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Howard H. Hitchcock,  
President pro tem.

Fritz Bahr  
Edward G. Huber  
Ward W. Willis

Local Improvement of  
Highland Park this 26th day  
D, 1916.

Don't Forget  
the Hospital

# The Highland Park Press

Join the  
Rifle Club

Volume 6

Number 10

HIGHLAND PARK, ILLINOIS, THURSDAY, MAY 4, 1916

## THE LOCAL NEWSPAPER IS NOW THE MEDIUM

SAYS PAUL SMITH OF THE CHALMERS CO.

Hugh Chalmers Says: "Advertising Increases My Sales so that I Simply Cannot Afford to do Without it"

"Money makes the mare go" is the old saying. Hugh Chalmers has changed it to "Advertising makes the mare go." So firm is Mr. Chalmers in his belief that one million dollars will be spent this year telling the public about Chalmers cars.

Newspaper advertising is the backbone of the Chalmers campaign, though of course some of the great national weeklies and magazines are also used. Paul Smith, vice-president in charge of sales, says this of newspaper advertising:

"The local newspaper is the NOW medium. It is the solar plexus blow which hits at the door of each home in each dealer's town. And that means sales NOW. The national weekly and magazine is necessary, but the timely blow is delivered by the paper in each sales district. As a proof of our absolute faith in this fact we are using 1600 newspapers throughout the country several times each month in the campaign we are now waging."

In a recent talk to a Board of Commerce Mr. Chalmers said:

"Advertising increases my sales so that I simply cannot afford to do without it. The only man who can't advertise is the one with so much business he can't handle it; or the man with so little business it isn't worth while. Our secret of advertising is as simple as A. B. C. Be honest, be sensible and be persistent."

Backing up this interest—creating advertising, the Chalmers company is upholding its standard of "quality first in the 3400 r. p. m. Six-30 Chalmers and the results are phenomenal. The combination of advertising, and quality, backed by service and aggressive salesmanship, has already put more than 10,000 of these cars in the hands of owners. The owners are joining the newspapers in advertising and the company is building 22,000 more Six-30s all of which are practically sold today in the demand which has been created.

## MANY IMPROVEMENTS AT MORAINÉ HOTEL

SPRINKLER SYSTEM NOW IN OPERATION

Large Screened Porch at Back of Lobby to be Finished by May 15th. New Lighting System Installed on Grounds

A number of improvements are being made at the Moraine in anticipation of a full season, the most important of which is the installation of a sprinkler system. This work is complete and is in operation and renders the house practically fireproof. The insurance companies think so well of it that they have reduced the rate of insurance on the buildings from \$2.07 to 47 1/2 cents per \$100.00 and 70 cents on the contents. Although this installation cost \$17,000 the saving in insurance will pay for it in about six years and guests have the added feeling of security besides.

A large screened-in porch at the back of the lobby will be finished on the 15th which practically doubles the size of the lobby and enables guests to watch the tennis games without going outside of the building. The new porch also provides for a covered way into the east annex and ball room.

Not wishing to be behind the work of general improvement going on all about us the hotel has placed seven handsome concrete electric lamp posts in its grounds and discarded the old gas lamps which were out of order a good part of the time, so that now the grounds are brilliantly lighted at night.

The old bridge across the ravine is being replaced by a new one and a special feature will be made of the bathing this year, and it is proposed to add a large swimming tank to the attractions of the place by another year.

