

INDUSTRIAL NEWS REVIEW SEES BUSINESS ON UP-GRADE

A survey of the business magazines shows that industry is displaying much more initiative than it was a year, two years, or three years ago. There are exceptions to this rule, of course, principally consisting of businesses which are in fear of legislative attack. But even these feel that there is a good chance that matters will work out well in the long run. Here are some business briefs of interest:

RAILROADS: All over the country lines are instigating drives to regain lost passenger traffic. Lower rates and better service, air-conditioning, more comfortable cars, higher speeds, etc., are high spots of the drive. Western railroads have recently gone in for a large joint advertising program.

CONSTRUCTION: Revival of construction, mainly domestic, is believed essential to recovery, to employment, to industrial activity at large. A billion dollars could profitably be spent for new homes, a billion more for renovating old ones. Interesting plan is announced by General Electric Co., which will spend \$10,000,000 for constructing 1,300 model houses, costing \$6,000 to \$10,500 each, throughout the country—one house to each 100,000 of population. Committees will work in every population center to find buyers for the houses. General Electric's main contribution will be to completely electrify the public view from September 1, when all houses will be completed, to October 31. General Electric's hope is that this will cause a nation-wide demand for better, more efficient, more economical homes.

UTILITIES: The NRA decision has put new confidence into this industry, for two diverse reasons: First, the most difficult utility operating problem has been to keep rates down in the face of NRA artificially boosted material costs—a problem which has likewise applied to railroads and other industries with fixed rate bases. Second, and perhaps more important, the decision has given utility owners hope that the proposed Wheeler-Rayburn bill to eliminate the holding company will be held unconstitutional when and if it reaches the high court.

MOTORS: Also gained from the NRA decision. In the words of Time, the industry has been setting "new records for profitless prosperity"—in that it is unable to pass along to the public the higher material costs the NRA forced it to pay. Big motor companies will now be able to use their vast bargaining power to cut the price for steel and other necessary commodities. Also, the NRA used-car code provision slowed down sales—now that it is gone, and Mr. Public will be able to get more for his old car, motormen believe he will go for new cars in a big way.

RETAIL TRADE: Price wars are rampant, especially in the tobacco, drug, liquor and sundry trades. Consumers are thronging the cut price stores, where "loss leaders" predominate. (Some chains recently sold cigarettes which cost them about \$1.00 a carton for as little as 60 cents). Results is a terrific retail turnover.

AIR CONDITIONING: Developments are coming fast in this, one of our youngest industries. Competition is tremendous, some 100 concerns bidding for business. This tends to give the public better equipment at lower prices and on

more favorable terms. A new entry into the field offers, for less than \$800, a unit that will provide complete summer air conditioning for from four to eight rooms for \$15 or less a season.

BANKING: A highly interesting development in this field is the fact that commercial banks are taking up small loan business, something they refused to do a few years ago. Large banks are opening personal loan departments, where responsible persons of small means can obtain without going to the loan sharks who still charge anywhere up to 1,000 per cent a year interest. And there is talk that some savings and loan associations may go into the commercial field by accepting demand deposits.

AGRICULTURE: A late survey shows a small, but encouraging, rise in the value of farms. Values jumped in 30 states, between March 1934 and March, 1935, declined slightly in only five, and were unchanged in 30. Largest gains were in the cotton belt—largest declines, as might be expected, in the drought area.

EXPORT TRADE: In all but a handful of cases, America's first-quarter export business was well ahead of a year ago, has held up since. Canada bought 13 per cent more, Italy 15 per cent more, Cuba 58 per cent more, Australia 63 per cent more, Mexico 25 per cent more. England and Japan barely got into rises of 1 and 5 per cent. Principal drop came in Germany, which bought 62 per cent less from us.

So far as new export business is concerned, according to Business Week, Oceania (Australia, South Pacific Islands) offers the best prospects.

Mother Seeks Right to Obtain HOLC Loan

Mrs. Elizabeth Stratford of Highland Park has started proceedings in circuit court to have her minor children waive homestead rights to their property so that she may obtain a loan from the HOLC and save their home from foreclosure.

The complaint filed by Attorney John V. Mooradian names Earl, Alfred, Marjorie, Leonard and John, all minors, as defendants. They have an interest in the property in question along with Mrs. Stratford and they have been living with her.

A note for \$1,000 held by the Highland Park State bank and signed by William H. Stratford, father of the children and who has been living apart from his wife, has matured and default has been made. General taxes and special assessments also remain unpaid.

HERE'S BIG NEWS, BOYS AND GIRLS! You'll find full-size comics in color, every Sunday in The CHICAGO HERALD AND EXAMINER. Be sure to read them every week.

Deerfield to Honor John K. (Indian) Clark

The Deerfield Centennial pageant will honor John Kinzie Clark and the role will be portrayed by Joseph Gibson.

