

De Luxe Theatre

LAKE FOREST, ILLINOIS

SUNDAY, APR. 19 6:30 p.m. in her greatest triumph
MONDAY, APR. 20 7:00 p.m. Never has there been so absorbingly human a drama put on the screen!
 Admission 30c; children 10c
CORINNE GRIFFITH
 in
"LOVE'S WILDERNESS"
 A fast-moving drama that carries you to the Sunny South, the Canadian wilds and ends with a crash in the Malay jungle.
Also UNIVERSAL COMEDY
Monday—PATHE REVIEW

TUESDAY, APR. 21 7:00 p.m.
WED., APR. 22 7:00 p.m.
THURSDAY, APR. 23 7:00 p.m.
 Admission 35c; children 10c
D. W. GRIFFITH
 presents
"ISN'T LIFE WONDERFUL?"
 with
CAROL DEMPSTER

FRIDAY, APR. 24 7:00 p.m.
SATURDAY, APR. 25 7:00 p.m.
 Matinee Saturday at 2:30
 Admission 30c; children 10c
THOMAS MEIGHAN
LILA LEE and WALLACE BEERY
 in
"COMING THROUGH"
 A drama that runs its thrilling course from the ball rooms of society to a coal mine in Alabama.
 Also "GALLOPING HOOPS"

CHICAGO UNIVERSITY TO HAVE BIG CHAPEL

Great Gothic Structure Will Be Erected Within Next Few Months

A great Gothic chapel which will dominate the University of Chicago campus is to be erected within the next few months, according to an announcement made recently at the university. The chapel will be a part of the great building program which the university is undertaking in 1925 as part of its campaign for \$17,500,000, which is being conducted by alumni throughout the country.

The chapel was provided for in the final gift made to the university by John D. Rockefeller and, it is said, is to cost at least \$1,500,000. It was designed by the late Bertram Goodhue, the great master of Gothic architecture; and the plans have been approved by Sir Giles Gilbert Scott, of England, the architect of the great Liverpool cathedral.

The chapel will be architecturally a Gothic cathedral with a nave 41 feet wide, a chancel, a west transept, and opposite it on the east a transept tower 200 feet high. It will be 262 feet long and will provide seats for 2,000 people. Unlike practically all English cathedrals, it will be constructed that each of the 2,000 can both see and hear the speaker.

The University of Chicago front along the Midway, the scene of the World's fair of 1893, will upon the completion of the 1925 building program constitute one of the most impressive academic skylines in the world. In addition to the building program, the university alumni are now conducting a campaign for \$6,000,000 for the endowment of instruction and research. The university plans to increase the salaries of its professors and also to add to its faculty men of distinction when they can be secured.

Another plan of the institution is to create a number of "Distinguished Service Professorships" to be awarded to professors of great distinction.

TORNADO FUND IS RAISED BY FARMERS

Total of \$2,324 Subscribed by Rural People in Lake Co.; By Townships

Lake county farmers in a short drive have raised in cash the sum of \$2,324.76 with a few school districts to hear from yet. To this may be added \$526.40 which has been sent in to the Farm Relief Fund of WLS for the tornado district as follows: Diamond Lake community \$ 63.00 Foulds Milling Co. 79.00 Lake Zurich community 291.00 Previously sent in to WLS 93.50

The total raised for Farm Relief Fund therefore is \$2,851.26.

Great credit for this fine showing belongs to the township directors of the Farm Bureau in organizing their townships by school districts for this drive. The solicitors met with an immediate response from the farmers as well. Some of the results by townships are as follows:

Antioch	\$ 63.00
Lake Villa	60.75
Newport	225.00
Benton	59.00
Waukegan	81.00
Warren	463.86
Avon	75.50
Grant	10.00
Wauconda	128.25
Fremont	227.50
Libertyville	411.10
Shields	48.00
Deerfield	54.00
Vernon	303.39
Ela	102.50
Cuba	12.00

The above funds have been turned in to the Illinois Agricultural association.

