992. E32-33pd

BY YOUNG WOMAN, Principia graduate, in office or shop or as companion or nursery governess. Tel. H. P. 4162. E34pd

Help Wanted

MAN TO REPRESENT the Mutual Life Insurance Co. of New York (chartered 1842) Apply to J. J. Killough, Box 811, Chicago, Ill. F32-33pd

WANTED - Used Oriental and domestic rugs. VOGUE CLEANERS AND DYERS, 327-29 N. Green Bay rd. Tel. H. P. 2990. K34-36

MIDDLE AGED WOMAN for general house work. Tel. Deerfield 74. F34

EXPERIENCED WHITE MAID for general housework; 4 adults in family; washing done by machine; small house. Tel. H. P. 2282. F34pd

Legals

ADJUDICATION NOTICE - PUBLIC NOTICE is hereby given that the undersigned Administrator of the estate of Emma Parker, deceased, has fixed upon Tuesday, the 4th day of December, A. D. 1934, as the return day for the hearing of all claims against the above named estate. All persons having claims against said estate are hereby notified and requested to attend the Probate Court of Lake County, Illinois, on said date at 10 o'clock A.M. for the purpose of having said claims adjusted.

HIGHLAND PARK STATE BANK by Raymond L. Erskine, Administrator of the Estate of Emma Parker, deceased. Gerrit T. Thorne, Attorney for Administrator. Waukegan, Ill., Sept. 23, 1934. X32-34

ADJUDICATION NOTICE - PUBLIC NOTICE is hereby given that the undersigned Administrator of the Estate of Marion Carr, deceased, has fixed upon Tuesday, the 4th day of December, A. D. 1934, as the return day for the hearing of all claims against the above named estate. All persons having claims against said estate are hereby notified and requested to attend the Probate Court of Lake County, Illinois, on said date at 10 o'clock A.M. for the purpose of having said claims adjusted.

JOHN A. EUTNAM, Administrator. F. F. & J. V. Norcross, Attorneys. Waukegan, Ill., Sept. 24, 1934. X32-34

ADJUDICATION NOTICE - PUBLIC NOTICE is hereby given that the undersigned Administrator of the Estate of Abbie B. Bastin, deceased, has fixed upon Tuesday, the 4th day of December, A. D. 1934, as the return day for the hearing of all claims against the above named estate. All persons having claims against

said Estate are hereby notified and requested to attend the Probate Court of Lake County, Illinois, on said date at ten o'clock A. M. for the purpose of having said claims adjusted. ROWENA BASTIN BENNETT, Waukegan, Ill., October 11, 1934. X34-36

Competition and Price Cutting

(Nero Fiddler While Rome Burns) (By Alfred R. Esmiz) It is not an easy task for me to try to survey the course of our economic problems in these confusing days, and accurately to pass upon their causes. Therefore, when we try to get at the bottom of things, we find ourselves bewildered and inclined to accept explanations from learned leaders, only to find ourselves in still greater difficulties. Often these explanations rest upon the assumption that every one of us is to blame for all of our economic disasters.

The conditions underlying the radical changes that are taking place in the commercial and industrial life of America are undermining the progress of our business civilization. We all know that our whole economic system is exhibiting alarming symptoms of collapse. "Competition is the life of trade." Competition is the death of trade. To the man who has downed his competitor, competition is the life of trade; to the competitor who is downed, competition is the death of trade. Co-operation, and not competition, is the life of trade. Competition is the basis of National dishonesty. We have skimmed the milk of human kindness until we can no longer nourish ourselves

Classified Directory Professional and Business

Dentists

DR. B. A. HAMILTON DR. A. J. WURTH Dentists Room 205 North Shore Trust Bldg. Telephone 678 2 North Sheridan Road Highland Park

CLEANERS & TAILORS

DRY CLEANING - PRESSING TAIORING AND REPAIRING Garments called for and delivered Moldaner & Humer 16 N. Sheridan Rd. Tel. H. P. 54

E. NELSON

Dry Cleaning - Pressing Tailoring and Repairing Garments called for and delivered Tel. H. P. 495 35 S. St. Johns Ave.

BRAND BROS.

PAINTING and DECORATING Paints, Wall Paper, Glass Window Shades, Auto Glass Painters' Supplies Central & Second St. Tel. H. P. 949

Automobiles

Tel. H. P. 2774 513 Elm Place HIGHLAND BUMP SHOP

Repair or Rebuild Any Make of Radiator Takes Bumps and Dents Out of Your Auto Body and Fenders Drive Your Car In and Get Estimate

MOTOR CAR

ELECTRIC SERVICE Starting - Lighting - Ignition Generator, Starter, Ignition Units Repaired Electric System Rechecked and Rewired AUTOMOTIVE ELECTRICIANS 549 Elm Place Phone H. P. 1597

