



“My little boy knows more about the radio than I do.”
“Mine knows more about it than the manufacturer.”
Spur

RADIOS WILL NEVER SATISFY SOME WOMEN UNTIL THEY BROADCAST PERMANENT WAVES!

Teacher: Use the word ‘coral’ in a sentence.
 Pupil: Me and Johnny had a coral and Johnny hit me.
—American Speech.

Motorist (angrily): Don’t stand there. Go fetch the village doctor, you fool!
 Village Idiot: Can’t sir. You’ve run over him.
Canadian Magazine

Photographer: Mounted or otherwise?
 Man: Well, I’ll take it mounted, but I don’t know what my wife will say. She’s never seen me on a horse.
Abels Photographic Weekly

A druggist read this note the other day: “My baby has et his father’s parish plaster. Please send an anecdote quick by the enclosed girl, also send a bottle of O Dick alone, as I am a little historical.”
Toronto Telegram

Diner: I’ll have some pork chops with fried potatoes and I’ll have the pork chops lean.
 Waiter: Yes, sir. Which way?
 Blondes are said to be disappearing but we need not worry, they’ll be back again next year.
Niagara Falls Review

As a sporting proposition, we suggest that Europe send us the channel in lieu of her war debts.
Shoe and Leather Reporter

Waiter: Did you ring for me, sir?
 Man at table: Ring for you? Good gracious no, man! I was tolling the bell for you! I thought you were dead.
American Funeral Director

He: He niece is rather good looking.
 She: Don’t say knees is, say knees are.
Leatherneck

If the moon had a baby, would the sky rocket?
Abbey Student

“Your dog license expired July 31st,” wrote the license man.
 “So did the dog,” endorsed the wise crack.
Our Navy

Alpine Climber (who is hanging desperately to the cliff over which he has fallen) to guide: “If you have a moment to spare, drop me a line.”
Bystander

Hopeless Pupil: When I become a musician, I will owe it all to you, professor.
 Professor: No, I am sorry, but my fees are payable in advance.
Canadian Magazine

He: Do you think your father will object to my suit?
 She: I don’t see why he should. He wears one almost as mad.
—American Sheep Breeder and Wool Grower.

Landlady: You seem to be music-ally inclined, Mr. Jones. So often I hear you singing when taking your morning bath.
 Roomer: I do enjoy music, indeed, Mrs. Smith. But the reason I sing when taking my bath is that the door don’t lock.—*American Sheep Breeder and Wool Grower.*

Clothes make the man, say the tailors, and the absence of them seems to make the woman.
Calgary Herald

Some relatives are well to do. Others are hard to do.
 You can’t keep a good man down, said the whale to Jonah.

Average length of man’s arm is 36 inches. Average circumference of a woman’s waist is 36 inches. Ain’t nature wise?
 Some cooks leave. Others don’t leave much.
Our Navy

Nothing can be preached more and practiced less than state’s rights.—*Ohio State Journal.*