## ATTRACTIONS AT LOCAL THEATRE

New Serial Entitled, "The Mysteries of Myra" to Begin Monday

"The Moral Fabric" in which Frank Mills is starred will be shown at the Highland Park Theatre next Sunday night, together with a comedy entitled "The Village Blacksmith," featuring Hank Mann. The Sunday matinee have been discontinued for the present. The programme for the remainder of the week will be as follows: Monday, Jean Sothen in "The Mysteries of Myra," a new serial by Hereward Carrington, dealing impressively with the occult forces of good and evil, the puzzling phenomena of premonitions, prophetic dreams, visions and communications with the spirit world, and the efforts of modern science to penetrate the mysteries of our future life beyond the grave. This serial will be shown every Monday; Pathe News and a comedy; Tuesday, "The Unpardonable Sin" featuring Holbrook Blinn and a comedy. Wednesday, Mae Marsh and Robert Harron in "Hoodoo Ann" and "Gypsy Joe" featuring Joe Jackson. Thursday, Madame Petrova in "The Soul Market" and Pathe News. Friday, "Blacklist" featuring Blanche Sweet and Pictograph while on Saturday Mary Pickford in "Poor Little Peppina" by Kate Jordan, Burton Holmes Travel Pictures and Helza Liar cartoon will be offered.

## C. & M. E. SOLD FOR \$2,500,000

Sale Made Under Direction of Special Master Charles Morrison of U. S. District Court

R. Floyd Clinch, representing the re-organization committee of the Chicago & Milwaukee Electric railroad, bid in the Illinois property of that corporation for the sum of \$2,500,000 when the sale of the road took place at the court house Monday afternoon.

His only competitor in the bidding was John Moses, acting for John Griffiths, a Chicago contractor, who entered an offer of \$1,900,000 for the road exclusive of the West line, and made a bid of \$200,000 for that branch.

The sale was made under the direction of Special Master Charles G. Morrison of the United States district court of Chicago. The purchase is subject to approval of the court. A former sale was thrown out by the judge after a similar spiritless bidding.

Disposal of the defunct road was the occasion for much interest, and around the steps of the court house was congregated many men of influence in the railroad and financial world. Conspicuous among others was John R. Thompson.

## MOVING VAN BUILT AT HIGH SCHOOL

Norrien Bros. Make Practical Use of their Night School Work

The fact that practical use may be made of night school work at the high school has been proven by G. A. and A. E. Norrien, Jr., who have just completed the construction of a moving van. The Norrien Bros. who are in the storage and moving business, recently purchased a 3 1/2 ton auto chassis and immediately proceeded to take advantage of the privileges offered by the high school, in the manual training department, to construct a body in the form of a moving van. The finished product would be a credit to expert auto truck builders and the boys should be congratulated in their taking advantage of the excellent opportunities offered by the school.

## PURITY ICE PLANT BUSY

Working 24 Hours a Day Preparatory to Hot Weather Demands

The Purity Ice & Refrigerating Co. are demonstrating so rapidly to the residents of the North Shore, the great advantages in their manufactured ice, that they are now working 24 hours a day in order to supply the present demand and to accumulate a reserve for hot weather. Although they now have 2,500 tons in their storage it will mean constant running of the plant to keep up with the demands of the many north shore towns whom they supply. A recent chemical analysis shows the ice to be an excellent one for all general use.

## BASE BALL SEASON TO OPEN NEXT SUNDAY

PROVIDING THE WEATHER MAN SEES FIT

Regulars Book Fairchild's West Sides as the Star Attraction at the Lincoln Ave. Grounds. Jimmie Reed Manager

By Regular Fan  
The Regulars will open the 1916 base ball season Sunday on the Lincoln Ave. grounds, having as an attraction Bert Fairchild's West Sides, one of the greatest traveling teams that has been seen along the north shore. The West Sides' battery will be composed of Green and School pitchers and Jacobson catcher, while Mitchell and Williams will be on the slab for the Regulars, while "Jimmie" Reed will do the receiving. It is not necessary to dwell upon the ability of "Jimmie," as he is well known in these parts by the sterling ball which he has been selected to manage the team this year and no mistake has been made in giving him the reins, for he is a man that will strive at all times to give the best that is in him for the glory of Highland Park on the ball field. He has surrounded himself with a galaxy of players the like of which has never been seen along this glorious north shore. In along this glorious north shore. In the pitching department, Mitchell, who played in the Western League last year, and who is pitching great ball for Butler Bros. this year, will be on the mound, assisted by Williams whom all Highland Park fans know well for his hard hitting and his great pitching ability. One of the welcome faces will be "Cappy" Cronin, the scrappy, hard hitting second baseman, who hit the fences at Waukegan last fall more times than any other member of either team. The visitors will present a team that is one of the hardest teams to beat that has ever come to Highland Park, and the fans who go to the south side grounds are sure to see a great game.

