

Downers Grove Reporter

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C. H. STAATS, EDITOR

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NEW METHODS BADLY NEEDED

Asserting that changing times and rapidly shifting population have antiquated many of the older methods of merchandising, the November number of Ad-Route gives an interesting discussion of ways and means of increasing business.

"We aren't going back to pre-war conditions," the article says. "We're going ahead to new ones. You can't judge 1919 by 1914. No other five years ever saw such a transformation in the customer line-up."

"Today a new buying power exists. We don't know just where it all is. It's hidden in the mass. The best of 'mailing lists' of 1914 is out of date. Customer circles of that day are broken."

"But the new buying power is here—scattered in the throng. Maybe it passes our store daily, yet neither of us knows the other."

"The only way we can find it is to go out after it. To sweep thru the throng and sort out the candidates for new select circles. That is newspaper advertising's mission. That is newspaper advertising's mission. That is newspaper advertising's mission."

"From the wide-sweeping conception of publicity troops a multitude of possible buyers."

"But," objects the dealer who prefers select trade, "by possible patron—the very ones you're talking about—are so scattered that newspaper advertising to everybody means a lot of waste. It is money spent to reach people it wouldn't pay me to reach."

"A leaky argument, Friend Dealer. It won't hold, especially when you've lost your gold watch or a wallet full of precious papers. For in a case like that, what do you do pay me to reach."

"The wallet is lost. Somebody has found it. You want to reach the somebody. Out of all the possible thousands you want him, and him alone. And so—"

Bryan Today



William Jennings Bryan in his speeches at the Jackson Day banquets at Washington showed most plainly that he was going to be a conspicuous figure in Democratic affairs again—at least up to presidential convention time in June—when he came out flatly against President Wilson on the peace treaty stand, favoring compromise or treaty with amendments. He even intimated that he would go to the extreme steps of organizing a new party to this end—following the steps taken by Roosevelt in Republican ranks in 1912.

"You advertise it among the local."

"You advertise to thousands to reach—"

"One man."

"Out of thousands that one man emerges, bringing the wallet. Did that advertising pay?"

"Of course losing a wallet is not of the routine. You advertised to meet an emergency. But so are these days we're living in. They're out of the routine. They're days of new standards and changing methods."

"New and bigger 'select lists' are being built up."

"But they're not being built up without trying. And the try must fit the emergency. The power that brought the wallet will bring the customers."

"Like a magnet it will draw them out of the crowd."

"When the public is forming into new groups and readjusting itself to new conditions—then advertising will count double. The one who guides the readjustment holds the key to his own future. There is one sure way to do the guiding."

"Tell your story of progress when the new buyers will see it—in the newspaper."

Opportunity has "knocked around" more than ever of late. She skips here and there tantalizingly, but has one regular hiding place. "Ad" your name to it—put an ad in The Reporter's Classified columns. The cost is small, only thirty-five cents a week.

DO YOU KNOW

Do you know the young fellow who works for \$25 a week and who is wearing a new winter suit that cost \$85.

Do you know the wage earner who loafed because he is afraid if he does too much he'll "work himself out of a job?"

Do you know the housewife who is ashamed to be seen with a market basket on her arm or to carry home a brown paper bundle?"

Do you know the manufacturer who when the price of raw materials and overhead goes up 5 per cent and the cost of labor advances an equal amount, adds twenty-five per cent to the price of his goods?"

Do you know the factory girl working for \$18 a week who is buying and wearing a \$350 fur coat?"

Do you know the man who lets a fresh clerk sneer him into buying a \$15 hat for fear he'll seem "cheap" when he can buy a satisfactory one for \$7?"

Do you know the investor who has traded his Liberty Bonds for a promise of a hundred per cent profit in a stock company backed by a dishonest promoter?"

Do you know the married couple who do not think enough of their children to buy War Savings Stamps?

OFFICIAL PROCEEDINGS BOARD OF SUPERVISORS

Proceedings of the Board of Supervisors of DuPage county, Illinois, at a special meeting held at the court house in Wheaton, on Saturday, the 10th day of January, A. D., 1920, pursuant to call of chair.

