

The Highland Park Press

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THURSDAY, JUNE 3, 1926 NUMBER 14

VALUE OF ADVERTISING

Newspapers of the United States carried \$720,000,000 worth of advertising during the year 1925, according to William A. Thompson, director of the bureau of advertising of the American Newspaper Publishers' association, who testified recently before the Federal Trade commission. Of this amount \$500,000,000 was spent in local advertising, the remaining \$250,000,000 representing the amount spent in advertisements of national circulation.

These figures show something of the faith that the American business man has in the value of newspaper advertising. This form of publicity must pay, or the advertisers would not be spending three quarters of a billion dollars annually on it. The keen business leaders of America do not put money in losing ventures.

It is doubly significant that two-thirds of this great sum, a half billion dollars, went into the so-called local newspapers, while only one-third of the amount went into the national publications.

Evidently it pays not only to advertise, but to advertise in your local newspaper. When we think of the value of the local newspaper, we usually measure it in terms of its worth as a collector of news and a moulder of sentiment in the community. But the value of a newspaper as an advertising medium is great, too, not only to the business man, but to the general public. It is through advertising in his local paper that the progressive merchant gets his goods before the people. And it is by reading the advertisements that the public learns where it can spend its money economically for reliable goods of the kind it wants.

Telephone H. P. 357

Dr. J. W. SHEDD
DENTIST

47 St. Johns Avenue
HIGHLAND PARK ILLINOIS

CEMENT BLOCKS

Orders filled on short notice

Earl R. Frost

PANEL FACE, ROCK FACE, PLAIN
Phone Deerfield 275 Deerfield, Ill.



Purer Because Carbonated

50c

Full Quart Brick

SPECIAL
This Week
CHERRY NUT BRICK ICE CREAM

HYDROX

Division of National Dairy Products Corporation

Tenestra Casements



Make Brighter Rooms, Properly Ventilated

Close in Your Houses Sooner

Fenestra steel casements are installed as soon as the walls are up. Stocked in standard sizes, for quick delivery.

Fenestra comes completely assembled and with a priming coat of paint. These beautiful modern windows have many practical advantages for every owner and builder. But they cost no more than ordinary windows. See them here today.

HIGHLAND PARK FUEL CO.
112 North First Street
Telephone H. P. 335

ZION LUTHERAN CHURCH

West Central avenue
W. F. Suhr, pastor
Sunday school, 9:30.
German service, 10:30.
English service, 11:00.
Tuesday: Adult Confirmation class at the parsonage.
Tuesday: Meeting of the Dorcas Circle at the home of Mrs. Ray May, 444 St. Johns place.
Thursday afternoon: Ladies' Aid meeting at the home of Mrs. Fred Lindstrom, 643 Homewood avenue.
A meeting of the teachers of the Sunday school will be arranged for on Sunday.

GRACE M. E. CHURCH

W. B. Doble, Minister
Sunday, June 6:
9:30—Sunday school
10:45—Morning worship. Celebration of Lord's Supper.
6:30—Epworth League
7:45—Evening service.
Wednesday, June 9:
8:00 p. m.—Mid-week service.

TRINITY EPISCOPAL CHURCH

The Rev. George Sherman Keller, Rector.
The Rev. Peter C. Wolcott, Rector Emeritus.
Holy Communion at 7:30.
The Church School at 9:30.
Matins and Sermon at 11:00.
(The first Sunday in the month, and Festivals, for Communion).
Evensong at 5:00.
Thursday and Holy days, Holy Communion at 10:00.

"Ancient and Modern Necromancy, Alias Mesmerism and Hypnotism, De-nounced" was the subject of the Lesson-Sermon in all Churches of Christ, Scientist, Sunday, May 30.

The Golden Text was from I Peter 3:12, "The eyes of the Lord are over the righteous, and his ears are open unto their prayers: but the face of the Lord is against them that do evil."

Among the citations which comprised the Lesson-Sermon was the following from the Bible: "Put on the whole armour of God, that ye may be able to stand against the wiles of the devil. For we wrestle not against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this world, against spiritual wickedness in high places. Stand therefore, having your loins girt about with truth, and having on the breastplate of righteousness; Above all, taking the shield of faith, wherewith ye shall be able to quench all the fiery darts of the wicked" (Ephesian 6:11, 12, 14, 16).

The Lesson-Sermon also included the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy: "Erring human mind-forces can work only evil under whatever name or pretence they are employed; for Spirit and matter, good and evil, light and darkness, cannot mingle. Evil is a negation, because it is the absence of truth. It is nothing, because it is the absence of something" (p. 186).

