

GREAT AMERICAN BOY MADE AT ARDEN SHORE

Mrs. Lillian C. Clark Tells What North Shore Camp Does For Gamins of the Tenement Districts

"DEAD GUYS" ARE REVIVED

Under-nourished, Sickly and Frail Youths Converted Into Healthy, Alert Workers

"Turning gamins into healthy, happy, normal American lads is our winter work and the close of the second season of this effort shows a distinct gain in results."

The speaker was Mrs. Lillian Craig Clark, director of nutritional work at Arden Shore, who is one of the efficient and energetic staff at the Lake Bluff camp.

"When these fourteen-year old boys come to us from the tenement districts of Chicago they are not only under-nourished, sickly and frail but spiritually they are about as sub-normal as their physical condition indicates.

"While many are 'dead guys,' as their companions characterize them because they are inert, ambitionless, worn out mentally with the ceaseless struggle for existence among surroundings where only the fittest can survive, there are a number of 'tough guys' whose unquenched spirits have merely been misdirected and who are 'hard boiled,' in their own jargon, simply because they have built this shell around themselves as a defense from cruelty, oppression and greed of their daily life.

Human Sympathy Cure

"Under the influence of care and warm human sympathy these apathetic and rough boys are led step by step to realize that they are individuals, self-respecting and with full social rights, instead of oppressed, robbed and cuffed by what they have hitherto thought their fate.

"From being sullen, ugly, grouchy and distrustful they are so changed that when they leave the camp restored to physical normality their faces are bright, their shoulders squared and they look one directly in the eye. They are straightforward little Americans, self-possessed and fited for the work they are so anxious to start.

"And, because of this physical restoration and the accompanying spiritual regeneration they get better jobs and they hold them better than they could ever have hoped to do without the camp training.

A Case in Point

"This week we are sending home a restored lad whose mother died last Christmas. Although she was only 35 there were ten children. The eldest, a brave girl of eighteen, has had the care of this brood almost alone for several months as the father has been in a hospital. James' help in that household is badly needed. He is fit to take his share of the family burden of ways and means. He is 'over the top' physically and his spirit is unconquerable. He will win.

A sub-normal dullard is an optimistic, self-confident lad with his foot on the threshold of American business.

"If millions are spent in this country every year for the breeding, care and improvement of horses, cattle, hogs and dogs, how keen should be the interest among the people of the north shore in Arden Shore where humans receive such tremendously valuable help."

YOUR PAPER IS A CREAM SEPARATOR

National Leader Advises Real Estate Firms To Engage in Consistent Newspaper Advertising

Ogden A. Confer, writing in the National Real Estate Journal, which is published in Chicago, tells the realtors something he told them at a recent Minneapolis convention, about business getters, and advises salesmen of essentials in their work to bring success.

This was significant: "Our activities help build the community and improve the condition of the inhabitants. No other single factor has greater bearing on our service in this direction than advertising. Ten salesmen may get out into the street and talk home ownership to 500 persons in a day. But your advertisement in a newspaper can reach several hundred times that many readers.

"Advertising is the cream separator of the real estate business. It delivers to you the live prospect, sorted out from the multitude of possibilities. You keep your organization busy on people who really want to buy or sell, instead of scattering your efforts in an indifferent field.

"Advertise all you can and still handle property, to the satisfaction of your patrons all the business the advertising brings in.

"In your advertising do not hesitate to branch out into new channels merely because nothing similar has been done before. Use your judgment and have faith in it. Advertising proficiency is only common sense.

"You must establish as the cornerstone of your advertising structure confidence in your offerings. Inspire confidence to the extent that when a prospective customer reads an advertisement of yours he will know that you honestly believe the value warrants the price quoted, and his faith in your ability and judgment will convince him that your valuation is correct."

SOME SPEED

Albert O'tone, demon motor cop, caught Arthur S. Goode of Waukegan Tuesday afternoon speeding on Sheridan at a rate exceeding 33 miles an hour. Police Magistrate Northrop heard the case immediately and fined Goode \$20 and costs.

WHOSE BICYCLE?

Somebody's bicycle is parked at the Winnetka police headquarters awaiting identification. Patrolman Balkow found the stray wheel Tuesday on Sheridan road near Winnetka avenue.

Charles Ray Film at Community Pictures

"Peaceful Valley," Most Recent Production of Portrayer of Rustic Type, Appears Friday Evening

Charles Ray, the popular movie star, will appear at the Community House next Friday evening in one of his recent productions, "Peaceful Valley."

