

The Efficiency of Advertising

When, as the result of advertising, the business doubled, the rent is not commonly increased very much. It is not probable that the item of clerk hire is doubled. Nor have other expenses increased in like proportion.

If a man is selling 5000 articles annually at \$1.00 each, and if rent, clerk hire, and other expenses amount to \$2500, he must add 50 cents to the price of each article to cover expenses.

Now if by advertising he increases sales to 10,000 articles, and if costs of doing business have risen only to \$3500, the expense charge which he has to add to the price of each article is reduced from 50 cents to 35 cents. He can still add five cents per article as additional profit, and then sell ten cents per article under prices on a non-advertising basis.

Thus advertising reduces cost of goods by enabling a merchant to increase business, and cut down expense charge on each article sold.

The higher prices charged for bathing suits does not prove that they put any more material into 'em.

SPORTING GOODS

WHEN you are about to buy sporting goods, no matter what their nature, come here. Nowhere in town is there a more complete stock from which to select.

Rifles, shotguns, revolvers, ammunition of all kinds including shells loaded with infallible Smokeless Powder, tennis rackets, fishing tackle—in fact everything that the sportsman needs, at varying prices and of the best quality.

Also, prompt, courteous service is the rule at

ESTABLISHED 1874
D. C. PURDY & SONS
INCORPORATED

Telephone 1210

C. F. Henning
GENERAL CARPENTER
AND REPAIR WORK

829 Ridgewood Drive
Highland Park, Illinois

ESTIMATES FURNISHED

Telephone 936

Lake Shore Express

Baggage and Freight

HIGHLAND PARK, ILL.

HARRY MITCHELL



Suits Made \$35
To Order Only

Extra PANTS Free
With Every Suit

TAKE THE TRAIN.
Spend 50 or 60 cents for car fare and save \$15.00 to \$30.00 on your suit.

All You Have To Do Is Leave Your Measure and We Take Care of the Rest

HARRY MITCHELL
10-12 East Jackson Boulevard
Between State and Wabash, Chicago

CHURCHES NOT HARD TO FILL

Religious Edifices in England Where the Congregations Are of Necessity Rather Small.

There are many churches that attract attention by their size and grandeur. There are a few that are remarkable by reason of their smallness and simplicity. One of these is at Lullington, Sussex, England.

It is a primitive and quaint stone building with a roof of red tiles and a tiny weatherboarded turret at its west end. This miniature church is only 16 feet square.

Its pulpit is a pew with paneled sides and door and the furniture is of the plainest. Five narrow, diamond-paned windows give light to the interior. When the church is full 30 persons are gathered together.

Only a little larger is the meeting house at Crawshawbooth, a village near Burnley. It is known as the Friends' meeting house and is covered with ivy and surrounded by a well-cared-for burial ground. Inside may be seen half a dozen oak benches that could, if necessary, accommodate 60 persons. The attendance is rarely more than six.

Somewhat smaller than this chapel is one that has been called the shrine of Quakerism. It is in the hamlet of Jordans, in Buckinghamshire. Thither in June of each year come Quakers from all parts, for here lie the remains of William Penn. If this were not enough to make the place interesting, it has the further attraction of being the neighborhood in which Milton lived after writing "Paradise Lost," a cottage in the vicinity affording him a resting place.

EVIDENCE OF LITTLE WORTH

Illegibility of Shakespeare's Signature Does Not Prove He Did Not Write the Immortal Plays.

Some years ago, when the Shakespeare controversy was at its height, one of the contentions of the party who declared that the bard not only had not written the immortal plays but could not even write his own name, gave as evidence the existing signatures that are of undoubted authenticity.

On the same grounds it might be argued that Richard III was unable to write, if one decided the matter from the signature to a treaty of peace with Francis, Duke of Brittany, which is reproduced in a London dealer's catalogue just received.

It is a mystery how the catalogue managed to make "Richard Rex" out of the shaky scribble which is there reproduced. It would be quite as likely to stand for Will Shakespeare, were it not that the smaller word stands second and the longer one first.

Barnum Generous Manager.

According to the original contract which Barnum made with Jenny Lind, she contracting to sing 150 concerts in the United States and Havana for \$1,000 a concert, the contract providing, however, that if Barnum made a clear profit of \$15,000 sterling from the first 75 concerts, Miss Lind should, for the remaining 75 concerts, receive, in addition of \$1,000 a concert, one-fifth of the profits; but that, on the other hand, if the first 50 concerts fell short of Barnum's expectations, she could have half of the gross receipts from the remaining 100 concerts. Before the concerts began, however, that contract was, at Barnum's instance, rescinded and a new contract made which resulted in Miss Lind's receiving in profits from the concerts which she gave under it almost twice as much as she would have received under the original contract.

