

The Press Is Named by Centrella Stores as Their Ad Medium

With an experience in cooperative advertising unequalled by any other group of local merchants, the Centrella Store Owners of Highland Park, Highwood and Deerfield and the north shore have selected the following publications for their weekly advertising message to the housewives of the north shore: THE HIGHLAND PARK PRESS, DEERFIELD PRESS, The Evanston Review, Wilmette Life, Winnetka Talk, Glenoc News, Northbrook News, Glenview View and the Niles Center Press.

This important announcement was made this week by a Derby Foods sound truck which traversed Highland Park streets.

Commenting upon this selection, John P. Randlev, chairman of the North Shore Centrella Store Owners, said this week, "We have completed a thorough survey of the north shore territory and we believe that the local paper in each community is accepted as the best medium for securing results. The average housewife of today is a very busy person and she usually selects the paper that will give her a complete check-up on the local news items. All advertisers will do well to cooperate with 'Mrs. Housewife' by making it easy for her to read their advertisements in her local paper. This is why in Highland Park we have selected The Highland Park Press."

Local members of the Centrella group are H. T. Bakke, Highland Park; Highwood Grocery and Market, and R. A. Nelson in Deerfield.

PEASE DRUG STORE ANNOUNCES CONTEST

Pease Drug store announces a "lucky Buck" contest in which 50 free prizes are offered. This contest has no connection with the Highland Park "Buck" contest sponsored by the Chamber of Commerce. Prizes are on display in the drug store window.

Mystery Fire Damages J.B. Mullen Residence

Fire of unknown origin caused several thousand dollars damage to the residence of J. B. Mullen, 252 Laurel avenue last night (Wednesday).

Three fire trucks were called to the scene of the fire which had gained headway in the attic where flames demolished the walls and in one spot, burned a large hole in the floor.

The fire was discovered at about 6:15 and firemen were on duty a great part of the night to prevent its breaking out again. As we go to press, the roof is still in dangerous condition and may burst into flame yet tonight (Wednesday).

No accurate estimate of the damage is yet available, but any figure must include damage to water-soaked ceilings and floors as well as furniture and the direct effect of the flames.

AWNINGS
Brighten your home or business place with cheery awnings. Nothing provides such a fresh spring-like appearance for so small an outlay.

Let us quote you on Venetian blinds to correspond with interior decorations. Will be glad to call and show samples and quote prices.

Lake Shore Awning Company
1920 GRAND AVENUE
WAUKEGAN
Or Phone Highland Park 1377

Robert Anderson To Be in Chicago U. Play

Robert Anderson, of 122 North Sheridan Road, is a member of the dance chorus of "In Brains We Trust," 1935 production of the Order of Blackfriars, men's musical comedy organization at the University of Chicago. "In Brains We Trust" will be presented in six performances, May 10, 11, 17, and 18, at Mandel Hall, 57th Street and University Avenue on the U. of C. campus.

Anderson is a graduate of Deerfield-Shields High School and while a student there was outstanding in both athletics and extra-curricular activities.

Community Service Features Bird Hikes

The next bird hike will probably be along the DesPlaines River, and the plan is to start with cars from the road just west of Sunset Park at 6 a.m. Tuesday morning, May 14.

Mr. Leech, who leads the Community Service bird hikes, states that another Audubon hike will be held at the Waukegan Flats this coming Sunday morning (May 12) at 9 a.m. Those interested are asked to bring along some food and cooking equipment and spend a day outdoors.

Bird and nature lovers are invited to these hikes.

Dr. Weir to Speak at Missionary Meeting

The Women's Missionary union of the Highland Park Presbyterian Church meets at the home of Mrs. L. B. Sinclair, 108 Dale ave., Monday, May 13 at 2:30 p.m. Reverend William F. Weir of Deerfield will be the speaker, and Mrs. Donald E. Rossiter will have charge of devotions. It is hoped many women will attend this meeting, which will be the last regular meeting for the season, the June meeting being the annual luncheon.



6 Diamond Engagement Ring Set
Solid Gold Complete \$36.00



Ladies Round Watch
Popular new style in yellow gold, jeweled \$15
One dollar per week.

CASH for OLD GOLD

Jewelry, Watches, Gold Teeth, Plated Articles, Silver
Bring your old gold articles to us - A single piece or a box full. We always pay proper cash value.

I. H. NEMEROFF
CREDIT JEWELER AND OPTICIAN
372 Central Ave. Tel. H. P. 630

Author to Address Local Organization

Miss Gertrude Charny, whose latest contribution to the literary field is "The Royal Road to Learning," will speak to the Sunday Evening Club of Highland Park, as its guest speaker at the next meeting, Sunday evening, May 12.

Miss Charny, a graduate of the University of California, will present for her subject: "The Psychology of Advertising" as she has spent five years in the advertising and publicity business and is well versed in this field. She will illustrate her lecture with the advertisements with which the public comes into contact every day, and will discuss with the audience the lure that is hidden in them. The public is cordially invited to attend.