Highland Park Theatre

519 Central Avenue Highland Park, Illinois Phone 1100

SUNDAY & MONDAY, APRIL 19 and 20 First Show Sat. 2 p.m.
You haven't seen the equal of this one in years—an enthralling drama of a girl who had too much money.
DON'T MISS IT; YOU'LL BE SORRY IF YOU DO

Florence Vidor
and big cast in

"The Girl of Gold"

HERE IS A STORY THAT WILL THRILL YOU TO YOUR FINGER TIPS

also
"MOTOR MAD"—A 24-cylinder speed and laugh comedy and the LATEST KINOGRAM

TUESDAY, WED., THURS., APRIL 21-22-23
PARAMOUNT PICTURES Presents

Pola Negri
IN HER LATEST SENSATION

"THE CHARMER"

You'll be wild about Pola as the saucy-eyed honey-lipped charmer who dances her way from a cafe in Seville to fame and favor on Broadway.

Cast includes ROBERT FRAZER, WALTER MacDONALD, TRIXIE FRIGANZA and many others of note.

also
"HIS HIGH HORSE"—An Educational Comedy

FRIDAY & SATURDAY, APRIL 24-25 Matinee Sat. at 1:30
An Amazing Drama

Priscilla Dean
in

"A Cafe in Cairo"

NAIDA, "The Fascinating," will make you laugh and cry, and thrill as you never have before.

also
"DYNAMITE DOGIE"—A hair-raising Educational Comedy and the LATEST INT. NEWS

For Saturday Matinee only
"RIDERS OF THE PLAINS"

SUNDAY & MONDAY, APRIL 26 and 27
ELAINE HAMMERSTEIN
in
"THE FOOLISH VIRGIN"

Florida Florida

Here is an opportunity for the smaller investor:
 Since October 1st we have sold over 7000 acres of the Gladeview Farms—these tracts have been sold in 40 acre pieces.
 We have had nothing to offer to the man who could not afford to purchase 40 acres UNTIL NOW.
 We have decided to syndicate three sections of these wonderful farm lands and sell it in units, each unit priced at \$500 cash.
 This will enable anyone who wants to make a small investment the same opportunity as those who are able to buy more.
 Call at my office and let me explain in detail.

F. P. WHEELER

Office Phone 444, Home Phone 1649

ADVERTISING IS BENEFICIAL ART

IS AID IN DEVELOPMENT

Much Of It, However, Is Ineffective, Says Professor In Discussion; Also Expensive

Advertising is well worth while, as it assists in the development of large-scale production and regional specialization; it renders sales efforts more effective and more economical and helps to individualize products,—but much of our American advertising is ineffective, claims Prof. Fred E. Clark, professor of marketing at Northwestern University School of Commerce, who has just completed an exhaustive investigation into advertising matters. Some of Prof. Clark's findings are published in a recent number of the American Economic Review under the caption "An Appraisal of Certain Criticisms of Advertising."

Good and Bad
 Passing over the favorable statement, which is generally acknowledged in the business world, and coming to Prof. Clark's fourth and last contention, it is discovered that there is strictly good and bad advertising still existent in the United States.

"Much advertising is ineffective and unnecessarily expensive, even from the point of view of the advertiser, because it is impossible to make satisfactory measurements of the absolute and comparative results which accrue from its use," the professor writes. "This criticism rests on the fact that the effects of particular advertising efforts are hard to measure. Because of this, no definite part of the total sales result can, as a rule, be attributed to advertising and one combination of effort is hard to compare with others which might have achieved the same ends at a lower cost."

Much Ineffective
 "But this criticism applied to other sales methods as well, even though in smaller degree, and so it should not be used invidiously when applied to advertising. Moreover, great improvement has been made at this point through the efforts of advertising and of students of advertising. But the ineffectiveness of much advertising, as of other sales methods, must be a continuing phenomenon, because the accurate measurements of results will continue to be impossible."

The poets become very romantic about the sweet odors of spring, and they might add a few verses about the spring bonfire smells.

BREAK GROUND FOR MCKINLOCK CAMPUS

Work Begun Testing Foundation Sites for Great Addition to Northwestern

Ground has been broken informally on the McKinlock Memorial campus of Northwestern University for one of the greatest urban campus sites in the world. Boring has begun for a sampling of soil with view of determining what type of subterranean construction should be adopted. The boring will run down to bedrock, estimated at 94 feet beneath top of ground, and samples of dirt will be taken every so often by the architects and engineers who are now making plans for early construction of the \$25,000,000 university campus.