Hypodermic Syringe in Crime.

Du Chillon, who invented the hypodermic syringe, seems to have been a sort of Fagin. He established in Paris a school of crime from which such youngsters as "Charley Bates" and the "Artful Dodger" graduated. Stimulated by an injection of morphine or some other drug, they went out to do great deeds in the criminal line. When the "school" was raided the principal escaped, but evidence was found to show his part in some daring crimes. Physicians attached to the criminal bureau saw the great advantage of the hypodermic syringe, and it has ever since been a recognized agency in medical practice.

Unexpected Destinations.

People who dig holes in dykes must not complain if they are swept away in the floods they loose. For they generally are.

When Talleyrand was asked what he did during the reign of terror in the French revolution, he replied: "I lived." That, for one of the original leaders of the revolution, was no slight achievement. And the French revolution itself, beginning as an earthquake of radicalism and ending with an emperor and imperialistic conquests, remains a classic instance of an historic landslide terminating not at all where its propellers intended.

Winnipeg's Growth.

Prior to 1870 Winnipeg was nothing more than a chief trading post of the Hudson Bay company, whose headquarters were at Fort Garry (erected in 1835), on ground now included in the city. The first house of the hamlet was built in 1800. The city was incorporated in 1873, and its growth since has been marvelous. The area of the city by 1912 was 12,700 acres. The population in 1870 was 300; in 1916 it was 162,900.

WANTED, FOR RENT, FOR SALE

WANTED—TO BUY OR RENT
Wanted to buy or rent — Cottage Bungalow, houses to rent furnished or unfurnished. Customers waiting. Coale & Son, Real Estate, Loans and Fire Insurance, 18 S. First St., Phone 17. Nine room house to rent, \$60. 14 pd

Wanted To Rent — By couple without children, furnished house from June 26 to September. Alex Krauss, 6532 Newgard Ave., Chicago, Ill. 14 pd

LOTS FOR SALE

The war is over and the final Victory Loan has been subscribed and it is now time for you to be buying that lot you have been thinking of for the past three years and building a home on it. We have the lot and the price on it is right and it is up to you to know a bargain when you see it.

We are now giving you the last chance you will ever have to buy a cheap lot in the heart of Highland Park just south of the Moraine Road Station on the Electric Line east of railroad. Just come there and look them over any day. Sewer and water in street. Fifty foot lots as low as \$550.00. Easy payments if desired. There will be someone on the ground every afternoon and evening to show the property.

We also have two houses which we will sell on easy payments.

If you are interested go and look at this property. It will pay you.

This property is being offered at such attractive prices and terms that anyone can speculate in lots and make good money on his purchase. I will be on the ground for the balance of May, but if you wish to write me, address A. O. LEWIS, 456 Belmont Ave., or Moraine Hotel, Highland Park. 11tf

For Sale — Baby carriage in good condition. Tel. 405. 10-14 pd

For Sale — Six cylinder Pierce Arrow roadster in good condition. Larson Bros. Garage. Price \$700. 13 14 pd

For Sale — 8 room house on lot 47x175 ft., in Highwood. \$2000—also a 6 room house on lot 114x300 ft. in Highland Park. \$2600 or will rent this house. Telephone H. P. 595 for further particulars. 14 pd

For Sale — Lady's bicycle, cheap. Good condition, electric light. Tel. E. F. Brown 1034. 14pd

For Sale — Team of young spotted ponies. Apply to George F. Bock, 13 So. Second St. Tel. 680. 14 tf

FOR RENT

For Rent — Private garage, 2 blks. north of N. W. depot on St. Johns Ave. Cement floor, electric light and water. Tel. 577. E. T. Skidmore. 13-14

For Rent — Furnished rooms for light housekeeping, all modern improvements. 1/2 block south of Lincoln Ave., on St. Johns Ave. 625 S. St. Johns Ave. 14

For Rent — Furnished. One room, Light housekeeping privileges. 218 N. E. Sheridan Rd. Tel. 634. 14

For Rent — Nicely furnished room. Tel. 869M after 6 p. m. 14

HELP WANTED

Wanted — Lady in reconstruction work at Fort Sheridan, wishes furnished house for summer. Best of refs. and care. Add. Mrs. Calvert, co. Captain Nee, Technical Dept., Ft. Sheridan. 13-14

Wanted — Lady clothes ironers and girls over 16 years of age. Reliable Laundry. Tel. 178. 13 tf

