#### USE OF ELECTRIC RANGE INCREASES

Electric Stoves Supplant Gas 1923. This was chiefly because Ranges in Many Homes, In Some Towns

the Public Service company installed cheaper in many ways than insuffiand is energyzing 35 per cent more cient lighting is bearing fruit. electric ranges than in the same period in 1923. So it is apparent the Some folks think the text books record of the latter year will be how they shall reduce their superpretty well beaten by the 1924 busi- fluous fat. One good way to do it ness. For the most part ranges are to keep up with the young crowd. installed in towns where there is no gas service.

The records of the Public Service indifferent to the flight of time, but company show that the amount paid they have to notice it anyway to keep thousand dollars, according to an anby owners for wiring and fixtures in track of their many dates.

the house fitted up between January WISCONSIN STUDENT and October 1924 was considerable more than the sum expended for the same purpose in the same months of larger installations were ordered and IN STORY OF TWO ROADS in many cases better fixtures than

The proposition which has been In the first nine months of 1924 broadcasted, that proper lighting is

# Rleen-Heet

In countless thousands of homes, some for five years and more, Kleen-Heet has been rendering reliable, automatic clean heating service.

Find out about Kleen-Heet for your home-whether your present boiler can be adapted, etc. It is simple to installrequires stopping the furnace but two hours! And it will save you worry and bother for years.

> CONVENIENT TERMS IF DESIRED LOCAL OFFICES

Highland Park Telephone 2139

Telephone 1136

## Dodge Brothers

announce a substantial price reduction in passenger cars

### A. G. McPherson

HIGHLAND PARK, ILLINOIS Phones: Highland Park 120 - 121

## WINS ESSAY CONTEST

**Highway Education Board Prize** Awarded to John Liska; National Competition Result

The story of two roads, simply told in an essay of 700 words, won for John Liska, a student in a Wood Claimed the young crowd are too county high school, Wisconsin Rapids, Wisconsin, a prize of more than four nouncement today by the highway education board.

Liska is winner of the H. S. Firestone four years university scholarship offered for the best essay by high school students on the subject "The Relation of Improved Highways to

Home Life." Son of a Wisconsin farmer, from personal experience and observation he has written an epic story of country crossroads, describing the affluence of those who live on one and the despair of those who dwell on the other. He depicts the influence of home life following road development, and draws a parallel of conditions existing on another road which was not improved.

More than 200,000 high school students from every state in the union sought the honor which has come to "THE IRON HORSE" Liska through the decision of a prominent educator, a distinguished editor and a high government official. Will Not Be Released To Motion First in Wisconsin

Liska's essay was one of several written by students of his high school, finally winning its way by a process of elimination to the offices of the extension division of the University operated with the highway education board in the furtherance of the contest in that state. Competent judges ultimately chose his paper as the representative of Wisconsin, and it vas submitted with one from each other state to the national judges for their consideration in the award of the Firestone scholarship, possibly the largest educational award offered in the United States.

James J. Davis, Merle Crowell, editor season of 1924-25. of the American magazine and Dr. "Contracts covering the engage- ment per telephone was \$125. In 1924 this Ohio state university.

The committee gave honorable men- ing for this restriction. For instance ion to the essays of Richard Arimizu, Hilo high school, Hilo, Hawaii; H

Harold Kelley, Pittsburg, Kansas, pleted at the Woods theatre that comand Miss Viola Greene, Willimantic, pany will take the road playing both Conn. No pecuniary reward, however, one hight stands and weeks stands at

Liska is the fifth of a group of stu- charged at the Woods. dents who have won this honor in as many years. When he is ready to matriculate, he will be the fourth in college under the general terms the scholarship, Miss Katharine Buttereld, Weiser, Idaho, winner of the first scholarship, having graduated from Northwestern university last

Heroic Struggle

In the brief and uneventful bio graphy which the boy furnished the board when he was informed that his essay had triumphed in Wisconsin, is revealed an heroic struggle for an education. Although grdauating from Farragut grammar school in Chicago at the early age of twelve, there was a lapse of five years before his circumstances would permit him to enter high school, although in the meantime he attended night classes. In the interim he found employment in various pursuits, and his father purchased a small farm near Wisconsin Rapids. While doing the hum-drum chores of the farm he attended a Wood county high school, and was graduated from the two-year course in 1924. It was while here that this farmer lad saw unfolded the tragic story of the two roads which he later wrote into his essay. Until notified of his success in winning the scholarship he sought employment in Chicago after graduation to secure means to further his college education.