The Drake hotel and the Furniture Mart rest on piling while the Allerton hotel is constructed on caissons. The latter is somewhat more costly than the former. Northwestern University's downtown campus is a part of old Streeterville and borings are through watery soil. When final decision has been made the real work on constructing the foundations of the Montgomery Ward Medical-Dental Center, the Levy Mayer Hall of Law, the new Commerce building, the George R. Thorne Memorial Auditorium and other structures, as provided for, will be started.

President Walter Dill Scott announces that a committee is to have charge of ceremonies incident to the formal ground-breaking for the downtown campus and that the event itself will take place in early summer not long before commencement week in June.

For Sale—New Homes
 OF THE HIGHEST CLASS ON RAVINE LOTS

6 room brick, Dutch Col. 2 baths.
 7 room stucco. Mod. Amer. 2 baths Gar. attached.
 6 room frame Col. 2 baths, 2-car gar.
 Also some beautiful ravine lots. All above 2 blocks from Moraine Hotel.

S. P. JOHNSTON
 35 N. Dearborn St., Chicago
 Telephone Central 8055

Paul Schroeder & Co.

Real Estate - Insurance

UNUSUAL SACRIFICE

A new col'l. hse. in Drfd. 6 rm. frame 24 x 36 with s. par. & slpk. pch on a big lot 100 x 179, fully landscaped. The hse. is a typical Amn. col'l. arrangement with center hall, open stairs & coat rm., lge. liv. rm. with attract. fire pl., commodious D. R. & K., lge. h'd s. par. 1 master bdrm. 14 x 23, fully glazed & h'd slpk. pch. 2 addl. lge. bdrms., 2 tile baths, full base't. with laundry, wtr. htr. H. W. H.

There are hwd. flrs. throughout, mah. stained birch doors, ivory finish, the hse. well and attractively decorated.

At the low price of \$17,600.00, you might question the quality but this home was built by a competent bldr. with the best of material, everything being up to a high standard.

The desire to move to another location is the reason for this unusual sacrifice. Reas. terms can be arranged or owner will take a gd. bldg. lot in trade.

THE PRESS BUILDING
Highland Park, Ill.
Tel. Highland Park 162

For Rent

Two Room Apartments \$55
Four Room Apartments \$70
Heat furnished

For Rent

Six Room House \$75
Six Room House \$75
Furnished houses for rent for the summer

Six new stores will be built on North First Street. See us in regard to rentals.
Large barn for sale adjoining Rapp's Market—to be torn down.
Attractive List of Houses for Sale from \$6,500 to \$35,000

FIRE INSURANCE
HENRY K. COALE & Son
18 S. First St.
HIGHLAND PARK, ILL.

YAP ISLAND MONEY

UNIQUE; IS STONE

Island Contributes "Coin" Of Interest to Collectors; Is Unwieldy

Folks down Yap island was never throw away their money. The reason probably is because it would break a hammer-throver's back even to lift a dime.

A Yap dollar, the biggest and most worthless coin in the world, is now on exhibition in Tokyo. It is a neat little coin, five feet three inches wide in one direction, four feet three inches in another and about six inches thick. It is chiseled out of limestone and has a hole in the center. It would make a good grindstone on any Iowa farm. It weighs about 500 pounds.

When a Yap—or whatever a resident of Yap island is called—wants to help him, runs a pole through the center of his stone "buck" and rolls away with his money. If he has any change coming the friends come in handy to help him carry it home; for a Yap dime, although only a small affair weighs fifty or sixty pounds, is apt to prove a bit cumbersome if one has to carry it far.

In the field of international exchange a Yap dollar is worth about nine cents less than a canceled check, but on Yap island it will buy a couple of wives so the residents of that happy isle prize it very highly.

CASH

For Old Gold, Platinum, Silver, Diamonds, magnets, points, false teeth jewelry, any valuables. Mail today. Cash by return mail.
Hoke S. & R. Co., Otsego, Mich.