Wanted — Girls for photo finishing. Pleasant work and good salary. Apply R. M. Kroscher, 12 Market Square, Lake Forest. 13 14 pd

Wanted — A competent second maid. Mrs. Russell Mott, 162 Laurel Ave. Tel. 301. 14 pd

Wanted — Reliable young girl to assist with two children, ages 5 and 7, for the summer months. Tel. 311—185 E. Laurel Ave. 14 pd

Wanted — Girl to do cooking and downstairs work. Tel. 265. 14

Wanted — Lady clothes ironers. Tel. 1013. 14

Wanted — Experienced cook. Tel. 189. 14

Wanted — Laundress two days a week. Must be first class. 206 Belle Ave. Tel. 284. 14 pd

Wanted — Maids. Apply to supply house-keeper Moraine Hotel. 14

Wanted — Women to do cleaning by the day. Apply to supply house-keeper Moraine Hotel. 14

Wanted — Laundress two days a week. Mrs. J. L. Martin, Tel. 551. 14

MISCELLANEOUS

Wanted — Room and board in Highland Park or neighborhood. Farm preferred. Mac Farren Box 12 Winnetka, Ill. 14 pd

ANNOUNCEMENT

Miss Elin V. Johnson wishes to announce to her former patients as

well as new ones, that she is again practicing massage and gymnastics on the North Shore and can be reached through telephones H. P. 730W or Lake Forest 931. 14 18 pd

Wanted — I should like board and room for myself, wife and four year old daughter for the months of July and August. Please address T. H. H. care of Highland Park Press, as early as possible, or telephone 557. 14

Tutoring — In Latin and Greek by experienced college instructor. Also coaching in modern languages. H. F. Hancock, 312 N. Green Bay Road, H.P. Phone Great Lakes 699. 14 pd

LOST

Lost — About a week ago while getting on street car at Central avenue, a beautiful black lynx fur with small black piece sewed in middle of underside. Finder kindly notify Mrs. O. Wolcott, 1923 Sherman avenue, Evanston. Reward will be given. 13-14

Lost — A gold mesh bag in or near Schumacher's drug store. Reward. Phone 48—Mrs. Fitzgerald. 14

Strayed or Stolen — Large tan collie dog with white feet and extremely pointed nose. Phone 895-Y-1. 14pd

Lost — On Wednesday, June 4th, one 32x4 tire and rim. Call Calumet 1772. Reward. 14 pd

Lost — Boy's grey sweater with blue trimmings, buttoned down front. Lost at the high school about a week ago. Return to the Highland Park Press. 14 pd

The kaiser, placed on trial, will give a thrilling heart moving account of how 130,000,000 Teutons were attacked by 7,000,000 Belgians and compelled to fight against their will to save themselves.

A large number of young men are now expected to buy airplanes for sporting purposes as automobile driving is getting too safe.

It is denied that the stocks for which the suckers are swapping their liberty bonds, are worthless, as the junk man pays 30 cents a hundred pounds for the certificates.

Not merely are some people agitating for the six hour working day, but they are figuring how they can spend that six hours in the most restful way.

The fad of licensing people to engage in various kinds of business is becoming pretty popular. Pretty soon the mechanic will be licensing the storekeeper, the storekeeper will be licensing the farmer, the farmer will be licensing the manufacturer, and the manufacturer will be licensing the mechanic.

The worst suffering that many men endure from insects, is having to put on the window screens to keep them out.

Considering how the pacifists and red flaggers keep on gabbling there should be a movement to Americanize a lot of Americans.

The public is getting classed with the jazz orchestras as they are unable to play standing on their heads and with their feet in their mouths.

The U. S. soldiers were called doughboys because they were "kneaded."

Cheap Tires

WHEN YOU go to buy a tire STOP, LOOK and THINK. Cheap tires are inferior in workmanship, material and construction and net the junk dealer the largest margin of profit. He will argue that you save money, but, common sense prevailing, you must realize that if you want quality in anything you must pay the price.

You would hardly think of purchasing a suit of clothes for \$7.13. Then, why buy a cheap tire and expect to get service.

We sell only dependable tires and tubes.

