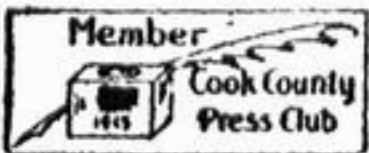


Downers Grove Reporter

Issued every Friday morning from the office of the Downers Grove Publishing Company, 37 North Main street, Downers Grove, Illinois.

C. H. STAATS, EDITOR

Entered at the Downers Grove Post Office as second class mail matter. Advertising rates made known upon application. Subscription rates \$2.00 per year. Single copies 6c.



3% ADVERTISING

The business men of towns and villages of the country are prone to blame the mail order houses and the big stores of the cities for taking away a part of their business.

At the same time every local merchant in every store in the United States has the weapon at his own hand to defeat the outsider and the big store. This weapon is the same one used by them to get trade from the people of the entire country.

It's name is ADVERTISING! Many big stores and mail order houses use 7% of their total business for advertising. Some use less, but the actual expenditure has been found, necessary to keep going and get new business, is about 3%.

How many small town merchants are there who use even 1% of their sales to advertise for future sales? Yet this is the weapon used to get business from them.

Then they say, "But I can't meet the competition, look at the special, these stores put on."

Let us take a hypothetical case of a dozen shirts. Let us say these shirts cost the retailer \$1.50 each and they are designed to sell for \$2.00. In fact they are a good value at \$2.00. The average small town merchant will put them on his shelves and as people ask for them will show them. In a year he will sell these shirts for \$24.00, making a paper profit of \$6.00 on them. This is without any overhead figured as we will give just the transaction that we know something about.

In the meanwhile he has had his original investment of \$18.00 tied up in stock, some of it for a year. If he had made a "special" of these shirts, advertising them as a \$2.00 value, which they were and sold them at \$1.79, which was a bargain, he would easily have sold the shirts in two weeks time at a cost, let us say

of \$1.48 for advertising to make the figures come out even.

At this rate he made \$2.00 on the shirts and sacrificed a profit of \$4.00. BUT, his money came back to him in two weeks time, which he can again invest for more shirts or other stock. At the same time, when a buyer came in for one of the bargain shirts, the proprietor or his sales force had the opportunity of using salesmanship on him to purchase other merchandise at the regular price.

This is the course followed by every big store and every mail order house in the United States. A few "leaders" are advertised. Sometimes they are sold at cost, or at an actual loss.

Shirts were only used as an example. Apply this to your own business, whether you sell groceries, meats, socks or hardware. You will find that 3% invested in advertising will pay you big dividends.

"ONE-CELLED" ORGANISMS

In a recent editorial, the Downers Grove Reporter gave a little information on the efforts of scientists to find what element there is in our bodies that makes death inevitable. The chief discovery so far is that of "one-celled" organisms. From which we spring and to which we return.

The "one-celled" organisms in their search for long hidden facts have incidentally looked up the matter of longevity in the animal kingdom, to which of course, mankind belongs.

In the animal world, life is longer than that of the lion, of the field and the bird of the air.

The sheep is in his dotage at 14. So is the deer. The horse runs up to 19 occasionally and there have been instances where he has lived to over 40. But the tortoise is a regular Methuselah. Two of them lived in the palace at Canterbury, England, for 128 and 167 years after their capture. Nobody knows how old they were when first taken. Another tortoise, captured in the Indian Ocean in 1765, is still alive on the island of Mauritius. They say he is, apparently, still as lively as a colt colt.

The eagle, swan, vulture and falcon are notoriously long lived. And the life of many reptiles, the naturalists tell us, is incredible.

There are few of us who can delve so deeply into this science of life and death as the biologists, but this newspaper hopes to continue to give its readers from time to time more interesting information disclosed by the experimental scientists.

Months of Winter.

Astronomically winter is reckoned to begin in northern latitudes when the sun enters Capricorn or at the solstice (about December 21), and to end at the equinox in March; but in ordinary speech winter comprises the three coldest months—December, January and February, being reckoned the winter months in the United States, and November, December and January in Great Britain.

How Do They Know?

The total weight of all persons in the world is estimated at 100,000,000 tons.

WHEATON UPSET AT SEWAGE DISPOSAL HEARING

Owing to the pollution of the Du Page river by the sewage of the city of Wheaton, the State Public Health department several months ago ordered the city to so change their system that the pollution would cease.

The matter has been under advisement by the city council for some time and last week Monday evening a public hearing was held at the regular council meeting to thresh the matter out in all its details.