Highland Park has always been represented by a good team, but this year the fans will see the greatest team that ever carried the name "Highland Park," as no expense will be spared by those who are financing the team to make it so.

Now, fans, it is up to us to give the team the support that it justly deserves and show that we appreciate the efforts of those who will make it great by turning out in large numbers to witness the first contest and become convinced that we have a really fast team. The game will be called at 2:30 P. M. sharp, to be on hand early and secure a good seat and come prepared to give a rousing send-off to the opening of the 1916 baseball season.

## ANOTHER NEW GARBAGE TRUCK

J. H. Taylor Adopting More Modern Methods in Handling Garbage

The "clean-up fever" has struck Highland Park so strongly that those in the business of collecting garbage and rubbish are compelled to adopt more modern and speedier methods of handling their work. This week Mr. J. H. Taylor, who has been in the business in Highland Park for the past six years, announces the purchase of a new sanitary auto garbage truck which will be in operation not later than June 1st. The body of the truck will be lined with galvanized steel and the covers will be air tight, thus preventing any odors from escaping while driving through the streets. Mr. Taylor wishes to state that this new feature is for the improvement of Highland Park and the health of its people and that every day is "clean-up day" with him.

## CATHOLIC SCHOOL DEFEATS ELM PLACE

First Game of Season Proves Exciting. Score Ten to Four

Timely hitting and clever fielding enabled the Parochial School to beat the Elm Place Public School in the first base ball game of the season at the Academy grounds by a score of 10 to 4. Sheahan, pitching for the Catholics, proved a puzzle, allowing but three hits. Batteries: Sheahan, Rogan, Mor-ton and Gerkin.

## LARGE CROWD ARRANGE FOR "A NIGHT OFF"

ALUMNI PLAY PROVES GREAT SUCCESS

Appreciative and Enthusiastic Audience Cheered Players at Ravinia Park Last Friday Night. Cast Well Selected

The Alumni, by selecting a play which lent itself readily to the equipment of amateurs and thoroughly learning their parts, the members of the cast of "A Night Off" were able to give one of the best performances ever offered by that organization. Perhaps the greatest difficulty of an amateur is to learn his lines but on Friday night at Ravinia Park Theatre the play moved on smoothly and only once during the entire performance was the prompter's voice heard which speaks exceptionally well for amateurs. Now that the Alumni cast has demonstrated that it is possible for a group of people to learn their lines and give a fast, snappy performance like that given in "A Night Off" it should tend to attract a large attendance for future plays. The cast was unusually well picked and everyone did wonderfully well in his part. Joseph Gibson as Snip, Harry Eichler as Harry Damask, Clara Pyle as Susan, Esther Baker as Nibbe and Philip Speidel as Jack Mulberry were exceptionally good in their parts, while Bessie Carolan as Angelica Damask, Katherine Tiplady as Mrs. Zantippa Babbit, Oscar Bell as Lord Mulberry and Philip Siegle as Justanian Babbit were also good, as were Colin Sanborn as Prowl usher at a university, and Nita Anderson as Marie, the servant at Damask's, in smaller parts. Much credit is due Mr. Robert Daly for his hard work in giving the public such a splendid performance.

The music, which was furnished by five men of the Chicago Symphony Orchestra, added greatly to the pleasure of the evening.

Fred Gallagher as business manager and all who helped arrange the attractive programme must be given much praise for their good work. Nearly \$150.00 was cleared, which amount is to go to the Assisting Fund of the Deerfield Shields High School so that students may borrow from this fund to enable them to go on with their studies in a university if they so desire.