H. P. PRESBYTERIAN CHURCH

Friday:
4:00—Lewa Camp Fire
Saturday:
1:30—The Happy Blue Birds will give a party to the children at the Dorcas Home.
Sunday:
9:45—Church school.
10:00—Adult Sunday morning class
11:00—Morning Worship. The Sacrament of the Lord's Supper will be observed.
6:00—Young People's Society Beach Party.

ZION LUTHERAN

West Central avenue
W. F. Suhr, pastor
German service, 10:30.
English service, 11:00.
Evening service, 8:00.
Holy communion will be celebrated at the morning service (English).
Announcements may be made on Friday afternoon or evening at the parsonage.
Today (Thursday) the Ladies' Aid meets at the home of Mrs. Fred Lindstrom on Homewood avenue.
Monday, June 7: Meeting of the church council at the parsonage.
Wednesday, June 9: Meeting of the Concordia in the assembly room.
Thursday, June 10: Meeting of the Luther league in the assembly room.

CARD OF THANKS

We wish to extend our sincere thanks to relatives and friends for the sympathy and beautiful floral offerings tendered us during the recent bereavement of our dear husband and father.

Mrs. W. F. Ahrens, and family. 14

While many schools are exhibiting the clever handwork of the pupils, many students seem more interested in producing footwork at the dances.

FIRST UNITED EVANGELICAL CHURCH

Green Bay Road and Laurel Ave.
Rev. F. R. Cardwell, Pastor
9:30 a. m.—Bible school. There is blessing for all who attend.
10:45 a. m.—Morning Worship.
Sermon by the pastor.
7:00 p. m.—Christian Endeavor. Topic, "How May We Create and Spread Happiness?" Leader, Mr. Erwin Dreiske.
7:45 p. m.—Gospel service. Inspirational singing and Bible sermon.
Weekly prayer service, Wednesday evenings at 8:00 p. m.

BETHANY EVANGELICAL CHURCH

Second Street near Laurel Avenue
J. G. Finkbeiner, Minister
9:45—Sunday school session. Classes for all ages.
11:00—Morning worship. Special music.
8:00—The service will be under the auspices of the Young Peoples Missionary Society, and Miss Lulu D. Ervin of the American Mission to Lepers will give an address on her work among the lepers.
Mid-week services every Wednesday night.
Bishop S. P. Spreng of Naperville, Illinois, delivered an eloquent and helpful sermon last Sunday night.

CHRISTIAN SCIENCE

First Church of Christ, Scientist, Highland Park, Ill., 381 Hazel avenue, a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass., holds services every Sunday morning at 10:45 and on Wednesday evening at 8 p. m., when testimonies of Christian Science healing are given. Sunday school meets at 9:30 a. m. and is open to pupils under the age of twenty.
Subject for next Sunday's lesson: "God the Only Cause and Creator."
You are cordially invited to make use of the reading room, 361 Central avenue, which is open every week day from nine in the morning until six in the evening and on Sunday afternoon from 2:30 to 6:00.

JOHN ZENGELER

Cleaner and Dyer

25 North Sheridan Road

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Telephone H. P. 100

Moth-Proof Your Clothes This NEW Way

No longer is it necessary to bother with heavy, awkward cedar chests—no longer must you stuff your garments into a cedar chest, because of the lack of storage space.



We have developed a new form of clothes protection that is the best and most economical form of year round protection.

Just tell us, when you send in garments to be cleaned, that you want to store them. We will deliver them, separately enclosed, in Sanitex moth-proof, cedarized bags which will keep your garments absolutely safe from moths and free from dust.



Call us up. Moth-proof your clothes in the new way; it is the best form of garment protection.

RELIABLE LAUNDRY

618 N. Green Bay Road

"Dry Cleaners as Well as Launderers"

Highland Park, Illinois

Telephones 178-179

Henry C. Lytton & Sons

STATE and JACKSON—Chicago

ORRINGTON and CHURCH—Evanston



In Our New Evanston Shop—

Krinknot Cool Summer Suits

of a Wiry, Porous Worsted That Will Not Wrinkle—2-Piece—Silk Lined

Tailored according to the strictest custom standards, Krinknot Suits offer everything that can be had in the finest Suits of heavier woollens—plus real summer comfort. The wonder is that a weave so light doesn't pull or stretch. It is the only perfect fabric for smart Summer Clothes. Krinknot Suits are exclusive with us.

\$65

Blue Flannel Coats and Gray Flannel Trousers . . . \$27
Tropical Worsted and Linen Suits . . . \$22.50 to \$50
Mohair Suits in blue, black and colors . . . \$22.50 to \$45
Palm Beach Suits with 2 trousers . . . \$22.50
Tan, Gray and White Flannel Trousers . . . \$8.50 to \$15