#### NEW U. S. AMBASSADOR SAILS FOR DENMARK



Hapgood, famous American editor, sails this week for Denmark, to take up his ducies as ambassador to that country from the United States. Hapgood made an international reputation for himself with his pen. through his advanced thinking and independent style. His appointment came when Ambassador Egan resigned the post.

#### STALKING PROFITEERS RITTER'S JOB



Getting prices down is this man's job. It is W. M. Ritter, chairman of the price conference committee, whose task it is to pecommend to the government what prices shall be paid for prinsipal commodities during the readjustment period.

#### YANKS TURN TABLES FOR BRITISH BRIDES



Yankee boys are turning the table on the British youths in the "brides from across sea" act. A. 2. Drexel, son of the famous Anthony J. Drexel of Phila lelphia, is the latest American to marry a British beauty. This is the bride, formerly Miss Nancy Grayson, daughter of Lieut.-Col. H. M. Grayson, M. P.

#### BRITISH MAKE SCHOOL HEAD AN AMBASSADOR



H. D. Fisher, former president of the Board of Education of England, has been named British ambassador to the United States to succeed Lord Reading. The apsointment was a surprise to those diplomatic experts who follow such affairs closely.

## THRIFT SCHOOL PLAN **OUTLINED BY EXPERT**

Or. Shailer Mathews Explains Scope and Purpose of Great U. S. Educational Movement for Saving.

By DR. SHAILER MATHEWS. Chairman of W. S. S. Educational Committee for Seventh District and Vice Director for Illinois.]

Thrift will be taught in the schools of the states constituting the Seventh federal reserve district,

The children of lows will help prepare the Little Lessons in Thrift which are being written by Prof. Macy Campheil of the lowa State Teachers' college, under the general direction of an educational complitee of the district, Besides the chairman the educational committee consists of W. E. Larson, department of public instruction. Wisconstn; J. V. McNally, Detroit public schools, Michigan, and Macy Campbell, Iowa State Teachers' college,

The Little Lessons in Thrift appear fortnightly on printed sheets. The lessons are prepared for the different sired. grades in the schools. They are illustrated and interesting. They teach savings as a phase of good citizenship, give problems of arithmetic in terms of thrift stamps, chewing gum, candy and other things a child buys.

It is a new field which is thus being opened up and the war savings organ-Ization is rendering a great service to the rising generation. Nor is it ull his was actually seen yesterday after mere theory. The teaching of the prin- noon. ciples of thrift is combined with a sort of manual training in thrift, through he sale of War Savings Stamps in

Thrift the educational committee furaishes the schools with pupils' thrift cards, on which the teacher keeps an account of the amount, however small, which the pupil brings to her for the purpose of buying stamps. This practice itself becomes educational, because the pupil gets introduced to simple bookkeeping and banking.

These plans have received the heartiest co-operation of the school administration in the various states and cities. The parachlat and private schools also are co-operating in the use of the material and plans prepared by the committee.

The young men and women of the next generation will have a higher respect for thrift and a better understanding as to how to spend their money, for they will learn even in the primary grades that thrift is not miserliness but a way of spending money so as to make it for them.

----SAVE; HAVE A PERSONAL------- SHARE IN THE FUTURE ---

#### BILLIONS FROM THE NICKELS

Ever Stop to Think of Vast Sums That Can Be Saved From Small Amounts?

If every person in the United States maxed a nickel in one day it would mean that at night the people would he just five million dollars richer. And then suppose the people kept this up for one month? It would mean that at the end of thirty days they would have saved one handred and fifty milbon dollars.

Why not keep it up for the rest of 1919? What would be the result? One Prescriptions billion five hundred million dollars, Sounds like a lot of work for one little nickel to do, doesn't it, yet there are scores of industries in the United States which are paying hig dividends; on the little nickels gathered day by

This immense sum if invested in War Savings Stamps would carn for the savers approximately sixty-four million dollars in 1270 the work of "old nun interest," who never takes a day off and who is continuously on

#### Keep the Money Saved.

Thrift means sating money and keeping it saved. Patriotism does not mean enthusiasm today and indifference tomorrow. Buy War Savings Stamps and hold them. No man's duty is fully done when he purchases the securities. He must hold them.

GARDEN GIVES A LIFT.



And helps us practice ways of thrift. That give us seeds from which we

War Savings Stamps that earn "dough."

