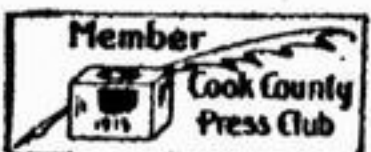


Downers Grove Reporter

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



ASKING PEOPLE TO BUY

Just let the following sentence sink in. Study it. Analyze what it means, and you will have the whole secret of advertising. "The Merchant who asks the most people to buy; sells to the most people."

There it is in a nut shell. The more people you ask to buy, the more people you will sell to. Your chances of asking people to buy if you wait for them to come within the range of your voice is limited.

The same rule applies with a merchant who has a stock of goods on hand all the time. He has but little chance to talk his product in the ordinary run of the days business.

TAKING SHELTER

One rainy day a man was arrested for stealing an umbrella. He said, "I was only taking shelter, most anybody will lift an umbrella when it rains."

Many people take a round-about way of playing safe. Just for instance take those auto drivers, who in approaching railroad crossings, take no thought of the possible approach of a train of cars.

PRE-WAR PRICES AND TWO DAY SERVICE

Two reasons why you should have your Cleaning, Dyeing and Pressing done by us. There are other reasons and we'll tell you about them from week to week.

PHONE 90-R For Our Driver LAGRANGE STEAM DYE WORKS

tion to advertise the merits of the near side. The fellow who has the habit of speeding across to the other side and then stopping to watch the train go by, might better slow up, stop and watch it from the near side. This applies to pedestrians as well as auto drivers and those who drive horses.

"ODE TO PESSIMISM" DRAWS FIRE OF W. BRUBAKER

Takes Exception to Letter in Last Weeks Reporter Written by Frank J. Milnes

Downers Grove, Aug. 8, '21 Editor, Reporter: Your correspondent's "Ode to Pessimism" is so misleading that I am impelled to ask some of your space to expose its fallacies.

If I were to assert, in a company of intelligent people, that the Mississippi river runs north, I would be regarded as a fit subject for the psychopathic hospital. But I would have stated an exact fact, for the Father of Waters does run due north for a short distance above Cairo, Ill.

To form a just estimate of the trend of human progress, one must gather the outstanding facts, not from a decade, but from a decade of decades or longer. Let the author of the "Ode" turn back, say to the year 1800 and compare conditions then and now.

In proportion to population then and now, how many hospitals were there then? How many homes for aged men and women? How many charity organizations in the cities to care for the poor? How many orphan homes and how many asylums to care for the insane? What was the per capita taxation to care for these institutions? How many missionaries were the churches of that day sending to Africa, India, China, Japan and the Islands of the Sea?

these facts are important as showing the marvelous progress of the truth, in the minds of men, that the human race is all one great family and that all men are brothers. How much progress had that truth made in 1800? If this is "retrogression," let us have more of it.

If he wishes evidence of "retrogression" along the line of intelligence, let him ascertain how many public schools there were in those days, what was their condition and the scope of their teaching. And what was the per capita of taxation for their maintenance? Also what was the proportion of illiteracy? If his pessimism does not get a jolt, it is bomb-proof against fact and reason and argument.

Next let him note the progress of great reforms. In 1800, where was there an effective voice raised against human slavery in this "land of the free and home of the brave?" And later on, who cared whether Brigham Young had one wife or one hundred? Today, human slavery and polygamy are to be found only in the dark corners of the earth.

It was a pitiable spectacle if at high noon of these glorious August days, a man who had been supposed by his neighbors to be sane, were to go out into the sunlight and solemnly call men to witness that the sun has gone from the heavens; that the blackness of night has fallen upon the earth and that no morn will ever again drive away the night.

walk in his paths; for out of Zion shall go forth the law and the word of the Lord from Jerusalem. And he shall judge among the nations and shall rebuke many people; and they shall beat their swords into plowshares and their spears into pruning hooks. Nation shall not lift up sword against nation, neither shall they learn war any more."

