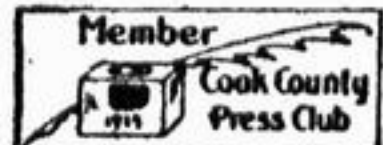


Downers Grove Reporter

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

WHASSAT? DID I HEAR A VOICE HOLLERIN' FER LIL' MICKIE? REMEMBER, FOLKS, I'M READY T' GALLOP TO ANY PLACE IN TOWN AFTER ADS ER JOBWORK MOST ANY TIME AN' IF I'M TOO BUSY, I'LL SEND TH' BOSS!



EVERYBODY DOESN'T OBEY US THEIR PRINTING JUST THE PARTICULAR ONE



WHAT ABOUT A COMMUNITY HIGH SCHOOL?

It is almost time that the proposition of establishing a Community High School in Downers Grove be re-negotiated. After getting a fine start the first time it was talked over for Downers Grove, its backers seem to have had a bad case of cold feet or some other less well known disease and it has been lost in the shuffle.

One of these days, and not far distant, some school district within easy reach of us will vote on the proposition and grab about half the territory which should rightfully belong in the Downers Grove high school district and then we will sit up on our hind legs and howl, much as a dog does on bright moonlit nights—then, however, it will be too late to do anything but the aforesaid howling.

It seems to us that the new school board elected last Saturday is one which will work together harmoniously. They should be the ones to start the machinery that will give to Downers Grove and surrounding territory a real high school. A school that will be able to pay the salaries of the best instructors in each department. A school that will be able to offer the graduates of the grade school advantages that they can only get now in a business college. That is the kind of a school a community

high school can be made to be. Downers Grove people are always ready to get behind a worthy project and push it to a successful conclusion. They will get behind a Community High School if they are explained the advantages of the law governing its installation. They are always eager to give their children the absolute best in the way of an education.

Let's have a Community High School.

NATIONAL ADVERTISING OF BRANDED PRODUCTS HELPS DEALERS

Dealers are coming, more and more, to appreciate the value to themselves of advertising done by manufacturers of branded products.

In fact the most foresighted of them are virtually concentrating their sales on advertised products.

They recognize the manufacturer's advertising is being used to educate their own customers.

Manufacturers' advertising is a real help to the dealer. It stimulates demand for the goods without the necessity of price cutting, a pernicious practice common in unadvertised lines to keep sales up.

The dealer has much to gain by manufacturer - advertising. In fact he may consider himself a partner in the advertising.

This partnership is worth much to the dealer who is shrewd enough to see this relationship and utilize it by keeping the advertised goods on display and otherwise backing the advertising.

Manufacturers realize that they cannot force distribution to the consumer against dealers' will. They

need the hearty cooperation of dealers in getting products into the hands of the consumer, for the normal way from factory to consumer is through dealers.

The retail store may be regarded as the vital point in the channel through which trade passes from factory to consumer. All trade which passes thru the channel must pass thru this particular part of the channel. No more trade can pass thru the channel as a whole than can pass thru its narrowest point.

Any action of the manufacturer injurious to the dealer would tend to narrow the channel at this point and hence to restrict the volume of flow from the factory. Conversely, any move which is beneficial to the dealer tends to broaden the channel at this point—tends to lessen the resistance here is that a greater volume of trade may flow from the factory.

Manufacturers realize these facts. Hence the whole purpose of manufacture-advertising is to lessen resistance to the flow of trade—to broaden the channel at all points—to help dealers!

Advertising benefits the manufacturer by benefiting the dealer at the same time, and ONLY by benefiting the dealer.

The wise dealer links his store with the manufacturers' advertising by using the columns of his local newspaper to tell the community that he can supply right at home the products advertised.

The man today who does not believe in advertising is setting his opinion against the biggest business men in the United States. Against the men who have made millions by doing what the skeptics profess they do not believe will pay.

AMERICAN LEGION TO HOLD REGULAR MEETING MONDAY

La Grange Post to Hold Open House On Next Week Friday Evening.

