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Apply to owners, Ernest S. Gail, State Bank Building, or Herman Ludwig, on the premises.

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PLUMBING HEATING

Highland Park Sales Co. for the RAYFIELD OIL BURNER
DETROIT JEWEL GAS RANGES GAS WATER HEATERS
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Have you seen the new silk shower curtains. Visit our showroom
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For Ten Years Dependable

DODGE BROTHERS Commercial Car DODGE BROTHERS Motor Car

A. G. McPHERSON
Highland Park, Illinois Phones: H. P. 120-121

"Too Tired to Go"


How many wives complain in the evening of being too tired to go calling or riding or to the theater! And how many of them look just as tired as they feel!

All because they insist on doing household drudgery someone else should be doing!

Honestly, after a few months' trial of one of our family services, you'll agree that even if it cost much more, it would be worth it. But its actual cost is reasonable indeed.

OAK TERRACE LAUNDRY
LAUNDERERS, DRY CLEANERS, AND DYERS
Phone 87 Highwood, Ill.

FELL BROS. SHOES
Announcing the newest in fall footwear for men, women and children



Queen Quality Shoes and Arch Preserver Shoes For Women
Florsheim Shoes For Men

FELL BROTHERS
Bootery

Phone 456 509 Central Ave., Highland Park, Ill.

PRESS BEST MEDIUM FOR ADVERTISING

Opinion of President of Regent Advertising Club, London

By Sir Charles Higham (President Regent Advertising Club, London)

The press is for the most valuable medium for any form of making known. Although newspaper space is very costly, no other channel of communication gives such big or immediate results, so that, properly used, press advertising is the most economical. That this is so is because newspapers are paid for, go into practically every home, and are read or looked at by every member of the household. Thus, an entirely unknown product, if cleverly advertised in the daily press, can be introduced to the spenders in every grade of society in a morning.

A hundred, even fifty years ago, this rate of enlightenment would have been thought magical—as, indeed, compared with the news-bearing value of the stage coach and the peddler, it is.

Life of Ad Long

The life of a paper is far longer than a day and the life of the advertisement in it is as long as the paper lasts. It goes from the breakfast table to the drawing-room or the office; from the drawing-room to the schoolroom and the nursery and the kitchen; from the office to the train or the waste-paper basket, from which receptacle the charwoman rescues it and takes it home. In the kitchen it is stored and comes out again for all sorts of domestic purposes, and each time it is used something is seen. The office paper left in the train goes off to homes where it is a novelty, and there also lives an adventurous if dirtier existence until too torn to be useful. Count on the hundreds of separate glances that alight on the names of products, wily-nilly, and this extraneous value, over and above that gained by the more legitimate breakfast table and train perusal is easily seen.

As media also for the distribution of ideas and facts of public usefulness the newspapers are never likely to be supplanted, both because of the mood in which they are read and the variety of types that read them. A famous journalist used to boast that he could change the attitude of mind of England at the breakfast table—an exaggerated statement, and yet one with more than a grain of truth in it. If a car could be invented that ran on water, the news could be made known to all ever likely to dream of owning a motor in less time than it took to print the sheet in which the name of it was given.

Most Valuable Medium

For the quick distribution of information, for an appeal to the millions, for the marketing of national commodities there is no medium so valuable as the press.

No advertiser should allow his political, social or religious views to influence him in the selection of press media.

So influential has press advertising become that it would be difficult for certain papers to calculate how far their circulation is due to their editorial matter and how far it is due to the advertising columns. It is known that certain dailies are bought by thousands of women readers (mainly for the shopping news they contain; and this is particularly true in country districts, where so many purchases are made through the post.

There has been a steady improvement in the publishing side of newspapers in recent years, and this has helped to make advertising more effective. Their format, their typographical arrangement, their mechanical reproductive processes are vastly different from what they were twenty years ago. Illustration has been revolutionized. The make-up of the papers is done with consummate intelligence, and because of this people know how to extract the information that touches their interests or pleasures most closely in the shortest space of time. They know on which page, almost in which column, they can find the commercial news they are seeking. And with many, through force of circumstances, these columns take the place of shops.

The less interesting the news in the editorial columns, the more orders accrue from the advertisements. The wreck of a liner can entirely destroy the value of the latter, so that what is called the "silly season" in the press may be the advertiser's opportunity.

Things to Remember

In using the press for advertising certain things must be remembered:

1. It is useless to advertise unless the campaign, however small, can be carried on for from three to six months. It is the cumulative effect that is so valuable. Isolated announcements are forgotten. To put out an advertisement and then mark time until the results are recorded is no good. An advertiser must have faith in his product and in the force he uses to make it known.
2. Advertising, as an initial expense, is costly, although, when scientifically managed, it is in the long run economical. Therefore, if there is not sufficient money to use several papers thoroughly, the advertising should be limited to one alone. When the majority of the readers of one paper are responsive, then is the time to approach those of another. In

many small campaigns the advertisers are too adventurous. The effect is largely lost because the campaign has lacked concentration.