One of Deerfield's earliest pioneer characters, John Kinzie Clark, known throughout the state as "Indian" Clark, is buried in the Deerfield Cemetery. The inscription on his grave is: "Father's cherished voice has been hushed and still but over our spirit steals a wave of gladness. But think we'll meet him soon in heaven where loving friends are never doomed to part."

He was born in 1784 and died in 1865 at the age of 81 years. "Indian" Clark came to Fort Dearborn in 1818. He conducted a pony express between that city and Milwaukee, traveling an old Indian trail now known as Waukegan Road, and brought flour and sugar to pioneer settlers in exchange for garden produce. Clark did not make these trips frequently, so many of the early settlers from here walked to and from Chicago and carried home flour and other necessities on their backs.

He came to Deerfield to live after giving up his farm near Northfield. He was not a successful farmer for he preferred to hunt and live as the Indians did. The Indians named him Nanimpo, or Prairie Wolf and they spent weeks camping on his land with him. His preference for Indian life is easily explained as his mother and her sister, age 6 and 8 years, were stolen after a Shawnee massacre in Virginia and reared by Indians. His mother married an English officer, John Clark, and their son, John Kinzie Clark was born in an Indian wigwam in Fort Wayne. John K. Clark's home is now occupied by the Peter J. Duffy family on North Waukegan Road.

The Duffys have a small bellows which they found in their attic that belonged to Indian Clark, which will be exhibited during Centennial week.

Darning and Mending to Be Taught at "Y"

Highland Park mothers are informed that Mrs. T. M. Marks will conduct a course in mending and darning for local girls each Monday from 10 to 10:30 a.m. beginning Monday, June 24, at the YWCA. No charge will be made for the lessons. Those wishing to join the class are instructed to bring a pair of stockings or socks, needle, scissors, and thimble.

If the class is too large, it will be given for two mornings a week instead of one.

Marjorie Watson Leaves
Miss Marjorie Watson, daughter of Dudley Crafts Watson, is leaving June 25 for Provincetown, Mass., where she plans to spend the summer studying landscape painting under George Elmer Brown. Provincetown is on the very tip of picturesque Cape Cod.

Read The Want Ads

TELEPHONE 410
J. SMITH
Dealer in
JUNK
589 Homewood Ave. Highland Pk.

Mrs. Cruickshank Heads Deerfield Auxiliary

The regular meeting of the Deerfield American Legion Auxiliary Unit No. 738 was held on Monday evening, June 17, at the home of Mrs. Agnes Tennermann.

As June is Fidas month and the country of Belgium attracts our attention for the year, a very appropriate and fitting program was arranged at this meeting at which Mrs. Dohnt of West Lake Forest, who is a native of that country, was guest speaker of the evening. A very informal discussion of Belgium was told in detail the different ways of the opportunity of examining some of her beautiful hand-made lace and told in detail the different ways of making it.

Mrs. Mary Welch, unit community chairman, reported the redistribution of 75 articles of clothing during the past month from our clothing room at the Grammar School.

The election of officers was held at this meeting and results were as follows: President, Mrs. Bessie Cruickshank; first vice-president, Mrs. Gladys Dunham; second vice-pres., Mrs. Lillian Meyer; treasurer, Mrs. Mary Welch; chaplain, Mrs. Dorothy Davis; sergeant-at-arms, Mrs. Gladys Barrett; and historian, Mrs. Laura Kapschull.

Delegates to the district meeting for the coming year were elected as follows: Mrs. Gladys Jacobs, Mrs. Lillian Meyers, Mrs. Agnes Tennermann, Mrs. Mary Welch, and Mrs. Gladys Barrett. Alternates, Mrs. Pottenger, Mrs. Dunham, Mrs. Goodman, Mrs. Uchtman, and Mrs. Kapschull.

At the close of the meeting refreshments were served by the hostess and her assistant, Mrs. Pottenger.

Two Deerfield Autos in Crash Monday

A car driven by Mrs. Herman Ludwig and a truck driven by William J. Desmond, both of Deerfield, crashed at Ridge and Deerfield Roads on Monday morning. Neither driver was injured but both cars were wrecked. Desmond's car turned over, breaking off the cab in which he was riding.

