

"For the Love of Mike"

Why don't you do as your neighbor does—send your entire family laundry to The Reliable Laundry? Washing is not a woman's work any longer. You can conserve your health and the health of your family and spend your time to much better advantage at some other more patriotic occupation than washing and ironing. Get rid of the nuisance, odors and extra meals. Keep your home an ideal place to live in and please your husband and children by sending your laundry to The Reliable Laundry.

BE PATRIOTIC CONSERVATIVE

Buy less new clothing and have your old garments cleaned, pressed and repaired to look like new. No one can do this work better or cheaper than we.

Haven't you some garments you want cleaned before the Holidays.

Call Highland Park 178-179 and we will call for them.

The Reliable Laundry

Launderers and Dry Cleaners

HIGHLAND PARK, ILLINOIS

Phone 178-179

The Social Side of Life

Local Affairs of the week

By the Observer

Mr. and Mrs. A. P. Van Schalk were host and hostess at supper on New Years Eve. to fifteen of their friends.

Mr. Harold Oleson and Miss Alma Oleson entertained several friends at a house party over the week end. The guests were Mr. and Mrs. Robert McGann of Rogers Park, Mr. Sterling Myro and Miss Nettie Snell of Oak Park, Mr. James Robinson of Chicago, Miss Ida Monahan of Champaign, Miss Helen Satterfield of Austin and Mr. Walter, Mr. Arthur and Mildred Goeltz of this city. Among the festivities was a dance which was given on New Years Eve.

Mr. and Mrs. T. H. Decker entertained at dinner on New Year's day. Covers were laid for seventeen. The out-of-town guests were Mr. and Mrs. William Decker and children of Libertyville.

Mr. and Mrs. William Thomas were host and hostess to the five hundred club on New Years Eve.

Mrs. O. L. Oleson entertained the Morning Glories Friday evening.

Mr. and Mrs. Frederick W. Cushing of the Moraine Hotel announce the engagement of their daughter Miss Margot to Mr. Edward A. Small Jr. Miss Cushing has been home during the holidays and has returned to Chattanooga where she has charge of the war work of the Y. W. C. A.

The New Year was ushered in with all proper ceremony this year. Highland Park club members too impatient to wait opened the new year party season by giving the annual masquerade at the club house Saturday evening. Many very pretty costumes, contrasting color and very attractive music made this occasion a very charming social event. Dinner parties before hand were given by the Tuttle, Forgan and others. Army and navy officers attended.

Mrs. Adolph Knudson will entertain the Euchre Club next Thursday afternoon.

The law passed in 41 States governing Optometry (and as taught in the great universities of California, Ohio, Columbia University, New York, and Schools of Optics) eliminates drugs in examining the eyes for glasses. This is accomplished by the use of lenses, which method is more efficient and not harmful.

The testing of eyes for lenses is a mathematical and practical science. You incur no obligation in consulting us about your eyes. Our many years experience in detecting and correcting eye defects is at your disposal.

We grind all lenses and duplicate any broken lens.

Quick Service—Moderate Prices

Manson Optical Co.

Opticians—Optometrists—Oculists
Central Avenue and Second Street
Phone Highland Park 186

DEERFIELD NEWS ITEMS

Mr. and Mrs. Edward Bingham of Chicago were guests of the latter's mother, Mrs. Abella Pyle last Tuesday and Wednesday.

Miss Ruth Kress entertained the Knitting Club Thursday evening.

Lillian and Dorothy Antes were the guests of their cousin Mrs. Edward Bingham of Chicago a few days last week.

Mr. and Mrs. Walker and Miss Molly Quinn of Chicago were the guests of Mr. and Mrs. Peter Duffy last Tuesday.

Mr. and Mrs. Carl Lange had as their guests Sunday, Mr. and Mrs. Schopp of Glencoe.

Miss Marguerite and Gertrude Schneider of Chicago were week end guests at the J. C. Wolf home.

Miss Clara Ender was the week end guest of her cousin Miss Florence Ender of Chicago.

Miss Eva Ender was the week end guest of Mrs. E. Bingham of Chicago.

Mr. and Mrs. B. H. Kress had as their guests Sunday, Mr. and Mrs. W. A. Whiting of Chicago.

Mr. and Mrs. Steffis were the guests of the latter's brother Mr. H. Lancaster of Chicago Christmas day.

A number of young people gave a surprise party for Miss Gladys Goodman New Year's Eve.