Ray seems more truly in his element in this picture than any other in which he has appeared for the past six months. From start to finish he is the awkward country boy, yet there is a wide range for the display of his talents. The story is full of heart throbs and smiles, and stands out as one of Ray's best pictures.

Those who viewed "The Elephant's Nightmare," which was shown a few weeks ago, will be delighted to hear that the management has secured another of these excellent Sunshine Comedies, called "Money Talks," which will appear with "Peaceful Valley."

There will be two shows, one at 7:15 and a second at 8:45 o'clock.

FINED FOR MISDEMEANOR

Earl Miller of Evanston, colored, was arrested by the Winnetka police Monday afternoon for operating an auto with a fictitious license. Miller was taken before Police Magistrate Northrop and fined \$10 and costs on a misdemeanor charge.

TO THE HOUSEWIVES OF WINNETKA

Don't trouble your husbands about those Everlasting Repairs about the House. A leaky faucet is very annoying to you and more so to him. The Doors and Windows don't work properly. You lost your keys, locked yourselves out. The electric Flat Iron put your lights out. Something wrong about the Vacuum Cleaner.

The Laundry Women are there, even the Washing Machine don't work, even your sewing machine needs attention. The lights could be in another place. The Door Bells are out of order. Don't forget the screens need repairing and must be put up. Call me at once and all your troubles are forgotten. Formerly with E. S. Parr Repair Shop, F. G. Modine, 1036 Oak St., Winnetka. Phone Winnetka 1505.

Adv. T4-1tc

PAINT PAINTING

LARGE AND SMALL CANS

Ask for our Free Service on all your Paint Problems.

Telephone Winnetka 344



RASMESEN'S PAINT STORE

Mrs. William Brooks Moulton of 1376 Asbury avenue, Hubbard Woods, are moving into their new home at 1161 Pine street today.

Mrs. William S. Graham of Norfolk, Va., is a guest at the home of Mr. and Mrs. J. William Macy, 975 North avenue.

Community House FRIDAY, APRIL 15th

CHAS. RAY

IN

"Peaceful Valley"

ALSO

"MONEY TALKS"

