



A Courier of North Shore Intelligence.

Published every Saturday morning at Highland Park, Ill., and Winnetka, Ill., by the

Sheridan Road Publishing Co.

H. F. EVANS, Manager.

OFFICES:
News-Letter Building, 255 Central Avenue,
Highland Park.

Telephone No. 92, Highland Park.

Entered at the Post-Office at Highland Park as second-class matter.

Advertising rates made known on application at either office.

TERMS \$1.50 PER YEAR.

SATURDAY, APRIL 7.

We are told the bumping, rolling sounds of the beer barrels as they go down Deerfield avenue hill are beginning to be heard by the West Side residents. What we want to know is, who is dropping those barrels on the top of the hill? There are some old and other liquor bills left over from last spring's campaign as yet unpaid, of which we will give you more light by and by.

Some folks don't like slang. We sympathize with them fully. But it is just possible for us to be too pedantic and particular. There are times, occasions, events and persons which no word or sentence fits so well and effectively as the slang one, and then we believe in its use, indicating by quotation marks the fact that it is slang or street vernacular. We write for the sake of the effect, not to show the people how finely we can write, as some folks wear fine clothes, and we use right terms to accomplish our ends.

The University of Chicago is five million dollars better off this week than it was last. Of this sum Mr. Rockefeller gave two and other friends three millions. Marshall Field alone gave \$135,000. Leon

Mandel gave \$50,000 for a new Assembly building. Today the University has an endowment fund of eleven millions besides its very valuable enlarged campus and numerous modern, substantial and costly buildings. And all this in a little over ten years, Mr. Rockefeller's first gift having been made in May, 1889. Can the world show another such triumph as that? What is vanquishing Spain or overcoming the Boers compared with that?

Cost Nothing?

They tell us the filter bed won't cost anything. Why not say the water works did not cost anything? Somehow we have quite a distinct recollection of paying over several of our hard-earned shekels for those works. If the water rates were cut into halves—pay one half to the city and keep the other half in our pockets—would the people not know it? We could name several valuable books which we want and could buy if our water rates were halved; and lots of good people, like ourselves, not over rich, can think of shoes and clothes for their children and wives which they could buy if the water rates were reduced. Down with the rates, and let the people use their own money as they wish and not compel them to build a filter they don't want, just to please some politicians.

A Moment With the Business Manager.

The day is past when arguments have to be used to show the value of advertising. One has only to point to the most successful business firms any where to show that their success has been largely obtained by publicity, which is largely gained through newspaper advertising. Pear's soap, Sapolio, Columbia bicycles and a thousand other articles are so largely used because of the persistent use of advertising.

I want to call the attention of our business men to the value of our columns for advertising purposes. It is just the time of the year when hundreds of new people are coming to the Park, many of whom will locate permanently when they have learned

of the Park's advantages. In nine cases out of ten, a strange person in a community trades with those people who are first called to their attention. The NEWS LETTER aims to reach every new-comer the first week of their residence here. Through our columns you can present your claims to their trade. The coming two months will be especially valuable for this kind of advertising.

Not only does the business man wish to reach those lately arrived, but he also desires to place his advantages before the whole clientele of the paper. A special purchase which enables you to sell at lower prices, a special brand for sale only by yourself, or a very fine assortment or stock, are only a few cases in which you should use advertising to reach the public.

A Chicago Opinion.

A recent interview with two Chicago physicians, one of them of over twenty-five years practice in the city and eminent in his profession, and the other a young man, revealed a curious fact. Both of them are down on bottled waters of any and every kind and equally down on the modern fad of a filter. They say the lake water is generally good, that they have most typhoid fevers and similar diseases among their high class patients who use filters and bottled waters. The common people among their patients who drink all the time right from faucets are in better health than the filter and bottled folks. And in proof of their sincerity, neither of these men will have a filter or patent bottled water in their families.

Now the testimony of these two men is worth a ton of the opinions of some of our wise men who have "crammed" on literature for the occasion. This kind of common sense, practical opinion of real experts, helps explain why Chicago has never put in filter beds.

We have invented a word to meet our needs. It is "Combine," as it sounds more elegant for this refined city than gang or any other slang term.