The Central Tire Co.
Telephone 1200
8 North Sheridan Road

FIRST VICTORY FOR VITALITY



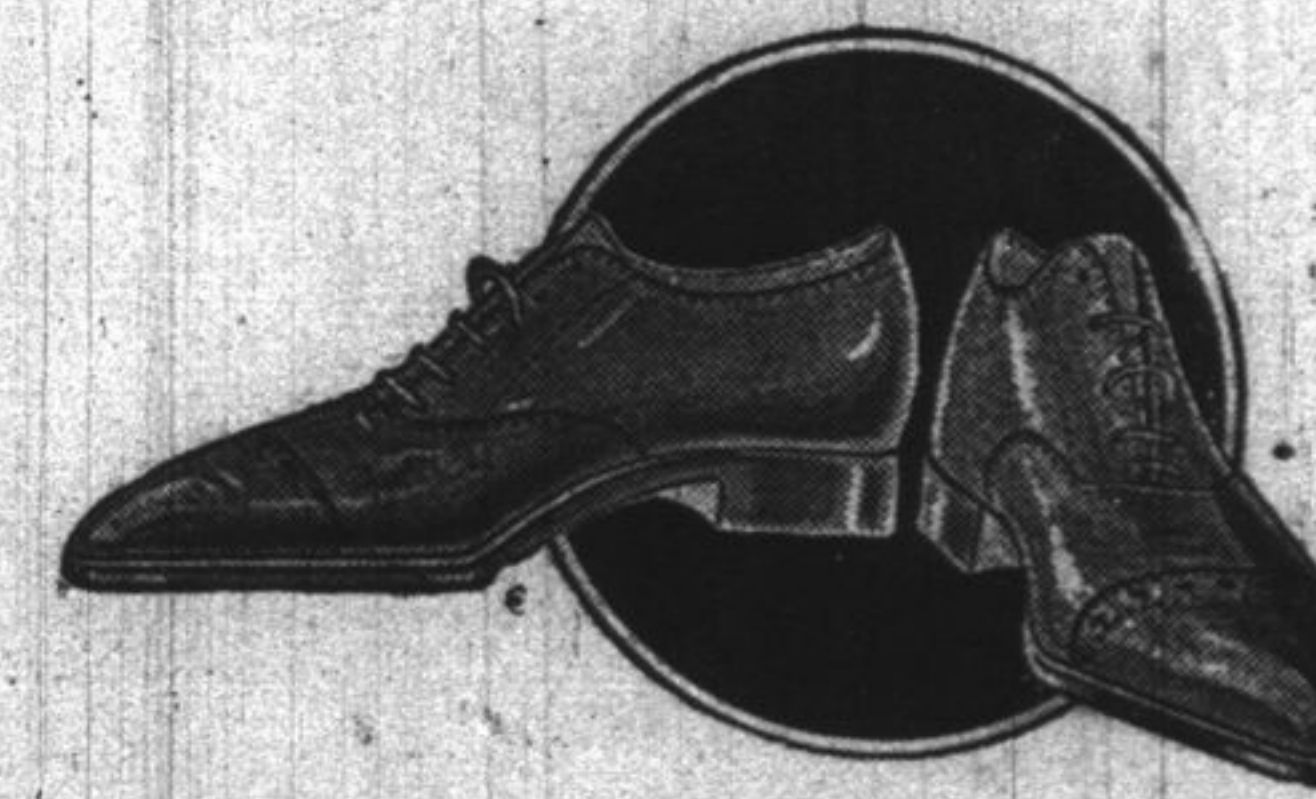
After inspecting samples of many different kinds of feeds, VITALITY CHICK SCRATCH was selected as the feed to be used on the Government farm in northern France. Two well known authorities who were on this committee and appointed to select the feed to be used were Prof. P. H. Stoneburg, President of Pennsylvania State Poultry Association, and former head of the poultry department of Conn. Ag'l. College; and Prof. M. C. Kilpatrick, until recently at the head of the Poultry Department of Ohio Ag'l. College. With such noted authorities selecting VITALITY because of its quality you, Mr. Poultry Raiser, need have no fear of results. Try a sack, watch results and let the chick be the judge. It costs no more than others.

VITALITY CHICK SCRATCH is made from carefully selected Cracked Wheat, Sifted Cracked Corn, Cracked Kafir Corn, Millet Seed and Steel Cut Oats. When fed in connection with VITALITY GROWING MASH, with Milk Albumen, you have a perfectly balanced ration and one that will insure rapid, steady growth and healthy chicks.

Manufactured by **Rosenbaum Brothers** Chicago, Ill., U.S.A.
THE HOUSE OF INTEGRITY

FOR SALE BY **CHARLES WERHANE** Phone 730-M
HIGHLAND PARK, ILLINOIS

BATES
Nationally Advertised
SHOES
The easiest and strongest shoe on earth
Union Made



CHARLES GLASS
Exclusive Agent on the North Shore
133 Waukegan Avenue Highwood, Illinois