

THREE PER CENT FOR ADVERTISING

All over the country merchants are adopting the three per cent method of advertising which has proven so wonderfully effective.

Actual tests in hundreds of cases have proven that an advertising appropriation of 3 per cent of the previous year's gross sales has increased the business 33 1-3 per cent.

This increase doesn't happen the first week after the advertising campaign starts, however—it is the cumulative effect of a campaign carried on regularly and persistently for a year.

If the 3 per cent were all spent in one grand blow it would be wasted, but continued over the entire year every week or every day or every other day, it is the surest business builder in the world.

Big city stores spend from 5 to 7 per cent in order to get the enormous volume of business they require, but in a town like Highland Park an average of 3 per cent will do wonders.

Telephone 724-W

Estimates Furnished
OLAF NELSON
HIGHWOOD, ILLINOIS
BRICK AND CEMENT
WORK OF ALL KINDS

By Day or Contract

Repairing a Specialty

JANE MCALLISTER SCHOOL FOR NURSES

Waukegan, Illinois

The Jane McAllister School for Nurses of the Victory Memorial hospital offers a comprehensive course of instruction in the theory and practice of nursing.

This school was organized in 1905, and is an accredited school of the State of Illinois.

Graduates of this school are qualified to enter all classes of nursing.

The Training School is open to young women of approved education, character and adaptability.

The course is three years, maintenance is provided for, also a monthly allowance of \$20.00 after probation, enabling students to rely upon their own income during their course. The eight hour day for students had been established and three weeks vacation is given each year.

General requirements are—good health, good moral character, age not less than 19 years, and a minimum education of two years high school.

Applications will be received at all times. Send applications to Superintendent of Victory Memorial Hospital, Waukegan, Illinois. —adv17-19

Phone H. P. 315

DR. A. L. LEE
DENTIST

Sheridan Building, Highland Park, Illinois

R. B. JACKS WRITES INTERESTING LETTER

Former Highwood Doctor Writes of Facts Concerning Marfa, Texas

Following is a letter received by the Highland Park Press from Dr. R. B. Jacks, formerly of Highwood, who is a major in the medical corps stationed at a camp near Marfa, Texas. Dr. Jacks expects to receive his discharge in a few days and will return to this community.

"I am sending you a clipping or two which might interest your people.

"Marfa you will recall as the point of origin of the ransom money for the two American aviators held by Mexican bandits some few months ago. This is the center of the Big Bend district, that is, the big bend of the river, El Rio Grande. Not counting the military, I would judge the town to be about 2,000. The elevation is about 4600 feet. It is quite hot during the middle of the day, but always cool at night. The water is good and soft and comes from many wells, some over 500 feet deep. Nearly every home has its own windmill. It is needless to say it rains very little here.

All of the Mexican quarters and some of the more pretentious American homes and even churches are built of adobe, that is, great slabs of sun-baked mud. A Mexican thinks nothing of building a new home. He selects his site, digs a pit and mixes the turned up earth with water and straw, moulds it on the spot. In a few days he is ready to build. The floors are usually of mud. Most of the roofs are flat. A real roof with a few well made windows gives one a good substantial house, cool on the hottest day and warm enough during the cold weather. "Una Casita Chiquita," a Mexican informed me, would cost about \$250.

I have sampled some of the Mexican dishes and do not find them half bad, certainly they are far from as hot as people pretend they are. A fine substitute for fried egg plant is made from the ordinary prickly pear leaves. The young tender leaves are freed from thorns and boiled about five minutes; then dipped in batter and fried just like egg plant. It looks like egg plant and tastes like egg plant.

It may be interesting to know that the average wage is \$2.00 a day for an eight hour day.

It seems that everybody has an automobile. It would take an Ananias to tell the truth about the abuse an auto gets in this country. In many places there are no roads and one has to jump ditches, run over fences and brush, climb canyons as a matter of course. The Dodge is a favorite with the Buick a close second. Fords are too light and most other cars too heavy or flimsy to stand the punishment. One often sees children under twelve at the wheel.

"The favorite vices are the movies and gambling in oil. Nearly everyone has a few acres of oil land to sell.

"I think this is enough for a hot day.

Very truly yours,
ROBERT B. JACKS."

REDISTRIBUTION OF LABOR GREATLY NEEDED

Overstocked Stores and Factories Throw Thousands out of Employment

Thousands of workmen engaged in the making of men's clothing have been thrown out of employment during the month. At the same time advertising pages of the metropolitan newspapers are carrying bold announcements of reductions in prices of these goods, that show very clearly that the country has been overstocked. The big shoe factories of the country have been making reductions in their crews, and at the same time metropolitan shoe dealers are grudgingly lowering their profiteering prices. The munitions towns, which include Bridgeport, Hopewell, and lesser points, have been hit hard by industrial conditions, and many of the places are already in the class of "deserted villages."

