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 W. H. Thomas Editor
 Florence W. Bartel Associate Editor

Newspaper Advertising Builds Business

A fine testimonial to the increasing value of newspaper advertising as a producer of business and industrial development was given in a recent public statement by L. A. Warren, president of Safeway Stores, Inc., a chain grocery system serving western America.

Citing his own company as a barometer indicative of the attitude of business in general toward advertising, Mr. Warren declared that he considered the growth of Safety Stores and similar systems but a reflection of the power of newspapers to build and maintain public respect and public patronage. He added: "It is through advertising that people come to know and to understand the scope of any business concern's public service, and the commodities it offers for public consumption."

"It seems only natural that those concerns using newspaper advertising, uninterrupted year after year, do retain the highest confidence of the public that they serve. Their customers have found out that they can truthfully rely upon the advertising product, service and economy which so often feature the display advertising of the chain stores."

"We have repeatedly endeavored to help farmers dispose of surplus or distressed crops by conducting widespread advertising campaigns on certain products at various seasons of the year. These campaigns have been eminently successful, and their beneficial effects to agriculture are both a tribute to newspaper advertising and the advantages of chain-store distribution."

Any kind of merchandiser, chain or independent, will doubtless reflect Mr. Warren's views. Newspaper advertising is not only the best way to get business for a good product of service—it is also the best way to hold it.

PAUL M. ANGLE TO SPEAK HERE FEB. 4

(Continued from Page 1)

Highland Park. To discuss economic problems in an entertaining manner is a distinct gift—Mr. Cahn possesses that rare ability.

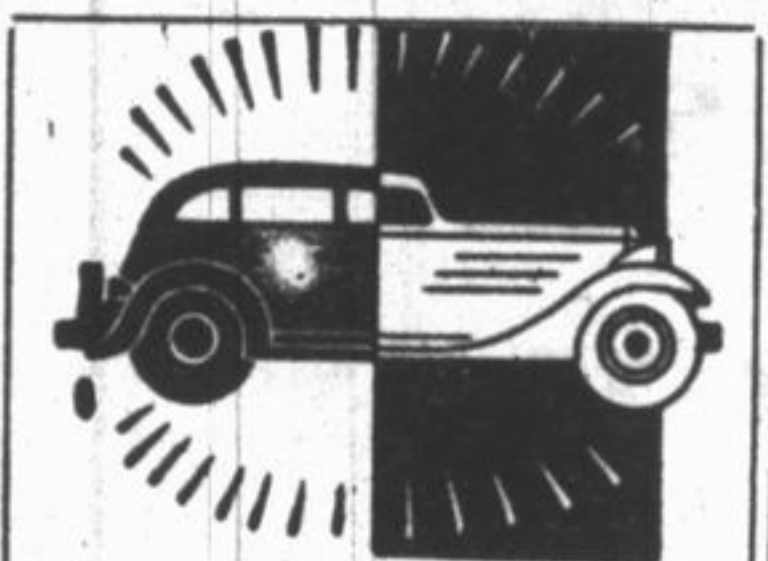
Following this talk, the Legislation committee goes into the question of "International Relations" with the guest speaker, Mrs. O. F. Paisley who is well versed in this subject and talks most interestingly. The club membership is cordially invited by these two committees to attend the discussion on Tuesday morning and to remain for luncheon which will be sponsored by the Public Welfare committee. Reservations for luncheon are limited to fifty and should be made to Mrs. A. L. Berg by February 1st if possible. Sewing on curtains for the nursery at the Highland Park hospital will follow luncheon.

The Social Service department, under the able direction of Mrs. Francis W. Parker, Jr., continues its vigilant work on many philanthropic projects. They recently made pajamas for the Park Ridge girls and also sent a sewing woman to the Park Ridge school to help make uniforms.

Valentine Party of Social Committee Each year there is one party at

the Highland Park Woman's club given by the Social committee for the express purpose of enabling all members, new and old, to gather at the club house for a distinctly social afternoon and become better acquainted with each other as well as have an opportunity to entertain their friends at the party which the Social committee makes a memorable occasion on the year's calendar.

