

Downers Grove Reporter

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TRADE IS SHIFTING

Never before in the history of the country is the trade of the average householder shifting from store to store as it is now. Time was, and not so very long ago, that housewives traded at "John Smith's" or "Harry Jones'" and did it regularly. When asked why, they would say, "well I have always traded there and seem to get good service, so why should I change, or something to that effect. Times have changed, however, and in the last year, now women are doing their trading where they can get the most for their money. They are reading advertisements as never before, and have gone up the cost of living seems to keep just ahead. It is this factor that makes them skip about from store to store, wherever they can buy to the best advantage.

Without steady consistent advertising of the right kind, you cannot expect to hold even your old customers, without thinking about new ones. The modern way to do business is not to wait until it comes to you, but to go out after it.

One of the best ways to do this is to stock and push nationally advertised goods. These goods have a stable price, they are produced in such quantities that the cost of them is less than a really inferior article. Then the sale is already half made because of the advertising of the manufacturer.

The best kind of advertising is the kind that gets right into the homes of the people you want to reach, along with something that interests them. This is local newspaper advertising. Your bids for business in The Downers Grove Reporter go into the homes of Downers Grove people who are logical prospects for your store. They will also read your announcements scattered thru the pages where that local news is run.

Advertise. Not only to hold your present trade, but to get new customers.

SKIMPY SKIRTS NOW FRILLED A BIT



Frilled frocks replace skimpy skirts. Fashion designers have turned attention to new lines in the skirt of women's wear for spring, resulting in many new frills to please woman. This new frilled frock is one of the radical designs in a marine blue silk. It sparkles.

REBELS PLEDGED TO DESTROY THE AMERICAN STATE

The hardest blow that has been dealt to Bolshevism and Communism in America was Secretary of Labor Wilson's recent declaration that America is not prosecuting those agitators because they are starting a new political party in America but because they are rebels, violent revolutionaries who are preparing at this very moment to overturn this democratic government by force of arms, as in Russia.

Some very decent citizens have had doubts about this deportation business. This arrest of Americans who are thickly smeared by Bolshevism and I. W. Wism. This is a land of liberty and they don't believe in jailing other citizens for their opinions. Secretary Wilson has knocked that argument into a cocked hat. It is not a party or a radical group of peo-

HEALTH DEPARTMENT ISSUES BULLETIN ON LA GRIPPE

The Department of Health of the State of Illinois, has issued a bulletin on the prevailing epidemic, Influenza (LaGrippe) which should interest everyone. We print below as much as we have space for this week, thinking it will benefit many of our subscribers.

A Contagious Disease. Influenza, or "LaGrippe," as the disease was called in previous epidemics, is an extremely contagious disease. It is carried from the infected person to others by coughing, spitting and sneezing, and indirectly by the spray of patients infecting the hands, handkerchiefs, linens, table utensils or other articles.

The great rapidity with which influenza has spread through nations gave the impression that the infection was carried through the air. As a matter of fact the disease is transmitted only by contact. Epidemics have never spread faster than men travel.

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There are any cases of influenza in the community.

If You Have a "Cold" If you have a "cold," particularly when influenza is prevalent, don't infect other people—keep away from them.

Go home, go to bed and stay in bed until the cold is entirely cured. If you have fever with your cold, call a doctor at once.

Rest in bed is the best insurance against a serious attack. Rest in bed is the best assurance against pneumonia and other serious complications.

Rest in bed is the best assurance of speedy recovery.

Rest in bed is the best assurance against the common serious after-effects such as "flu-heart," and tuberculosis, and extreme exhaustion.

Rest in bed is the best way to avoid spreading infection to others. Go to bed on the first appearance of illness and remain in bed at least five days after fever has disappeared regardless of how well you may feel. Follow your doctor's directions absolutely.

By all means avoid taking patent medicines or so-called "cold cures" or "grippe cures."

Avoid infecting others by keeping entirely away from the members of your family and requiring your attendant, while in the sick room, to wear face mask made of four thicknesses of gauze.

See that sputum and discharges of the nose and throat are received in clean cloths or paper napkins and that the cloths or napkins are burned immediately after being used.

Always sleep alone in case of any "cold." This is imperative in case influenza is prevalent.

If you have influenza, see that the case is reported to the local health authorities. If you do not have a physician, remember that the law requires your nurse, attendant, parent or any householder to report the case. Failure to report is punishable by a fine up to two hundred dollars, or imprisonment in the county jail or both. It is obligatory upon the local health officer to prosecute all persons guilty of violation of this rule.