Miss Ruth and Mr. John Kress were week end guests at the John Cahill home, in Milwaukee.

Miss Jennie Quigley of Cross Plains is visiting her sister Mrs. George Karch.

Miss Elizabeth Reichelt entertained a house party during the holidays. The out of town guests were Miss Elizabeth Fleushamer of North Bridgeport, Maine, and Miss Cora Rhinefrank of West Chicago. Mrs. R. E. Pettis gave a luncheon for her sister's guests on Friday and Sunday. Miss Bernice Tucker of Highland Park entertained them at a tea.

Irvin Plagge gave a party for the Boy Scouts at his home Friday evening.

A special Red Cross committee meeting was held at the home of J. A. Reichelt, Jr. Saturday evening, called by County Chairman J. W. Barrett to arrange for a patriotic meeting to be held in the school January 18.

Mr. and Mrs. Joseph Meurisse of Dubuque, Iowa, have been visiting Mr. and Mrs. Edward Selig.

Miss Susie Easton and Miss Margaret Vedder were the guests of Mrs. Charles Miller of Chicago last week.

Robert and David Williams of Elgin were guests at the Jordan home during the holidays.

The annual meeting of the Deerfield Horse and Cattle Association was held on December 29, the following officers were elected: President, C. W. Pettie; Vice-President, Bert Easton; Treasurer, George Gutzler, secretary, R. M. Vant; Directors, W. E. Cummings, Bert Easton, Fred Selig, Austin Wolff, Albert Utpadahl, Wm. Melzer.

Harry and Dorothy Strelow of Chicago were guests at the Goodman home Sunday.

Deerfield Presbyterian Church

The Upstreamers club gave a party at the home of Miss Faith Reichelt last Thursday evening. Next Saturday afternoon the regular meeting of the club will be held at the same place where the girls will make scrap books for soldiers.

Mr. Albert W. Carter of McCormick Seminary preached both morning and evening Sunday.

The Misses, Louise Haan, and Hattie Gutzler and Mr. George Stanger were appointed nominating committee for the election of officers for the church school.

Letters were read during the opening exercises Sunday from Benjamin Whiting, from the Virgin Islands, Corporal Austin Plagge from Camp Oglethorpe, Ga., Sergeant Lester Stanger from Camp Travis, San Antonio, Texas and Captain C. J. Davis from New York, acknowledging the receipt of the Christmas boxes sent by the Sunday school.

HIGHLAND PARK M. E. CHURCH

Services are held in this church as follows: Sunday, Sunday school at 9:45. Epworth League at 6:45 and evening worship at 7:45. Wednesday evening prayer service at 7:45. Choir rehearsal at 8:45. S. M. B. club every Tuesday evening. Open house Saturday evening for all young people, to which the Fort Sheridan boys are most cordially invited. Friday evenings, cantata rehearsal.

NOTICE

Inquiries are beginning to come in in regard to taxes and the town collector wishes to say that the books will not be here until after the first of February.

Urges Women to Abandon Frivolity

To the mind of the average, well-informed Red Cross woman worker, whose large output of war-work is only measured by her unflinching supply of first-class American energy, it is difficult to get the viewpoint of the woman slacker.

The woman whose fingers are busy with Red Cross work is the woman whose mind is active, who keeps abreast of the times, responsive to the needs of the hour, as expressed by the greatest relief organization in all history, through the medium of the daily press. Newspapers, magazines, posters flaunt at every corner the anguish of the men who are fighting our battles for us in the most important part of the world. To evade the thrilling appeal that lies behind such news must involve the continual expenditure of valuable energy, which might with far less discomfort be devoted to the benefit of humanity. It is always much more convenient to be dishonest, to lie and cheat than to be true and loyal to the dictates of conscience.

Of a certainty the "best policy" for women today is to abandon frivolity which in ante-bellum times was considered harmless, but now bears the hideous stamp of selfishness.

There can be in truth, no evading of the supreme fact of this hour—American women must range themselves in mass formation alongside the women of our allied nations, who long since learned the lesson that the duty of the men in the field is identical with the duty of the opposite sex at home.

It is idle for members of our feminine population to argue that they have no time for war-work. When one considers the shining examples of patriotism furnished by certain groups of girls who toil all day behind counters and typewriters, only to turn at night to Red Cross classrooms, where they patiently study intricate problems in first aid, dietetics the making of surgical dressings, knitting, etc., it may be seen that one can always TAKE time to do one's duty, if one wishes.

