

NEWSPAPER ADVERTISING CONSIDERED THE BEST

There are many kinds of advertising, but not all of them pay. Merchants think they can draw trade by defacing country roads and city vacant lots with their bill boards. They distribute circulars wholesale, meanwhile more or less neglecting the opportunity the newspaper gives. Newspaper advertising is read because people have paid good money

for the newspaper and they feel interested to get all it contains. They sit down to read it with the preception that it is going to have interesting things in it, and among the most attractive of these things is always the advertising.

Other kinds of advertising don't start with this prepossession. A man has paid nothing for a circular, and didn't ask for it nor want it. Consequently he throws it away. Circular

advertising of course has its uses and is sometimes desirable for supplementary use, but as compared with newspaper publicity it is far less efficient. Similarly people dislike staring bill boards, and one's impression on seeing them is a feeling of dislike. Nobody is convinced by forcing advertising on them. People are interested by seeing advertising in a thing they have bought and paid for.

NEW SAFETY CARS INSTALLED SUNDAY

More Frequent Service Rendered by Schedule of New Cars in North Chicago and Waukegan

Waukegan and North Chicago awoke Sunday morning to find the new safety cars of the North Shore line running on an 8-minute schedule without an apparent hitch anywhere. The novel appearance of the new cars attracted crowds of sightseers at the street corners, many taking a ride just for the novelty.

All the officials of the company were on hand to see that the cars were kept moving and that they would make a good impression on the first day of operation. The officials were highly elated over the success of the initial trial of the new cars. Even better results are expected when the operators have gained a little experience.

"Everything is moving along nicely," said M. J. Ferron, general superintendent of transportation. "While there has been some little delay today at busy corners, it must be remembered that some of the operators formerly were motormen and have had no experience in the way of collecting fares and making change. In a few days when they get accustomed to their new duties the people will find that there will be less delay than there was under the old system."

"Some doubt has been expressed as to how the heavy traffic will be handled during the rush hours. The people need not worry about that. We are going to take care of them and run a few of the old cars in addition to the ten new ones. Both operators and public are a little strange today, but they will soon get accustomed to the new style of car. If every passenger would have his fare ready on entering the car it would greatly expedite loading and unloading. When the operator is called upon to make change, naturally, it takes a little more time. However, the operators will soon learn that it is not necessary to wait until the fares have been deposited in the cash box before starting the car. The doors must be closed before the car can be started, but passengers can drop their fares when the car is moving. These minor details, however, will work out all right in a few days. I am very well satisfied and I believe the people will like the new cars much better than the old ones when they find they are getting a better and more frequent service."

The public will benefit from the operation of the new cars in more ways than one. The cars are so much lighter than the old double truck type that they will be much easier on the pavements. The danger of accidents in boarding and alighting from the cars has been practically eliminated by the new type of safety car.

The United States was three years late in getting

In certain localities the upliftment of the negro is proceeding rapidly through the process of lynching.

BENEVOLENT AND PROTECTIVE ORDER OF ELKS

Messrs. John O'Keefe, Frank Siljestrom, Harry Witten and William Witten of Highland Park Lodge No. 1362, B. P. O. E., attended the initiation of a class of 200 candidates at Milwaukee Lodge No. 46 last Sunday. They enjoyed an excellent dinner such as can be had only on the C. N. S. & Milwaukee railroad.

Another party of Elks consisting of twelve or more will attend the nomination of officers at Lodge No. 4 in Chicago tonight. They will leave on the 6:08 limited on the C. N. S. & M. E. and all Elks that wish to attend are asked to meet this train.

At the next regular meeting of the Elks Friday evening, Feb. 27th, there will be nomination of officers. All Elks are urged to be present.

PRESBYTERIAN CHURCH

The Bible school begins at nine thirty o'clock next Sunday morning. The morning service begins at 11 o'clock.

The Dorcas Society will hold a regular all day meeting next Monday, serving luncheon at 12:15.

The prayer meeting will be held at eight o'clock Wednesday night.

Beginning with Sunday week the minister will hold a Communicants' class each Sunday afternoon through March to which are invited those members of our Bible school who are now considering membership in the Church. The minister will explain to the class the meaning of membership in the church.

CHRISTIAN SCIENCE

Subject for next Sunday's Lesson Sermon, "Christ Jesus." Services are held in this church every Sunday morning at 10:45. Sunday school meets immediately after the morning service, and is open to pupils up to the age of 20 years. The Wednesday evening meeting, which includes testimonies of Christian Science healing is at 8 o'clock. You are cordially invited to make use of the reading room at 387 Central avenue, which is open every week day from nine o'clock in the morning until six o'clock in the evening.

