

The Highland Park Press

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THURSDAY, AUGUST 6, 1925

NUMBER 23

"BIGGER AND BETTER"

Now that Chicago has given the nation a good start toward "better movies" by its selection of a "king" and "queen" and various princes and princesses not to mention a long string of dukes and duchesses—second rate advertising firms will doubtless welcome suggestions for new ways of using some more of the age-worn schemes for getting publicity.

For that reason why should not some of us suggest that the "Bigger and Better Something-or-Other Week" be applied to metropolitan newspapers. The contest could be centered about the selection of a "king and queen of the dailies," the winning candidates to be given a try-out as cub reporters, and the chief requirements being pretty features, curly hair, and a smile.

That might do very little toward the tone of city papers, but think of the advertising possibilities. In the first place there would be the usual temporary increase in circulation for the newspapers who would daily publish the pictures of this and that contestant. Then various editors and feature writers could get their names before the public by addressing congratulatory epistles to the winners. The repeated printing of the names of the contest judges and the contributors of prizes would be more manna for other publicity-seekers. To finish in fine style with a parade through the loop during a busy Saturday afternoon would furnish a big advertising free-for-all in which scores of soap manufacturers, green grocers, and peanut vendors could display their names on great banners attached to flower-laden floats and automobiles.

A contest of that sort might produce nothing at all that would be "Bigger and Better"; but think of the advertising possibilities. And, after all, no one would be disappointed, for who, indeed, expects the newspapers to improve?

RESOLUTIONS

Chicago awoke the other morning with a dreadful "hang-over," and proceeded to make a series of "never again" resolutions. The speedy indictment of the robbers who shot up the Drake hotel was hailed throughout the city as the beginning of a new and reformed era in the administration of justice in Cook county, and many people breathed a sigh of relief to hear at last that "something was being done" toward the suppression of lawlessness.

Only confirmed optimists, however, are so easily convinced that the tide has indeed changed. The two thugs who were caught will doubtless be "railroaded." That is to be expected. There is nothing else to be done, under the circumstances. These men have no money, no influential friends, nothing. It will be comparatively easy for the state's attorney's men to secure a hanging. When that is done no doubt there will be mutual congratulations among the attorneys, the police, and the members of various societies organized "for the prevention of crime." Most people will say, "Well done! We've taught them a lesson," and it will be all over until the next barrage in the streets of Chicago.

Something more potent than a "morning after" resolution is necessary to keep policemen and drug store clerks and automobile salesmen from being shot in Chicago.

CONCERNING PROPERTY VALUES

The county court decided the other day that \$190,000 was too high a price for the Chicago North Shore and Milwaukee railroad to pay for twenty-six acres of land just north of Lake Forest, and fixed \$1,000 an acre as a fair price for the property. Representatives of a Chicago real estate concern which has subdivided the land declared that their customers were actually buying the land at the prices that they asked. Whereupon the railroad attorneys offered to buy the land at the sellers' price if the latter could prove that people along the north shore who know the value of land here were buying lots. The real estate men are said to have admitted that their buyers were Chicago people. All of which raises the question: "What is north shore unimproved property really worth." Between the \$190,000 asked for and the \$26,000 awarded by the jury there is a wide range for speculation.



WE NEVER FALL DOWN ON A JOB

All work we undertake for you in the tin and sheet metal line will be completed quickly; it will be done properly as to workmanship and material; and the price we charge will be reasonable. Keep us in mind. A card or phone call will receive prompt attention.

HENRY G. WINTER
48 North First Street
Phone 635

PICCHIETTI BROS.

FRESH FRUITS and VEGETABLES

Imported & Domestic Groceries and Olive Oil

- SPECIAL SALE OF PEACHES**, large baskets 35c and 45c
- FANCY BARTLETT PEARS**, 50c dozen or per basket 55c
- FANCY COOKING APPLES**, 3 lbs. for 25c or per lb. 10c
- LARGE FANCY BANANAS**, per dozen, 40c and 35c
- MELONS**, 2 for 25c, or each 15c
- LARGE WATERMELONS**, each \$1

THE BEST IN VEGETABLES

- FANCY TOMATOES**, 60c large basket, or lb. 20c
- BEETS and CARROTS**, per bunch 5c
- CUCUMBERS**, 2 for 25c, or each 15c
- FIRST CLASS BEANS**, per lb. 15c
- CELERY**, the best 15c and 10c
- FANCY ICEBERG and LEAF LETTUCE** at a reasonable price.
- GREEN PEPPERS**, large, per dozen 40c and 35c
- CABBAGE**, the pound 6c

WE DELIVER - FREE

Store Phone 679 Res. Phone 685

FEW FARMS HAVE ELECTRIC SERVICE

ONE IN TEN IN ILLINOIS

Survey of State Shows that More than that are Equipped for Use of Gas Either; Figures

Only one farm in ten in Illinois is equipped for electric or gas service, according to the Sears-Roebuck Agricultural foundation. Figures recently studied show that of the 237,181 farms in the state, only 23,273 farms, or 9.8 per cent, make use of electricity and gas, and of this number 2,201 receive central station service.

