

Advertise in The Press

Don't Just Put It In Your Window



Here, you have a new brand of raisins, or hair nets, or garden tools. * * * And you naturally want quick turnover.

What do you do?

First you "dress up" your show-window—a good start. And you arrange the counter cards and circulars the manufacturer sent you. Good again. And you may write to some of your best customers. Good.

The next step is to tell the whole town about that window and those circulars. How? Through your local newspaper.

A good ad will bring the buyers. Call attention to your display. Talk up that new brand. Make folks come to your store. Then you can sell them.

Make friends with your local editor. He sells the space which sells your goods.

Highland Park Press

WOULD CREATE A DEMAND FOR CORN

Near East Relief Workers Show How Contributors May Be Rewarded

Opportunities for creating a foreign demand for corn is the subject of a bulletin issued by the Near East Relief in its campaign to collect and transport five million bushels of gift grain for the starving women and children in the Bible lands and Southern Russia. Committees are being organized in every county and township to conduct the campaign in Illinois.

The text of the bulletin follows: "On millions of acres in the Middle West thousands of men, these frosty mornings, are husking a bumper crop of corn. Into cribs and granaries it is being placed, or heaped in big piles on the ground. Not much of this corn crop is being sold because the price is too low and there is an over supply in this country.

"Demand is largely limited. Corn is not known widely abroad and little is eaten there. There is one thing the matter with the market. With no export outlet and an oversupply on hand, the price has dropped to a level which leaves no profit for the producer.

"Corn is selling for 25 cents a bushel or less. It would seem that American farmers now have an opportunity of creating a foreign demand for this product. The opportunity lies in the appeal for food from the Near East and Southern Russia. Thousands there are in need of food. They will eat corn and grow fond of it. When they have recovered from their present tragic situation and are again self sustaining these people still will want corn. They then will have money to pay for it.

"American farmers, who contribute to the Near East Relief corn pool, feel fairly certain that their generosity of today will be rewarded in patronage tomorrow; that the peoples they befriend now soon will repay them by creating a new market for their corn, a market that probably will absorb much of the annual surplus, thereby increasing the price.

"In this process of bettering their market for corn farmers of the United States can be the saviors of thousands of boys and girls, who, without this aid, are destined to perish from starvation this winter."

Detailed information concerning details of the grain campaign may be obtained from the Illinois Agricultural Committee of the Near East Relief, 19 South LaSalle Street, Chicago.

The spectators stood motionless, but deeply moved. The distant nooks and corners were filled with this inspiring sound, as the chimes boomed out the notes which fit the words: "I love thy rocks and rills, Thy woods and templed hills; My heart with rapture thrills, Like that above."

AMPLIFIER THROWS VOICE MANY MILES

Telephone Executives Witness New Wonder at Conference in the East

The wonders of our modern scientific world center in large degree around the plans of the public utility companies. The electric, gas, telephone and transportation services the American receive in commonplace acceptance, to the man who has a hand in producing them offer marvelous attraction, for unceasingly there is going on the tireless work of invention and discovery which the public ultimately sees as an actuality.

Here is the story of a wonderful scientific experiment filled with sentiment—a further development of the telephone in your home—performed in a picturesque setting during a recent conference of telephone executives at Yama Farms, near Ellenville, N. Y.

In the evening quiet of the Catskill Mountains, in the midst of the tree-crested hills and peaceful valleys, an amplifier, or loud speaker, had been set up. In preparing for this experiment men with flare torches had been stationed two and three miles away from the projectors. As the sun sank in the west and the twilight came on an engineer stood in front of the loud speaking transmitter in the control room near the projectors, ready to send his voice through the country-side. The eyes of the spectators were glued to the spots where the listening posts had been established. The hour came.

"If you hear me, wave your torch," the engineer spoke in natural voice into the transmitter. Then the amplifying device took up the tones and threw them out on the wings of the air.

In a second or two—just long enough for the sound to travel through the ether—it came; a red light moved up and down in semaphore fashion. It was the two-mile man. In another second, another flare—the three-mile man.

Soon after came a photograph selection and in a few seconds the swaying lights were seen across the valley.

The selection was "America," played on chimes, filling the air for miles around.

