

LAKE COUNTY

ANNUAL FAIR

LIBERTYVILLE  
August 29, 30, 31 and  
September 1st, 1924

71st Year  
DAY AND NIGHT

SPECIAL RATES ON  
RAILWAYS

REPUBLICAN DAY  
SATURDAY, AUGUST 30th

All these daily (afternoon  
and evening).

HIGH DIVING ACTS  
Many Free Attractions  
Bareback Riding Wild Bull  
DANCING PAVILION  
FERRIS WHEEL

And Such a Midway!

THE FARM ON  
PARADE

Thousands of dollars in prizes  
and special premiums, for  
Cattle, Horses, Sheep, Swine,  
Poultry, Agricultural, Horti-  
cultural, Apiary Products.  
Year's Roundup of Boys' and  
Girls' Club Activities and the

State's Best Dairy  
Show

DAILY  
HARNESS RACING!

Running Races Every Day of  
the Fair, Big Purses and Special  
Prize Money.

STOCK YARDS DERBY  
AUGUST 31

The Fast Runners from Haw-  
thorne Race Track

HORSE SHOW!

Stock Pavilion—Every Day,  
some of the Nation's best  
trained high school horses.

See the 1925 Models

Automobiles and Trucks—  
positively the best ever. The  
most attractive Auto Show.

Also  
A Mammoth Show of  
Tractors and Farm  
Machinery

The  
Lake County  
Fair

"Educates, Inspires, Entertains  
on Biggest Possible  
Scale."

Better  
Than  
Ever

The 71st  
Annual Lake  
County Fair

This Exhibition of interest-  
ing and instructive entertain-  
ment on a grand scale never  
heretofore equalled at a  
COUNTY FAIR.

W. I. WOODIN, President  
John G. Wirtz, Secretary

PROPAGANDA TYPES  
SUBJECT OF TALK

PROFESSOR IN DISCUSSION

Scientific Analysis of the Good  
and Bad Classes of This  
Publicity Matter Is  
Presented

Propaganda—where, what and how  
—was discussed recently at Harris  
hall, Northwestern university, by  
Dr. Frederick E. Lumley, professor  
of sociology at Ohio state university  
and a visiting professor at North-  
western this summer. Taking up the  
subject "Are You Victims of Prop-  
aganda?" from the viewpoint of the  
various eminent men, he proceeded at  
once to the point of his discourse and  
gave a pleasing and intelligent dis-  
cussion of the matter.

Characterized by a clear cut and  
scientific analysis of the subject,  
Prof. Lumley gave a talk that will  
long be remembered on the campus  
and in the community as well. At  
no time was the audience lost in a  
maze of probabilities and conjectures  
but were face to face with the pre-  
cise facts as set forth by the lecturer.

Two Kinds  
At the outset of the talk the audi-  
ence was given to understand that  
there are two kinds, or varieties of  
that mystic thing that has so long  
been used on the public, constructive  
and destructive propaganda. Using  
the words of the speaker: "There are  
two varieties of propagational pro-  
cesses, those which contain within  
them their own dynamic and need no  
help to speak of from outside, and  
those reproductive processes which  
require external aid."

Turning aside from the direct line  
of attack, Dr. Lumley sought to set  
his auditors on the right track as to  
just what propaganda really is.  
After delving into the works of all  
the well known authorities on the  
subject, he finally gave this as his  
definition of the term: "Dissemina-  
tion of interested information and  
opinion."

Professor Lumley gave a brief out-  
line of how propaganda became a fine  
art during the war. "There is no  
doubt that propaganda was made into  
a fine art during the war, but it was  
not invented then; it is a very old  
device. The name is quite modern but  
the thing is old. There was propa-  
ganda in the sense of campaigning,  
misrepresentation, appeal to the  
emotions and prejudices, the dis-  
semination of interested conclusions,  
behind the movements of primitive  
peoples," the Northwestern professor  
continued.

How Distributed  
Media, or how the public, or the  
recipients of these bits of prepared  
information, are fed the propaganda  
was the next phase of the matter  
taken up and it here that the speaker  
made these poignant statements:

"We have now named but a few of  
the favorite means of communica-  
tion between the propagandists and  
their victims. It will be obvious to  
any person that there are many more  
available devices. We have mentioned  
history text books, but there is the  
whole educational system. We have  
mentioned the press, but there is the  
whole art of printing with its books,  
magazines, pamphlets and leaflets.  
We conclude that actually and poten-  
tially, propaganda is everywhere."

