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Local Men Attend National Crusade To Create Business

A cooperative movement has been started in this country which may possibly reverse the present business trend. It all depends, of course, upon how quickly and how effectively all lines of business take up the challenge.

Tuesday noon more than 2,000 business men from the Chicago Area, assembled at the Stevens hotel for the National Salesmen's Crusade, a movement headed by George W. Mason, president of the Nash-Kelvinator corporation, to investigate business.

A large representation from Highland Park attended the luncheon at noon at the Chicago hotel and listened to several brilliant addresses by big business heads of national organizations. Included on the program were Mr. W. H. Burritt, vice-president, Nash-Kelvinator corporation; Mr. George W. Mason, president, Nash-Kelvinator corporation; Mr. Dana Cole, president, Lincoln, Nebraska, Chamber of Commerce; Mr. Raymond C. Messinger, president, Chain Belt Company and chairman, Oliver Farm Equipment company; Mr. Fred W. Sargent, president, Chicago North Western Railway Co.; Mr. Gene Elack, Trade Relations Counsel, Loose-Wiles Biscuit Company; Mr. Oscar G. Mayer, president, Oscar Mayer & Company, and president of the Chicago Association of Commerce.

On June 14th a similar meeting was held in New York and was heard over a national hook up throughout the eastern states. Tuesday's meeting was heard on another national hook-up as was the one yesterday in Milwaukee.

Mr. Mason's idea is utterly simple, easily understandable. That, no doubt, is why it is sweeping the country today, being adopted in many communities as a means of fighting for better business.

The idea is this: Every salesman in Mr. Mason's far-flung organization pledges himself to make ten calls a day as a patriotic duty. Through widespread news coverage and newspaper cooperation, mass meetings, endorsements from public leaders, the prospects upon whom the salesman calls may be led to answer the doorbell with at least a friendly welcome and a patient hearing of his sales story. This is the consumer's contribution to a patriotic movement.

Instead of resenting and resisting the salesman as just someone else who is trying to get his hard-earned money, the prospect, it is hoped, will understand that the salesman has joined a movement toward recovery. He is out to get goods moving again—to crack the log-jam of public apathy which has dammed the stream of business.

If the salesman succeeds, goods will move, national income will rise, times will get better—and everyone, including the buyer, will thereby benefit. All the prospect has to do is treat the salesman courteously, give him a sporting chance to tell his story. This will help him maintain his morale.

This plan gives to salesmen an incentive to go out after business. Before it came along, he was discouraged, down in the dumps. Customer resistance was tremendous. Times were tough. "What's the use," thought many salesmen. Might as well hang around the showroom and wait for someone to come in looking for something at a cut price."

But now salesmen are enlisting in a CAUSE. They are fighting the enemy of depression, menacing the welfare of everybody in the country. They are battling for the American standard of living. What if they don't get results the first day or the first week? They're making all the calls they can humanly make in the course of each day. They're in the army and they're performing a public service.

This, Mr. Mason points out, is not just a promotion scheme of one company. It's a Recovery Plan designed for the use of EVERYBODY engaged in industry and commerce. It is an idea which is at once so simple and so understandable that everyone who hears it seems to catch its significance and appreciate its worth.

The crusade's slogan is "Sales Mean Jobs." This is a battle cry around which EVERYBODY can rally. Every time a salesman closes a deal, more men can be put to work—and the result is a movement of national significance.

Sales mean jobs. It is reasonable to believe that the salesman's crusade can lead to prosperity.

Highwood Days To Be Held In August By Civic Association

Highwood Days, a carnival sponsored by the Highwood Civic Improvement Association, will be held on August 2, 3, 4, 5 and 6.

Many new features have been booked by the committee for this event, and an unusual line of merchandise will be used on the wheels and bingo stands. Beautiful sherrys, goblets, wine and cocktail glasses in matched sets, wool automobile robes, chenille bedspreads, four slice electric toaster and other prizes of this type have been purchased for this affair.

Screen Attractions At Alcyon Theatre

"Island in the Sky" brings Gloria Stuart and Michael Whalen together again at the Alcyon on Thursday and Friday this week. Here is more excitement, thrills, unexpected laughs and romance than you ever could imagine packed into this film. As these are double-feature nights the second attraction is "Accidents Will Happen" in which Gloria Blondell, younger sister of Joan Blondell, is starred with Michael Whalen. A thrilling exposure of the fake injury racket, whereby insurance associations have been robbed of many thousands of dollars is promised in this film.