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FAMILIES OF RAILWAY EMPLOYEES MUST PAY

North-Western Abolishes Free Tickets; Ruling to be Effective Jan. 1

Effective Jan. 1, 1922, the issue of free transportation, within suburban territory, to the families of officers and employees of the Northwestern railroad, will be discontinued. After that date the suburban transportation will be issued only to officers and employees of the railroad residing within the suburban zone whose duties require them to travel within that territory.

Ten and 25 ride employees' family commutation tickets, good between Chicago and any station in the suburban territory, will be sold at one-half the regular rate. Fifty ride tickets will be sold at 10 per cent less than the full tariff rate for 25 ride tickets.

The sale and use of such tickets will be restricted to actual members of officers' or employees' families who are entirely dependent for support and who are not themselves engaged in employment of any kind. The names of all persons to whom such half rate commutation ticket is issued as well as their relationship to the employee on whose account the ticket is issued, must appear on the ticket, which will be honored for passage of only those persons whose names appear thereon.

One ride will be cancelled for passage of the person whose name appears on the ticket, including minor children over five years of age. Separate tickets will be required for passage of each person over 18 years of age.

FURS

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OUR MOTTO—Direct from factory to user eliminates all unnecessary expense and gives you the full value you pay for.

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ALLEYS IN FIRST-CLASS CONDITION
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In the next twelve numbers there will be serials by such famous authors as Melville, Davison Post, Ralph D. Paine, William Heyliger and Clarence B. Kelland, the short stories are by authors of equal note, and the big departments which are edited by experts, are devoted to every legitimate interest of boyhood.

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1,000 TO GET FREE TECHNICAL TRAINING

Government Wants Men for Air Service Mechanics' School at Rantoul

1,000 men are to be given free technical education by the government by enlisting in the army for the Air Service Mechanics' School, Chanute Field, Rantoul, Illinois.

This includes free tuition, all expenses, such as food, clothes, shelter, heat, light, medical and dental attention. These men will receive \$30.00 to \$138.20 per month, according to the advantage they take of the opportunities.

This School offers twenty-one courses, covering all technical specialties and trades connected with the construction, maintenance and repair of airplanes, an education which cannot be obtained at the present time at any other place for any price. All ambitious men desirous of increasing their usefulness by becoming qualified in an industry which may pass in importance that of the automobile should immediately communicate with the recruiting officer at one of the following stations of the United States Army:

Rock Island Arsenal, Illinois; Camp Grant, Rockford, Illinois; Fort Sheridan, Illinois; Fort Wayne, Detroit, Michigan; Scott Field, Belleville, Illinois; Chanute Field, Rantoul, Illinois.

All men sent to this school will be given thorough instructions in courses for which they are qualified. After this course is finished, they will be given practical instruction at stations throughout the United States, in the Panama Canal Zone, Philippine Islands, Hawaiian Islands, and Germany.

When these men return to civil life after completion of instruction and practical work, they will be well qualified to enter in the airplane industry at high salaries. From the time of acceptance for this school until return to civil life, all expenses are borne by the government and the minimum rate of pay of \$30.00 is increased from time to time as a man's ability warrants.

In addition to this, in case of death, six months' pay is given the dependent. Life insurance, up to \$10,000.00. Some of the courses taught at this school are:

Airplane mechanics, Airplane engine mechanics, Magneto repairmen, Ignition expert, Automobile repairman, Aircraft armorer; Blacksmith, Cabinet maker, Carpenter, Sheet metal worker, Vulcanizer, etc.

Also an elementary course in Mathematics is given those requiring it. The hours while at school are similar to those of colleges and univer-

To Milwaukee on the North Shore Line

Solid Comfort

Reliability

Speeding along on a North Shore Train you are scarcely aware of the momentum, so smoothly do the heavy cars glide over the rails. And attentive employes are always on hand to serve you.

The "on time" feature of North Shore Service will prove its value to you when you are in a hurry. You are assured a prompt arrival at your destination, no matter what the hour or weather.

Limited trains to Milwaukee leave Highland Park
Every hour from 6:06 a. m. to 1:06 a. m.

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Highland Park Ticket Office 5 N. St. Johns Ave.



Phone Highland Park 140