

### "Motorists More Color Conscious"—Majority Prefer Dark Shades

Bright-colored limousines may draw admiring "Oh's" and "Ah's" from the crowd and cut a striking figure on the roadway, but when Mr. and Mrs. Average Motorist go to the sales room to select the family car, over 50 per cent of the automobiles they purchase are finished either in black, dark blue, dark green or dark brown.

According to a survey recently completed by the Illinois Automobile Club, America's motor vehicle manufacturers unanimously agree that black is the favorite shade, accounting for 33 per cent of the cars sold. But the brighter hues are coming into greater prominence. Color preferences, the study shows, vary with good and bad business years. When things pick up, people feel better and order lighter shades. Hence, with business improving—particularly in the automobile industry—the gayer pigments are beginning to undermine the popularity of black, dark blue, dark green and dark brown.

Completion of the survey reveals the following color preferences, listed in order of the total passenger car sales: Dark blue, 12.5; dark gray, 10.0; dark green, 8.0; dark red, 8.0; light gray, 7.0; light blue, 7.0; light brown, 4.0; light green, 3.0; dark brown, 2.0; gun metal, 1.0; two-tone, 2.0; ivory, 1.5; special, 1.0.

Color preferences also vary as to locality. Most firms report that a large number of their light paint jobs go to Florida and the West Coast, while the Midwest and the East remain fairly true to blues and black. The general impression is that there is little difference between men and women in the selection of exterior paint schemes, but women pay more attention to interiors. They select more serviceable and colorful fabrics. Rural buyers prefer darker shades than do urban buyers.

### N. Y. Symphony to Present Concert at High School Feb. 25

An unusually varied musical treat is in store for those who attend the concert to be given by the Northwestern University Symphony Orchestra at the Highland Park High school Sunday afternoon, February 25, at 3:30 o'clock. Every music lover along the North Shore is welcome to attend, free of charge, for this is a courtesy accorded by the Symphony to the Music Department of the High School, of which Mr. Harold Finch is in charge.

It is unnecessary to give the qualifications of this well-known group of musicians, for it is recognized throughout the North Shore as an organization of especial merit. An outgrowth of the Evanston Symphony of which this orchestra leader, George Dasch, was conductor, the Northwestern Symphony numbers ninety members, of whom all but three are students and those three, members of the faculty. Because of the splendid reputation of the Music Department of this University, it attracts musicians of high calibre. Led by its dynamic leader, a musician of national reputation, Mr. Dasch has developed an orchestra which is a delight to hear.

The two soloists are John Sergey, a Chicagoan of Russian parentage, whose beautiful baritone voice has been well trained, and Wilbur Simpson, whose playing of the bassoon is exceptional.

The program is as follows:  
1—Overture to "The Marriage of Figaro" Mozart  
2—Concerto for Bassoon Wilbur Simpson  
3—Monologue from "Boris Godounov" Mousorsky  
4—Slavonic Dances in C Major and A Flat John Sergey, Baritone  
5—Symphony No. 1, C Minor Brahms

Attractive posters announcing this interesting event, made by the following members of Miss Laura Stoddard's Art Class at the Ravinia school have been placed in Braeside, Ravinia, Highland Park and Deerfield—Lyn Chandler, Bobby Jones, Donald Schroeder, Billy Ryan, Herbert Holt, Robert Hagglund and Don Heymann.

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### Ahem...

John F. Stipe of Highland Park had several of his field cokers in the Daily News Field Trials... a highlight of the Sportsmen's Show at the International Amphitheatre in Chicago... the field trials, which began Monday, had stakes for retrievers and spaniels...

Deerfield school's superintendent was among North Chicagoans who journeyed to Libertyville for an American Legion district meeting... a former resident of North Chicago himself, he spoke on "Education and Citizenship"...

A mail order catalogue oilcloth for the kitchen table stamped with a map of Europe... to give assistance to a discussion of international affairs... Did you know that Doris Lee, the winner of the much-disputed Logan Gold medal for her picture, "Thanksgiving," was graduated from Ferry Hall, Lake Forest...