Audiences who enjoy plenty of action in their mystery picture are in for an exciting evening on Saturday when they see "Arsen Lupin Returns," which has as its stars Virginia Bruce, Melvyn Douglas and Warren William.

The American Legion convention in New York City was something neither the Legionnaires nor New Yorkers will forget, and for those who missed all the fun Victor McLaglen and Brian Donlevy are shown together in the film "Battle of Broadway," at the Alcyon on Sunday, Monday and Tuesday. Not since Mademoiselle from Armentieres was a mere slip of a girl has there been such heck-raising on the screen. McLaglen and Donlevy, both bones-off-screen veterans, lend more truth to this film than play-acting could ever devise.

Earl Gsell & Co. Has Store Here Air Conditioned

Earl W. Gsell and company, located at the corner of St. Johns and Central avenue, have just had a Carrier Air Conditioner installed in their store.

Air conditions which is an outstanding development of the present decade, improved working conditions and is an asset to the patron of a store or business house.

Mr. Gsell, alert to modern business demands, and eager to serve the public well, has installed this cooling system, which is one of the first, outside of that installed in the local theatre, to be used in Highland Park business houses.

Cuore Arte Club Annual Picnic June 26

The annual picnic of the Cuore Arte Club will be held next Sunday, June 26, at Santi's Grove west of Highwood.

All arrangements have been completed by the committee in charge and those who will attend are assured of a wonderful time. Admission to the park is free.

A "booze" contest will be held in the afternoon with other games and dancing in the evening.

Two Cars Collide on Skokie Sunday

A west bound car driven by Claude Ellis, 505 Eastwood avenue, collided Sunday evening, June 19, with a car being driven north by Dr. A. Maits of 700 Ravine drive, Lake Bluff. The accident occurred at the intersection of Skokie and West Park avenue. Mrs. Maits and her niece, Sheila Fitzsimmons, were with Maits.

Maits was apparently injured as he was taken to the hospital before the police arrived.

Bump-Along Tournery At Sunset July 13

The third annual Bump-Along tournament will be held at the Sunset Valley golf course on Wednesday, July 13. These events in the past have been very successful.

It is expected that from 150 to 200 persons will turn out for the contest as it is a big day for the golfers.

Reservations for the tournament should be in as soon as possible.

American Legion Complete Plans For Carnival July 12-14

Officials of the Dumaresq Spencer Post of the American Legion burned a lot of midnight oil during the past week completing final arrangements for the annual carnival to be held in Sunset Park July 12, 13 and 14.

Details of the nightly events and other program features will be announced next week by Miller W. Schreiner, general chairman, who declares that he has a number of surprises that will distinguish this year's celebration from the usual run of such events. Tremendous interest has been aroused over the service men's ambitious undertaking in purchasing a beautiful Plymouth touring sedan which will be given away on the final night of the carnival.

Heart Attack Fatal To Arthur Crandall

Arthur Lynn Crandall, a well known and highly respected citizen of our community, died very suddenly on Monday evening, June 20. Mr. Crandall was enjoying his usual good health. He had completed his day's work and following the evening meal he, with his companion, were in their garden enjoying the flowers and nature about them, when a heart attack overtook him, which resulted in his death about two hours later. Mr. Crandall was born at Walworth, Wis., May 3, 1873. He attained the age of 65 years, 1 month and 17 days.

In the year 1894 Mr. Crandall united in marriage with Miss Florence Gates. To their union three children, Bert, Helen and Mary were born. During the early part of their married life Mr. and Mrs. Crandall moved to Colorado where they spent about 12 years. From the west they moved to the north shore. Soon after locating in this area Mrs. Crandall died suddenly on June 11, 1918. In the fall of 1919 Mr. Crandall and his 5 children came to make their home in Highland Park, where he has resided ever since. On the 22nd of September, 1920, Mr. Crandall united in marriage with Miss Mary Fox of Chicago.

