

### 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

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### MICKIE SAYS

LISSEN, BOSS! NER TOO DAWGONED GOOD NATURED! 'S ALL RIGHT T' BE SOCIABLE AN' ALL THAT, BUT A NEWSPAPER OFFICE AINT NO READIN' ROOM NER PUBLIC LOAFIN' PLACE 'N WE CANT GIT OUT NO PAPER AN ENTERTAIN VISITORS BOTH!



### SUGGESTIONS

There is nothing an editor likes better than suggestions which will make his paper a better paper. Of course, these suggestions, understand, must be constructive and not something like this:

An irate subscriber enters the office the day after press day and fixing his beady eye on the editor demands an explanation of why his wife's sister's cousin didn't get a "local." "She's been in town three days," he concludes.

Yes, it does look like a bad case against the editor. Of course no one told him said "cousin" was in town. He's an editor and should have known it. That's what he's there for.

Remember, friends, an editor's just like the rest of you and bound to make mistakes. But granting that, no human being could cover all the field which an editor is expected to cover and not miss something occasionally.

We try to get all the personals, but if somebody's wife's sister's cousin slips in about ten-thirty at night in an automobile, we can't be expected to know it unless you tell us about it.

An if you have a party the same day there happens to be a funeral, a ball game and a runaway in town, just to make sure that we know it, call us up and give us the details.

You know we are just as anxious to have our paper cram full of news as you are to find it that way. Even more so.

If you have any suggestions whereby we can make the Reporter more interesting for you and a majority of our readers, do not hesitate a minute in telling them to us.

### WHAT WILL YOUR PROFITS BE IN 1920?

Will your business go ahead or fall back in 1920? It can't stand still.

Have you analyzed the conditions that will confront you this year and are you determined to take advantage of the opportunities as presented?

You are using, or will use, the power of Advertising in 1920 if you expect to go ahead. It is no longer a question of whether or not you shall advertise. Competition has made it so that a merchant must advertise to dispose of his goods.

Advertising is not only one of the surest means of producing good will that intangible asset which every merchant strives for, but it is the most economical.

You, Mr. Merchant, know better than anyone else that in merchandising few successes are attributable to merely offering good goods and good service. The people must be told where to find these goods and service by Advertising.

The people of Downers Grove are becoming accustomed to looking in the advertising columns of The Reporter for their needs, and the merchants whose messages are found there are reaping the benefit.

It is a fact that you will use Advertising in 1920 if your business goes ahead. So resolve today that you will grasp this business-pulling investment—Advertising—and make 1920 the most prosperous year in your store's history.

Calling upon The Reporter's staff entails no obligation and it may mean much to you. If you stand for bigger profits this year, The Reporter stands ready to assist you. A man will come and talk with you if you call No. 188-J. Reach out in 1920 and grasp the business that is rightfully yours.

### STOPPED ADVERTISING AND LOST TREMENDOUSLY

An hiatus in advertising is bound to prove costly. A. and P. Pears, the British soap makers, whose product was made familiar all over the world by persistent and clever advertising, found it so.

Some time ago the board of directors decided that, since the factory was selling all it could produce, the advertising should be cut off as a useless expense. It was cut off for a period of six months.

In that time Pears dropped 35 percent of its total business. It cost the concern \$6,500,000 additional publicity to get back where it was before the rash act.—Associated Advertising.

### IT PAYS TO READ THE ADS.

It pays to read the advertisements in the Reporter every week. Aside from their money saving value, they are educational and show the progress of the community. There is nothing more true than the old saying "you can judge a town by the way its local merchants advertise in their community paper."

Get into the habit of reading the ads in the Reporter, not only one week, but always. Then don't be afraid to say, when you go into a store to buy, "I saw it in the Reporter."

For instance this week—the following is an index of the advertisements. Look them over NOW.