Oh, no; hes' wrong; this old world of ours is growing better as the years go by, in spite of the plaint of the pessimist. When was human life more secure than now? When was old age more respected; womanhood more honored; childhood more tenderly nurtured; relations between man and man more kindly? To assert that the world is growing worse is to give the lie to God's Book and to declare that Christianity is a failure.

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make the liquor-seller an outlaw, like the counterfeiter, the horse-thief and the rapist! Do you find any evidence of "retrogression" in these facts, Mr. Pessimist?

THIS SHOULD SETTLE THE ARGUMENT

A pessimist closes an eye, wrinkles his face, draws up the corner of his mouth, and says, "It can't be done." An optimist has a face full of sunshine. He beams on you and says, "It can be done" — and then lets George do it. But a "pep-to-mist" takes off his hat, rolls up his sleeves, goes to it, and does it.—The Rotarian.

ALL BOWLERS — NOTICE

Important business and election of

officers at the ice cream social and smoker at Dicke's Hall, Monday, Aug. 15 at 8:30 p. m.

All bowlers urged to be present. If you did not get an invitation come anyhow as you are as welcome as the flowers in May and our list of local bowlers is incomplete.

ANNOUNCEMENT

I hereby ask for your vote and support as Republican Candidate for the office of County Treasurer at the April Primaries.

N. E. MATTER. 7-22-4

POULTRY FEED

At A Saving A. J. WOLF Maple & East Grove Ave. R. F. D. No. 1

Order Your Coal N-O-W WHILE PRICES ARE THE LOWEST AND ALL KINDS ARE OBTAINABLE WE HAVE ALL SIZES OF Franklin Co. Illinois Coal Pocahontas & Hard Coal CAN ATTEND TO ORDERS PROMPTLY NOW! MERTZ & MOCHEL HARDWARE 36 S. Main Street Telephone No.29

Don't Buy the cheapest shoe you can. A cheap shoe is always the most expensive in the end. WEYENBERG "Shoes for Service" are made from real leather. They wear better, feel better and look better than just ordinary shoes. Our boys shoes last longer, look better and are more comfortable than just ordinary shoes. We give you the most value for each dollar you invest. Men's \$5.50 and up Boy's \$4.00 and up J. W. NASH Phone 8 21 S. Main St.

When You Get Your STUDEBAKER "THE COMFORT CAR" you will be kept busy for a long time, returning the delightful rides given you in the past by friends and neighbors, and the beauty of it is, you will be able to return them with INTEREST, for there are but few cars as comfortable to ride in, as the STUDEBAKER! Downers Grove Garage, Inc. Phone 22 Downers Grove, Ill.

For just the sort of hangings you have in mind COLONIAL DRAPERIES AND CURTAIN GOODS Summer draperies must soon be taken down. Many women are already planning new window hangings for Fall and Winter, and the new weaves and patterns in Colonial draperies and curtain goods are coming in right along. New, fresh draperies add a wonderful touch of freshness to the home. Even a little bit of newness here and there will mean much, but now that reasonable prices have come back, you'll want to have new hangings ready for every room. You have the choice of a fine variety of fabrics, patterns and colorings — and interesting prices like these — Cretonnes 25c to \$1.00 Tapestries 95c to \$1.50 Silk Drapes \$1.25 to \$1.75 Madrasses 50c to 75c Filet Nets 35c to \$1.00 Marquissettes 25c to 59c H.E. McAllister & Co.

Candidate For Sheriff Lawrence Hattendorf CHIEF DEPUTY SHERIFF SOLICITS YOUR VOTE FOR SHERIFF Primary — April 11, 1922

TRACTOR PLOWING DISCING BASEMENT EXCAVATING W. S. Hamblin Phone 213-R-2 Lyman Avenue

PHONE 90-R For Our Driver LAGRANGE STEAM DYE WORKS