Mr. Crandall was a great lover of nature. He spent the greater part of his life as a gardener. He took delight and had much pride in the work that he did. He never was too busy to talk to his friends about his flowers. It is of interest to many that he is being laid to rest in the North Shore Garden of Memories, a place that he himself helped to plan, landscape and make beautiful.

Mr. Crandall was a man of sterling character. He was very devoted to his family. He was always cheerful, and did everything he could to please those who were near and dear to him. It was a habit of his to have a kind word for every one. He had implicit faith in those with whom he dealt and seldom ever mistrusted his fellow man.

He leaves to mourn his companion, Mrs. Mary Crandall, and his three children, Bert of Chicago, Mrs. Helen Ripley of Williams Bay, Wis., and Mrs. Mary Phillips of Lake Forest; also his mother of Walworth, Wis., who is now 88 years of age, and six grandchildren. There are other relatives and many friends.

The funeral services are being held Thursday afternoon at 2 p.m. at the residence at 119 S. Second street. Mr. H. F. Kelly has charge of the service with Rev. H. F. Siemsen of the Bethany Evangelical church officiating.

Motor Scoots Make Appearance Here; Popular Diversion

A new form of motor transportation can be seen in Highland Park these days—it is the Motor Glide, a sort of scooter with a motor attached. Its popularity is attested to by the fact that an increasing number of these machines can be seen every day on the streets.

Mr. True is the local agent and has a Rent-a-Scoot located at 104 S. First street. He anticipates an increase in the number of rentals in the next few weeks and is obtaining more new machines.

Mr. and Mrs. William Manson of Toronto, Canada, are visiting their nephew and niece, Mr. and Mrs. Donald Bruce of Ridgewood drive. Tuesday evening the Bruce's entertained at an old fashioned Scotch party in their honor.

More Details About Community House Floor Lay-Out

Community houses of today must plan for many hobby club and social club activities. These club activities, include: camera, stamp, craft, chess, choral, debating and speech, ladies' sewing, and many other clubs too numerous to mention. Space must be provided for card parties, small lecture and class groups, social parties, boy and girl scout merit and proficiency badge classes.

The second floor of the proposed Community House has been planned to care for the many and varied smaller groups who need adequate facilities for their activities. It comprises a group of two rooms, connected by a kitchenette. The main room is about 30 feet square, faces Sunset Park, with two walls of windows. It will be a most inviting and attractive room. The other room on the second floor is 16x28 feet in size and also has many windows on two of the walls facing the park. A kitchenette lies between the two rooms. Here light refreshments, afternoon coffee or tea can be prepared and served. The combined use of these two rooms for an afternoon card party or lecture in the large room, and refreshments served in the other room, will make an attractive combination. Cabinet space is provided for hobby clubs, scout groups and other recurring activities; so that equipment needed for these activities can be safely stored away while not in use.

Now let us take a look at the ground floor plan. Here are to be located the wash rooms for men and women. There will be two locker rooms in the men's section, which will normally provide a locker room for the men and one for the boys. However, during basketball games the visiting team can have its own locker room; which by many is considered very desirable.

In the women's section as well as (Continued on Page 5)

Large Assemblage Pays Honor Sunday To Noted Artist

Last Sunday afternoon a reception was given at the Ravinia school auditorium in honor of Frank Peyraud of Ravinia, one of America's foremost landscape artists. He had recently celebrated his 80th birthday.

The group assembled was more or less a family gathering; all the persons there were ardent admirers of Peyraud and had come to pay a tribute to him. There were present in the group a number of local artists and writers. Mrs. M. R. Beatty and Mrs. R. Bennett, both well known among poetry lovers, composed verses especially in honor of Peyraud and his 80th birthday.

As the artist cut his birthday cake, the assembled group sang "Happy Birthday to You" which was followed by a brief talk by Dudley Crafts Watson in honor of the occasion.

Many of the foremost artists throughout the world have achieved their greatest heights after they have reached the age of 90. Although Peyraud has already painted many well known pictures, it was hoped that he would go on to even greater works in the next decade.

Befriends Sick Dog, Must Undergo Shots To Prevent Rabies

Miss Mary Wilder has earned her great reward for being a dog lover. She has to undergo the Pasteur treatments as a prevention against rabies.