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### TELEPHONE CO. FRANCHISE PASSED BY VIL. BOARD

(Continued from Page 1)

Com. Edison Co., Feb. 21 .. 23.81  
Busch-Sulzer Bros. Engine ..  
Co., No. 2071 Comp. .... 93.50  
Note No. 8 ..... 308.75  
V. Frederhagen, March rent 25.00  
Light Department, Pub. light 13.05  
Pumping Bill ..... 479.43  
On roll call Commissioners Bryce, Austin and Mayor Barber voted Aye. Nays none. Motion carried.

Commissioner Austin presented the following resolution, and moved for its passage:

### RESOLUTION

Resolved, That, inasmuch as the Village of Downers Grove, Illinois, did on the first day of December 1919, issue its warrants, numbers 515 and 746 respectively, to the order of the Busch-Sulzer Bros. Diesel Engine Co., for the sum of \$3,500.00 each, and in said warrants the sum of \$1,000.00 (\$500.00 each warrant) was charged to the Department of Public Affairs, now be it further resolved that the Village Treasurer, C. Ford Davis, be and is hereby authorized to change said charge, by charging the said sum of \$1,000.00 (\$55.00 each warrant) to the Department of Public Property, instead of the Department of Public Affairs, and be it further resolved that the Village Treasurer be and is hereby authorized to transfer \$1,000.00 from the Department of Public Affairs to the Department of Public Property. On roll call Commissioners Austin, Bryce, Haller and Mayor Barber voted Aye. Nays none. Motion carried.

Commissioner Bryce moved for the final passage of an ordinance introduced by resolution under date of February 23rd, 1920, entitled "An Ordinance granting to the Chicago Telephone Company certain rights in the Village of Downers Grove, County of DuPage, State of Illinois, and submitting said ordinance to the voters at the next regular Village election to be held on April 20th, 1920, and said ordinance is hereby ordered to be published according to law.

On roll call Commissioners Bryce, Austin, Haller and Mayor Barber voted Aye. Nays none. Motion carried.

Commissioner Haller moved to adjourn to the next regular meeting date March 8th, 1920. On roll call Commissioners Haller, Austin, Bryce and Mayor Barber voted Aye. Nays none. Motion carried.

Chas. M. Hitch, Village Clerk.

### Gilbert Stuart.

It was the fashion of his time to try to paint great pictures. From this he had the hardihood to separate himself, reaching with a true originality of feeling after what really interested him, the big essentials in the subjects that he studied. Thus he put himself in line with the great painters, shaking himself free from the fads and nostrums of his time, and betaking himself straight to nature. In the story of American art he holds a unique and dignified position.—Charles F. Coffin.

### Gets Shaken Into Place.

"Occasionally," said Senator Sorghum, "a man starts as a leader and then has to go with all his might to keep at the head of his own procession."

### LEGION POST GAVE HONORS TO ONE NOT MEMBER

Bill Robb is dead.

Bill did not serve during the Great War. He tried to enlist, but was rejected. He was too young.

But Bill died for his country just as heroically as any of the brave boys over in France.

The story of Bill Robb reached the State Headquarters of The American Legion following a military funeral with all honors, accorded the lad by the J. Ivan Dappert Post No. 73, of Taylorville, Ill.

He succeeded in enlisting last September and was sent to Camp Grant at Rockford. Then came the visit of General Pershing. Private Robb, proud of his place beside gold-strippers, turned out for inspection.

The weather was below zero and Robb's squad was far down towards the end of the line.

A half hour passed. Bill's feet became numb. His hands were almost frozen. But he did not complain. Ask for relief before all those veterans? Not Bill.

He waited an hour more. Finally the General arrived and Bill's chin was up and his chest out and his gun as straight at attention as any of the old timers in his platoon.

Then the word "Dismissed" came. And Robb collapsed.

At the hospital it was found that one of his feet had been frozen and other parts of his body affected by the cold. During the night he contracted pneumonia. He died a few days ago.

