

ASSESSMENT ROLL

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Table of names and addresses for the assessment roll, including entries like Morgan Elisha, Robinson Alex, Taylor Roger Roy, etc.



It means a SAVING to buy your CLOTHES from us. NOW

THEY ARE GOING FAST. But we've some mighty good things left. We won't have them long.

Very LOW PRICES and very HIGH QUALITY STUFF are doing the job. Wear our good "Nifty" Clothes S. FELL Highland Park, Ill.

The public is warned not to trespass on railroad tracks, less dangerous than the public streets where automobiles are speeding.

The acceptances by the candidates for vice president relieve a good many people who might be fearful they might be nominated for that office.

The man who looks every few miles to see if his gasoline is getting low, may be the same one who never used to know whether his horse needed water on a hot day.

THE PHILIPPINO AND THE IRISH CAUSES

There is a lot of noise about the freedom of Ireland floating about Washington, but occasionally someone is attracted to the responsibility that rests with America concerning its own Philippine pledges.

SERVICE OF PUBLICITY—CHECKING PROFITEERING

The newspaper ad is one of the principal agencies working against profiteering. It is impossible to maintain exorbitant prices in a community where the store advertise freely.

In a non-advertising town, it is relatively easy to put over high prices. People get in the habit of trading at certain stores. They buy what is handed out to them at the prices asked.

Any tendency in that direction is killed by the spirit of publicity. If a purchaser is asked a high price at one store, he compares it mentally with other advertising he has read.

Thus advertising sets a certain standard to which even the non-advertiser has to conform. One man can not maintain a high price, if at the same moment his advertising competitor is selling the same stuff at a lower figure.

Thus advertising promotes competition, and leads the trade to sell goods on their merit, and for prices that will seem justifiable in comparison with competitors.

Direct to the Heart of the Loop. The Clean Electric Route Offers a Convenient Schedule. Trains leave Highland Park and arrive Chicago. Includes schedule for Business Man, Matinee and Shopper, Theatre and Dinner Party.

Ford THE UNIVERSAL CAR. The Ford car was designed to serve the multitudes. It is daily meeting the requirements of business and pleasure for all classes in all parts of the world.

Bowman Dairy Company's Butter. On the Table In the Cuisine. Butter (Churned from pure perfectly pasteurized cream) OF A QUALITY TO CHARM AN EPICURE.