



LET'S TAKE A LOOK

By
WHITT NORTHMORE SCHULTZ

(SPECIAL TO THE HIGHLAND PARK PRESS)

Uncle Sam Is My Partner

One of my favorite teachers, Highland Park High's popular Ted Burwell, asked me to give a speech to a group of young men about the mail order business.

Purpose of the speech is to tell these future leaders the techniques necessary to sell merchandise by mail.

Also to point out the advantages of entering such a business when they are graduated.

I think I'll start by telling the young men that Uncle Sam will be their close partner if they want to sell by mail.

To folks in mail order our government assigns over 100,000 salesmen—the mailmen of America. 43,000 postmasters. Thousands of miles of railroad tracks. Hundreds of locomotives. Fleets of mail trucks. And America's finest airplanes.

All of these men and these machines join to help the man in the mail order business.

Mail goes everywhere. The postal department is one of our government's best. The mail must go through. And America's postmen deliver the goods.

These are the conscientious men working for you, I'll tell the teenagers.

AN IMPORTANT BUSINESS

Luckily, Highland Park isn't like most other towns across the nation, I'll tell the students, and therefore it's easy for Highland Parkers to shop locally, to buy locally, to get the merchandise they want from our fine merchants.

But thousands of towns don't have as fine a group of stores as Highland Park. And therefore people in these towns can't get the necessities and luxuries of life.

Locally, that is. But they can, I'll point out, if they buy by mail.

EASY, SPEEDY WAY TO SHOP

To help these millions of people have what they need for daily living, the mail order firms of America play an indispensable part. In addition to getting them these necessities, the mail order firms save their customers' time and money by letting the mails carry the order and the purchase to and from their doorstep.

Yes, I'll tell these young men, the best way to shop is the easy, economical way, by mail, the arm-chair way.

ALL KINDS OF WORK . . .

The young men will ask what kinds of work are in the mail order field.

All kinds, I'll show them—clerical, production, merchandising, purchasing, advertising, executive.

And, because these young men will be our leaders and our future executives, they should improve their minds, broaden their visions, stimulate their imaginations.

And they'll need to do each of these if they want to be leaders in the mail order field, in my opinion.

PERSONAL QUALIFICATIONS . . .

Now, one of the questions always asked is what personal qualifications must a successful man have.

From my study of leaders in the mail order field, I'd say these are the qualifications:

Good health. An alert mind made sharp by a great deal of reading. A pleasant, helpful, cooperative approach to life. Having faith in folks. Believing in the Golden Rule and, generally, saying yes to life.

SPECIAL TRAINING . . .

Special training needed for the mail order field?

A college education with in-

tensive work in the commerce, speech and journalism schools. Northwestern University is a highly recommended training school, I'll tell the young men.

It'd be wise, too, for them to have selling experience altho selling by mail is a lot harder than personal selling.

INCOME? . . .

Income the young man will make in mail order will be strictly up to them.

They'd better not plan on earning more than \$100 per week after five years in the mail order business.

But, if they're capable and alert and industrious they'll be earning twice, perhaps three times, that amount in their 10th year in the business.

If they'd go into the mail order business for themselves it's conceivable they'd be earning \$10,000 per year after three years.

I know one man, I'd tell them, who is a millionaire now. Ten years ago he started in the mail order business with just \$10. He employs 900 people now.

CONCLUSION . . .

Because so many young men are interested in this comparatively new way of merchandising, selling by mail, I'll conclude the speech by telling them what a fascinating business it is.

How it helps their fellow man by helping him to save his time and money.

I'll explain the mail order business is interesting and rewarding.

It requires good health, and an alert, active mind.

And, finally, mail selling requires college training, in my opinion, with major work in commerce, speech and journalism.

PARTING THOUGHT . . .

Remember, your ship will never come in if you never send it out!

Listen to the Garden Club of the Air at 7:30 Every Thursday over WKRS (106.7)

HIGHLAND TEN PIN

139 N. Second St.
TEL. H. P. 319

OPEN BOWLING

Saturday, Sunday and
Week Days

Until 8:00 p.m.

Doors open at 2:00 p.m.

Under New Management

Lincoln School To Present Science Exhibit At PTA Meeting, May 6

Lincoln School Science Exhibit and Annual PTA Business Meeting will be held on Friday, May 6th, at 7:30 p.m.