Meeting called to order by the clerk and on motion of Supervisor Miller, Supervisor Lies was chosen as chairman protem.

On roll call all members present except Chairman Boger.

All bills and communications on file read and the claims referred to the proper committees.

Minutes of last preceding meeting read and declared approved.

On motion of Supervisor Hammerschmidt the matter of a tract index for DuPage county was left with the judiciary committee; said committee to report at some future meeting.

On motion of Supervisor Fix the Board adjourned to 1:30 p. m.

On re-convening for the afternoon session the following report of committee on fees and salaries was on motion of Supervisor Biermann declared approved:

Mr. Chairman and Gentlemen of the Board of Supervisors, Your Committee on Fees and Salaries would beg leave to report that they have examined all claims presented before them, and recommend the payment of the following, and

and tolls	60.06
State Treasurer, inspection of cement	133.17
Rieser Bros., plumbing	26.70
C. B. Bowman, exp. to inst. Hammond & Stephens Co., school supplies	19.15
Zion Institution & Industries office supplies	96.01
Mrs. John Book, laundry for T. B. Patients	3.60
A. L. Hawker, elec. supplies Edward Sanitorium, care of T. B. Patients	4.21
A. A. Kuhn, car fare for jurors	24.60
Fix & Schmitz, repairs	13.00
Drs. T. G. & P. A. Isherwood, medical services for paupers	9.51
Chicago Free Air Hospital, care of T. B. patients	13.00
Z. B. Stearns, committee wood, medical services for paupers	225.87
George Fix, same	4.20
A. D. Miller, same	20.85
A. W. Kohley, same	11.25
Charles H. Biermann, same	8.00
F. J. Littleford, same	3.70
Wm. J. Yackley, same	12.60
Wm. Hammerschmidt, same	19.53
C. B. Blodgett, same	18.80
N. W. Lies, same	19.53
R. M. Eddy Foundry Co., repairs for boilers	8.40
Chicago Legal News Co. sup German Evangel. Orphans & Old Peoples Home, care of Charlotte & Herbert Weinert	36.40
Western United Gas & Electric Co., gas and elec.	60.00
Lawyers Co-Operative Pub. Co., law book	56.75
C. W. Hadley, tel. tolls	7.50
W. J. Fox, fri. and cartage	19.25
E. E. Andree, photographs of Smith boy	5.41
Zion Institution & Industries Supplies	25.00
D. E. S. Higley, prof. serv. Joseph Sauer, elec. sup.	6.41
Union Hotel, meals for jurors	50.00
Acme Chemical Co., sweeping compound	7.00
.....	21.60
.....	10.61

out of any funds not otherwise appropriated.

M. A. Dooley,
A. W. Kohley,
Carl E. Kirchhoff.

On motion of Supervisor Littleford the following report of the Committee on Education was declared approved:

We, the Committee on Education, would recommend that an automobile be purchased for the County Superintendent of Schools to be used in connection with the duties of his office and that the present allowance of \$50 per month for transportation and maintenance be continued.

M. A. Dooley,
A. W. Kohley,
Carl E. Kirchhoff.

On motion of Supervisor Hammerschmidt, the Board adjourned to call of Chair.

A. A. Kuhn, Clerk.

PLUGS LEAK WITH OWN BODY TO SAVE BOAT



Ernest Brown, a Cornish fisherman, saved a vessel and the lives of others and all because he thought of something a bit different at the right time and had the courage to do it. When the boat had a hole torn in its side in a storm Brown wrapped himself in sails and old cloth and forced his body through the hole to the waist and stopped the leak for four hours while the boat made port.

For Spring



Here is the newest in first showing of real spring millinery. It is right back to the transparent models so popular for the last few seasons. With its double brim of tulle—one pointing up, the other down, and its crown of checked ribbon in dull tones—it pleases the miss who must have that touch of spring first.

HE'S GOT ANOTHER THINK COMING



LET'S RATIFY THE TREATY

How long has the Senate and House of these United States been "toying with the Peace Treaty?" Long enough by far to have accomplished something.

Almost every country in the world that had a finger in the late unpleasantness in any way, has ratified the provisions of the treaty, even Germany.

