

hearing will be... Appeals on... the second floor... of the Village... for the consid-... change. All... then be heard as... of making such

OTHER GIVEN... proposed change... examination by... Office of Village... during business... day of October.

id. Illinois, this... 1925... TMM... ODER... RUSSO... DAHL... MPSTEAD... of the Village of... 35

ba... buch—

te's no use... up it, with... Farm Sau-... menu. Fresh... over coun-... flavor that... heart. Sau-... little sau-... about Jones... Sausage... heat cakes!

Farms, Inc.,... Wis.

ES

FARM SAGE

ONES

any

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EUROPEAN EDITORS LACKING INITIATIVE

SAYS JOURNALISM EXPERT

Harrington Tells Medill School Students Some Experiences of His Trip Abroad; Advertising

European editors lack the knack, initiative and the purpose to turn out newspapers approaching their American contemporaries in size, news interest or for general information, Director H. F. Harrington told students of the Medill school of journalism of Northwestern university recently in an address based on his recent tour of Europe. Professor Harrington's topic was "A Newspaper on the Wing," and his address sparkled with interesting bits regarding the output of the press overseas.

French Advertising
"Advertising as practiced by the French continues to amuse an American by its startling novelties—quite apart from the field of journalism," said the speaker. "I recall walking down a Paris boulevard and being brought to a standstill by the sight of a man dangling by the neck from a rope suspended from a great billboard high above the street. His body swayed crazily in the wind, attracting the attention of hundreds of passers-by who stood gaping below. Then I discovered that one arm pointed to a huge sign advertising a new product for sale—and that I had been hoodwinked into attention. I remember, also, seeing a man sitting at a table in an open-air Paris cafe, his bald pate covered by a lettered eucalyptus to use a certain hair restorer. Rubber-headed roustabouts supplied with red feathers bearing the name of a proprietary article for sale also strolled Paris streets this summer, busy at their pastime of attaching these feathers to the clothing of pedestrians. The barbed points made such holes and caused such annoyance that the feather crusade was speedily stopped by the police.

"The American style of advertising is making slow headway in French newspapers, since many a French shop-keeper prefers to dramatize his bids for trade in flesh in blood. Doubtless the meagre amount of profitable advertising in the average Paris newspaper makes necessary recourse to other mediums of revenue such as press-agent "puffs" and suppression or playing up of savory scandal, all of which bring their price."

Propaganda Disappearing
Professor Harrington found, he said, military propaganda almost disappearing in France, and then gave an interesting bit about the success of the temperance experiment in Sweden. He described the Stockholm plan of licensing hotels and restaurants to sell liquor only to tax-payers and those whose records on other scores are good, and said that over a ten-year period drunkenness in Sweden has been reduced 70 per cent, and is now considered a social disgrace.

In Scandinavian
There are spots of great interest in Scandinavian journalism, Director Harrington stated.

"In Norway I found newspapers cheap and numerous, though small, and the intelligence of their readers high," he said. "Advertising is printed as such, and not sandwiched in among the news stories. Divorce is not considered a subject for print, and if incorrect information is published concerning a man he is entitled by law to a printed correction in the same type and position as the original story.

"I think of our small-town newspapers, which stud the United States, dealing as they do with "local" news as probably the most typical exponents of American journalism. They are truly provincial, whereas many foreign papers are narrowly national, political, class-minded. Our well edited "community" newspapers made up of the activities of average folk have no counterparts abroad."

ANALYSES CAUSE AUTO ACCIDENTS

Secy. Emerson Gets Line on This From Experience in State of Massachusetts

In calling attention to the necessity for greater caution in the operation of automobiles on Illinois highways, Secretary of State Louis L. Emmerson today pointed out the result of the analysis of highway accidents by the state of Massachusetts.

"This analysis shows," he said, "that the greatest number of accidents from any single cause result from too fast driving and the next greatest number from inattention on the part of the driver."

Other causes in the order of their importance are: child darting in front of a moving vehicle; pedestrian running across street; intoxicated operator; pedestrian stepping from behind a vehicle; driving on the wrong side of the road; confused operator; defective brakes; inexperience; driving too close to other vehicles; obstructed view.

"Other analysis show," Secretary Emmerson adds, "that 49 per cent of accidents are due to the fault of the operators, 43 per cent to the fault of other persons, 2 per cent to defective equipment and 6 per cent to other causes not listed."

SOIL CONSERVATION IS MOST IMPORTANT

Secretary of Interior Work Is of Opinion That It Should Have First Place

Economy and conservation are closely allied, and the most important work of conservation is the saving of the fertility of our soil according to Dr. Hubert Work, Secretary of the Interior in an interesting article in the current issue of the National Republic.

