

**Yesterlaid Eggs  
Prove Basis of  
a Big Business**

Fourteen months ago when Gordon H. Yesterlaid Egg company, established with headquarters in the basement of his home, even his own optimism was unable to see the rapid strides which this growing Winnetka concern has made during that brief period.

The name "Yesterlaid" at once signifies fresh eggs, and Gordon Rogers sold that kind of eggs.

He took orders by telephone and delivered them. Very soon his business had grown to the extent that he had to move into larger quarters and he stood the "flivver" out in the yard and opened up his business in the garage.

A few months later the business had outgrown the garage and last April he moved into the new Hoth building at 384 Center street, between Ash and Willow streets.

Three months later he took into partnership Perry W. Lieber, who has proven a good running mate for the founder of the business and today they announce they are supplying five hundred north shore families with eggs, poultry, butter and cheese.

Mr. Lieber has just left for an extensive trip through Missouri and Kansas for the purpose of contracting with various large firms to ship to the Yesterlaid Egg company their entire receipts of the products handled by the Winnetka firm.

They continue to take orders by phone and deliver, as of old, but Mr. Rogers says that there has grown a demand which warrants the installation of a retail market at their place of business, where they have the most up-to-date equipment for handling poultry, eggs and butter that it is possible to buy and where those who desire to personally shop for these commodities may be accommodated, he points out.

**Congregational Young  
Men's Class to Meet**

The Young Men's class of the Winnetka Congregational church will hold its first autumn session, Sunday, October 2 at 10 a. m. in the North Neighborhood room. All young men above high school age are invited. Rev. Thomas A. Goodwin is the leader of the class.

Mrs. Laird Bell gave a tea at her home, 1352 Tower road, yesterday for the members of the committees for the North Shore Theater, David Owen. Mr. Owen is taking the place of Alexander Dean, who has gone to Yale, to assist George Baker in the drama school there.

Miss Frances Oleson of Kenilworth has just returned to finish her senior year at Hillside school, Norwalk, Conn. On her way she stopped in Kalamazoo, Mich., to attend the wedding of one of her school friends, Miss Katherine Bennett. Miss Bennett has visited in Kenilworth and is well known among some of the younger group of girls.

A number of Kenilworth girls who are attending Northwestern university spent a busy time last week during the days of sorority rushing. Reports from the different sororities are most enthusiastic, several pledging over twenty new members each. The new sorority houses are open and the rushing parties were held in the new homes.

Mrs. Edwin Hedrick and family have returned to Kenilworth from Leland, Mich., where they have spent their time since the middle of June.

**Announcing a Demonstration**

of

**Formfit Garments**

**Friday and Saturday  
October Sixth and Seventh**



We are pleased to announce a demonstration of *Formfit* Girdles, Corsettes, and Brassiers, by an Authentic Corsetiere, of repute, and one whose opinion will be of value to you in the selection of a *Formfit* Garment.

Reserve a little time for consultation, and be fitted.

You will be repaid when you realize how comfortable you will feel in one of the new models, designed on lines to conform with the New Fall Gowns.



**Younger Girls**

will appreciate this perfect fitting up-lift type

**FORMFIT  
Brassiere**

In every set there is someone about whom everyone says—"What a beautiful figure she has." Is that someone you? It really is very easy to possess such a figure. The silk stripe knitted rayon foundation sketched above is just one of a great variety of

**FORMFIT GIRDLEIERES**

in our Corset Department that can enable you to be that "someone" in your set.

**G. L. ZICK & CO.**

"The Store of Quality and Service"

Elm Street at Chestnut

Ph. Winn. 930