Any person suffering from influenza must be quarantined until five (5) days after his temperature has returned to normal. This is imperative both for the safety of the patient and for the protection of others.

Regardless of legal restrictions, bear this in mind! Any person suffering from a suspicious cold or influenza is an infection bearer and he goes wilfully about spreading his infection to others, with resulting sickness, misery and death, he is morally akin to him who puts poison or food or water.

Remember. That influenza is contagious. That infection is carried through the coughing, sneezing or spitting of infected persons, and by infection of lands, eating and drinking utensils.

That the best way to avoid influenza is to avoid close contact with people.

That deaths are usually caused by complications. That these complications can be avoided by proper care.

Remember that every case of influenza has serious possibilities although it may appear to be only a mild and simple "cold."

Mercury Mines in Spain. Mercury is produced in the provinces of Ciudad Real, Granada and Oviedo, but the most important mines in Spain are those of Ciudad Real, which are located at Almaden and cover a surface of 485,187 acres. They are owned and operated by the state.

Better Start It. Under scientific and machine operation it is said the annual yield of the American farm could amount to 2,000,000,000 bushels of wheat and 5,000,000,000 bushels of corn.

Truly Surprising. Elderly Hostess—So you are the daughter of my old friend Margaret Blank. I was at your christening eighteen years ago—but how you've changed.

Books. Some books are edibles to stand as they are built; some are lawn stones ready to form a part of future edifices; some are quarries from which stones are to be split for shaping and after use.—Holmes.

Removing Gum. When gum is on clothing, hold a piece of ice on the opposite side of the goods and the gum will be removed easily.

Befriending Horses Her Winter Job. Mrs. W. A. Walton of Cincinnati, O. loves horses. During the winter when ice and snow covers the city streets, she loads her auto with anti-skid chains for horses and starts on her mission of mercy. When she finds a horse or team in distress, she loans chains to the driver placing their name and number upon her "honest card"—their promise that they will return the chains when they are no longer needed.



ple who are being prosecuted. It is purely a case of this democratic government protecting itself against armed insurrection, protecting our one hundred million peaceable people from the horrors of civil war and the shedding of innocent blood.

Here are a couple pieces of proof. When this so-called "community party," whose members are now being arrested right and left, was organized in Chicago last September, it adopted the following as among its principles for "direct" action in the United States:

"Parliamentary representatives (in congress and legislatures) SHALL NOT INTRODUCE OR SUPPORT REFORM MEASURES. Parliament (congress and legislatures) shall be utilized to assist in organizing the working class against capitalism AND THE STATE."

And here is another: "Communism does not propose to capture the bourgeois parliamentary state, but to CONQUER AND DESTROY IT."

Still one more: "The communist party alone is capable of mobilizing the proletariat (workingman) for the revolutionary mass struggle to CONQUER THE POWER OF THE STATE."

MEDICAL HELP FOR RURAL MOTHERS

The war has proved to the belligerent countries that they had been careless in their neglect of mothers and children, so even under the strain of war they intensified their effort for the public protection of mothers and babies.

England increased the number of "health visitors" from 600 in 1914 to 1024 in 1917; welfare centers in England and Wales increased from 850 in 1917 to 1278 in 1918. The English infant mortality rate was reduced to the lowest point ever reached in that country.

As a further aid to meet an actual need England passed in 1918 the Maternal and Child Welfare bill, which became operative in that year. By the provision of the act maternity and infant welfare centers are made available to mothers. Provisions are made for consultations, public health nurses, "home helps" and the education of mothers in matters of mater-

Have Some Pickled Kelp. An addition to the delicatessen line is pickled kelp, put up in glass bottles. It is not only edible, but really delicious.

Plow Rolls Over Stumps. An Australian inventor has brought out a plow for use on newly cleared land which rolls over stumps and other obstructions.

Ouch. Dobson—"Hinks has dyed his hair black. Don't say I told you." Robson—"Why? Dobson—"He wants to keep it dark."

Rag Paper Ancient. Paper was made from rags in Arabia more than ten centuries ago and the method was introduced into Europe in the thirteenth century.

