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Miss Laura Muhle and Mrs. R. N. Vant are in Chicago helping to care for their uncle, Mr. Frank Heimsath, who is very ill with pneumonia. Mrs. Heimsath died several months ago.

Mrs. Carl Anderson entertained on Thursday for Mrs. Carl Rommel and Miss Lela Glych.

St. Paul's Evangelical Church The Ladies' Aid society will celebrate their 25th anniversary Sunday afternoon at 3 o'clock standard time in the church. Rev. A. Glade and Rev. W. Rathmann of Chicago will speak.

The August meeting of the Ladies' Aid society was entertained by Mrs. Henry Meyer on Thursday afternoon.

Mr. Elmer Hagt entertained the Young People's league at his home Thursday evening.

Mr. and Mrs. Philip Rommel entertained Mrs. Rommel's brothers and their families, Mr. and Mrs. L. F. Allardt, Mr. H. J. Allardt, Mr. C. J. Allardt and two sons, Joe and James, of Chicago, Wednesday, in honor of their son and daughter-in-law, Mr. and Mrs. Carl Rommel of Buffalo, N. Y.

The Woman's Missionary society of the United Evangelical church will entertain the Missionary society of Northfield at the church on Tuesday afternoon.

The West Ridge Community club gave a picnic in Mr. F. D. Clavey's woods Sunday afternoon.

Obituary Huhn—Mr. William Huhn passed away Thursday, July 29, at the Presbyterian hospital, Chicago, at the age of 66 years, two months and 29 days as the indirect result of diabetes, and the amputation of both feet necessitated by gangrene infection.

He was born May 1, 1854, in Baltimore, Md., and was married in 1879 to Mary Lesser in Lake county. He leaves to mourn his death his wife, Mary Huhn, and children, Louise, John and Clarence; one brother, Fred Huhn, one sister, Mrs. Jake Swingle, and two grandchildren and other relatives. Funeral services were held on Sunday at 2 o'clock from the family residence with burial in Northfield cemetery.

A PUBLIC SERVANT

By H. F. C. The major benefit which all subscribers to a public utility system derive — accrues from the fact that an utility is a public institution regulated both as to its earning capacity, and the service it must render — and although the Chicago Telephone company is a commercial undertaking, yet it is a public servant, and as such, all its obligations must be equitably fulfilled.

The telephone company aims to render efficient service to its subscribers and in like manner must discharge its obligation to those who render the service and uphold the business as well as pay the increased market price of material to maintain the plant.

An adjustment of rates is as much an obligation in the interests of subscribers as is efficient service to be rendered on the part of the utility.

THE SERVICE OF PUBLICITY— ADVERTISING'S ECONOMY

Advertising has a profound effect on retail distribution and it works for efficiency.

It is complained by merchants that there are too many people in the business. There is a common tendency, when a few men get a good trade built up and are serving the public well, for one or two men to push in and divide up the trade.



Sometimes the new men do better work than the old ones. In most cities retail trade could be conducted with better service to the public if there were fewer stores. A few efficient stores give better service than a lot of places that do too small a business to do it on close margins.

Advertising is the means by which this tendency is corrected. It eliminates the unfit, and makes it impossible for an inefficient store to survive, or to get any considerable share of the business.

Advertising tends to concentrate business in the advertised stores. As these stores get a larger volume of trade their expenses are relatively less. When they double their trade as the result of publicity, the charges that has to be made against each article for overhead expense, clerk hire, etc., is reduced.

It makes a big difference in the cost of goods whether space occupied, clerks employed, overhead expense incurred, are large or small for the business done. Advertising enables a store to acquire a sufficient volume to keep its plant and working force running on an economical basis.

This does not always mean that the large store sells cheaper than the small one. If the small one stays in business, it is usually because it renders some service exceptionally well. But as it increases sales through advertising, it is in position to sell cheaper than previously.

A Story of Spring

A dialogue between Mr. Commuter of Highland Park and his wife

"Why so sad, tonight, my dear?"

"Because Springtime is coming and most of our friends have had flowers planted since last fall, while we have nothing in our garden coming up early in the Spring. I am getting very anxious to see our beautiful home surrounded by trees, shrubs, evergreen, flowers, roses, vines, a pool and fountain, a rustic tea house and a beautiful lawn."

"Well my dear, you do not need to be sad. It is not a serious matter that we have not had our plants started early, or shrubs planted last fall. We can have our place made beautiful within a short time."

"How could it be possible to have this work done within a short time?"

"Coming out on the 5:10 this evening, I heard of an honest, experienced landscape gardener named Fiori. I believe this man is interested in his work and could solve our problem."

"Good! As he is honest and experienced, why not call him on the phone and arrange to have him come over Sunday morning to discuss this matter with us?"

They did. And they are satisfied.

WHY DON'T YOU?

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TELEPHONE 523 HIGHWOOD, ILLINOIS

SOCIAL ACTIVITY

Mrs. Burrige Butler entertained at bridge on Tuesday and Wednesday of this week.