UNITED EVANGELICAL

The annual meeting and fellowship supper of this society will be held in the basement of the church building Wednesday evening, March third. The supper will begin at six thirty and the business meeting at seven thirty. There will be an election of a trustee and any other business which may come before the society including reports from the heads of all the departments. Every family connected with the church and congregation is kindly urged to attend.

The pastor will preach morning and evening next Sunday. In the morning he will speak on the new financial system ordered by the Board of Stewards. Sunday school at 9:30. Junior meeting at 2:30 and K. L. C. E. at 6:45. Members are urged to be present at the preliminary prayer meeting at 6:30 sharp.

Railroad trains awfully behind during the cold spell, but sometimes they get late enough so as to fit next day's schedule.

New Styles

OUR selection of Spring Models of the best known model houses of New York will be shown next week. We have the newest fabrics of any goods and silks.

Robin Breast, the latest of the new materials, will contribute much to the art of these models.

Hickson Models are known for their distinction, that is why we have them. Do not delay your order if you wish to have your suit ready on time.

MOLDANER & HUMER LADIES' TAILORS

Telephone 54 6 North Sheridan Road Highland Park, Illinois

FEDERAL

The Sign of the Best Bread Made

Federal System of Bakeries

Phone Highland Park 190

19 South St. Johns Avenue

Scratch Feeds, Mash, Etc.

Northwestern Department Store

The Store For Everybody

Established 1868

Northwest Corner Central Avenue and First Street

Telephone 241

Scratch Feeds, Mash, Etc.

Bargains in Rugs, Furniture & House Furnishings

- 27"x54" Velvet Rug, very special at \$ 9.75
- 27"x54" Axminster Rug only 7.50
- 36"x60" Park Mills Velvet Fringed Rug a bargain at 14.50
- 6ft.x9ft. Wool fibre rug, a bargain at 15.50
- 8'3"x10'6" Wool Fibre Rug, big value at 22.50
- \$12 Golden Oak Wash Stand now only 8.50
- Kitchen Chairs each only 2.00
- Genuine Congoleum per square yard 98c
- Small Table with Drawer, golden oak very special at 7.45
- \$35 Brass Bed going at only 24.95
- \$15 Dining Room Table, golden oak to clear at 8.75
- Metal Bed, Circassian Walnut finish, the very "latest" in bed finishes, only 15.00
- Extra Quality Reversible Mattress, a bargain at 9.00
- Bed Springs, woven wire, extra special 8.75
- Parlor Brooms, only 59c
- Blue and White Enamelled Tea Kettle only 1.75
- Good Wash Boards to be sold at 47c

- \$4.50 Ironing Table only 2.98
- Aluminum Casserole only 1.50
- 6 white cups and saucers only 1.35
- Thin glass tumblers per dozen 1.00

From Our Grocery Department

- Two 11-oz. cans mustard 35c
- Highland Brand Coffee a package 47c
- Manor House Coffee, a pound 53c
- 6 rolls Toilet paper only 25c
- Brer Rabbit Molasses, per large can 14c
- 3 cans Hebe Milk our price 20c
- 2 cans Salmon sale price 45c
- Libby's Jellies, all flavors, per jar 18c

New Spring Voiles A shipment of beautiful Voiles has just arrived. These are in a large assortment of the most-fashionable patterns at only 95c.

Men's Socks

- Very special Values in Cotton Socks per pair 25c
- Lisle Socks per pair 35c
- Artificial Silk Socks per pair 50c

Ritter's Cash Market

15 North Second Street Phone 900

SPECIAL SALE

Beginning Thursday, Friday and Saturday, February 26, 27 and 28

Trade Here and Save Money

- Fancy Home Made Sauer Kraut, per qt. 15c
- Leaf lard, the lb. 23 1/2c
- Pure rendered lard, the lb. 25 1/2c
- Wilson or Success coffee, the best, lb. 45c
- Sawtooth for baking, frying shortening, special 32c
- Hams, No. 1, the very best, lb. 33c
- Fancy Market Baskets, 70c value, each 49c
- Bacon, No. 1, the very best, lb. 38 1/2c
- Boneless smoked butts No. 1, lb. 38c
- Cally Hams, the very best, lb. 23 1/2c
- Dixie Bacon squares, the very best 32c

Lake Shore Creamery

C.B. HANSEN, Proprietor

BUTTER--EGGS--MARGARINES
Finest Quality Home Dressed Poultry

685 Central Avenue

Telephone 57

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