Must Be Educated  
Prof. Lumley concluded his ad-  
dress with this statement: "We must  
look forward, therefore, to a train-  
ing for our citizenry that will be  
adequate protection. For the future  
relative to the general enlightenment,  
we must work toward (1) a complete  
coincidence of news and truth or fact  
in the streams of information, (2)  
the broadcasting of the judgments  
of experts based on the facts, (3)  
honest, adequate and universal dis-  
cussion of the same, and (4) discus-  
sion of all the implications of the  
facts."

HERO DAY LATEST  
SCHEME SUGGESTED

Plan To Have Day Set Apart As  
Time for Securing Money  
For Police Fund

And now comes Hero day to be ad-  
ded to those of Mother, Dad and Ap-  
ple days, and all the rest, a day when  
the various theaters, movie houses  
and amusement places of the city  
shall be asked to turn over a certain  
per cent of their days earnings, if  
not all, for the benefit of Chicago  
Police Benefit fund.

Hero day this year is set for Aug-  
ust 11th, and it is hoped that it may  
become an annual institution of Chi-  
cago. The idea was the outcome of  
the murder of officer Frank J. Mc-  
Glynn on July 18th, while protecting  
the payroll of the Stearns Cement  
and Lime company, and when pre-  
sented to chief of police, Morgan A.  
Collins received his hearty approval.  
In fact, the chief is working and plan-  
ning for the furtherance and success  
of the day.

"While this hero fund cannot be a  
separate fund as was first suggest-  
ed," said the chief, "because of the  
existence of the policemen and fire-  
men's benefit fund, the idea of a hero  
day each year when all Chicago can  
help is splendid and one that has my  
heartiest co-operation. Once it gets  
started I feel certain that all of the  
loop theaters and the uptown shows  
will be glad to give the proceeds of  
one day for the fund, which will be

a part of the regular benefit fund.  
We have just paid out \$48,000 of the  
fund to the widows and orphans of  
the firemen who were killed in the  
Curran hall fire on the west side and  
now we are desirous of paying to  
the families of three police officers  
recently killed on duty, one of whom  
was McGlynn, the sum of \$5,000  
each. A hero day this year would  
help to do this in the near future."

POWER WINCH IS  
ADDED TO TRUCK

Public Service Company Makes  
Improvement on Big Five  
Ton Vehicle

A power driven winch has been  
installed on one of the Public Ser-  
vice company's five-ton trucks—the  
particular one which is used for haul-  
ing heavy material, such as machin-  
ery. Power by means of an extra  
gear is taken from the engine of the  
truck. This equipment is designed  
mostly to hoist the load it conveys  
on to the vehicle, but its talents are  
versatile. If the truck happens to  
get stuck in a bad spot on the road,  
a cable and the winch will serve to  
rescue it. Also unloading operations  
involving weighty stuff can be facili-  
tated by means of this auxiliary.

Besides this one there are four  
other five-ton trucks in the fleet,  
which number 355 power-driven vehi-  
cles. Included are twenty-five trail-  
ers, which began their lives as army  
wheeled kitchens during the great  
war. They were converted into their  
present form and prove highly satis-  
factory. One is equipped for the gas  
and street department as a tool chest—  
an outfit of the sort you ordinarily  
see hauled around by men in the gang  
using it.

In the company automobile repair  
shop at Evanston a universal wood-  
working machine has been installed.  
It enables automobile truck body  
boards to be made, as well as other  
parts, and facilitates repair work.

ELECTIONS MAKE BIG  
JOB FOR SECRETARY

Emmerson's Office Must Func-  
tion Properly to Insure  
Fair Voting

The office of secretary of state is  
one of the most vital links in the  
election machinery of Illinois. Un-  
less it functions properly, all sorts  
of bad results may follow.

Petitions for state and district  
office nominations must be filed with  
Secretary of State Emmerson under  
provisions of the law. The names of  
those who file must be certified to

him to the county clerks before they  
can be placed on the ballot. After the  
primary the returns are certified by  
the county clerks to the secretary of  
state and he completes them for the  
state canvassing board. The canvass-  
ing board, of which Secretary of  
State Emmerson is an ex-officio mem-  
ber, takes these figures as its basis  
in declaring results.

Those who are found to be nomi-  
nated by these returns are placed on  
the tickets by the secretary of state,  
and the tickets are certified to the  
county clerks prior to the regular  
election. After the election the results  
are certified by the county clerks as  
in the case of the primary, and are  
compiled by Secretary Emmerson.  
On these results the canvassing board  
bases its decision as to who is elected.