3. The attitude of mind of the type of reader to be convinced must be studied very closely. His habits and predilections, the class of paper that's his favorite reading, the days of the week when he is the least likely to be distracted, the time of day when he reads it, the circumstances under which he reads it—whether in a hurried journey to the office or by the fireside in his club or at home; whether once a week, on his only day of leisure, or in the evening, his only time for relaxation—all these points must be known and remembered. They affect, not only the choice of medium, but also the manner in which the advertisement is presented and the size and position of the space.
4. It is false economy to stint the money spent on filling the space when it is purchased. This is an excessively foolish habit common to too many advertisers. They will spend tens of thousands of pounds in newspaper space and gubbe over the few extra guineas for the illustration, the copy and the type-setting that would make the announcement a brilliant success. Some think that anyone can write a good copy. It is not a fact. A good copy-writer is very rare and can earn a high fee for a few lines of letterpress. The artist whose pen or brush work shows real talent and originality is again a highly paid individual; a mediocre artist is forced to work for a miserable pittance, but, however hard he may try he cannot produce that vivid little sketch which gives half the value to the space on which so much money has been spent. Good blocks and typographical arrangement by an expert are essential to good advertising. Yet enormous sums are wasted each year on space which is only partially productive because of the commonplace work put into it in order to "save expense." The only advertising that is costly is advertising that fails to sell the product in ever-growing quantities. In America the cost of a good drawing or the fee of a good copywriter is seldom questioned. Americans know that a mediocre manner of presentation wastes more of the money spent on the space.

When the press is used by governments for the distribution of facts of public interest it will become an even more powerful and universal source of education. It is possible that with such a development the editorial will be entirely devoted to news and entertainment. All that is informative, whether political, social or commercial, will be dramatized, epitomized and paid for by the government or the ministry, the public department or the society interested in the distribution of such intelligence. The influence

of the leader writer is already waning. He is too wordy, impersonal and non-committal to be the power he was in the past. People will take note of facts; they are disinclined to pay much attention to expressions of personal opinion. They look more and more to their papers for news and less and less for views; and it is the news value of advertisements that makes them so much more alluring than they used to be.

The press gives us the most effective method of reaching the shortest number of people in the shortest space of time for the least amount of money. Nothing is ever likely to surpass it as a means of making known.

WHAT PRICE FIRES

The record shows that nearly 15,000 persons were burned to death last year, and more than 16,000 were injured by fire. Of these persons, 80 per cent were dependents—mothers, children, and inmates of state institutions.

With a total of \$548,810,639 the property loss was the highest ever recorded for the nation—an average of \$1,503,590 a day, or \$1,044 for each minute of the year. That property loss of more than half a billion is more than three times the amount of the Chicago fire loss, and more than any other country has ever endured in one year. Ten years before, the property loss was \$221,437,000—a figure indicating that the United States is now burning more than \$2 where it once burned only one. What will the loss be for 1934?

Fire departments and water supplies are maintained at a cost of another half-billion dollars a year, so that a billion dollars is paid every year to keep fires down and out. If that billion dollars of tribute money were piled up on one side of a road to be paid one dollar at a time on the other side of the road, and if one man began the job, carrying a dollar across the road every minute, day and night, the payment would require twenty-seven generations of men, each man living to the age of 70, which means that if the work had been begun twenty-two years after the birth of Christ, it would have been completed just last year. But fire collects a billion dollars from the American people in one year.

That towering pile of dollars would pay for nearly three Panama canals, would pay the salaries of all the teachers and school superintendents in the United States for a year and a half, or would keep the postal service going for nearly two years. Economy and patriotism would be well served could the American people declare "Millions for fire prevention, but not one cent for tribute."—Nation's Business Magazine.

FOR DRY CLEANING & DYEING RUG CLEANING & CURTAIN STRETCHING THE RELIABLE LAUNDRY PHONES 178-179

Phone Highland Park 1442

Charles Broms
LANDSCAPE GARDENER
Care of Lawns, Shrubs, Flowers and Gardens
Black Soil and Manure
Shrubs, Evergreens and Perennials
278 BEACH STREET

Telephone Kildare 3499

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Repairing, Cleaning and Remodeling
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After 6:30 by appointment

New State Bank Building
Rooms 8 and 9
Telephone Highland Park 1990

D. L. MUSTRIC BEAUTY SHOPPE

When There Is Plenty

of coal, and few orders for it, prices are lower than when the orders are plentiful and the coal is in greater demand.

Idleness is costly to all concerned; to business men who must pay wages and overhead, to users of coal who must pay higher prices when business comes back with the cold weather.

When coal is plentiful, why not take advantage of our lower prices? Get your order in now, during the late spring and early summer months at a material saving. Phone us for prices.

FRANKLIN COUNTY COAL MACDOWELL COUNTY POCAHONTAS
LEHIGH VALLEY ANTHRACITE CHICAGO SOLVAY COKE
BLACK SOIL & MANURE BUILDING MATERIAL

FRANK SILJESTROM
148 North First Street
Telephone 65