Mr. Potter of the Division of Waterways, Department of Public Works, and M. C. Sjoblom, engineer of the Department of Health, represented the state at the hearing and answered all questions put to them by those

an attempt will be made to recall the mayor and present commissioners. Also that a petition is now in circulation asking for the resignation of Mayor Caldwell. It is hoped to secure a thousand signatures to the petition. If that sort of action will reduce the cost of the now compulsory improvement that's what we want, but it will not, and is fostered by a few disgruntled ones who don't like the idea of an improvement of such magnitude being handled without their having a finger in it. It looks like a small business and will doubtless be set down on by sober-minded citizens as it deserves.

We do not think that any proceedings will be started against the present representatives of the citizens of Wheaton. Chronic kickers are no doubt at the bottom of all the fuss raised. The kind of men who will not give of their own time to the govern-

QUICK ACTION DEMANDED ON REGISTRATION OF BIRTHS

Springfield, Ill., Jan. 8, 1920.—The official year for vital statistics for Illinois closed at mid-night, Wednesday, December 31, and in accordance with the law local registrars must mail their reports, with all certificates of births, stillbirths and deaths, registered in their districts in 1919, on the 10th day of January, 1920, and not later, else these certificates cannot be included in the 1919 records.

The above notice has been mailed to all local registrars in the state, and it is up to them to make not only prompt, but proper reports. The attention of the physicians of the state has also been called to the necessity of making prompt reports to local

the special efforts to have Illinois admitted to the Federal Registration Area for births. We sincerely hope for your cooperation to see that our state does not make a second failure." In reference to the law, the letter continues: "There seems to be, therefore, no course open to the Department of Public Health but to report the names of physicians and midwives delinquent from this date to the office of the Attorney General for action."

VICTORY BUTTONS NOW ISSUED TO NAVAL RESERVES

Of interest to the "gobs" of Downers Grove is the following announcement issued by the recruiting office of the Navy in Chicago. "The Navy Recruiting Station, 608 So. Dearborn st., is in receipt of information from the Navy Department recommending the issuance of Victory Buttons to members of the Naval Reserve Force who served on active duty between April 6th, 1917 and November 11th, 1918, and who have been released from active duty. "These buttons can be procured upon presentation of release to the Commanding Officer."

RESOLUTION

WHEREAS: An All Wise Providence has seen fit in His infinite mercy, to remove from the family circle of our beloved Brother Edward A. Blough, His beloved Mother, WIFE OF: While we bow with humble submission to His Holy Will, we mourn with our Brother his loss. THEREFORE BE IT RESOLVED: That we as members of Downers Grove Lodge No. 750, of the Independent Order of Oddfellows, extend to our Brother, our most heartfelt sympathy and commend him for consolation to Him who doeth all things well.

BE IT FURTHER RESOLVED: That these resolutions be read in open lodge and entered upon our records, one copy to be sent to Brother Blough and a copy to the Downers Grove Reporter for publication.

L. J. Foster
W. H. Beideman
R. E. Lanphear
Committee.

Send in the little local items that you know. We are as close to you as your phone. Our number is 188-J. Send 'em in.

Country Town Champion



Senator A. A. Jones of New Mexico, is championing the country-town newspaper reader in the print paper bill he is fostering, which would limit the number of pages big city dailies might use. The print paper shortage is due to the big publishers having hogged the market, buying up all supplies possible as a result of their great resources. It is pointed out that 2000 to 5000 rural publications in the United States face suspension—if not extinction, unless the present shortage is relieved.

Fighting for Rural Folks



Congressman Dan R. Anthony, Kansas, is fighting tooth and nail in the House of Representatives for the passage of his print paper bill which would restrict large city dailies to 24 pages daily and which would eliminate the possibility of suspension of from 2500 to 5000 small rural papers in the United States. The big papers with unlimited resources hog the print paper market, with the result that smaller dailies, tri, semi and weekly papers, are every day finding it more difficult to get print paper.

START ARRESTS AS ALCOHOL POISONS



Federal authorities are centering all energies now in an attempt to run down and catch all "wood alcohol" dopers all over the nation. Adolph Panerelli of New York city, wine dealer has been arrested. "I'm glad they got me. I'll tell all I know," he said when officers got him. Deaths from poisoning from having drunk wood alcohol in bootleg whiskey have been reported from all sections of the country.

TWINS' DREAM COMES TRUE AS THEY RE-UNITE



These 84-year-old twins, Amanda and Amelia Esterbrook, reunited last week at the Oak Park Infirmary, Chicago. Hope never to be parted again. They were born in Chataqua county, N. Y. As little girls, Amanda wore a pink ribbon and Amelia a blue one, so mother could tell 'em apart. Both were married and raised families, but both are now widows. Neither has ever been to a theater.

HE'S PEPPY WORKER IN AMERICAN LEGION



Charles F. Sheridan, 25 years old, a natural-born executive, is one of the live wires of the American Legion. He is assistant national adjutant. Aside from establishing the national headquarters of the organization at Indianapolis, he is also the legion's war risk insurance director.