So with a garden toll to saye That you may never be a slave, But keep on adding to your wealth, " Your peace of mind and ruddy health.

### BOY SCOUT NOTES

The executive committee of the local council, Boy Scouts of America, held a meeting last week and voted to pay to the Treasurer of the Discrict Council seventy-five dollars, to apply on its apportionment for the urrent year.

It also passed resolutions of appreciation for aid and services given by the Misses Bessie Nash, Gwendolyn Griffiths and Mr. C. H. Dicke in connection with entertainments given for the benefit of the Boy Scouts.

The committee voted Mrs. H. E. Strong and Miss Florence Spotr-the first honorary members of the local

The committee adjourned to meet again the third Monday evening in April, at which time it is expected the Court of Honor will be ready to

Formation of Troop No. 3 is being agitated. There are some dozen applicants for membership on file. Scout Masters, Assistant Scout Masters and Troop Committeemen are de-

Mrs. I. A. Mordon, of Jackson, Mich., is now "sticking type" and dothe many other tasks required in the Reporter office.

Add signs of spring -- women gossiping over the back fence. Yes sir,

## Swedish Aviator Ready for Historic Atlantic Flight



of 1800 miles.

# Along with these Little Lessons in DUR HOME TOWN BOOSTERS brift the educational committee fur.

We self Victrolas cash or on terms to suit the purchaser. Records Stationery School Supplies Books and Magazines J. L. SWEARINGEN

CANDY CHGARS & TOBACCO 23 S. Main St. Phone 123-J

Canned Goods

LOUIS KLEIN SANITARY MEAT MARKET

42 S. Main St.

**MERCHANTS MUST** 

Can Beat Mail Order Houses at

Their Own Game If They

Will Do It.

Phone 279

by a wealthy Norwegian and is an

Vegetables

37 N. Main St.

Phone 188

China Ware, Granite Ware, Glass Ware, Stockings, Ribbons, Laces, Cigars and Confections S. A. DEXTER VARIETY STORE

16 S. Main St Phone 240-J

A Complete Banking Service

The First National Bank

Private and Commercial Accounts Solicited

Overhauling -- Repairing -- Storage **Downers Grove Garage** 

Experienced Men Phone 22 Main & Grove Sts.

Prompt Service by

Cleaning Pressing

Repairing

Dyeing

JOSEPH MAZZA LADIES and GENTS TAILOR

Phone 62-M 27 S. Main St.

Smokes

ZINDT'S DRUG STORE \ full line of Wedding Birthday & Birth Congratulation Cards

Phones 281-282 34 S. Main St.

LOANS REAL ESTATE W. H. BLODGETT 42 S. Main St.

Phone 24

Fire, Accident, Plate Glass, Automobile and other INSURANCE!

Everything Complete for the table!

North Side Grocery and Market

32 N. Forest Ave.

Phone 2

Funeral Pieces Beautiful Boquets

J. F. KIDWELL CO.

Wholesale and Retail

**FLORISTS** Phone 183 Downers Grove, III.

Shots, Slippers, Rubbers, Boots for the Entire Family

MORRIS SHOE STORE

32 S. Main St. Downers Grove

Phone 20

COMPANY

Downers Grove, Ill.

Millwork - Lumber - Coal

- Building Material -

ADVERTISING ONLY WEAPON Catalogue Concerns Spend Hundreds | hundreds. Attractive window displays of Thousands of Dollars Annually

to Create Demand for Their

Merchandise.

(Copyright, 1917, Western Newspaper Union ) The forest ranger and the prairie farmer have learned that they must fight with fire. They know that when the all-consuming forest or prairie fires are sweeping toward them their only hope of safety lies in the "back-fire." By kindling and carefully controlling, the store which takes the people into a fire of their own they force the log- its confidence through its advertising

further fuel on which to feed. and towns are learning that in waging, store which advertises consistently and their fight for existence they must regularly has the best and most up-toadopt the tactics of the men of the date stocks because this store sells its West. The great mail order houses goods more rapidly than the one which of the cities are the consuming flames, does not advertise and, therefore, is which threaten to wife out the retail not forced to carry over old stock from merchants of the small towns unless one season to another. The public the latter, realizing their danger, take knows that the store which advertises steps to remove the menace. The re- can place lower prices on its goods betail therehants, as a whole, are begin- cause it turns over its stock oftener ning to realize that they must fight than the store which does not adverfire with fire and that to save them- tise and therefore does not have its selves they must build a "back fire."