And that is why a former lieutenant colonel, a captain, a lieutenant and 30 enlisted men—members of the J. Ivan Dappert Post—marched sadly five miles through a blizzard in honor of Private Bill Robb.

### Where Nature Furnishes the Heat.

A few miles out of Naples is a place known to all tourists, the "Solfatara." It is doubtless the crater of a nearly extinct volcano. Steam carrying a strong odor of brimstone rises from various crevices in the ground, and the guide, for a suitable fee, will permit you to cook an egg in the hot sand.

### A Terror, Perhaps!

"Bessie, why don't you try to be a good little girl?" "I do try awfully hard." "But you don't succeed very well." "Why, mother, just think how bad I'd be if I didn't try at all."—Life.

# Necessary Goods

SO many folks are selling things we really do not need! They sell us pups and spiral springs, and patent chicken feed. A dozen times a day or more I have to drop my pen; some chap is ringing at the door, to sell a setting hen. A gent of rather seedy looks came to my shack today, to sell me fifty-seven books—the works of Bertha Clay. And one is selling china eyes, one deals in pewter spoons, and one would sell me whisker dyes, another, musty prunes.

I never waddle through the woods but some one comes along, and tries to sell me useless goods, with tiresome dance and song. I'm weary of the man who yells of jimcracks gone to seed; how stately is the man who sells the goods men really need! I watch the lumberman go past, upon his useful chores, to sell a mariner a mast, or fit a house with doors; his boards and beams, of seasoned wood, for helpful arts are made; he does our social fabric good when he builds up his trade.

There's nothing in the lumber store superfluous or vain; you do not seek that dealer's door fool doodads to obtain. And every time he sells a bill, improvements there will be; the coin he puts into his till helps the community. And when his goods are in demand, the better times have come, your town will flourish and expand, the wheels of commerce hum.

I'm tired of buying pumpkin trees, and postholes by the crate, and ostrich eggs, and swarms of bees, and tin-horn real estate. Hereafter I shall blow my roll for articles worth while, a peck of lime, a load of coal, a good large lumber pile.—Walt Mason in "Curtiss Service."

## Lord Lumber Company

Phone Day 20

Phone after 6 P. M. 142 J

READ ALL THE ADS. IT PAYS TO READ THEM. DO IT ALWAYS.

## To Our Friends and Customers

There have been rumors afloat that the H. E. McALLISTER & CO'S. Room had been rented away from them and they would have to leave Downers Grove.

If you have been inclined to take any stock in these rumors, you should pay this store a visit and see just how much we are preparing to stay here.

In the past two months we have added to our stocks all over the store, and put in new lines, until this little store is fairly bulging with seasonable merchandise for the coming spring and summer business. Every week brings something different that here-to-fore you have had to go to the city to buy. You are cordially invited to pay us a visit, whether it is with the intention of buying or not, and look over our store, perhaps you will find things here of interest to you and we feel assured that you will agree with us that our prices are right.

## One of the Many Items We Have Added to Our Stock

### FITRITE PETTICOATS

in a wide range of materials including Floral and Plaid Heatherblooms, sateens in many pleasing colors, silk jerseys, Taffetas and some with Jersey top and Taffeta flounce.

Prices are \$2.00 to \$9.50



### COLONIAL DRAPERIES

are of the quality and springlike patterns and tones that make for a cheery atmosphere. The variety in which they are offered assures you of finding draperies to harmonize with any color scheme, yd.

39c to \$1.50

### If You are Handy With the Needle

you can make beautiful curtains out of these lovely nets, scrim and marquettes. Some are attractively patterned; others are plain but all are of noteworthy quality. Per yard

45c to \$1.00

## COAL and FEED

POULTRY AND LAWN FENCING

Full Line Of

PAINTS, OILS, CALSOMINE, ETC.

## Garden and Field Seeds

## MERTZ & MOCHEL HARDWARE

36 S. Main Street Telephone No. 29

## H. E. McAllister & Co.

Phone 90

Downers Grove, Ill.

Phone 90