Recently she was asked to help nurse a sick dog at one of the University of Chicago fraternity houses. Even after her ministrations the dog showed no improvement. It was chloroformed and then was discovered to have had the rabies.

So now every day for two weeks Miss Wilder will have to take a trip to the doctor's office for a shot of serum for prevention of rabies. Nineteen dog loving fraternity brothers will be receiving the same treatment.

Infant Welfare Meets

The regular business luncheon meeting of the Highland Park-Ravinia Center of the Infant Welfare Society will be held at the home of Mrs. Cloud Wampler, 334 Lake avenue, Monday, June 27. Assisting the hostess will be Mrs. Richard Keaton, Mrs. J. K. Tyson, Mrs. H. Riddle, Mrs. George Hachtmann. The luncheon committee comprises Mrs. W. H. Riets, Mrs. H. Riddle, Mrs. R. W. Douglas, Mrs. R. O. Farrell, and Mrs. James Allen.

Ravinia Festival Opens For Third Season, Next Thursday

Achushnet "Hit Show" Golf Demonstration at Sunset June 29

A large turnout of Highland Park golfers is expected to see the Achushnet Caravan when it visits the Sunset Valley Golf club June 29th at 6 p.m. This remarkable trailer-housed driving machine and golf ball testing laboratory is making a nationwide tour of golf clubs, thrilling golfers with its unusual demonstrations.

The machine certainly smacks them out. In a demonstration at the Corsicana, Texas, Country club the driving machine drove a ball for a carry of more than 600 yards. Drives of 400 and 500 yards are common.

It's accurate, too. Every chip shot rolls dead to the pin—and in one test at the Columbus, Ohio, Country club the driving machine made a 428-yard hole-in-one. There's a record to shoot at, friends.

Golfers who attend the Achushnet Caravan demonstration will see Achushnet golf balls smashed out at the rate of 60 a minute.

But that's only half the story. In addition to the driving machine, they will see actual golf ball tests made by the guillotine, the compression machine, and the X-ray fluoroscope. It's a great show, and will teach you a lot of things you ought to know about golf balls, but probably don't.

This year the 'Achushnet Hit Show' which is conducted by Claude Hastings, is presenting a new star—the Achushnet Titleist golf ball. This winter the ball was given exhaustive tests in Florida, both by professional golfers and by the trailer laboratory. The Achushnet Caravan will show the new Titleist in action at more than three hundred clubs, and numerous driving ranges throughout the country. So far it has been playing to "packed houses" at every stand.

The Achushnet Caravan demonstrations are scheduled for 6 o'clock at the Sunset Valley Golf club. All of the city's golfers are invited to attend.

Eddie Smith's Theory Proven in Practice

"A penny earned is a penny saved" is evidently the motto of Eddie Smith, local game manufacturer. Perhaps he got the old saying a little twisted but the meaning is clear enough.

Last Sunday, as is his wont, Eddie and a party of friends went to the Aurora Country club for a round of golf. Upon arrival they discovered that the prime element for a good game of golf was lacking—the caddies. The twosome just teeing off was in the same predicament and were loudly bemoaning the fact.

So Eddie, not adverse to picking up some small change, rumbled his hair, mussed his clothes, went over and offered his services to the pair; thinking him a caddy, he was eagerly accepted. All afternoon he carried double for them, watching their shots, listening to their language and twice getting treated to "pop." At the finish of the game, Eddie walked back to his friends and proudly extended his hand—in it was \$2.20.

Dahlia Blooms In Fontaine Garden Termed Phenomenal

A very beautiful red dahlia is in full bloom in the garden of Mrs. Everett O. Fontaine at 752 Glencoe avenue. As dahlias seldom bloom before the early part of August, this might be termed a phenomena or "freak of nature."

The bulb which wintered out during the past season against all rules and regulations of well known gardeners, is quite tall and its blossom measures between 5 and 6 inches in diameter.

The bloom appeared on June 16 and there are four other buds all ready to open. It is of the Rome Glory species.

Hold Exams June 30 For Police Jobs

Thursday, June 30, is the date set for examinations of applicants for two new policeman jobs on the Highland Park force. The time is 7:30 p.m. and the place the city hall. A score or more citizens have already applied for application blanks from Benjamin Ball, secretary of the Highland Park Civil Service Commission.