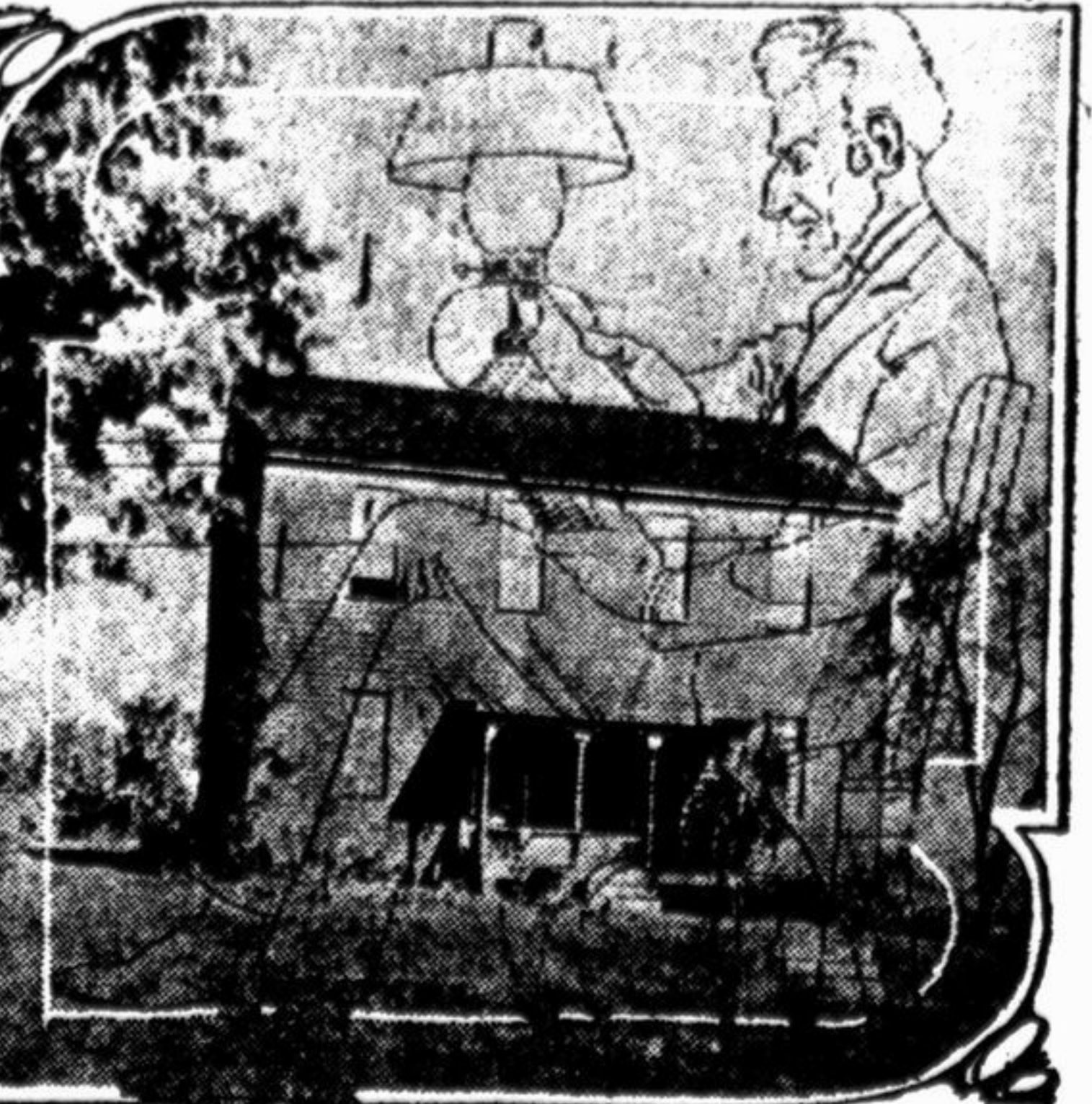
Sense Nonsense. In a preliminary school examination a question about the senses was answered by a bright pupil in this fashion: "The five senses are sneezing, sobbing, crying, yawning and coughing. By a sixth sense is meant an extra one which some folks have. This is snoring."—Boston Transcript.

GROOM DISAPPEARS IN FORTUNE MARRIAGE



Mrs. Wm. Hoffman, nee Miss Hinton, courted three hours and a deserted bride at the end of six days, warns young girls "to know the man" before marrying. Mrs. Hoffman advertised for a wife, claiming he must wed before Feb. 1 to secure a fortune of \$75,000 from his mother's estate. Mr. Hinton answered the ad and the hours after meeting Hoffman it were wed. As authorities look the husband, his bride waits return at a Canton (O.) hotel.

OLD LINCOLN COURTHOUSE HISTORIC RELIC



The original old courthouse where the great emancipator, Abraham Lincoln, practiced law in Logan-co, Lincoln, Ill., still stands, an object of reverence for the residents who are doing all they can to preserve the structure as an historic relic.