Sunshine Comedy

SELZNICK NEWS

TWO SHOWS, 7:15 and 8:45

Admission, - 20c and 25c

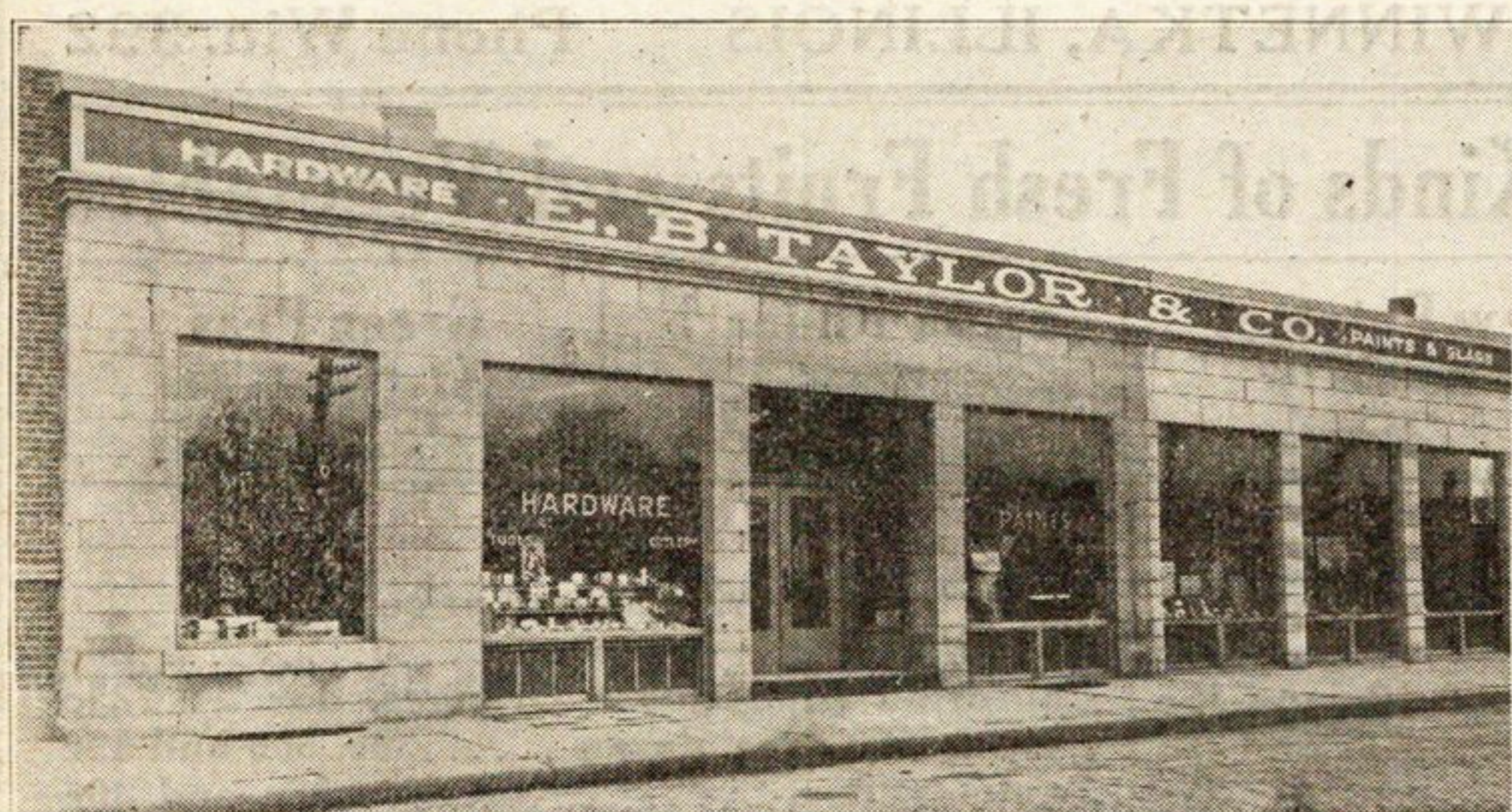
WE SPECIALIZE IN THE BEST OF

Electrical Appliances

North Shore Electric Shop

JOHN C. WELTER, Proprietor

554 Railroad Ave., Winnetka Tel. Winnetka 44



We Now Have a Complete Stock of

VAUGHAN'S and FERRY'S SEEDS

We are able to supply you with all kinds of garden tools and Goodyear rubber garden hose.

E. B. TAYLOR & CO.

HARDWARE, PAINTS and GLASS

Phone Winnetka 999-998

Winnetka, Illinois

Extra Large California Prunes 20-30 size reduced from 45c to . . . 36c

MISCELLANEOUS

Monsoon Washed Figs, 1 lb. pkg.	48c
Fancy Dry Apricots, lb.	48c
Powdered Sugar, lb.	14c
Karo Crystal White Syrup, 10 lbs. net can, regular price \$1.00, for	69c
Karo Syrup, blue can, 5 lbs. net, regular price can 75c, for this sale	43c
Old Colony Orange Pekoe Tea, special, lb.	73c
Richelieu Chili Sauce, 10 oz. jar	33c
Reina Large Queen Olives, jar	35c
Boneless Codfish, 13 oz. pkg.	29c
29 oz. pkg.	59c
Sterling Clothes Line, 50 feet	60c
Sashcord, 50 feet	70c

CANNED GOODS

Spanish Red Pimento, can	22c
Melfa Sweet Potatoes, No. 3 can,	22c
Richelieu Chinook Salmon, No. 2 can, 75c val. for	55c
Lucre Cal. Apricots, No. 2 1/2 can, quality guaranteed	29c

FOR SPRING HOUSE CLEANING

Moore's Floor Wax, 1 lb. can, reg. 70c val.	49c
Johnson's Prepared Wax, can	65c
O'cedar Oil, quart can, standard price \$1.25; this sale	89c
Tobey's Furniture Polish	89c
Peacock's Silver Polish	24c
Sani-Flush, can	24c
\$1.25 Brooms for	85c

FRUITS AND VEGETABLES

Fancy New Potatoes, 5 lbs.	42c
Dry Onions, 5 lbs.9c
Fancy Grape Fruit, 3 for	25c
Cal. Peas, quart	15c
Jersey Sweet Potatoes, 3 lbs.	25c
Eating Apples, 3 lbs.	25c
Cal. Oranges, dozen	28c, 45c and 60c
Florida Oranges, dozen	35c, 45c and 55c
Celery, 3 bunches	25c
Spinach, Cauliflower, Asparagus, Rhubarb, Lettuce, Tomatoes, Cucumbers, etc., at very reasonable prices.	

Four Deliveries Daily

No Charges for Deliveries

Hubbard Woods Cash Grocery

Telephone Winnetka 400

901 Linden Ave., Hubbard Woods