## FINED \$200 FOR SELLING BOOZE

Delivery Man for Randolph Market Sold Quart of Whiskey Here Sunday

George Gerhart, a delivery man for the Randolph market, was arrested here Tuesday charged with selling whiskey on the streets last Sunday. He was tried before Police Magistrate Boylan and after pleading guilty was fined \$200 and costs. It developed at the trial that Gerhart had a C. O. D. order of groceries and whiskey to be delivered and not finding the party at home kept the order on his truck. While the truck was standing on Central Avenue near Gieser's Meat Market, Gerhart was asked if he had some booze on the load which he would sell to a sick man and his family.

Remembering the undelivered C. O. D., Gerhart pulled out a quart of whiskey and sold it. The result was as above. The police picked him up Tuesday when he was making his regular trip.

## ANNIVERSARY OF LUTHERAN CHURCH

Dedication Took Place Twenty-five Years Ago. Celebration to be Held Sunday, May 7th

The twenty-fifth anniversary of the dedication of the Zion Evangelical Lutheran Church will be celebrated next Sunday, May 7th. On April 27th, 1891, Rev. J. Adam Detzer, Sr., now deceased, became the first pastor of the congregation, which at that time consisted of a very few members. The erection of the building was awarded to Mr. Andrew Bock of this city, now deceased. Special speakers have been engaged for the occasion. Dr. W. C. Kohn, President of the Concordia College, River Forest, Ill., will speak in the morning services and Rev. Heise from Area, Ill. in the evening. A choir from Glenview will sing in the evening, with Prof. Wm. Hattstaedt of Chicago at the organ.

## RIFLE CLUB ORGANIZE

Permanent Organization Consummated and Officers Elected

At a meeting of the Highland Park Rifle Club held at the Armory Saturday night a permanent organization was perfected, officers elected and bylaws adopted. Temporary Chairman Thomas R. Wyles gave a resume of the work which had been done up to the present time. The House Committee reported that the Northwestern Military Academy had been rented as an armory at \$28.00 per month and that the drill hall had been thoroughly renovated and the rifle range repaired and whitewashed. Following these reports the meeting proceeded to perfect a permanent organization and elect officers. They are, Thomas R. Wyles, president; Matthew Kutzer, vice president; R. M. Bard, secretary; Wm. J. Fyffe, secretary and Wm. L. Meyers, executive officer. To handle the publicity, John L. Udell was appointed assistant secretary.

It was brought to the attention of the members that the club was in great need of such pieces of furniture as would be of use in furnishing the lounging room. Members were requested to donate such furniture as consistent and ask their friends to contribute. Notice of such contributions will be received by Chief Meyers who will see that the furniture is called for promptly and delivered to the club.

## "THE PRINCESS" AT RAVINIA PARK

Immaculate Conception High School Students to Entertain the Public. Friday, May 12th

A rare treat awaits play-goers at Ravinia Park Theatre Friday evening, May 12th, at 8:15 o'clock when the students of the Immaculate Conception High School will present "The Princess," one of the most popular and absorbing classic dramas ever staged. On this evening a satisfactory and absolute solution of the Vital Woman's Question (and what normal man or woman is not?) the great problem which for centuries has been perplexing the thinking world, will be solved. It is very amusing to see her work out her destiny to a happy issue, and incidentally the people will be aiding the noble cause of education.

The students have as material in this program a benefit to replace the valuable library they lost in the burning of the school building several weeks ago. Tickets are selling quite rapidly and anyone wishing them may obtain them from any of the school children or the Sisters.

## RAVINIA COMMISSION MEETS

Board was Enlarged by Two Members. Has Done Good Work

On Tuesday evening the Ravinia Commission held its annual meeting at the Ravinia Village House. Mr. Frederick Porter, chairman of the Board, presided. The secretary's report showed that a great deal of good work had been done and much planned for. The three places to be filled on the board were given to Mr. Lawrence Burk, Mrs. Frank Wickes and Mr. C. T. Chinlund. It was voted to enlarge the board by two members, and Mr. George Fairweather and Mr. Milton Hardacre were elected members of the board. Following the business meeting a debate on "Peace and Preparedness" was given by Mr. Francis Gehr, who spoke on Preparedness, and Mr. Oliver S. Brown, who spoke on Peace. The debate was certainly very clear and concise and there was good argumentation on both sides.