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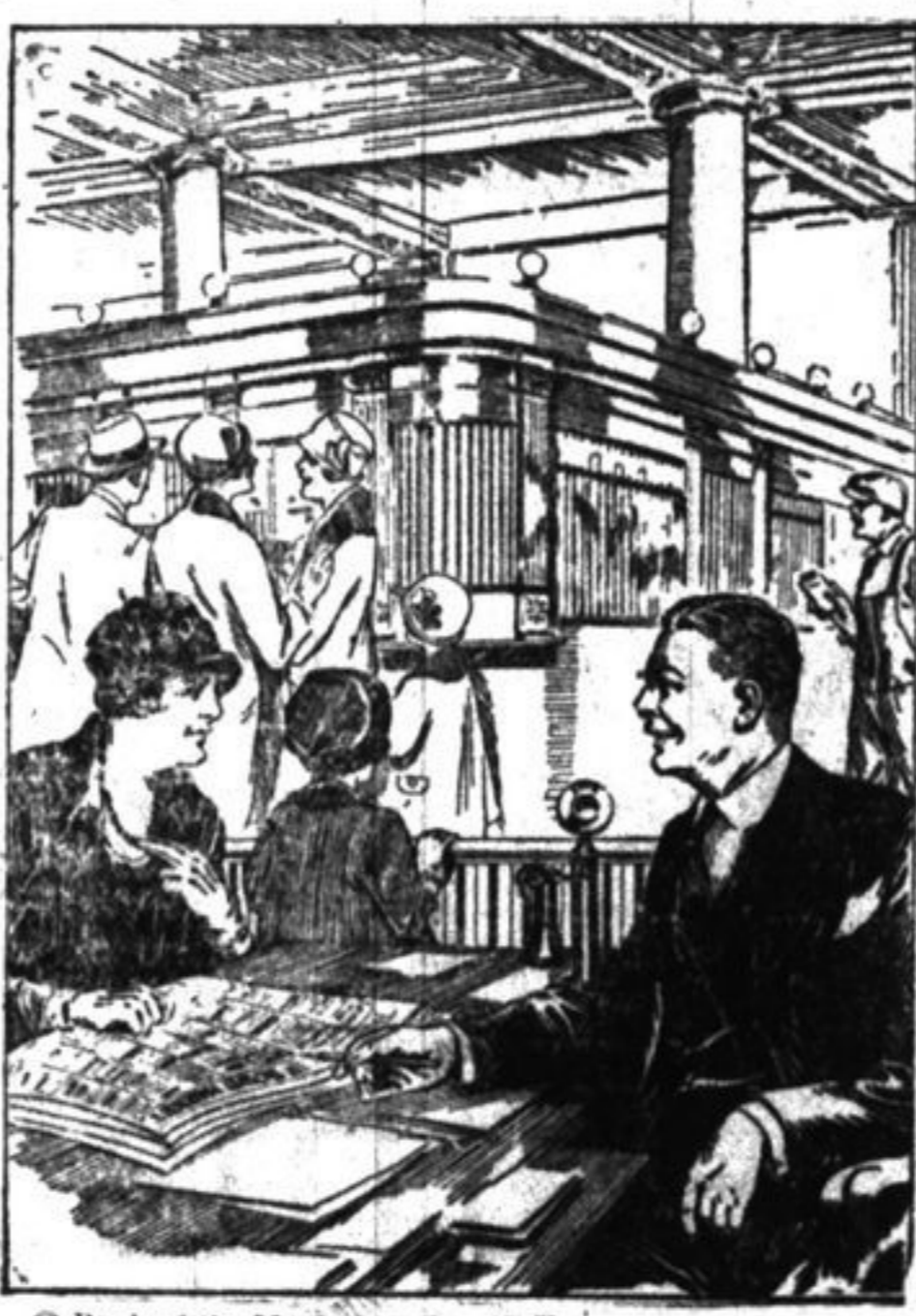
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“NEWS and PROGRESS” No. 5
 ECONOMIC SIGNIFICANCE AND SERVICE OF THE AMERICAN NEWSPAPER AND NEWSPAPER ADVERTISING—From latest volume in *Manhattan Library of Popular Economics*, republished in serial form through courtesy of Bank of the Manhattan Company, New York.

SELLING SERVICE AND IDEALS
 S the market place of the community the advertising columns of the newspaper do save time for the shopper; they do lower prices to the buyer; they do insure larger income to the merchant. Yet significant as these services are, they yield even greater values which, while ultimately social in their outcome, are founded upon a firm economic basis.



For example, if America has become a nation of home-owners, it is due in large measure to the persistence with which the desire for home-ownership has been stimulated through newspaper advertising. It was only a few years ago that the real estate business moved slowly along in a succession of individual transactions, until dealers awakened to the possibility of making their offerings known simultaneously to multitudes. A man with property to sell might rub elbows with several possible customers in the course of ten minutes’ walk, but without occult powers, how was he to know that impulses toward ownership were present in their minds? He could not buttonhole them one after another, for busy modern life does not permit it.