For its third year of concerts with the Chicago Symphony Orchestra, led by world-famous guest conductors, the Ravinia Festival opens Thursday, June 30, at 8:30 p.m.

Arthur Rodzinski, distinguished conductor of the Cleveland Symphony orchestra, has been chosen to lead the first two weeks of concerts, including the evenings of June 30, July 1 and 2, 7, 8, 9, and Sunday afternoons, July 3 and 10.

Other noted guests composers of international fame who will conduct the Chicago Symphony Orchestra during the Ravinia Festival are Eugene Goossens, Willem Van Hoogstraten and Eugene Ormandy. Guest soloists will be announced each week.

Ravinia Park has for more than twenty years been the mecca for music lovers, and season after season scores of interested listeners have journeyed to this section from various parts of the United States to listen to the operatic programs.

The delightful setting, an outdoor theater hemmed in by beautifully landscaped grounds, enhanced by the quiet, soothing atmosphere of complete isolation from the hustle of every day life, lend enchantment to the musical background.

For years as almost every Highland Park resident knows, Mr. Louis Eckstein, founder of Ravinia Park, graciously accepted a deficit, for the love of good music, and his desire to share it with the music loving public. With his passing the fate of Ravinia was at stake.

Much musical talent resides in this Chicago area. A group of interested persons gathered, discussing the possibility of reopening Ravinia Park, organized the Ravinia Festival committee and with Mrs. Eckstein's cooperation, inaugurated the Ravinia Festival three years ago. So great was the success of this first undertaking that the group was encouraged to continue the Festival and plans for the third season have been completed and the first program will be presented Thursday evening, June 30, at Ravinia Park.

The success of this year's musical venture is incumbent upon the support of north shore villagers to give it that financial backing which will insure its sponsors against a possible deficit, and will inspire the committee to continue these concerts another year.

Mr. Richard Keaton, H. P. 3909, is our town chairman. He and his committee of captains and their workers have been contacting patrons of former years and newcomers to Highland Park in order that everyone may have the advantage of reduced rates in the coupon books of tickets. You can save \$3.50 on each coupon book by purchasing now. Books containing eighteen coupons are on sale for \$10 each. These coupons can be used either for admission at the gate or for reserved seats in the pavilion. Coupons are transferable and can be used for any concert. Without coupon books eighteen gate admissions for regular programs would cost \$13.50.

Coupon books can be secured from the Ravinia Festival chairman, Mrs. J. Eugene Davis, at headquarters, Room 1522, 231 S. LaSalle street, Chicago, or at the Highland Park First National Bank.

Watch the Highland Park Press each week for news of guest conductors and the details of music programs.

Remember Ravinia opens one week from tonight at Ravinia Park, "The Wooded Home of Summer Symphony."

Following is the program for the first week's concerts:

- Thursday, June 30, at 8:30
 - Overture, "Leonore," Opus 72, No. 2 Beethoven
 - Symphony No. 1, C minor, Op. 68 Brahms
 - Intermission
 - Pastorale, "The Gardeners" Gardiner Head (First Performance)
 - Orchestra Fragments (Second Series), from "Daphnis and Chloé" Job. Ravel Friday, July 1, at 8:30
 - All Russian
 - Overture Fantasia, "Romeo and Juliet" Tchaikovsky
 - Symphony No. 1, Op. 10, Shostakovich
 - Intermission
 - Entr'acte to "Khorovostchina" Moussorgsky
 - Suite from "L'oiseau de Feu" Stravinsky Saturday, July 2, at 8:30
 - Water Music Handel-Harty
 - Symphony No. 5, C minor, Op. 67 Beethoven
 - Intermission
 - Rondo—"The Erleneptel's Merry Pranks" Strauss
 - Overture to "Die Fledermaus" Strauss
 - Waltz—"Tales from the Vienna Woods" Job. Strauss
- Sunday, July 3 at 4:00
 - Prelude, Act 1 from Lohengrin Wagner
 - Symphony in D minor Franck
 - Intermission
 - "L'Après Midi d'un Faune" Debussy
 - Fete Dieu a Seville Albeniz
 - Triana Albeniz

Mr. and Mrs. Frank Elwell left Sunday for Danville to spend a week with her mother, and will then go to Eagle River, Wis., for a week.