At the refreshment table Mrs. Charles Powell presided. The house was decorated with flags.

## Y. W. C. A. RUMMAGE SALE

Being Held Today, Friday, and Saturday. Clothing and Household Furnishings Solicited

The Rummage Sale on the Y. W. C. A. earnestly requests you to send at least one useful article that can be sold to help a worthy cause.

Shoes, books, articles of furniture, clothing, and pictures are especially desired.

The sale is in the Assembly Room of the Y. W. C. A. Thursday, Friday and Saturday, May 4th, 5th and 6th from 10 A. M. to 6 P. M.

## CITY COUNCIL PASSES SALARY ORDINANCE

INCREASE IN SEVERAL DEPARTMENTS

Petition Presented Requesting a Restriction Upon the C. & N. W. and the C. & M. E. Concerning Cutting Down Trees

By the Publicity Commission  
The full official family was present at roll call on Friday, April 28th. We hear often during the week that the Mayor is in Washington at the head of a delegation, or in Boston on very important business, but Friday usually finds him in the chair at the Council meeting—there is surely rapid transit somewhere.

The minutes of the adjourned meeting held on Wednesday were read, and with one correction, approved. Petitions concerning the moving of two houses by A. G. McPherson were read and the matter referred to Commissioner of Streets Bahr. A letter from Mr. Everett Millard was read calling attention to a communication from Mr. Beardsley, in which the latter complained of the cutting down of a beautiful elm tree on Lincoln Ave. near the tracks and he suggested that some restriction should be imposed upon the Northwestern and Milwaukee Electric concerning the cutting down of trees and that the city should be consulted before any more trees are cut down or done away with.

Communications concerning the repairing of streets near North Sheridan Road and the lighting of Broadway Ave. were the cause of a good deal of discussion. Finally the matter was passed over to Commissioner of Streets Bahr.

A petition signed by Mr. Skidmore and forty-two others for the better lighting of a certain part of St. Johns Ave. was referred to Mr. Willis, Commissioner of Public Property.

Peddlers' taxes were again the fore; in the opinion of some people taxpayers should be more heavily taxed as they interfere with the regular business of the city; there are business men who do not consider they get protection enough for what they give the city.

Several small city bills presented by Commissioner Hitchcock were ordered paid, also a bill from Mr. Russell for work done during March and amounting to \$186.00.

Owing to the many rumors which have been in circulation lately concerning the manner of sale of lots in the property known now as "Ravinia Highlands" Corporation Counsel Holmes read the following letter which the Council requested him to send to the owner of this property in order that the city's position might be clearly defined and all future misunderstanding avoided. The letter reads as follows:

Messrs. Fredk Bartlett & Co., Chicago, Ill.  
Gentlemen:  
It has come to the attention of the Mayor and Commissioners of the City of Highland Park that a subdivision is being put on the market by your company lying just outside and south of the south corporate limits of the City of Highland Park. It is rumored that your Company has promised purchasers of property within this subdivision that the City of Highland Park will furnish to such property sewer, water and drainage accommodations.

The Council of the City of Highland Park, by order entered the 28th day of April, 1916, have directed me to notify you that it is the policy of the City not to furnish water or sewer accommodations to property included in subdivisions lying outside of the corporate limits of the City of Highland Park, and that no such sewer, water or drainage accommodations or facilities will be granted to the owners of such property unless the plat of such subdivision is first approved by said Council.

The Council further directs me to state that the purpose of this notice is to advise your company of this policy adopted by the Council in order that no future misunderstanding may arise on this point between the City of Highland Park and the purchasers of property included in any such subdivision.

Respectfully yours,  
CITY OF HIGHLAND PARK,  
(Continued on Page 8)