But finally the real estate merchant—the realtor, as he is now called—awakened to the fact that all these unlabeled passersby were alike in one important respect—they were newspaper readers. At first timidly and then more boldly he ventured into the market place of the community and took his stand. And immediately those who had homes to sell came into personal contact with those who were looking for homes to buy. Whether for purchase or renting, whether for a home or business, or ultimately for larger operation, a new interest was aroused so that today newspapers devote substantial space to all phases of real estate, both in their news and editorial columns.

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 In banking as in other fields the news and advertising columns have worked a magic transformation

Therefore, aside from contributing materially to the development of what has come to be one of the important business activities of every community, the newspaper has likewise given tremendous impetus to one of the great stabilizing influences in American social life—home ownership.

Similarly, in the field of banking and in the promotion of individual thrift the American newspaper have worked a magic transformation. Compare the atmosphere of the average bank today with that of a quarter of a century ago, before the banker had come to realize that the newspaper was a market place not merely for the products of agriculture, commerce and industry, but for service, ideas, goodwill and other intangible factors which influence the activities and promote the material welfare of the individual and the community as a whole.

as a merchandiser of service he made himself accessible to the smallest depositor. The attitude of the public toward the bank has undergone a similar change. The old feeling that the bank was an exclusive institution for the favored few disappeared when advertising brought to the public a new understanding of its service. Today, more than forty million savings bank depositors alone testify not only to this change in attitude toward the bank but also to the amazing growth of the thrift and savings idea. These savings, in turn, are producing far-reaching economic results, flowing as they do in all directions, stimulating industry, building homes and promoting the prosperity of the community and the country in a thousand ways.

The public utility field offers still another striking example of how the newspaper as the market place of the community has been utilized not only to sell goods and service, but to promote popular understanding and good-will. There are few, if any industries, unless agriculture

may be so classified, in which the aggregate capital employed exceeds that of the five important utilities which supply electricity, gas, water, street railway and telephone service to the local communities of the country. It has been estimated that newspaper advertising has shortened by one-half the process of selling the services of such utilities.

LOCAL FOLKS By J. C. LAEGELER

THEIR SOGA GLASSES ALL ARE CLEAN!
 OH! I KNOW THE PLACE YOU MEAN
 THEIR SMOKES AND CANDY BOTH ARE FINE.
 I ALWAYS SAY—IT’S THE SHOP FOR ME!
 THEIR SERVICE IS POLITE, THEIR GOODS AND PRICES ARE RIGHT!

AT LAEGELER’S PHARMACY THE RETAIL STORE
 THE SHOP YOU’LL LEARN TO LIKE A LOT!

You have heard folks say that about this drug store — that it is a shop they’ve learned to like a lot. You’ll learn to depend upon us for comforting things.

1c Sale Soon
 Delivery Service — Telephone 222 or 1400

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and of course... The steel used in the New Essex steel body is of the same quality and gauge used in cars costing \$4000 and upward.

A. W. PERSON
 29 South Second Street Phone 2492

The Purdys by Paul Robinson

PUBLISHERS: AUTOCASTER SERVICE REG. U.S. PAT. OFFICE

WHAT’S THE MATTER?
 JUST LOOK AT THIS HAND EMBROIDERED TOWEL AUNT EFFIE GAVE ME FOR MY BIRTHDAY! IT’S RUINED—RUINED!

WARREN! COME IN HERE THIS MINUTE!

GEE—NOW WHAT DIDJA DO?

—IT’S ONLY WALNUT STAINS!

THAT’S A GOOD JOKE ON YOU MAMA! THAT AIN’T DIRT

—I’VE A MIND TO GIVE YOU A GOOD TANNIN’! — I THOUGHT I TOLD YOU NEVER TO DRY YOUR DIRTY HANDS ON THOSE GOOD TOWELS!