For several years people have been deserting the farms, evidently preferring industrial occupations which permitted them to live in the large cities, closer to the movies and the white lights. With Europe at war there was plenty to do for everybody, and when the United States got into the mess the greatest accession to the industrial ranks still found a shortage of labor. All of this industrial activity has borne its fruits, and it is not strange that it has found out that there are too many guns and revolvers around Bridgeport, too many ships at Hog Island, and more powder than is needed at Wilmington. At the same time Detroit seems to be catching up with herself in the manufacture of benzine buggies. The strike in the steel industry last fall caused the wage-workers of the country to blacklist the steel trust. The result has been that there has been an under production in this field.

The inventory discloses the unmistakable fact that in a large number of industries that have been considered in the first class by wage workers that production has caught up with herself and that there is already a surplus of labor. In some other fields of employment in the industrial line, where the work has not been so alluring, or the hours so short, or the pay so big, the day of over-supply of labor has not yet arrived, although it is noticeable that these institutions are catching up with their orders.

Still there is work for everybody to do. The farms of the country are crying for helpers, and every man out of a job in the cities can get back to work if he will forsake the bright lights and become useful as well as ornamental in caring for the growing crops during the coming months. There is neither an over supply of labor in the country, as is indicated in some of the industries, nor a shortage of labor, as the conditions on the farms would lead some to believe. The situation simply calls for a radical redistribution of people who are willing to do useful work.

ESTIMATE 1920 WHEAT CROP AT 781,000,000 BU.

Transportation Difficulties Foreseen; Commerce Commission to Step in

An estimate of the Department of Agriculture places the probable wheat crop of 1920 at 781,000,000 bushels. This is a very large drop from 1919 and five per cent under the average for five years previous to that time. In addition there are 41,032,000 acres of oats and 7,437,000 acres of barley now growing. Providing the work of the harvest is successfully carried on the country will likely not be very bad off, since the European market will not be as strong as it has been in recent years. The difficulty that can be foreseen at this time will be in harvesting the crop and in transportation. At the hearings now being held under Federal authority, attempts are being made to straighten out the railroad situation, and to make the legislation by which the roads were returned to their owners efficient to the point of making the railway properties pay returns on the investments, while at the same time enabling them to secure new equipment and make extensions. The sober thought of the nation, as it is being digested at the Interstate Commerce commission hearing, seems to indicate that the railroad problems will be successfully solved.

Expert Clock Repairing

Special attention given to
Hall, Mantel, Chime,
Cuckoo, 400-Day
Clock, Traveller
Clocks and Automobile
Clocks

Clocks Called For and Delivered

INTERNATIONAL WATCH CO.
Phone Monroe 3707
600 Blue Island Avenue, CHICAGO

Fleisher Yarn

OUR line of shades is very complete, in the different weights, suitable for all kinds of knitting.

L. R. RIGDON

Dry Goods and Notions
Phone 45 11 St. Johns Avenue

Pasquesi Bros. Motor Express Co.

1031 Fort Sheridan avenue, wishes to announce to the residents and business men of the North Shore towns that they have started a

Motor Truck Express

BETWEEN HIGHLAND PARK AND CHICAGO making the round trip daily, and they will give the best possible service at the lowest possible prices, and therefore solicit your patronage.

Phone 227-800-J **PASQUESI BROS.**

There will be dancing at the
Young Men's Club
Lake Forest
Every Friday Evening
Admission \$1.00 per couple
War tax included



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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

Lake Shore Creamery

C.B. HANSEN, Proprietor

BUTTER--EGGS--MARGARINES

Finest Quality Home Dressed Poultry

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Teacher of French and Music

Direct Method. Illustrated Conversation

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DAILY TRIP TO CHICAGO

Baggage and Household Furniture

Carried at Reasonable Rates

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Pure Culture

Buttermilk

A Twelve-month Drink
An Every-day Food
A Medicine at Need

Bowman Dairy Company

Popularity always rests on Merit

That's true of anything, animate or inanimate.

It's particularly true of the ELECTRIC IRON.

Some millions of Electric Irons are daily used throughout the country. That would not be the fact if the implement failed to make good.

Once used it becomes immediately an indispensable unit in the house equipment for ironing the family washing, for the pressing of the something or other that is necessary every day.

ELECTRIC IRONS

Sold on Monthly Payments

All Types and Weights at our Sales Rooms

Works from any lamp socket

Public Service Co.

of Northern Illinois

Special Sale

3 \$35 Made to Order
Piece Suits to Order

Values up to \$65

Everything First-Class

Harry Mitchell

16-18 East Jackson
Between State and Wash



World's Championship Contests COWBOYS' SPORTS

Grant Park Twice Daily July 3-11
Chicago Auspices Elks' National Convention

\$25,000.00 IN PRIZES ALL MONEY

Bronco Busting, Lariat Throwing, Hippodrome Races, Bull Dogging, Overnight Events.

Admission \$1.00 and \$1.50 Thrills Without Number