While the number of Illinois farms having gas and electricity is somewhat above the figure for the United States, it is comparatively low when placed alongside the fact that 73.2 per cent of the farms having telephone service and 62.7 per cent that have automobiles, states the foundation. This gives rise to speculation as to whether the farmer is content to sacrifice greater comfort and convenience made possible by electricity and gas in favor of rapid communication and transportation that the telephone and auto make possible.

Price is Factor
The big drawback to more general use of electricity on farms in the state up to the present has been the high prices made necessary for its delivery into distant sections, and this has served to discourage many from use of it, states the foundation. Independent plants for the individual farms have proven popular in some localities, and experiments now being conducted on farms in several states is expected to throw new light on this problem and electrical engineers predict a great revolution in the use of electricity in the country in the coming decade as was noted in the past decade in the cities.

Mostly for Lighting
While electricity on the farm is used mostly for lighting purposes, the farmer with this power at his command has been able to be relieved of many of the tasks around the home place, according to the foundation. Electricity does not only pump water for the home, drive the washing machine, heat the electric iron, run the vacuum cleaner, charge the radio and automobile batteries, but it has brought efficiency with it by lighting the yard, stables, and lofts, drive the milking machine, the cream separator, the churn, the grindstone and emery wheel and the general utility motor. Electricity has also been used to light poultry houses as a stimulant to egg production, to operate incubator ventilation and controls and occasionally for grinding feed, sawing wood, as well as hoisting hay and grain.

ILLINOIS NEEDS MORE DAIRY COWS

More than Hundred Thousand is Increase Required, According to Report

One hundred and nine thousand sixteen more dairy cows will be needed in Illinois by 1930, according to the Blue Valley Creamery Institute. This number will be required to take care of the normal needs of the state's growing population unless Illinois farmers adopt the double-barreled policy of breeding only from pure-bred sires and then feeding their progeny balanced rations.

An average cow produces about four thousand pounds of milk a year containing 160 pounds of butterfat, the Institute states, or just about enough to meet the requirements of a family of four with milk, butter, cheese, ice cream and condensed milk. A daughter of a high-production sire, fed in accordance with the methods advocated by the state agricultural college, will produce around six thousand pounds, and her offspring under the same conditions in turn should not find it impossible to bring her production to the eight-thousand pound mark per year.

Should Illinois farmers adopt the advanced practices outlined above, only about half of the 109,016 cows would be needed to supply the state's dairy products needs five years from now, says the Institute, basing its conclusions on figures from hundreds of cow test association reports. Not only would the smaller number of quality cows make twice as much clear profit per cow above feed costs, but their owners would still have a ten-dollar gold piece per cow over for good measure.

REPORT ON BUS USE GIVEN N. Y. MAYOR
The New York City Board of Transportation, created by Mayor Hylan to get the facts about bus operation, has just reported:
"That municipal ownership and operation of buses is not feasible and franchises should be granted private companies."
"That better service will be assured by granting franchises to one or more large operating companies than to many smaller ones."
"The report directly contradicts outstanding contention made by Mayor Hylan that buses could be operated profitably at a five-cent fare."

U. OF I. HORSE BARN IS BEST OF KIND

Modern, Roomy, Well-Lighted and Ventilated, It is Model, and Large Size

One of the best horse barns of any that can be found on an agricultural college farm in this country is among the late additions to the group of new farm buildings at the College of Agriculture, University of Illinois. The barn is, strictly modern, roomy, airy and well lighted, according to J. L. Edmonds, chief of horse husbandry at the college. The last finishing touches have been put on the building, and it was given its first public inspection during the annual open house of the college.

Like the other buildings which have recently been put up on the college farm, the new horse barn is built of light brown concrete tile, which gives

it an attractive appearance. These tile are 5 by 8 by 12 inches.

The building itself is 152 by 40 feet long and stands on a concrete foundation. The floor is of creosoted wooden block laid over concrete, while the stall partitions also are of concrete on which is placed heavy metal grating. The framing in the mow is arranged so that the space in it is fairly free from obstructions.

The barn contains 18 stalls which are arranged around the four walls. Seven of these stalls are boxes that are 16 feet square, three of them are boxes that are 12 feet square and eight of them are standing stalls 6 by 11 feet. In addition to these stalls on the first floor there is a hay room, two feed rooms, a harness room and a wash rack.

President Calles says that the government of Mexico has been insulted and a lot of folks will be surprised to know that it could be done.