The Science Exhibit will be directed by Mrs. Clara Kuester Walton, General Science teacher, who is greatly responsible for science being taught in the lower grades.

Mrs. Walton will give a short discussion on expression of boys and girls in science, with demonstration by the children. Views of the many exhibits will be by films, movies and charts.

The Science Exhibit is in conjunction with the Annual Business Meeting of the PTA. All annual reports are to be given and recommendations for future activities will be presented. Election of officers for the ensuing year will also take place.

Tenthouse Theatre Signs Film Star For Leading Man

Tenthouse Theatre patrons will be happy to know that H. R. Rogers has signed the motion picture actor, Donald Curtis, as leading man for the Tenthouse acting company. For the past five years Curtis has been under contract to the Metro-Goldwyn-Mayer Studios in Hollywood where he has been featured in over eighty pictures, among which were "Spellbound" and "Joan of Lorraine" with Ingrid Bergman; "See Here, Private Hargrave", with Robert Walker; "They Were Expendable" and "Son of Lassie"; "Meet Me in St. Louis" with Judy Garland, and "The Fuller Brush Man" with Red Skelton.

Although the making of these and scores of other pictures kept him busy, he has taken every opportunity to act on the stage between movie roles. His last Broadway appearance was in February, 1949, as lead in "Anybody Home" at the John Golden Theatre. Last summer he was featured in "The Male Animal" with Gregory Peck and Martha Scott at the La Jolla Playhouse in California. This is one of the plays in which Mr. Curtis will appear at the Tenthouse this summer.

A native of Oregon, he holds an M.A. degree at Northwestern University in Dramatic Production, has taught this subject in various colleges, has been a member of the Cleveland Playhouse, and associate director and leading actor at Pasadena Playhouse. As leading man for the 1949 summer season he will be a great asset to an already versatile company.

It is interesting to note that the Tenthouse Membership Card cam-

Former Highland Parkers Boost Writing Contest For Hospitalized Vets

The Third Annual National Writing contest for Hospitalized Veterans is now open, and will continue until July 31, 1949. Open to the above named, the contest will include stories or articles, letters or editorials, cartoon book ideas, children's stories, poetry, story plots, radio plans and several other classifications. Those wishing to compete should write to

Hospitalized Veterans' Writing Project, Room 913
919 North Michigan Ave.
Chicago 11, Ill.

This contest has a local slant, as former Highland Parkers are taking a vital interest in the project. Mrs. O. L. Olesen, now living in Hollywood, California, is giving generously in awards, and Mrs. Everett Fontaine, now a resident of Barrington, is giving as freely of her time and talent as a full-time volunteer critic. Both are among the original members of the Highland Park Creative Writers' group, and their donations and talent were largely instrumental in contributing to its success.

Highwood Legion Auxiliary To Initiate New Members

The Highwood Unit No. 501, American Legion auxiliary will initiate the new members at the regular monthly meeting, Monday, May 9th at the Legion home, 220 Railway Avenue, Highwood at 8 p.m. A team of past presidents from the Waukegan unit will officiate at the initiation. They are known throughout the county for the splendid way they put on the initiation.

The following new members received into the unit this year are to be initiated: Dorothy Cioni, Norma Christensen, Jennie Giangiorgi, Minnie Giangiorgi, Irma Innocenza, Doris Mae Minorini, Dorothy Newton, Louise Perry. Others who have joined before but have not been initiated, are invited to attend this meeting.

Used Book Sale At Elm Place School May 9, 10

The Elm Place School PTA will conduct a Used Book Sale at the school on Monday and Tuesday, May 9th and 10th. The children and their parents have always

paid for the sale. Patrons are urged to write or telephone the Tenthouse office, 397 Central Avenue (H. P. 1160), as these cards are soon going off sale.

