

Social Happenings on the North Shore by Ruth Risley

SO MANY MESSAGES of appreciation have been received by Mrs. Samuel Hallett Greeley, and her committee, who worked so faithfully in the interests of the French Market and then later the Vegetable Market, combined with urgent requests for a repetition of both of these affairs next year, that it is more than probable that arrangements will be considered during the winter months.

It will be remembered that at the French Market, held early in the summer, seeds, flower and vegetable plants were on sale in great abundance, for the war gardens. Then in the summer and early fall, when these gardens were rich with the fruit, there was a need for a Market of some sort, where the surplus might be sold at reasonable prices, instead of going to waste. Thus came the opening of the Vegetable Market, and every Saturday morning, an observer might see any number of women, with baskets upon their arm, filled with choice fresh vegetables, obtained from the market.

Gardeners are urged to take unusual care of their bulbs and seeds in order that there may be an abundance to give to the market in the spring.

OF INTEREST in society circles is the wedding of Miss Jean Hopkins, daughter of Mr. and Mrs. Louis J. Hopkins of Sheridan road, and Robert P. Lamont, Jr., of Evanston, which is to take place on Tuesday afternoon, October 29. The ceremony will be performed at Christ church at 4:30 o'clock, and will be followed by a reception at the home of the bride's parents.

Miss Hopkins will have her sister, Miss Ruth Hopkins, as maid of honor, and four bridesmaids, Miss Sylvia Shaw, Miss Louise Stone, Miss Dorothy Lamont and Mrs. John Holabird.

Mr. Lamont served in the army transport corps in France, last year, and received the French military and the Croix de Guerre, after having lost one of his hands.

The MacDowell Musical club held its first meeting of the season October 20, at the home of Miss Kathryn Greene, 776 Prospect avenue. A program of Russian music was presented, including the following numbers: Paper, "Russian Music of the Old and New School," Mrs. Warren Robinson. Songs by Mrs. Mary Stevenson Atwood, accompanied by Mrs. Dean. Rubenstein's D. Minor Concerto, arranged for four hands, Mrs. Paul Williams and Mrs. Robert Smith. Piano, Mr. Arthur Frazer; and songs, Mrs. John W. Hansel, Jr., Mrs. D. C. Orcutt at the piano.

After a conference with the health authorities the Board of Governors of Community House feel that it is unwise to hold their Halloween party this year because of the recent epidemic. Everyone will cheerfully give up this good time when we realize that it is in the interests of the war that this epidemic be stopped.

The East Willow Street Circle will meet with Mrs. Charles S. Thorne, 474 Willow street, on Tuesday of next week at 2:30 o'clock. Red Cross work will be taken up by the members, who made one hundred and fifty influenza masks on Saturday and Monday last, following the urgent call from Red Cross headquarters.

Miss Harriot Houghteling, daughter of Mrs. James L. Houghteling, 731 Prospect avenue, is recovering from an attack of influenza. It became necessary for Miss Houghteling to postpone her trip to New York, from where she was to go overseas, in the Y. M. C. A. canteen service, for a few days, owing to her illness.

Mrs. Morris H. Lieber, 988 Elm street returned the first of the week from Detroit, Mich., where she was called by the illness of her daughter Miss Ruth Lieber. Miss Lieber is one of the State Directors of Students for the United War Work campaign for the state of Michigan.

Mrs. Hathaway Watson who spent the summer in Winnetka, has taken a house on Wellington avenue Chicago, for the winter. Mr. Watson is in Washington, and if he can obtain a house or apartment for his family, they will join him there.

Mr. and Mrs. John W. Gary of Hubbard Woods have taken the John McCormick Blair residence at 1416 Astor street, Chicago, for the winter months, and will move in about the first of November.

The Lincoln Avenue Circle held an all-day meeting at the home of Mrs. H. M. Anning, 744 Prospect avenue, on Monday, for the purpose of making gauze masks to be used in fighting the epidemic in Chicago.

