

The Highland Park News.

Published in the interests of Highland Park, Highwood and Ravinia, every Friday afternoon by H. F. & A. E. Evans.

Terms, \$1.00 per year, 50 cents for six months, 30 cents for three months.

Office: McDonald's Building, St. Johns Avenue, Highland Park, Illinois.

Entered at the post-office at Highland Park, Ill., as second class matter.

Advertising rates made known on application at this office.

LEWIS B. HIBBARD EDITOR.
H. F. EVANS BUSINESS MANAGER.

FRIDAY, DECEMBER 25, 1896.

Big bank failure in Chicago Monday. How fortunate Highland Park is; we can't have any such failure.

WE HAVE settled one thing. When we get the postoffice or get rich in some other legitimate way, we shall endow the "Public Library" with several thousand dollars, provided the city will place it on the Church Common in a fire-proof building. That's an idea worth nursing, is it not?

LAST FRIDAY, the 18th, Hon. Roswell G. Horr, so well known as Congressman from East Saginaw, Mich., and a debater with the author of "Coin's School," died in Plainfield, N. J. He was born in Waitsfield, Vt., in 1832, practiced law in Ohio and Missouri and thence to Michigan and Congress. But even Congressmen die.

THEY have one notion in one of those little seven by nine principalities in Germany which we like. Doctors are public officials, paid so much a year to look after the health of the community. If any one dies of ordinary diseases, the people deduct so much from the doctor's salary. Of course railroad, foot ball and other accidents are not included.

THIS CITY needs a public skating rink, several times as big as Prof. Gray's pond, where the school children can put in their hours for play.

There is no better, healthier or more enthusiastic sport to be had in winter. If a boy falls on the ice so hard that he can see stars at mid-day, it will only cultivate his fondness for astronomy, and never seriously hurt him. Can't the city council, the next time they want to fool away money remember the anxious boy who wants a place to skate.

THE MATTER of right of way for the electric railroad is a vital one and should receive very careful consideration. We know not the company's present plans or wishes, but when they talked with us last summer they wanted to bisect the east side resident portion of the city, go south on Linden or Forest avenues and we opposed that plan very strenuously. We want electric cars, but not in our front yard. We said not east of St. John's avenue. Let east side property owners make their voices heard in season.

A GOOD MINISTER down in Massachusetts was telling his brethren at the association how his church was prospering. It seemed amazing the wonderful prosperity that had come to his people. When he stopped half a dozen voices broke in: "You have had a big revival then in your church?" He looked surprised and said: "Revival, oh no; we have expelled seventeen!" A man once said to us the only way to heal the trouble in his church was to have half a dozen first-class funerals, and they all came in due time and peace and harmony reigned.

IS IT just honest to expend money for holiday presents, when our grocer, meat market and other bills are not paid? These unpaid bills are of the nature of forced loans from our neighbors and business fellow-citizens to enable us to make presents to our friends. The bandits on a railway train hold up the passengers and make a forced loan for their personal uses. The methods in the two cases are not exactly alike, but how much do they really differ? It is very nice to make presents, and it is only common, good old-fashioned honesty to pay our bills.

HOW TO ADVERTISE.

If you will notice, you find Marshall Field and other big advertisers fix up their ads so people want to read them. There are four things about a successful trade-winning advertisement.

First, attractively written. We read one "ad" every day in the Springfield (Mass.) Republican. We never trade there of course, never shall; it is 1000 miles away; but the ad. is so neatly and attractively written that we read it always and seldom notice any other "ad." in the paper. Forbes and Wallace have a man who can write ads people have to read, because they can't let them alone.

Second, Don't say too much. Nine ads out of ten have too much in them. Read Marshall Field's or any other big advertiser's and see how little matter they have in their space. But what there is there is attractive to you; it tells you about what you want to know. In fact, you conclude that "ad" was written for your special benefit, and it was.

Third, Did you ever see Carson, Pirie, Scott & Co.'s ad the same two days in succession? Never. They change every day, and yet they have the same goods in their store every day. Some folks want furs, some want silks and so on. Sixteen years ago this very month, we sold space in the old Vermont Tribune to a business man who did not believe in advertising, to change his ad every week. He ran it the time agreed upon, and has run it every week from December, 1880 to December, 1896, a different ad every week.

Fourth, advertise honestly. Do exactly as you advertise. If you are foolish enough to advertise 23 pounds, give 23 pounds. Mr. Field, or any other successful merchant, will tell nothing will hold trade like giving every customer always fair and honest values for their money. No big, successful, enduring business can be built up on dishonesty. Finally, don't forget the NEWS will henceforth be an important factor in the business life of this city. It is small, now, but it will grow. Topsy "grewed."