GLENCOE

Open Mon.-Fri. 6:00—Sat-Sun
1:30—3:5c to 6:30
50c after 6:30, incl. tax
Telephone—H. P. 605

Thurs. Fri. Sat. May 5-6-7

"South Of St. Louis"

Joel McCrea, Alexis Smith,
Zachary Scott

SUN., MON., TUES., WED.,
May 8-9-10-11

"Knock On Any Door"

Humphrey Bogart, John Derek

STARTING THURSDAY, May 12—

"Johnny Belinda"

ALCYON

THEATER
Highland Park
Telephone—H. P. 2400

Last Day Thurs. May 5

"Mother is a Freshman"

Loretta Young - Van Johnson

Special Kiddie Matinee Saturday,
May 7, at 2:00 — "ENCHANTED
VALLEY" and 4 Cartoons

Starting Friday For One Week
May 6 to 12

FIRST NORTH SHORE SHOWING

A New Team with a New Life
Robert Taylor - Ava Gardner
Charles Laughton
Vincent Price - John Hodiak

"THE BRIBE"

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

Added: Latest News Events &
Selected Short Subjects

welcomed this opportunity to bring in books that have been outgrown and to buy very reasonably other books of interest. The sale is under the direction of Mrs. Bennet Goodman. Anyone having books that they wish to donate to the sale can call Mrs. Goodman at Highland Park 151 and arrangements for picking them up will be made. All friends of the school are urged to come and look over the interesting stock of books which will be on display at very low prices.

Lake Forest Professor Featured At Kiwanis

At the May 9 meeting of the Kiwanis club the featured speaker will be Prof. S. A. Hartzog of Lake Forest College, sponsored by M. Richman. Professor Hartzog, associate professor of Political Science, will take as his topic: France and General de Gaulle.

TALKS ON "THE BIG DITCH"

On Tuesday noon, Frank S. Wichman, secretary of the Highland Park Rotary Club, was guest speaker at the Glencoe Rotary Club. His subject was "The Big Ditch". Mr. Wichman is president of the Panama Canal Society of Chicago, which will hold its annual dinner at the Electric Club in the Civic Opera Building next Saturday evening.



GIVE YOUR CAR FINISH
Zing
THIS SPRING

- with these
FORD WAXES, POLISHES AND CLEANERS
- Liquid Cleaner
 - Polishing Wax
 - Polish and Cleaner
 - Chrome Cleaner
 - Body Polish
 - Foam Upholstery Cleaner
 - Ford Liquid Glaze Cleaner
 - Ford Liquid Glaze Sealer

GENUINE
Ford
ACCESSORIES
PURNELL and WILSON
HIGHLAND PARK, ILLINOIS

IF YOU LIKE GOOD THINGS TO EAT—
GET ACQUAINTED WITH THE

Thayer's Dairy & Delicatessen

- LIGHT GROCERIES
- DAIRY PRODUCTS
- ICE CREAM (our own make)
- FRESH MEATS AND POULTRY
- DELICATESSEN
- BEVERAGES

635 CENTRAL AVENUE — PHONE 597

Sacyon

CHARM

Calls It Your
Buy-of-the-Month

A veritable icebox of virtues, this dress Combines, classically, the cool comfort of rayon jersey with the refrigeration of loose little sleeves, a wide-open collar. And, what's more, it's highly susceptible to sudsing. By Sacyon, of Ciella fabric, in many colors. Sizes 10-20.

\$10.95

THE FELL CO.

THE TENTHOUSE THEATRE

High School Athletic Field, Highland Park, Illinois

MEMBERSHIP CARDS STILL ON SALE

10 Admissions for \$18.00
15 Admissions for \$24
Incl. Tax
Savings of \$6.00

MAIL ORDERS NOW BEING ACCEPTED

SEND CHECK OR MONEY ORDER \$18 OR \$24 (EACH)
TENTHOUSE THEATRE (office) Highland Park, Illinois
or TELEPHONE . . . HIGHLAND PARK 1160
These Cards Are on Sale for Limited Time Only
— Don't Delay —

THE HIGHLAND PARK PRESS

Entered as second class matter March 1, 1911, at the Post Office at Highland Park, Illinois.

Subscription rates: \$1.50 per year; 5 cents per single copy. \$3.00 per year outside of Lake County, Illinois.

Issued Thursday of each week by the Highland Park Press, 516 Laurel Avenue, Highland Park, Ill. Telephone: Highland Park 557.

Communications intended for publication must be written on one side of the paper only, and be signed with the name and address of the writer.

Lester S. Olson, Publisher.
R. B. Olson, Editor.