Lieutenant Stanley Clague, son of Mr. and Mrs. Stanley Clague 849 Willow street, is spending a furlough in Winnetka. He recently received his commission at Camp Zachary Taylor, Louisville, Ky.

The East Elm Street Circle will meet Monday afternoon, October 28 at 2:30 o'clock, with Mrs. Thomas P. Smith, Jr., 435 Sheridan road.

Miss Alice Williams, has enlisted in the Y. M. C. A. canteen service, and plans to go overseas about the first of the year.

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Mr. and Mrs. E. B. Hodges of Norfolk, Va., announce the engagement of their daughter, Elise, to Ensign Ralph Sargent, son of Mr. and Mrs. Frederick Sargent of 70 Harbor street, Glencoe.

Mr. and Mrs. Charles Harry Rogers of Hamilton, Ohio, have recently moved to Winnetka, and are occupying the home of Howard H. Hoyt II. Mr. Rogers is a brother of Mr. Stanley Rogers, 467 Linden avenue.

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CHANGES IN BUSINESS METHODS

Indications have long pointed to a solution of some difficulties arising in methods of doing business. Especially has the great need grown for the distinction in cash and charge accounts, and delivery problem. Many persons prefer to pay cash by their own choosing. Others prefer the convenience and benefit of a charge account, and like to pay by check when they receive record of amounts purchased. The one eliminating expense deserves recognition, the other receiving some additional accommodation willingly pays an amount equal to the increased cost. Arguments have always weighed heavily in merchants minds as to the liberal buying done by charge customers. That may or may not be true; yet the true friend of the customer is the merchant who gladly sells the goods upon which the stamp of approval is placed by the consumer when he realizes the value of his purchases. The time has now come when almost every store in Wilmette makes a distinction between a cash and a credit sale; some give discount for cash; some base their selling price on a cash basis and charge for bookkeeping expense in opening accommodation accounts. That this difference eventually would be recognized has long been realized, but how to make a popular distinction that would be a permanent satisfaction has been the problem. No matter whether we say, "charge for bookkeeping", or "discount for cash", the one who gets the extra accommodation pays the expense. A writer of prominence recently made the statement, "The day is passed when accounts are opened to extend credit; it is done for the convenience of the customer, the additional expense must be met some way, and generally merchants expect returns by increased purchases". Many items are sold on such close margins that they do not pay operating expense, and to give additional discounts involving further loss seems improper. Efforts have been made catering to cash trade only, or to charge customers. Now the effort is to make attractions for cash trade, and serve truly those desiring accounts, making small additional charge equal to expense involved. We have never solicited cash deposits in order to eliminate our 2% charge for bookkeeping, but we have made that proposition to anyone desiring net price and the convenience of a weekly account. Initial cost of food products is so high that we wish to stop all unnecessary expense and offer to the consumer quality goods at best prices.

SATURDAY DELIVERIES

By order of State Council of Defense

The same rule applies as on other days. Only one delivery over each route. West side and Kenilworth orders given by ten (10) o'clock will be delivered A. M. Wilmette orders east of track given by twelve (12) o'clock will be delivered P. M.

APRICOTS—"Veribest"—can 19c; dozen \$2.17; a real bargain.

KARO SYRUP—Blue—5's—45c; 10's—85c; Red Label (white) depending on supply

PUMPKINS—Buy early for Halloween and obtain best selection.

OLIVE OIL—Imported and Domestic—Well known quality brands—It is worth while buying at present. Antonini, Heinz, Red Lion, Avanti, Centorbi, Ehman, McNallys, Koweba, Beech Nut.

RAISINS—Seeded and Seedless—Wholesale firms report a scarcity.

SCAP—This product has advanced and the ingredients has lately advanced again; this makes us look for a new advance

SALMON—Scarce in wholesale, but at present our stock gives opportunity for selection at attractive prices

SWEET CIDER—Bulk, also cans and glass jars.