A regular meeting of the local post, American Legion, will be held on next Monday evening, April 26th. Every member and prospective member is urged to be present as very important business will be up for discussion.

One of the items which will be talked over is that which every ex-service man is interested in, the giving of bonuses to soldiers and sailors. This alone will be worth while.

La Grange to Entertain.

On next Friday evening, April 30th, the La Grange Post of the Legion will hold an open house to all posts along the Burlington between Chicago and Downers. Just what the purpose of the meeting will be has not been disclosed. However, the La Grange post has proven itself a good host on occasions similar to this and local ex-service men would do well to attend.

Every man who can be present at La Grange on next Friday evening is urged to do so.

FOR LADIES AND MISSES

Handsome rain coats in many different materials. Spring suits in Serge, Poplin, Jersey, Poirer Twill and Tricotine. Separate coats in many styles. Best materials, latest styles and lowest prices. A nice assortment of Georgette waists. Try a Barclay Corset—one year guarantee.

MRS. EMRICH
75 North Forest Avenue

R. C. ELLIOTT IMPLEMENT DEALER

International Tractors and Farm Implements of All Kinds.

PHONE 189 63 S. MAIN ST.

Home Repairs

Better Make Them Now

If your neighbor has let his porch sag at the corners and failed to repair a broken stair you have set him down as shiftless. Maybe he sees in your yard an old sidewalk to the alley that should be replaced with a concrete one.

People may be looking over your fence. Why not make everything ship-shape right away, indoors and out, and while you're doing the job, do it well.

We have everything you can possibly need for modernizing your home. Concrete makes a fine porch floor and steps. We have the best roofing, paint and lumber.

Drop in and talk over your work with us. Our long experience in the building business has made it possible for us to help many householders with their repairs as well as new building. We can recommend a good contractor and give you an estimate of the cost of everything needed.

Our business is to help you get the most for your building money.

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.

S. Andrew's Church

April 25th, 1920. S. Mark's Day.
7:30 a. m. Holy Communion
9:45 a. m. Church School.
11:00 a. m. Holy Communion and Sermon.
5:00 p. m. Evening Service and Sermon.
April 29th, 1920. Thursday.
7:00 p. m. Boy Choir.
8:00 p. m. Adult Choir.

Garden and Field Seeds

GARDEN TOOLS
SPADES, SPADING FORKS
HOES AND RAKES

FINEST MIXTURE OF LAWN SEED
POULTRY WIRE AND POULTRY FEED

MERTZ & MOCHEL HARDWARE

36 S. Main Street Telephone No. 29

Dress the Children in Wash Clothes Then They Will Enjoy Themselves

Children want to be comfortable during play hours and during dress up occasions and they certainly will be if their spring and summer wardrobes are replenished from these displays of Wash Clothes.



Presented here in fine assortments are Jack Tar Middies, colorful Smock, Wash frocks and sturdy little Suits for small boys.

Jack Tar Middies

Besides being neatly tailored have beautiful braid, some have blue flannel collars, others are plain white, trimmed with white braid. Their fabrics are of a quality that successfully resist the ravages of laundrying. Priced at

\$2.50 to \$3.95

New Smocks

Some are pleated and have pockets, others are plainer in cut, but most of them have effective touches of hand embroidery. Choice of many washable fabrics.

\$3.00 to \$3.95

Durable Wash Clothes for Little Tots



Buy "BREAD WINNER" Childrens play clothes for your children. Every mother will be interested in our line of childrens play clothes. They are attractive and stylish, yet made to be worn by "happy-go-lucky" youngsters. Durable, sun-fast materials, reinforced seams. They are made in sizes for tiny tots and creepers up to boys of eight and girls of six years. Prices from

\$1.00 to \$2.95

H. E. McAllister & Co.

33 S. Main Street Downers Grove, Ill. Telephone 190

To The Housewives



RUGS NOW is the time to have your RUGS CLEANED! Rugs are expensive. Send them to an experienced Cleaner.

Phone 62-M A Wagon Will Call
JOSEPH MAZZA
27 South Main Street