Dairy

For Quality and Service Call H. P. 1581 SANTI BROS. DAIRY Highland Park, Ill. PASTEURIZED MILK AND CREAM BUTTER AND EGGS



of it. Competition is the process by which a man weakens the social structure by unwise exploitation and ultimately buries himself under the common ruin to which he is the contributing cause. It is not difficult to analyze the present financial crisis. Its cause is apparent. I do not refer only to big businesses and large corporations, but to the smaller business man also. From the highest to the lowest, we are incurably selfish and irresponsible. The smallest country dealer is quick to cut his prices on the appearance of a competitor, and if he can afford it, he will cut until he has driven the competitor from the field. Take the barber trade as an example, which is my profession. This particular time finds our profession in the same shape that nearly every other industry, trade, or profession is in. The first thing that many of us think of resorting to when we find ourselves in a "tough spot" is to cut the price and steal the other fellow's business. Such short vision is indeed pitiful. As a result of the recent barber's war in Chicago, over one thousand shops were compelled to close up. An individual in a community cuts the price, and everybody follows suit. The outcome of it is that busi-

ness gets into such a bad shape that all shop owners are unable to meet their notes or buy the quality products that the public expects to find in the first class professional establishment, employee's salaries are reduced, and shops are forced to seek poorer locations. So, my good friends, don't ever believe that you have an exclusive right to price-cutting. No matter what we do, we are apt to run below our former profits anyway, because this is 1934 and not 1928. It is wise, therefore, not to precipitate in narrowing the margin between the credit and the debit. Today it seems, there is the admission made by every firm which quickly cuts prices to meet competition that there is no difference between the quality of the service offered and the service of the cut-price firm. If we are paying the penalty for having "shouted loudly" about quality when there was no quality, and having "shouted" about service when we gave poor service, that's one thing. But those that gave decent and efficient service, who are now forgetting that through quality and service they built a reputation are destroying their greatest asset by either following competition price-cutting instantly, or, perhaps, cutting prices first in order to get the better of a competitor. Unless these practices are stopped, we shall be

Radical changes have taken place in 34 years in first aid methods employed in restoring to consciousness victims of drowning, asphyxiation and shock. In the above picture members of the North Shore Line girls' first aid team are illustrating the now obsolete barrel-roll method used in 1900 in a demonstration recently presented in the Court of the Hall of Science at the World's Fair. Schaefer's prone pressure method of resuscitation is the treatment commonly rendered in the same emergencies. The girls shown are all employed in North Shore Line general offices and are graduates of the first aid course instituted by the railroad's medical department.

doing little or nothing to approach normal business conditions. Until we make up our minds that our business civilization is built on the making of honest profits, and not on blind "grabbing" of trade, we shall be making no progress in our march toward normal conditions. The stabilization of business, as well as the stabilization of prices, can come only when the majority of us stop looking for miracles from without and realize that we, ourselves, are the architects of our own business futures.

Lack of space does not allow me to discuss at length the great question, namely "the substitution of the new competition for the old." But, I am quite confident that our good President, Franklin D. Roosevelt will, in the very near future, explain that to the American people much better than I can. America is suffering from lack of Americanism. Any man who, seeing a certain store making a little money, goes into the same business, either next door or across the street is the lowest form of a moron, and is doing all that he can to perpetuate hard times. Our economic system is far from perfect at best, but when every member of a community exploits that system and lies awake at nights to think up new methods to pervert the theory of business, hard times are inevitable.

Our industrial competition is outstanding. We produce several times as much as we need, sell it for several times as much as it is worth, and wind up by not having enough to get along on. We build corporations so big that there is no one left to rob except ourselves. In short, the barbers and the bankers, the weak and the strong-if we have one dollar, we want two, if we have one million dollars, we want two, if we have one billion dollars we want two, and if all the stars were made of gold they would not satisfy the greed of some human beings.

The village, the state, the nation, are all stages of cooperation and the perfection of each depends upon the effectiveness of the cooperation. "Not until the Thirteen Colonies were willing to sink their jealousies and cooperate was it possible to form this Republic, and the very term, "United" States, signifies the cooperative basis of our national existence."

The future of America rests upon the shoulders of the average individual.

Read the Want Ads



The Illinois League of Women Voters is planning a great treat for its members and friends. On Oct. 29 they will present at Orchestra Hall, Chicago, the great violinist, Albert Spaulding. Mrs. Charles H. Wacker is in charge of arrangements and is pleased at the enthusiasm aroused by the announcement of this concert. Mrs. Wacker reminds us that "Albert Spaulding has been acclaimed in Europe and America as one of the greatest of violin virtuosos."

After Mr. Spaulding appeared in Ottawa, Canada, the headlines of one of their newspapers read "Audience enthralled by Albert Spaulding, violinist." The paper then proceeded to say, "in addition to absolutely superior technique, the American violinist seems to have every other essential for genuine greatness, the indispensable gift of rhythm, unflinching beauty of tone, profound intellectual grasp, intensity of feeling, perfection of taste, and the capacity for self discipline." Because this is the first concert of this type to be given in Chicago this fall and because the artist is so well known in this country, a real American, the Illinois League of Women Voters expects a large attendance of its members and their friends.