Advertising is the weapon with chandise, which the amil order houses conduct. The mall order house does not get ly on the preparation and publication; catalogue lies in the fact that the of its bulky catalogues.

Business Built Upon Advertising. thousands upon thousands of dollars,

tion to the people of the small towns business is built upon advertising and for the local newspapers through a if they were denied the use of the month their business would be destroyed.

ELECTRIC WIRING

32 S. Main St.

In advertising, the local merchants find the only weapon with which they can beat the mail order houses at their own game. This does not mean necessarily, only newspaper advertising, although that is the big gun in the battery employed by the successful merchant in his battle for trade. Advertising is a big word and it covers a big field. There is no longer to be found the man who does not believe in advertising. Every merchant believes in advertising of some sort. The placing of a display in a show window is advertising. The only difference between that kind of advertising and advertising in a newspaper is that where the one reaches dozens the other reaches are, of course, an important adjunct of any refail store. They serve their purpase but this purpose is only to attract. the attention of those who may be passing by the store. There are other forms of advertising, such as personal solicitation, but printed matter must always continue to be the chief reliance of merchan's in attracting cus-

Printing of every kind for anyone.

Good work and right prices

THE DOWNERS GROVE

PUBLISHING Company

tomers to their stores, Advertising Begets Confidence.

The buying public has learned that ger fire to burn itself out, finding no is the one in which it may expect to get the best bargains and the most sat-The merchants of the small cities; Isfactory treatment. It knows that the capital tied up in slow-moving mer

their warrare on the retail merchants. Its business by merely letting the pubof the small cities and towns. The lic know that it has dry goods or hardmail order houses do their advertising, ware or groceries or some other comthrough their own catalogues and modity to sell. It creates a demand through certain publications which are for its goods by placing in its catalogue known as mail order advertising me- attractive pictures and detailed dediums. A big muit order house spends scriptions of the articles which it has numbereds of thousands of dollars mere to sell. The lure of the mail order merits, or alleged merits, of the merchandise offered are placed before the The catalogue houses also spend prospective purchaser in the most graphic manner. The local retail merin advertising in the mail order pubit. chant has the same opportunity to do cations which look for their circula- this that the mail order house has and can do it much more effectively than and the rural districts. Advertising in the mail order house can. The retail some of these mediums costs as much merchant can talk to the people of his as from \$40 to \$85 for a single inch, community through his home newspayet the mail order houses find it profit- per and that is something which the able to pay these high rates. Their mail order houses as a rule cannot do, sense of loyalty to their communities mails for their advertising for a single and their home merchants will not accept the aftertising with which the mail order houses would flood them if they had the opportunity.

PAY YOUR BILLS BY CHECK THE FARMERS AND MERCHANTS BANK Oldest Bank in Downers Grove

Overhauling .. Repairing .. Storage

KIDWELL GARAGE CO. OLDSMOBILE AGENCY

Main & Warren Phone 284

Blankets, Trunks.

Whips C. PENNER

HARNESS MAKER 101 S. Main St.

Kow Kure, Call Meal, Bag Balm

Vovelties

Tohaccos

Phone 6

PUFFER PHARMACY

Main & Curtiss Sts.

Fire Insurance Renting Notary Public Cyclone Insurance CHAS. HALLER

REAL ESTATE AND LOANS 33 S. Main St. Phone 266-J

Dry Goods

Groceries

LEHMANN & MICHEL GENERAL MERCHANDISE Lowest Prices

28-30 S. Main St. Phones 177-178

H. O. SUTTER BLACKSMITH

Horse Shoeing and Repairing 128 S. Main St.

Agricultural Implements, Repairs International Fire Motor Truck For Sale by

Hawkins & Hawkins

63 S. Main St.

Phone 267-J

Farm Lighting Plants Electric Wiring Electric Pumps | LUMBER LORD LUMBER J. H. FRANKENFIELD H. J. HAWKINS PLUMBING - HEATING

Phone 184

PLUMBING - HEATING 43 S. Main St.

Potter Manufacturing and Lumber Company Phone 15

Mason Supplies Phone 82-J | MILLWORK