Return Engagement for Lula Belle's Pa and Ma

By popular request Lula Belle's Pa and Ma and their Friendly Mountaineer Orchestra will return to Wilmette next Thursday night, May 16, to furnish the music for the May dancing party given by A. T. Sherman Lodge No. 892, I.O.O.F. at Odd Fellows Hall, 1213 Wilmette Avenue, to which the public is invited. Proceeds will assist the lodge in supporting its old folks home and orphanage.

At the show and dance put on by Pa and Ma Cooper and the Friendly Mountaineers on April 25 was enthusiastically praised by all present. Those who like good, clean, orderly fun are invited to attend this party next Thursday evening.

Deerfield Woman's Club Luncheon May 14

The two May activities of the Deerfield Woman's club will be the annual luncheon on Tuesday, May 14, at 1 o'clock at the home of Mrs. M. O. Hopkins and the benefit card party on Tuesday, May 28 at 2 p.m. at the Brier Hill Golf club.

Highland Park Men's Softball League

Community Service, Inc., cooperating with the Highland Park East Park Board has organized a softball league composed of ten teams and including the best teams from the two leagues sponsored last year. This year only one league will be sponsored in order that a better grade of ball may be played and also to make supervision and officiating more centralized. All games will start at 6:30 p.m. on Monday, Tuesday and Thursday evenings, and all games will be played at the Lincoln Playground the diamonds to be used to be designed by the umpires on the nights of play. The teams entered in the league and the schedule to be followed for the first

Lambeth Workshop
Draperies - Fabrics Upholstering
CABINET MAKERS
PHONE 568
160 CENTRAL AV., HIGHLAND PARK

round is as follows:

WEEK OF MAY 6
Monday-Tigers vs. Merchants.
Tuesday-Nelids vs. Duffy & Duffy.
Wednesday-Tiptons vs. Fells.
Thursday-Boek's vs. Connolly's Garage.
Friday-Deibler Garage vs. Blackhawk A.C.

WEEK OF MAY 13
Monday-Merchants vs. Fells.
Tuesday-Duffy & Duffy vs. Boek's.
Wednesday-Tiptons vs. Deiblers.
Thursday-Blackhawk vs. Connolly's.
Friday-Nelids vs. Boek's.

WEEK OF MAY 20
Monday-Nelids vs. Deiblers.
Tuesday-Duffy & Duffy vs. Blackhawk.
Wednesday-Tiptons vs. Connolly's.
Thursday-Tiptons vs. Fells.

WEEK OF MAY 27
Monday-Tigers vs. Boek's.
Tuesday-Fells vs. Deiblers.
Wednesday-Nelids vs. Blackhawk.
Thursday-Merchants vs. Connolly's.
Friday-Duffy & Duffy vs. Tiptons.

WEEK OF JUNE 3
Monday-Nelids vs. Tiptons.
Tuesday-Merchants vs. Duffy & Duffy.
Wednesday-Boek's vs. Blackhawk.
Thursday-Fells vs. Connolly's.
Friday-Tiptons vs. Deiblers.

WEEK OF JUNE 10
Monday-Fells vs. Duffy & Duffy.
Tuesday-Nelids vs. Merchants.
Wednesday-Tiptons vs. Blackhawk.
Thursday-Deiblers vs. Connolly's.
Friday-Boek's vs. Tiptons.

WEEK OF JUNE 17

WEEK OF JUNE 24
Monday-Connolly's vs. Duffy & Duffy.
Tuesday-Blackhawk vs. Merchants.
Wednesday-Deiblers vs. Nelids.
Thursday-Tiptons vs. Fells.
Friday-Duffy & Duffy vs. Tiptons.

WEEK OF JULY 1
Monday-Tiptons vs. Duffy & Duffy.
Tuesday-Tiptons vs. Merchants.
Wednesday-Connolly's vs. Nelids.
Thursday-Fells vs. Blackhawk.
Friday-Deiblers vs. Boek's.

Announcing

GRAND OPENING

of the

DRIVE-IN MARKET

Opposite Alcyon Theater
FRIDAY, MAY 10th

JUST A FEW OF OUR SPECIALS

Fancy Louisiana Strawberries per pint	9c	Seedless Juicy GRAPEFRUIT Medium size per dozen	55c
Extra Fancy LIMES per dozen	15c	Large Juicy SUNKIST ORANGES per dozen	35c
Fancy Green PEAS 2 lbs. for	19c		

Alabama New Red POTATOES 5 lbs. for 19c

DRIVE-IN MARKET

OPPOSITE ALCYON THEATER
Plenty of Parking Space

TRADE HERE and SAVE

Mother's Day

Sunday
May 12th

Remember your dear Mother with flowers for they are tokens of love and admiration. You are invited to call and make your selection from our vast stock.

John Fiore Nursery
Landscape Gardener
Phone Lake Forest 476
Waukegan Road

Cash and Carry
West Lake Forest, Ill.

A Bargain in a Home

The above is a picture of a modern home, located in Highland Park, which we have acquired through foreclosure, and which we are offering at a most attractive figure.

Down payment only \$1,000.00. - If interested, please call.

HIGHLAND PARK STATE BANK

The Old Reliable Bank