Picture Theatres During 1924-1925 Season

William Fox whose superlative cinema production, "The Iron Horse, is holding forth to capacity audiences at the Woods theatre, Chicago has issued a broadcast warning to exhibitors that legal action will be taken against anyone advertising in any manner that this production will be shown in their theatre. The text of

"Regardless of how soon other that "The Iron Horse" is going to Members of the national reviewing be shown only in theatres usually decommittee were Secretary of Labor voted to the spoken drama during the

O. Thompson, president of the ment of the production throughout the United States are explicit in providwhen the Chicago engagement is com-

the same scale of prices now being

"Time and experience has proven the public demand for this type of presentation. In the first place the picture is much longer and more complete than it could be in a picture house where the feature and several comedies must be run in an hour. "The Iron Horse" requires two hours and a quarter for its! telling at the

Second, there is the huge symphony orchestra playing a score every bar of which was written to harmonize with the picture and bring out the proper atmosphere. These orchestras are especially high-priced men who have been rehearsed for weeks before the

production opens its engagement. Third, and possibly one of the most important angles from the public point of view is the fact that there is no waiting for seats. Each and every seat is reserved. The patron can obtain his seats as far ahead as desired and then can ride down town after a leisurely dinner and see the entire show from his reserved seat. This is a point that means a great deal to the theatre-goers who as a rule refuse to attend pictures because of the pushing and battling for seats.

Rumored there is one bootlegger Washington for every 90 people, but some will say that it will take more than six to look after the needs of a congress of 531 members.



WORK JUST Play He likes to drive the dirt away

CUDS thoroughly enjoys his o chosen vocation of washing clothes. He's clean minded through and through and it pains him terribly to see clothes become soiled and all mussed up. He likes to put them in shape again—and he likes to take orders over the

LOOK FOR SUDS & DUDS

226 N. FIRST 51 PHONE-H.P.1587

#### DRAWS BIG CROWD TELEPHONE ADDITIONS AND EXTENSIONS TO COST \$110,000,000 IN NEXT FIVE YEARS

By W. R. Abbott, President, Illinois Bell Telephone Company

The Illinois Bell Telephone Company will expend more than \$110,000,000 in the next five years to build extensions and ad-ditions to its plant to supply the demands for additional telephone service from the

During 1924 the company appropriated, for this work, a total of \$22,810,360. It will have to expend more than this in 1925.

business, and where it differs from almost super-productions have been released telephone company does the greater the to the regular motion picture theatres cost per unit of service becomes. More

Average Investment Higher

In 1920 the company's average investhad risen to \$146, and it is estimated that

built at pre-war prices for labor and ma-

terials. It is now being added to and reaverage investment per telephone than the rates for service.

With this mounting investment every year, telephone rates must keep pace.

**Need for Reserve** 

Nineteen twenty-four brought out, in ing a proper depreciation reserve.

phone plant. More than 21,000 poles were and toll and long distance service was con

A depreciation reserve represents one of the costs of providing telephone service, mentioned to point out to the public what

# TO OUR PATRONS

Were you one of the lucky ones who received a substantial Dividend Check on January 1st?

If you were, no doubt you know how handy this check will prove to be to you at this time.

If you were not one of the lucky ones, why not get in touch with us and get your name on our already long list of shareholders and have one of these Dividend Checks coming to you on April 1st, on which date our next Quarterly Dividend will be paid.

You can start these Dividend Checks coming your way by subscribing to our 7% Preferred Shares.

These shares may be had at \$100.00 each either on a cash basis or on a savings plan.

Think this over today and let us add your name to our list of shareholders.

> COUPON Without obligating me please send me details of your plans for investment and savings.

North Shore Gas Company



at handy pendant switch and you can also plug in other appliance as pic-tured above.

THIS kitchen unit, pictured above, is of porce-I lain enamel steel with large diffusing glass bowl. Makes your kitchen bright, light and cheery.

Special Offer to You

We will install this superior light in your house FREE—if you have a ceiling outlet in your kitchen -for a 30 days' FREE TRIAL.

Then, if you are satisfied with it as we believe you will be, you can purchase this kitchen lighting unit for

\$1.00 a Month

payable with your service statement. If you are not pleased after 30 days' trial we will take unit back and replace old fixture. Could we make a more liberal offer?

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

WILLIAM GUYOT, District Superintendent 51 S. St. Johns Ave., Highland Park