The Red Cross stands ready to point out ways of service to all who make even the feeblest effort to "do their bit." Lack of money to buy materials is no longer an excuse that can be tolerated, for free yarn can now be obtained by any woman unable to pay for the same, if she but present evidence of ability to knit, or willingness to learn. Stupid indeed must be the brain that cannot learn the stitches that go to make up a sample scarf or pair of wristlets and weak indeed must be the fingers that cannot follow the pattern for a few moments daily!

So you see there are no grounds of any kind for the woman slacker to stand upon. We are irrevocably at war. She knows this—yet she is quite willing that the men of her country should be wasted in terms of the countless thousands who went down to death out of the allied forces earlier in the conflict, for lack of the very things she is able to furnish. What shall we do with her?

Of such practical assistance has the Red Cross been to the warring nations already that the various governments represented in the allied cause have turned over to it what constitutes practically the sole right of transportation of supplies for relief service. This has been done because of value received, of definite success on a titanic scale afforded to armies and peoples in distress, and therefore as a measure of economy to the countries involved in the present struggle. These are sublime proofs which the Red Cross has to show to civilians who hesitate between this or that relief organization the claims of which seem important.

Women of America, watch the light that shines through the Red Cross, quenching with its pure ray the flaming horror of the battlefield. It is the same light of love that gleamed high over Bethlehem so long ago.

Bertha Downing Magnus, Chicago Chapter, Red Cross.

"What Can I Do to Help Win the War?"

The obligation to help win the war is upon each individual in the United States.

If you have not yet found your place in some organized war activity you can still "do your bit" all by yourself.

The way to "do your bit" individually—easily—and effectively — has been reduced to a simple Schedule of Helpfulness by President Robert J. Aley of the University of Maine, and adopted by the students of that institution. Here it is:

1. I will keep myself so well informed on the causes and progress of the world war that I may be a source of information and influence to others.
2. I appreciate so thoroughly the danger of internal enemies that I will report to the proper authorities the name and location of every native or alien citizen whose conduct or utterances indicate enmity to our country or lack of sympathy with our allies.
3. I will cheerfully change my habits of eating, so as to help con-

Gentlemen— Your Health!

"If I were a tired business man and found myself getting irritated over little things or big, not sleeping very well, and things not tasting like those mother used to make, I would hike to Postl's post-haste."
—Elbert Hubbard

Are you taking proper care of your health and strength? Come in and let us show you what we are doing for business men.

We have a new book we will be proud to send you. Write for it.

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References:

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Lieut. John Phillip Sousa
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Quick Service

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CHRISTIAN SCIENCE READING ROOM
387 Central Avenue

Hours 9 a. m. to 6 p. m.
Every Day except Sunday

Maintained by First Church of Christ, Scientist, of Highland Park
CHURCH SERVICES: Sunday a. m. at 10:45, Sunday School immediately following, Wednesday Evening testimonial Service at 8:00.

Announcement

Pasteurized Milk is Good Clean Milk heated to approximately 145 degrees Fahrenheit and held at that temperature for 30 minutes, then cooled suddenly.

This process in no way destroys the nutritive value of the Milk. It does however, destroy harmful germ life that Milk may contain.

We say "May" because there is always a chance that Milk "may" contain harmful bacteria no matter how carefully handled before it reaches us. So to Safeguard you we Perfectly Pasteurize it—then cool it—then automatically bottle and cap it. So it comes to you untouched by human hands.

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Bowman Dairy Company

109-110 Vine Avenue

serve wheat, meat, animal fats, dairy products and sugar.

4. I will do all in my power to encourage increased production of food materials, both animal and vegetable.
5. I will assist every possible way to make all succeeding Liberty Loans a success.
6. I will practice economy and deny myself luxuries so that I may contribute to the various necessary war philanthropies.
7. I will help to stabilize public opinion by showing the reasonableness and necessity of the government's demands and the baselessness

of the unfounded rumors relating to the war.

8. I will be a friend and comforter to the families of soldiers and minister to their needs in every possible way.
 9. I will try to meet all the varied events of the war with patience, calmness and optimism.
 10. I will work harder and more earnestly so that I may contribute my part to make up the loss due to the withdrawals from industry of large numbers of men for the army.
- Pledge Yourself to this schedule of Helpfulness and then—Keep the Pledge.