FOR SALE
8 room house, 2 porches, 4 blocks from main stations; lot 65x145. A real bargain at \$12,000. Terms.
6 room stucco, 6 blocks from main stations; 3 bedrooms; lot 50x200. A real buy at \$11,000. Terms.

FOR RENT
Year or more lease on a furnished 8-room home on Sheridan Road. Decorating just finished. 3 master bedrooms. Servant's room and bath. Sun room. Garage. Carpeted throughout.
Several furnished homes for the summer months.
Several choice lots and acres at a reasonable price.

F. P. Wheeler

Phone 444 388 Central Ave.
"NORTH SHORE HOMES" INSURANCE RENTING

Beautiful Building Sites

BOB O'LINK CLUB DISTRICT
LARGE, DEEP, WOODED
HIGHLY RESTRICTED
and
PRICES SO LOW
WE DEFY COMPETITION
Look at the Houses being built and already finished. This is not subdivision property. Just a few high class lots in a high class location.

Murray & Terry

Exclusive Agents
Branch Office Highland Park

Landscape Gardening

Now is the time to clean up and get your flower beds and gardens in order—fertilized and planted—and your trees and shrubbery pruned and otherwise cared for.
 Maintenance a Specialty
S. BISETH
 915 Logan Street Highland Park, Illinois
 Telephone H. P. 2288

PIANO MOVING

Edward Norrlen

PACKING, MOVING & SHIPPING
 Fireproof Storage
 Padded Auto Vans Long Distance Moving
 BAGGAGE, EXPRESS, FREIGHT and TRANSFER
 NO JOB TOO LARGE; NO JOB TOO SMALL
 Office & Residence: 829 Ridgewood Dr. Tel. Highland Park 190

FREDERICK L. NEFF & CO.

North Shore Real Estate

16-18 North Sheridan Road Highland Park, Illinois

Ten Room Home

Large living room with fireplace. Heated sun porch. Dining room. Butler's pantry and kitchen. Five Bedrooms. Two baths. Hot water heat. Three-tub laundry. Garage. Lot 50x130. Near school and transportation. East side. Price \$15,000. Very reasonable terms.
Furnished homes for the summer months or a term of years.
Telephone Highland Park 910

General Floor Surfacing
MACHINE OR HAND WORK
A. F. TEAD
Deerfield Road—Phone H. P. 8944

F. J. WEIDLING CO.
HIGH GRADE GRAND PIANOS
Buy from manufacturer at factory prices. Substantial saving and complete satisfaction.
3945 N. Western Ave. Chicago, Ill.

THE RELIABLE LAUNDRY
FRENCH DRY CLEANER
AND DYERS
Phones 178 and 179

Heinsen & Kroll

(Incorporated)
F. A. TUCKER, Local Manager
520 Central Ave.
REAL ESTATE INSURANCE
Phone Highland Park 406

7 rm. kel. res.; h. w. h. sun parlor; fireplace; 2 car gar. lot 66x140; in view of lake—price \$15,500. Very easy terms.
11 rm. res. 3 baths (3-apt. bldg.) brick ven. lge. lot—\$17,000—good investment.

PART 2

VOLUME XV

VETERANS OF WAR GET OPPORTUNITY

May Qualify for Co. in Reserve Corps Training Camp

Veterans of the World War opportunity to qualify for a position in the Officers' Reserve Corps through attendance at Officers' Reserve Corps training camps. The War Department has just announced regulations which will allow attendance at World War Officers' Reserve Corps training camps to 31 years. This will be a new opportunity for World War veterans who have been extended as to join the Officers' Reserve Corps but have hesitated to do so before the examination because of the fact that they have served so long that they may not pass the examination. By attending the training camps they will receive the necessary instruction. By attending the training camps they will receive the necessary instruction. By attending the training camps they will receive the necessary instruction.

Marcelling, Ma

WE SPECIALIZE
Special for Monday



D. L. M

Consider a

as it so often be attended interment. necessity of easily lead dead. We urge you to do so.
 Rosehill Memorial modern design and value to come. and everlast. Available sments; and and Family massive pe spection of mission ma
 RO
 City Office
 1617 First National B
 Randolph 53