MURDER TRIAL IS REPORTED BY PHONE

A murder trial which was held at Bessemer, Ala., recently attracted wide attention throughout the South, and, in order to keep its readers informed, the Birmingham (Ala.) Post had a special telephone run into the law library of the Bessemer Court House, over which the verbatim testimony presented during the trial was transmitted.

During the six days of the trial the Post received more than 50,000 words of testimony and news matter from Bessemer. The line was in use practically continuously from 5 a. m. to 4:30 p. m., and during that time only once was the connection broken, and on that occasion it was restored within a minute.

Now is the season of the year when the ambitious young graduate can tell us how to improve on the American Constitution.

Too Busy Writing Insurance to Write Advertising

INSURANCE

CENTRAL INSURANCE CO.

A. E. SMITH, J. P.

Telephones 574 1046



There Is a Reason

Each day the number of customer shareholders of the North Shore Gas Company show a substantial increase. This rapidly growing body of shareholders see the many advantages of investing their savings in a substantial home industry.

Our shareholders receive dividend checks four times each year at an attractive rate. Their shares are free from personal property tax and dividends are not subject to normal federal income tax, and best of all their money is safe as it is invested in a well managed public utility, dealing in commodities that are absolutely essential to every day life, the demands for which rapidly increase day by day.

COUPON

Gentlemen: Will be interested in receiving literature describing your customer ownership plan.

Name _____
Address _____

North Shore Gas Company

PHONE HIGHLAND PARK 194

PART 3

VOLUME XV

NEWS

North S

Miss Margot Atkin, daughter of Mr. and Mrs. Godfrey Atkin of Hill road, Winnetka, has guest until early autumn her Miss Evelyn Mary Atkin of Stone Surrey, England. The have taken their guest to Snow visit at the summer home of who are giving a house party in Atkin's honor.

Mr. and Mrs. Nelson of 516 O lane, Winnetka, left Saturday fortnight's vacation trip. Mrs. son will spend the time at Springs, Mich., stopping off to visit to be the guest of her son, for a few days. Mr. Nelson goes to Mr. Kinney's camp at Fish in Northern Wisconsin.

Miss Mabelle Glover, daughter of Mr. and Mrs. Fred Glover of 9 den avenue, Hubbard Woods, left week with a party of friends motor trip to the interesting of Canada. The group plans at Hamilton, Ontario, and Falls on their return trip.

Little Mary Lou Hoyt, daughter of Mr. and Mrs. Howard H. Hoyt, 389 Ridge avenue, Winnetka, is visiting at Christmas Tree Camp Land of Lakes, Wis., the camp of Mr. and Mrs. Har Barnum of Walden road, Winnetka.

Mr. and Mrs. James Pantan, Garland avenue, Winnetka, are guests, Mr. Henry A. Pantan and her small son of the Park Hotel, are having a summer at Camp Peltate on Lac Vieux near Land of Lakes, Wis., and not return until early autumn.

Mr. and Mrs. Sydney Y. Woodstock road, Kenilworth, are house guests of Mr. and Mrs. Rose Rockwell at their summer at Charlevoix, Mich. A number affairs have been planned in honor while they are guests of Rockwells.

Mrs. James Patten McCormick two sons of Edmonton, Alberta spending a few weeks with Mr. McCormick's uncle, Max K. Meyer, her brother-in-law and sister and Mrs. Willis S. Hilpert, 85 street, Glencoe.

Dr. and Mrs. Frank W. Blair and their daughter have returned Winnetka from their summer in Canada, and will live in the bellus Lynde home at 864 Brynne during the month of while Mr. and Mrs. Lynde and family are vacationing at the Ford's Canadian home for the

Miss Barbara Schinler gave collation above at her home Grove street, Glencoe, Thursday for Miss Margaret Carr 393 Monroe street.

Many members of the H Club, who live in Winnetka, to advantage of the club's annual and field day which was held Great Lakes Naval Training Thursday through the court Captain Waldo Evans, the captain. Track events, baseball, ball, and dancing were featured the day's program of entertainment.

An informal reception was the home of W. M. Hoyt, 550 dan road, Winnetka, last when neighbors and old friends "wishes," dropped in and told Mr. Hoyt on his 88th birthday of what Chicago was arrived came to Mr. Hoyt, talked much of the old days many friends who called.

Mr. and Mrs. Arthur Reynolds Washington road, Lake Forest introduce to society their daughter Miss Jeanette Reynolds, at a September.

Miss Reynolds was graduated Westover in June, 1924. She ed Miss Riser's school in Ros winter. She is at present in Park, Colo.

Mr. and Mrs. T. Philip Swift Lake Forest, who have as their Mrs. Swift's mother and sister Phelps Hoyt and Miss Emille are planning to leave this month or two or three weeks' fishing in Canada. Mrs. Hoyt and her daughter will remain at the Swift home the middle of August, when they go to the Orient club for remainder of the season.