Mrs. Charles L. Jordan, vice-president and chairman of the Social committee, with her associates, has planned that the party this year instead of being held in the fall as on previous occasions, is to be a St.



Dahl's Auto Reconstruction Co.
Auto Repainting
Cold Frame and Axle Straightening
Body and Fender Repairing
SPRING SERVICE STATION
WELDING AND SOLDERING
322 N. First St. Phone 77

NORTH SHORES MOST BEAUTIFUL THEATRE
DEERPATH
 LAKE FOREST

Phone 2502 272 E. Deerpath Ave., Lake Forest Phone 2502
 Thursday-Friday Jan. 30-31
"IT'S A GREAT LIFE"
 with Charles Chic Sales, Paul Kelly, Joe Morrison, Roseland Keith, David Holt.
 COMEDY, "HAPPY THOUGH MARRIED" - NOVELTY, "A WORLD WITHIN" - CARTOON - LATEST METROPHONE NEWS
 Saturday Matinee Only Special Children's Matinee
"JUSTICE OF THE RANGE"
 with Tim McCoy and Betty Seward
 Saturday Evening Only Feb. 1
"DR. SOCRATES"
 with Jack Benny, Una Merkel, Ted Healy, Nat Pendleton, COMEDY, "LUCKY SWEDS" - LATEST PATHE NEWS
 Sunday-Monday—Sunday continuous from 2-11 Feb. 2 and 3
"IT'S IN THE AIR"
 with Jack Benny, Una Merkel, Ted Healy, Ned Pendleton, Mary Carlisle, Harvey Steffen
 CARTOON, "RIP VAN WINKLE" - NOVELTY, "SPRING NIGHT" - SPORT KEEL, "JUMPING CHAMPIONS" - LATEST PARAMOUNT NEWS
 Tuesday-Wednesday Feb. 4 and 5
"MARY BURNS, FUGITIVE"
 with Sylvia Sydney, Melvyn Douglas, Alen Baxter, Pert Kelton, Wallace Ford, Brian Donlevy
 COMEDY, "MANHATTAN MONKEY BUSINESS" - CARTOON, "WEE MEN" - LATEST NEWS
 NEXT WEEK: "Seven Keys To Balpate" - "Hands Across the Table" - "Ann Oakley" - "Perfect Gentleman" - "Two For Tonight"

Valentine's Day event, over which the spirit of that day shall prevail from the attractive dessert course to be served at two o'clock, on throughout each detail of the afternoon's entertainment, including the very lovely prizes which will be presented to each table.

Bridge is the usual order of the day, but for those who may prefer not to play bridge, Mrs. Herbert R. Smith and her committee are planning a very gay and entertaining non-bridge feature for which arrangements may be made by telephoning Mrs. Smith, H. P. 480.

Mrs. Charles G. Mason is chairman of the Ticket committee, assisted by Mrs. Claburn Jones and Mrs. Poyntz M. Murray. Reservations are now being made by members planning parties for one or more tables. These may be telephoned to Mrs. Mason, 2398; Mrs. Jones, 714; or Mrs. Murray, 2687.

Mrs. John N. Brigham is chairman of the Refreshment committee, assisted by Mrs. S. Parker Johnston, Mrs. Seth M. Gooder, Mrs. Peter Webber, Mrs. Whit Schultz, Mrs. James I. Loeb, and Mrs. Wilfred C. Shippee.

The other members of the Social committee who are busy with plans for the party either in assisting with the tickets or planning many of the other details, are Mrs. Harold F. Van Steenderen, Mrs. Oscar Wallen, Mrs. Irving E. Stieglitz, Mrs. Percy M. Prior, Mrs. Harry G. Pertz, Mrs. Erastus R. Phelps, Mrs. Francis W. Parker, Jr., Mrs. O. Laurence Olesen, Mrs. Edward P. Norcross, Mrs. Wade McNutt, Mrs. George Allan Mason, Mrs. Leonora T. Hoyne, Mrs. Raphael F. Davis, and Mrs. Fred H. Clutton.

Art Exhibit
February's Art Exhibit will include the paintings of two well known artists—Mrs. J. Bernard Mullen of Highland Park will show portraits and landscapes in oils; and Mrs. Josephine Reichmann will show flower paintings in oils and portfolios of water colors.