There's no end to the fertility of local inventors' minds... Seth M. Gooder of Deerfield stands recognized by Washington as the maker of a material lock for tunnels... and with Walter C. Bauer of Lake Bluff, H. W. Kevil, a Highland Parker, has designed a mechanical clamp...

Along with other scientists and inventors, Carl Pfanstiehl and Ernest H. Volwiler received a "Modern Pioneer" scroll at the Palmer house in Chicago on Tuesday... the honor is sponsored by the National Association of Manufacturers in a movement to take note of research men's outstanding work... Mr. Pfanstiehl is founder and director of research of the chemical company bearing his name... Mr. Volwiler is vice president of Abbott Laboratories...

Vittro Lenzi is a member of Red Edwards' band and is seen in Al Sheridan's too... Red Edwards, did you know, is the husband of the former Mickie Flannigan... Bernice Bronson, lately of Winnetka and once of Highland Park, is now Mrs. Ingvar I. Tonjum of Havre, Montana... six miles from the Canadian line... Mr. Tonjum is a wheat farmer...

### Senior Board of Infant Welfare to Meet Next Monday

The regular business luncheon meeting of the senior board of the Highland Park-Ravinia Center of the Infant Welfare Society will be held at the home of Mrs. H. S. Vandenberg, 303 Hazel avenue, on Monday, Feb. 26, at 10 o'clock. Kindly telephone H.P. 2428 by Friday for reservations.

**Roast Beef Supper**  
The ladies of St. Johns church will sponsor a roast beef supper on Tuesday evening, February 27, in the church parlors located at the corner of Green Bay road and Homewood avenue. The public is invited to attend.

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### Sheridan Rebekah Lodge Will Hold Public Card Party

Sheridan Rebekah Lodge No. 801 will hold a public card party on Monday evening, March 4, at 8 p.m. in the Masonic Temple. There will be prizes for bridge, 500 and bunco, and also several worth while door prizes. Following the games, refreshments will be served.

### Rowena Bennett in Unique Program at Helen Beach Studio

Rowena Bennett will give a unique program for parents and children at the Helen Beach Studio Gallery, 1632 Judson avenue, Ravinia, this Sunday afternoon, Feb. 25, at 4:30. There is no admission charge and the public is cordially invited. Participating in the program will be children from the Drama and Art Classes of Miss Beach.

Typical of the sharing of parent and child in an interest in the arts is the exhibit of fifty pictures by young Kenneth Bennett, the talented son of the poet, who is a member of Miss Beach's children's art class. Following the program and art exhibit tea will be served informally with Harriet Beach Jochem and Elizabeth Fontaine presiding at the tea table.

Mrs. Bennett's program will be in three parts, a group of verse for children, poetry for adults, and poetry games for children. All children who love lilted refrains, imaginative play, and rhythm will find this a Sunday afternoon particularly planned for them, while the parents who accompany them will find that poetry can be fun for the

whole family when presented in Rowena Bennett's gay manner.

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Extra large pkg. 41¢  
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**Pure Cane Sugar**  
10 lb. cloth bag 50¢

**Ponds Tissue**  
500 to a package  
For handkerchiefs or removing cold cream.  
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**Heinz Soups**  
2 cans 25¢  
A few varieties slightly higher in price.

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Small, 25c Large, 45c

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2 cans CLEANSER and 1 CONTAINER ALL FOR 59c

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**RICHELIEU COFFEE** 25c Pound glass jar SPECIAL THIS WEEK

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Come in and Taste **NESTLE'S COCOA** Demonstration

### Meat Specials

TENDER **POT ROAST** lb. 22c

BONELESS **VEAL STEW** lb. 35c

**HAM SLICES** (TENDERIZED) lb. 39c

**PORK TENDERLOINS** lb. 35c

**PORK ROAST** RIB OR LOIN END lb. 15c 2 1/2 to 3 pound average

SWIFT'S PREMIUM SLICED **BACON** lb. 25c

OSCAR MAYER SKINLESS **FRANKS** lb. 23c

FRESH **LAMB PATTIES** lb. 19c