Read The Want Ads

ELIZABETH WORTH
TEACHER OF PIANO
Offers a Special Summer Course to Advanced Pupils only, embracing the First Semesters of Dance Music. Term starts June 15.
ALSO music furnished for special events, dances, style shows, weddings, etc. Piano or orchestra.
For information, write or phone Res. Studio, 223 Vine Ave., Highland Park. Telephone Highland Park 2242

Only make of sewing machine
OILED CLEANED ADJUSTED
Call expert service \$1.00
SINGER
Only Authorized Singer Representative
for Highland Park
A. Shawn
University 8388
New and Used Machines

Read the Highland Park Press Each Week For Your Centrella Specials

CENTRELLA QUALITY MEATS		FRUITS and VEGETABLES	
BROILERS Fancy, fresh dressed, lb.	35c	PEACHES Ripe California, basket	29c
BEEF POT ROAST Lb.	26c	CHERRIES California Bing, lb.	29c
LAMB CHOPS Rib, lb.	32c	PINEAPPLE Fresh, large size, each	19c
MEAT FOR LOAF (Pork, Beef, Veal) lb.	29c	SPINACH Tender broad leaf, pack	15c
DRIED BEEF Armour's Star, 4-oz. pkg. 2 for	25c	CUCUMBERS Fancy, long green 2 for	15c
SCALLOPS Fresh, deep sea, pint.	38c	BEETS Home grown 2 bun.	11c
LAKE TROUT Select, fresh, lb.	29c	RADISHES Hothouse 2 bun.	5c
CERTO Insures the success of your jellies. Don't be without a bottle. 25c	SHURFINE TOMATO JUICE 12 1/2-oz. can 3 for 25c CENTRELLA SLICED MUSH. ROOMS 4-oz. can 2 for 45c	SATINA For three days only... per pkg. 5c LAND O'LAKES BUTTER 1/4's, 33c 2-lb. roll 63c LAKE SHORE BUTTER 1/4's, 29c 1-lb. roll 27 1/2c	American Quality Flakes 20-oz. package 2 for 39c FREE package of 100 with each purchase AMERICAN FAMILY FLAKES
Town Crier FLOUR 5-lb. bag 25c You'll like Town Crier all-purpose flour.	SCOT-TISSUE 4 rolls 29c Scot Kitchen Towels, 2 large rolls for... 21c Scot Towel Holders, in green or ivory... 19c	Traymore Yellow Cling PEACHES No. 2's 2 can 37c	TENDER LEAF TEA 7-oz. pkg. 29c A delightful treat for lovers of fine tea.
CENTRELLA MACARONI or SPAGHETTI 3 for 21c	CENTRELLA NOODLES Fine, medium, broad 3 for 21c	C. & H. CANE SUGAR 10-lb. cloth bag 53c C. & H. Powdered Sugar, 1-lb. pkg. 2 for 15c C. & H. Brown Sugar, 1-lb. pkg. 2 for 15c	BOWLENE Large size can 21c LA FRANCE Very special 2 for 17c SILVER CUP Green Beans, cut, No. 2 2 for 25c
Delicious Doughnuts Friday Special Dose 23c Made from a famous recipe for those who want the best.	RINSO Small size... 2 for 17c Large size... 2 for 39c Lifebuoy 5 bars 29c	GOLD DUST 19c FREE can of Gold Dust Cleanser with each pkg.	Paul Schulse Biscuit Co. Black Walnut COOKIES Made with the finest of cake flour, chock full of choice black walnut meats. Baked special for this sale... lb. 17c
FAIRY SOAP 3 bars 10c A popular soap for delicate skin. Is there a Fairy in your home? The A B C of Cleanliness Use Lincoc all the year 'round in the Laundry, Kitchen, and Bathroom. For Lincoc cleans, removes stains, deodorizes and disinfects all at once. It is pure, safe and dependable. ASK YOUR GROCER Full qt. bottle, 20c	"The Housewife's Friend" 	FINER FLAVOR That Won't Bake Out You get it in McCormick's Bee Brand Vanilla. Made from finest Mexican Vanilla Beans and with 20% more beans than the Government standard. Buy McCormick's Bee Brand Vanilla in the convenient, finger-grip bottle.	Royal Desserts All Flavors 3 for 19c Easy to prepare — pleasing to serve. With general acceptance everywhere. MCCORMICK'S BEE BRAND VANILLA 3-oz. bottle 31c

ADA KING
Formerly of the
CHIMNEYS TAVERN
WINNETKA
Announces
The Opening of the
VISTA DEL LAGO RESTAURANT
(NO MANS LAND)
To the Public About July 1st
Beach and Club House Privileges \$15.00
a year with credit of \$5.00 in Restaurant
Direct Mail to Kenilworth, Ill.
Phone Winnetka 3346

TO OUR CUSTOMERS—Orders placed on Friday for Saturday delivery are very helpful to us. We appreciate this valued favor.

IN HIGHLAND PARK H. T. Bakke Grocery & Mkt. 14 N. Sheridan Road Highland Park 460-461	IN HIGHWOOD Highwood Grocery & Market 328 Railway Avenue Highwood 1000
IN DEERFIELD R. A. NELSON GROCERY & MARKET 760 Waukegan Road Deerfield 220	IN GLENCOE GLENCOE GROCERY & MEAT MARKET 311-313 Park Avenue Highland Park 466

JUNE 20, 21, 22

QUALITY-ECONOMY-THE POLICY OF EVERY CENTRELLA STORE!