Why not the United States? The claims are made that because we have not placed our official seal on this paper, that we are losing out in the battle for world trade, that other countries, hit vastly more by the war than we were, have outdistanced us in the race. If this be so it is almost time this country dropped all its party differences and either pass the treaty as it is or with reservations.

Both the Democratic and Republican parties are accusing the other of making political capital of the provisions of this momentous document. No doubt both are right. There is a very important election just over the horizon, that of electing a president. Take away the treaty from the spellbinders of both old organizations and they have not much left to fight over.

A third large party, composed for instance of the veterans of the world war just closed, would make these "old-timers" sit up and take notice.

If the now-in-power Democrats or the want-to-be-in-power Republicans do not soon wake up, that third party is a possibility. Many men who were in the service have had their eyes open

for them and to teach them to save."

Do you know the shopper who says "wrap it up" instead of "how much?"

Do you know of the person who lets the desire of a moment destroy the results of days and weeks of thrift and saving?"

Do you know the man who thinks it is not necessary to save?"

Do you know the man who says that the government savings securities, Liberty Bonds, War Savings Bonds and Treasury Savings Certificates are too slow or too small or too old-fashioned for his investment?"

IF YOU DO YOU KNOW BETTER? WELL WHAT IS THE MATTER WITH THE UNITED STATES

Alcohol From Seaweed.

According to experiments made at the Pasteur Institute in Paris, an average of about six quarts of alcohol can be obtained from each 100 pounds of seaweed.

Beyond Feeling.

Shirley's grandmother had been seriously ill for several days so I inquired of the tiny miss: "How is grandma feeling this morning?" With a solemn expression Shirley answered: "She isn't feelin' this mornin', she's dead!"—Exchange.

ened as to the inefficiency of the entire government. They are ready to march to the polls and defy both old parties. All they need is a leader and usually in a crisis a leader is found. These men have IDEALS. They firmly believe in the greatest good for the greatest number. The only thing that would stop them is lacking a knowledge of the way politics is played by the professionals whose ways are devious, to say the least.

that the clerk be directed to issue orders for the several amounts to the several claimants, to-wit:

Frank F. Yeakey, deputy fees	36.00
A. L. Spencer, same	104.00
Joseph B. Cassel, same	40.00
John A. Poppelreiter, same	8.00
Lawrence Hattendorf, same	112.00
George F. Leineke, clk hire	60.00
Louis Beil, pol. exp.	16.80
O. M. Rogers, same	12.25

Respectfully submitted,
Wm. J. Yackley, chairman.

The following report of committee on claims was on motion of Supervisor Kelley declared approved:

Your Committee on Claims would beg leave to report that they have examined all claims presented before them, and recommend the payment of the following and that the clerk be directed to issue orders for the several amounts to the several claimants, to-wit:

J. H. Hesterman, Co. Treas. Co. farm expenses	173.90
Same, almhouse expenses	1682.40
Same, paupers bill	140.90
Same, expenses	26.50
Wheaton Laundry Co., Ind. Merrill Printing Co. printing tax receipts	502.60
J. F. Pettibone & Co., office supplies	606.00
C. F. Ott & Co., plumbing	56.55
H. L. Durant, printing	6.71
W. H. Salisbury & Co., supplies for boiler	6.71
G. F. Leineke, expenses getting prisoner	449.31
Same, expenses	139.10
Same, board for prisoners	186.00
Lederman & Kuhn, repairs for boilers	73.85
F. E. Wheaton & Son, lath	1.20
G. E. Lederman, taxi serv.	13.50
C. B. Bowman, petty cash	14.50
Chicago Telephone Co., rent	

G. O. P. and Dems Women Leaders



Women leaders in the two big political parties are now busy lining up their forces for the big presidential struggle this year. On the left is Mrs. John G. Bass of Kentucky, chairman of the National Republican Women's Party. On the right, Mrs. George Bass of Chicago, chairman of the women's division of the Democratic party, and one of the two women made a member of the national executive committee on arrangements. Miss Mary Foy of Los Angeles, was the other. Mrs. Bass has always been one of the staunch suffrage leaders of America.

HOME SWEET HOME



by Jack Wilson