Mrs. J. D. Purdy was hostess to eight guests at luncheon last Friday.

Mrs. Earl Fritch entertained thirty guests Monday evening in honor of her cousin, Miss Ora Tribbey of New Albany, Ind.

Mr. and Mrs. E. J. Bock of Second st., entertained the Five Hundred club at their home Saturday evening.

"Eunice" was the recipient of a large number of useful presents on her 18th birthday which she celebrated Tuesday. Among the gifts was a beautiful ring given by—?

Y. W. C. A. NOTES

The Mothers' club of the Y. W. C. A. held a very successful picnic at Ravinia park Thursday, July 22. Some went down in time for dinner, laden with baskets of good things to eat and enjoyed the concert and entertainment put on for the children and thus passed the day among the trees and flowers of Ravinia park where the children could run and play to their heart's content.

Some of the mothers went down in the evening, eating supper in the park and staying for the opera. Over sixty mothers and children spent a most enjoyable day.

Picnic

The Friendship club enjoyed a wonderful day at the municipal pier and Lincoln park last Thursday when they held their annual picnic. With lunch baskets, kodaks and happy hearts they spent the entire day having a good time, eating, boating and sight-seeing.

These summer activities are very enjoyable for the girls and worth while to all concerned.

Mrs. Searcy, the girl's secretary left Saturday for a lake trip to Buffalo and return. During her absence Miss Pritchard will have charge of the Y. W. C. A. office.

TELEPHONE 357 DR. J. W. SHEDD DENTIST 47 St. Johns Avenue HIGHLAND PARK, ILLINOIS

Telephone 275 DR. C. C. CHADWICK DENTIST State Bank Bldg. Highland Park

Dr. B. A. Hamilton Dr. Earl D. Fritch DENTISTS Suite 4, Highland Park Trust & Savings Bank Bldg. Telephone 578 HIGHLAND PARK, ILLINOIS

DEERFIELD NEWS ITEMS

Mrs. Henry Siljestrom was hostess to the Young Matrons club at her home Thursday afternoon.

Mr. S. P. Hutchison was taken to St. Luke's hospital Wednesday where he underwent an operation.

The Rev. and Mrs. Samuel Fritsch and family motored here from Ohio and are visiting Mrs. Fritsch's parents, Mr. and Mrs. A. H. Muhle.

Mr. and Mrs. Frank Kent and family of Chicago were the guests of Mr. Kent's brother, William Kent, Sunday.

Mr. William Osterman and daughter, Florence, of Chicago were the weekend guests of Mrs. E. P. Osterman.

Mr. and Mrs. Ezra Fritsch had as their guests Sunday Mr. and Mrs. Ray Moore of Lake Forest.

Miss Mayme Karch has as her guest Miss Angela Saeman of Cross Plains, Wis.

Mrs. Fred Labahn visited friends in Antioch Sunday.

Miss Lela Glych of Chicago was the guest of Miss Elda Horenberger Thursday.

Mr. and Mrs. R. D. Reeds entertained at dinner for Mr. and Mrs. Carl Rommel of Buffalo, N. Y., Tuesday. Mrs. Alex Willman and Mrs. Clavey entertained at an informal luncheon for Mrs. Rommel on Wednesday.

Wednesday afternoon at the home of Mr. and Mrs. William Kreh, Miss Frances Biederstadt's pupils presented their final recital for this term with the following program: Duet — At the Village Blacksmith—Lang

Wallace and Helen Reichelt

The Fairies — Rowe

Sarah Stryker

Avalanche — Heller

Shadow March — Cramm

The Sandman — Matthews

Arline Goodman

Barcarole — Weber

Pixies Drill March — Brown

Ethel Kreh

Curious Story — Heller

Scherzo — Mokreys

Arline Rograin

Pixies Gavotte — Brown

Bernice Love

Sunset on the Ocean — Kern

Watchman's Song

Wallace Reichelt

Boy Scouts — Lemont

Pixies in the Indian Village — Brown

Helen Reichelt

Con Amore — Beaumont

Virginia Supple

Thursday Miss Biederstadt left for Watervliet, Mich., to join her sister, Miss Isabella.

Mrs. J. A. Reichelt, Jr., has as her guests Tuesday, Mrs. Howard Durham and Madam Durham of Kenilworth, Miss Elizabeth Mecklin of Chicago and Mrs. Deming and Miss Julia Deming of Wilmette.

Mrs. Fred Meyer entertained Mr. and Mrs. Hopping of Fair Hope, Ala., and Mrs. Scott of Sedalia, Mo., Thursday.

The Dorcas society will hold an all day meeting at the community house Thursday.

CHRISTIAN SCIENCE

Subject for next Sunday's Lesson Sermon, "Spirit."

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.



SAVE YOUR MONEY! Put that extra money in the bank. You can do it, instead of spending it on new tires, if you let us vulcanize your old ones for you!

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