

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, JANUARY 1, 1897.

THERE were some men on our streets last New Year's Day, not here now. Their epitaphs are given in Revelations. 13:13.

HERE is the way sports figure up in Great Britain for the year:

Horse racing.....	\$53,750,000
Hunting.....	45,000,000
Shooting.....	28,750,000
Golf playing.....	5,000,000
Total.....	\$132,500,000

And when the question of free public schools comes up, such as we have, there is a wail of poverty from the Cheviot Hills to Land's End.

TUESDAY WAS Hon. W. E. Gladstone's birthday, he having been born in Liverpool Dec. 29, 1809, making him 87 years old. He is the most eminent person in all the English-speaking nations of the earth; we think we might say of all the wide world, of any race or longer age. He is not only Great Britain's "Grand Old Man," but the "G. O. M." of the whole world. God bless him.

OUR esteemed contemporary, the London Times, of Dec. 11th, the latest on our table, is very highly pleased with President Cleveland's message, especially those portions which deal with sound money. In fact with everything except the Venezuela question. The Times is Tory, from "A to Izzard," and so it don't like to own that we Yankees beat her in diplomacy. The Times is the ablest newspaper in the world, but

the News is gaining on her, though our London contemporary has over two centuries the start of us.

SOME PEOPLE make mistakes. Thus a summons is issued by the justice to Mr. Henry Thorp and Mrs. Mary Thorp, his wife, and the constable serves it. Court day comes, and Mr. Thorp goes up to the court, and Mrs. Thorp remains at home. She and her husband decide that it is not necessary for her to go. But it is necessary, just the same as for him, if she wants to save trouble and costs, for if the plaintiff wishes, he can demand a new set of papers to be served on her, thus doubling the costs at once, to say nothing about the annoyance. It is serious business to disregard or resist the order of the courts. It is not the court nor the officer you resist; it is the State of Illinois, and that is a serious matter. As a man said to us once: "I bluff individuals, or resist them, but when it comes to courts I obey instanter, because I know that the dignity and power of the whole state is back of them, and it is worse than folly to resist."

A PLAIN STATEMENT.

There have been so many failures in previous newspaper enterprises started in or claiming to represent Highland Park and its neighboring towns that we do not wonder that some people are a little chary about patronizing the News. They don't care to put up their money and then, in two, three, or six months, have the paper "suspend," "collapse," or "bust." Now, while I have not a dollar invested in it, I know its financial status perfectly and I want to say this much to the public, which, in the circumstances, is entitled to the truth. First, then, the young Messrs. Evans are able, in their own right, to carry on the enterprise. Second, the enterprise as a whole, paper and job office, will pay its own way, as they are not afraid to take off their coats and work. They have engaged in this enterprise as a life-long one, to be a permanent business in this their own town. Third, above and beyond all this, I am au-

thorized to say that their father, Mayor Robert G. Evans, stands pledged to see them and their enterprise safely through; every bill will be paid, every pledge to individuals or the public will be redeemed. If there is a person in this city who can't risk a dollar subscription on all that he has my sympathy. The News is here to stay.

LEWIS B. HIBBARD.

January 1, 1897.

JUDICIOUS ADVERTISING.

A dealer asks us how we would advise him to advertise. It is not our place to select one patron and tell him what to do and neglect all others. Hence our suggestions will apply to all.

First, settle this in your own mind—judicious advertising pays:—the most successful business men who have tried it for years say so. Successful bankers and railroad men know it and everybody knows it. So successful business men say judicious advertising is an important element of success; they know by personal experience. But there are some men who never have tried it, to any extent, who doubt it. Now, whose testimony is to be taken, the persons who know by the personal experience of years, through good times and bad times, or that of men who practically know nothing about it, but only "don't think so;" their "think" may be ignorance, it may be prejudice, or it may be mistaken economy; but it has no commercial value whatever.

Second, How to advertise judiciously. Were I one of these half-dozen, more or less, larger business houses in Highland Park, I would secure by the year not less than one full column of space; that is, two half columns, and put in a new "ad" every week, and have it the business in the store to see to that "ad" early in the week, so it could be set up and arranged with care. This would cost from \$50 to \$75 a year, but perfectly managed, money well invested, because you will reach every valuable purchaser in this community.

Were I one of the second or third class tradesmen I would take two