After citing what the government is doing to conserve what are commonly called our national resources, Secretary Work says:

"Conserving the fertility of the soil, however, is of far greater moment. The farmer's place in conservation is fundamental, for all branches of human industry eventually trace back to the farm. No other single product compares in value to the farm crop. Older nations have gone blindly on and exhausted their soils of that inherent fertility, stored up through millions of years of sunshine, rains and decaying vegetation. Now their soils serve only as a base and must be fed each year with its food to produce human food, the sun and rain and labor supplementing fertilizer in the soil. The same processes are being adopted in the eastern United States. The west has this priceless inherent asset of the soil and should preserve it, for it is fundamental to its moral, social and economic integrity.

"This soil problem is not new. George Washington sought to arouse public interest in the conservation of the soil. He condemned the agricultural practices of his day as miserably defective, and prophesied that a few years more of increased sterility will drive the inhabitants of the Atlantic states westwardly for support."

HUGE SUM USED IN BUSINESS IN U. S.

Five Billions Utilized in This Line in Year Declares Statistical Shark

Five billions of dollars in cash are used to carry on business in the United States and the share of each man, woman and child in the country is \$45, according to President Chapline, of La Salle Extension university.

"Total stock of money in the United States is about \$9,000,000,000," he said. "About \$4,000,000,000 is kept in reserve and the remainder flows, or rather whizzes, around the country at a rate of speed not equaled by the Niagara Rapids. At the rate of earned income last year the entire

flood of money must swish fourteen times a year through the pockets of all the gainfully employed persons in the United States.

"The golden flood must hurl itself from place to place fast enough to furnish working capital for industry and agriculture capitalized at \$125,000,000,000. Every dollar in the United States has to do the work of \$40 at high speed.

"This is why such a thing as a 'buyers' strike' would paralyze industry and business. It is why the science of business management, accountancy and sales promotion has such tremendous importance. Keeping the money flood moving and directing its course is the most vital function in modern business life. The United States is so rich and successful because money moves faster here than it does anywhere else on earth."

FAMOUS BRONZES AT SESQUICENTENNIAL

Works of Rodin to Be Exhibited at Great Exposition in Philadelphia

Millions of art lovers visting the Sesquicentennial International Exposition, at Philadelphia in 1926, will feast their eyes upon a collection of ninety-eight bronze works of the late Auguste Rodin, recently purchased in Paris by Jules Mastbaum, of Philadelphia, who has made repeated visits to the Musee Rodin and also to the grave of the world-famed sculptor.

Mr. Mastbaum says Mayor W. Freeland Kendrick, president of the Sesquicentennial Exhibition association, will have a place provided for the collection in a separate wing of the Palace of Liberal Arts. The purchase of these bronze casts from the Minister des Beaux Arts has been a matter of long and careful negotiations. The price paid has not been divulged, but it is said to have been large.

The collection includes "The Thinker" and all the best-known of Rodin's master-pieces, and it is a far more complete collection than Thomas Fortune Ryan's recent gift to the Metropolitan Museum of Art, New York City.

When asked what he will do with the collection after the Sesquicentennial is over, Mr. Mastbaum said: "It shall eventually become the property of the great and good people of Philadelphia—my fellow citizens."

The country has greatly improved water supplies, but it seems impossible to persuade some persons to drink thereof.

Silence is said to be a fine art, but Cal Coolidge seems to be the only man who has got elected by practicing it.

The girls are getting so alluring that an eligible bachelor has reason for thankfulness if he is near sighted.

The speeding motorists should not step on the gas merely because they see a few timid pedestrians trying to cross the street.

Claimed that home must shape the character of the young, but most of the young are not home enough so you can do much shaping.

The politicians claim to wear no man's collar, but they will have to put one on to make good with the women folks.

The rah rah boys at the colleges seem very wise and sophisticated, but it is not long since they were "da da" boys sucking milk out of a bottle.

Public Typist

16 North Sheridan Road
Second Floor

Mile Merchant's Spotless Cab

This is the Cab of Spotless Mien
That's always spic and span and clean;
The Spotless Cab of great renown,
Designed to serve this bustling town.
With soap and brush, inside and out,
We put the germs and dust to rout.

Yellow Cab Co.
Highland Park 2000

The HUMPHREY Radiantfire



Now You Can Have all the Heat You Need

Wherever there is a fireplace—wherever you have a room that is not adequately heated—wherever you want the charm and comfort of a grate fire without any of its inconveniences, you need a Radiantfire.

This wonderful new discovery brings to you Nature's oldest and most efficient form of heat—radiant heat—the pure and wholesome heat by which the sun warms the earth.

The Radiantfire burns gas and costs less than four cents an hour to operate. Absolutely odorless. No fussing with kindling, no smoke, no dirt—just complete fireplace satisfaction.

There is a Size and Style of Radiantfire to Meet Every Requirement. See the Attractive Designs in Our Showroom.

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