This unusual exhibit will be ready for the February 4th meetings of

the club and will remain throughout the month.

"Pathways of Youth"
On Tuesday, Feb. 11, at 2 p.m., a charming program is being presented by the Drama Group—"Pathways of Youth," by Rowena Bastin Bennett. It is a fantasy of music, drama and dance, interpreted by artists of our community, under the direction of Miss Catherine Geary. All club members are cordially invited to attend as guests of the Drama Group. Children of club members and their friends will take part in this presentation.

If in need of day help, please telephone H. P. 2427, Mrs. Bigley.

BOOSTERS TO PLAY DOC KING'S FIVE

The Highwood Boosters won their second straight victory in as many starts last Friday night when they defeated the Waukegan Tigers by a 34 to 10 score. The Boosters led off with the scoring and maintained the lead throughout the game.

Pasquesi was high point man, with Bernardini a close second. Rogan and Russell starred on defense with Somenzi, Notogiaco and Scabby doing fine work in their respective positions.

The Highwood Orioles were defeated by Wally's Jayhawks in the first game of the evening. Ori-

bras and Sketch starred for the Orioles, while Lenzi, Watty and Moseley did fine work for the Jayhawks.

In the second game of the evening the Booster Girls defeated the Highwood Bluebirds by a 20-2 score.

The Boosters will play Doc King's colored stars of North Chicago on Friday, January 31. Doc King has a fine array of basketball stars and is expected to give the Boosters their stiffest test of this season. The Booster Girls will play also with the Orioles playing Doc Kings light-weights in the opener.

All three games will be played at the Oak Terrace school, the first game beginning at 7 p.m.

ANNOUNCEMENT

WE TAKE GREAT PLEASURE IN ANNOUNCING THAT WE HAVE ACQUIRED THE SERVICES OF

MR. WINFRED B. ZIMMER

FORMERLY AFFILIATED WITH THE COMMUNITY SERVICE GROCERY COMPANY

Mr. Zimmer assumes his duties as manager of our meat department

FEBRUARY FIRST

and his years of experience in this line will enable us to handle the finest grade of meats, expertly cut, and reasonably priced.

Yours for service,

PICCHIETTI BROS.

380 Central Avenue Phone Highland Park 747-748

Specials for Thursday, Friday, Saturday — Jan. 30 - 31 and Feb. 1

CAULIFLOWER head 15c **ORANGES** Extra large Navels, 3 doz. \$1 Juicy Oranges, 2 doz. for .29c

CANNED GOODS		CEREALS		SOAPS	
HIGHLIFE WHITE CORN 27c	3 No. 2 cans for	POST BRAN FLAKES 23c	2 packages for	QUAKER OATS 17c	2 packages for
D. C. CROSBY CORN 27c	3 No. 2 cans for	POST WHOLE BRAN 23c	2 packages for	Large package for 19c	AM. FAMILY SOAP 49c
TELMO G. B. CORN 25c	2 No. 2 cans for	WHEATENA 22c	the package	PUFFED WHEAT 19c	AM. FAMILY FLAKES 39c
TELMO CRAB MEAT 49c	large can for	RALSTON'S BREAKFAST FOOD, pkg. 74c	2 packages for	PUFFED RICE 25c	P-G SOAP 17c
TELMO TUNA FISH 27c	Medium can for	WHEATIES 25c	2 packages for	FARINA 11c	CHIPSO 39c
TELMO TUNA FISH \$1	6 cans for	SHREDDED WHEAT 25c	2 packages for	QUAKER CORNMEAL 10c	2 large packages for 27c
MERMAID TUNA FISH \$1	3 large cans for	Kellogg's ALL BRAN 27c	2 packages for	yellow or white, pkg. 25c	SUPER SUDS 27c
REBER HOMINY 27c	3 No. 2 1/2 cans for	Large package for 22c	Large package for	MALT-O-MEAL 21c	2 large packages for 17c
SAUER KRAUT 25c	3 No. 2 1/2 cans for	PURE LARD 29c	2 pounds	KITCHEN KLENSER 19c	large package
LIBBY'S PEACHES 39c	2 No. 2 1/2 cans for	RICE KRISPIES 25c	2 packages for	IVORY SOAP 29c	3 large bars for
WEST FARM PEARS 39c	2 No. 2 1/2 cans for	WHEAT KRISPIES 27c	2 packages for	IVORY FLAKES 21c	large package
Guard Health TOILET PAPER, 4 rolls for 25c	Guard Health ROLL TOWELS, 2 rolls for 29c	Kellogg's BRAN FLAKES 19c	2 packages for	LUX SOAP 19c	3 bars for
		AUNT JEMIMA PANCAKE FLOUR, pkg. 12c	2 packages for	LIFEBOUY SOAP 19c	3 bars for
		BUCKWHEAT FLOUR pkg. 14c	Large package 12c		