In special elections the call for the  
election is sent through the office of  
the secretary of state by the governor,  
and it must bear Mr. Emmerson's  
signature.

After the election the successful  
candidates get their certificates of  
election from Mr. Emmerson.

At the recent sale of the Britwell  
library, Dr. A. S. W. Rosenbach, of  
New York and Philadelphia, paid  
\$9,330 for one of the five copies  
known as the seventh edition, 1632,  
of Shakespeare's "Rape of Lucrece."

DR. EARL D. FRITSCH

Dentist  
Highland Park State Bank  
Tel. H. P. 275

DANTE BONETTI

Violin Instructor  
Room 9—16 Sheridan Road  
Hours 2 to 6 Daily  
Moldauer & Humer Bldg.  
Phone 756-W

Radio

Outfits, Parts, Supplies

Installed, Adjusted,  
Repaired

55 South St. Johns Ave.  
Phone Highland Park 115

Offered for Investment

7% Cumulative Preferred Shares Public Service  
Company of Northern Illinois

THIS Company, supplying gas or electricity, or both, to 202 com-  
munities in 15 counties, immediately adjacent to Chicago, is con-  
tinually expanding its properties and facilities to care for the increasing  
business in this rapidly growing territory.

This expansion necessitates the issuance, from time to time, of addition-  
al securities which are attractive to investors, large and small, because  
of the essential character of the Company's business, its consecutive  
dividend record, conservative management and potential growth.

There is now available to the public a limited amount of 7% Cumu-  
lative Preferred Stock. The Company desires that this stock be  
purchased by customers, and for their convenience, a special plan of  
easy payment has been arranged.

Facts of Interest to Investors

The Company furnishes electric light to 160,000 homes, stores, offices  
and factories; supplies electric street lighting in 137 cities and towns  
and furnishes the power to pump water in 69 communities.

Eighty-one per cent of the electricity sold by the Company is power.  
This power business shows an increase of 491.4 per cent over the  
last twelve years. The lighting business shows an increase of 241.5  
per cent. In the cities and towns served by the Company electric  
appliances are used in large numbers.

From the Company's gas plants is piped the fuel for 91,600 gas  
ranges and to more than 300 industrial customers using approxi-  
mately 3,300,000,000 cubic feet of gas per year.

The Company is owned by 21,419 stockholders of whom 19,764 or  
92 per cent, live in the 202 communities served or in the city of Chi-  
cago, center of this wonderful territory. The number of stockholders  
increased 35 per cent within the year.

Mr. Samuel Insull, Chairman of the Board of Public Service Com-  
pany of Northern Illinois, in his address to stockholders at the annual  
meeting held February 24, 1924, made this statement:

"It is a source of satisfaction for this Company to offer to its  
customers and stockholders securities which are based on  
essential industry and backed by such a record of unflinching  
interest and dividend payment as are the securities of Public  
Service Company of Northern Illinois."

The dividend paid August 1st, 1924, was the 51st consecutive quar-  
terly payment by the Company to its common and preferred stock-  
holders. Taking also in consideration the 39 dividend payments  
made by its principal predecessor company, a total of 90 consecutive  
dividends has been paid over a period of more than 22 years.

This stock, because of the value of the security behind it as well as  
the high dividend yield, offers an exceptional opportunity to both large  
and small investors. These shares may be had at the market price.

Full information may be had at any of the Company district  
offices, or write the Utility Securities Company or the  
Treasurer of this Company, 72 West Adams St., Chicago.

PUBLIC SERVICE COMPANY  
OF NORTHERN ILLINOIS

Serving 6,000 square miles—202 cities and towns—with Gas or Electricity

WM. GUYOT, District Superintendent

51 South St. Johns Avenue, Highland Park, Illinois

The Preferred and Common Stocks of this Company are listed on The Chicago Stock Exchange



The announcement that  
the Public Service Com-  
pany of Northern Illinois  
has been awarded the  
Charles A. Coffin Medal  
for 1923, is a tribute to  
the territory in which  
this Company operates  
as well as the service  
it renders.

This award was made to  
this Company in com-  
petition with the electric  
light and power com-  
panies of the United  
States "for distinguished  
contribution to the de-  
velopment of electric  
light and power for the  
convenience of the public  
and the benefit of the  
industry."