DIXIE BACON 2 pounds SLICED for 39c M. & L. BACON, 3 lbs. \$1
PEAS Fresh - Tender Full Pods 3 lbs. for 29c
GRAPEFRUIT 4 and 5 for 25c
CARROTS or BEETS bunch 5c

BAKER'S CHOCOLATE 17c	1/2-pound cake for	CLUB HOUSE Dry Mince 25c	Meat; 2 pkgs.	AMMONIA 10c	quart bottle	Libby's CORNED BEEF 35c	2 cans for
HERSHEY'S CHOCOLATE 9c	1/2-pound cake for	LITTLE BOY BLUE 9c	the bottle	Dromedary PITTED DATES, (2) 8-oz. pkgs. for 25c	quart	Broadcast C. B. HASH 35c	2 cans for
BAKER'S COCOA 19c	1-pound can for	CRESTO Salad Dressing 29c	quart	PET or CARNATION MILK, 3 tall cans for 70c		PRUNES—Bulk 25c	3 pounds for
HERSHEY'S COCOA 13c	1-pound can for	HEINZ'S SOUPS 25c	All kinds except Consomme and Clam Chowder, 2 cans	NUT MEATS—Pecans or Black Walnuts; lb. 39c		VIRGINIA SWEET PANCAKE FLOUR, 2 pkgs. 27c	2 packages for
CRISCO 21c	1-pound can for	HEINZ SPAGHETTI 19c	12-ounce can, 2 for 29c	NUT MEATS—Almonds or English Walnuts; lb. 49c		MAZOLA or WESSON OIL 22c	4 cans for
1 1/2-pound can for 30c	1 1/2-pound can for 30c	JAP ROSE SOAP 9c	the bar	CIDER VINEGAR 10c	quart bottle; each	KOSTO 9c	2 packages for
3-pound can for 57c		LINCOWASH 19c	quart bottle	C. H. CHILI CON CARNI 23c	2 cans for	DILL PICKLES 19c	quart jar
		LEE & PERRIN'S SAUCE 30c	the bottle	OVALTINE 63c	\$1.00 size for	LOG CABIN SYRUP 19c	Small can for
		MUSTARD 19c	quart jar	LIPTON'S TEA 39c	50-cent size for 35c		Medium can for 37c
		DOG FOOD—Strongheart 25c	5 cans for		1/2-pound can for		Large can 73c

Countryside PUMPKIN 19c	2 No. 2 1/2 cans for	NUCOA or GOOD LUCK 39c	MARGARINE; 2 lbs. for	SAUER KRAUT 25c	3 No. 2 1/2 cans for
RAISINS—Seedless 25c	3 15-oz. pkgs. for	C. H. MINCE MEAT 25c	2 pkgs. for	CANE SUGAR 49c	10 lb. limit; 10 lbs. for
OLD GOLD Cigarettes \$1.19	the carton	CRACKERS 19c	GRAHAM or SODA; 2-lb. pkg.	JONES SAUSAGE 31c	LINKS, lb. 34c; MEAT, lb.
TOMATO JUICE 25c	Libby's; 4 cans for	RED CROSS 9c	MACARONI or SPAGHETTI; 2 pkgs.	TOMATO SOUP 19c	Campbell's; 3 cans for

Phones Highland Park 1676-7-8-9
RAPP BROS.
 24 N. First St. Highland Park Illinois