

# Directory

## NURSERIES

Office Telephone Highland Park 34  
**F. D. Clavey**  
**Ravinia Nurseries**  
 Incorporated  
 GREENS TREES SHRUBS  
 Highland Park, Ill.

## ORNAMENTAL IRON AND STEEL

Manufacturers of  
 Ornamental Iron and Bronze Work  
 Metal Steel Fabrication Estimates Furnished

## United Ornamental Iron Works

Madison St., Chicago Tel. Main 5155  
 Harris Res. Tel. H. P. 1641

## OSTEOPATHY

### Bradley C. Downing

Monday and Friday  
 evening by appointment only  
 Phone ROGERS PARK 1009  
 MONDAY and FRIDAY  
 Loop phone Dearborn 5698  
 TELEPHONE HIGHLAND PARK 312

## PLASTERING CONTRACTORS

Telephone Highland Park 2180  
 Present Work a Specialty

### A. Noerenberg Co.

PLASTERING CONTRACTORS  
 614 Glenview Avenue

### S. T. REBLING

PLASTER CONTRACTOR  
 Interior Jazz Finishing a Specialty  
 All Kinds of Ornamental Plastering  
 Jobbing Promptly Attended to

## PLASTERING CONTRACTORS

Office 343 BLOOM STREET  
**eter H. K. Grimson**  
 PLASTERING CONTRACTORS  
 Ornamental and Decorative Plastering  
 Telephone Highland Park 530

## PLASTERING CONTRACTORS

Telephone Highland Park 801-W  
**UNSI & COMPANY**  
 Plaster & Cement Contractors  
 652 Deerfield Avenue

## PLASTERING CONTRACTORS

## PLASTERING CONTRACTORS

Telephone Highland Park 755-M  
**MES VITI & SON**  
 Plaster and Water Pipe Contractors  
 Home Service  
 Drainage and Catch Basins  
 P. O. Box 168, Highland Park, Ill.  
 IRIE AVE. HIGHLAND PARK, ILL.

## SIGNS

## S-I-G-N-S

ANY AND ALL KINDS  
**W. B. Freeberg**  
 Central Ave. Tel. H. P. 2443-939

## SMITH METAL WORKS

In rear 26 N. Sheridan Rd.  
 Phone H. P. 2556

### A. ROBERTS

Copper, Sheet Iron and  
 Furnace Work  
 Central Av. Tel. H. P. 2164

## TAILOR

### E. NELSON

Cleaning - Pressing  
 Tailoring and Repairing  
 Estimates called for and delivered  
 495 35 S. St. Johns Ave.

## UNDERTAKERS

Telephone Highland Park 299

### M. PRIOR CO.

GENERAL DIRECTORS  
 Private Ambulance  
 Sheridan Rd. H. F. Kelley, Mgr.

## UPHOLSTERING

88 Central Avenue

### STONEWALL

REAL UPHOLSTERY JOB  
 CURTAINS - WINDOW SHADES  
 Upholstering - Furniture Repairing  
 Call  
 Telephone Highland Park 575

## IS CAR READY FOR WINTER DRIVING?

### NOW IS TIME TO PREPARE

Hints Offered by Motor Club  
 Expert of Value to Owner  
 of Automobile; What  
 Is Necessary

Now is the time to start getting the car ready for winter driving, says a bulletin issued by the mechanical first aid department of the Chicago Motor club. The hose should be in good condition and all connections should be tight. Flush out the radiator now before it is filled with expensive freeze-proof solution. Repack the water pump glands and put on a winter front before the first cold days come.

#### Tune Up Motor

Another precaution that the motorist should take at this time is to see that his motor is tuned up. A motor that is running smoothly will save the battery, and the battery is one of the most important parts of the car, during the cold weather when it is subject to additional strain. The gas tank and vacuum tank should be cleaned, as a partly clogged gas line may cause a great deal of trouble when the zero days come, especially if there is a little water in the gas to freeze.

It is also advisable to inspect the ignition points and to renew them if necessary. The starter and generator also should be inspected. The condition of the battery is important. The mechanical first aid department of the club receives thousands of calls each year from motorists whose cars are stalled because of weak batteries.

#### New Battery

If the driver feels that he needs a new battery, now is the time to get it. It is much easier and less expensive to get a new battery now than it is to be stalled some bitterly cold night this winter. See that the cells of the battery have sufficient water to cover the plates. Far too many motorists neglect this important precaution. Use distilled water in filling the batteries. After this is done, tighten all battery connections, clean the battery posts and apply vaseline.

Or possibly the lack of men at the dances is one more sign of the disinclination of the modern man for work.

Not merely did the elements create havoc in Florida, but the political elements are getting ready to create still more of it on November 2.

If the hunters feel they must start a fire somewhere, they would better stay at home and start it in the kitchen stove.

The poets have written about the old swimming hole, but it might be more useful at this time of year, if they would get up some verses in praise of Saturday night bath.

The boys are figuring how they can step into someone else's shoes, but they will come out better if they try to make some shoes of their own.

One more thing this country needs, is fewer people under the limelight, and more under the parlor lamp at home.

There is a new refrigerating plant in the White House, but President Coolidge keeps so cool that some will say that was not necessary.

Nut crop now being gathered, and the rest of the harvest will be offered in the form of bills and petitions to congress and the state legislatures.



### SCHOOL CHILDREN Need Bowman's Milk.

SCHOOLWORK takes its toll of energy. And so does romping, romping play. Offset this daily fatigue with Bowman's Milk. It is rich in body and bone building elements, rich in the vitamins that promote robust health.

Bowman's Milk is whole milk—just as rich in cream as when taken from the cow. And it is fresh! One taste of its delicious natural sweetness will convince you of that. Try it today. You'll be delighted with it. Remember there is no substitute for fresh milk.

Telephone our nearest distributing station or order from one of our courteous milkmen.

Telephone  
 H. P. 2700

Insist on

# Bowman

DAIRY COMPANY

# Milk!

For 51 Years the Standard of Quality

DR. MELVIN B. HASBROUCK  
 Osteopathic Physician  
 333 PARK AVENUE  
 Glenview, Illinois  
 Tel. Glenview 43 Hours by appointment

DR. CHARLES E. GEISSE  
 Osteopathic Physician  
 General Practice  
 16-18 N. Sheridan Rd.  
 Tel. H. P. 1542; Wilmette 2952

## "NEWS and PROGRESS" No. 6

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.

### SERVING THE COMMUNITY

ONE cannot travel about the country without being struck by the great individuality of its cities, big and little. If there is anything which distinguishes the average American, it is his aggressive loyalty to his own home town.

Therefore, it is not astonishing to find that every community, save the very smallest, has at least one voice—the voice of its newspaper. There are nearly 14,000 such voices in 10,000 different communities, and in their printed columns the spirit of each place is expressed. These columns focus what may be called the accumulated town purpose in realizing local ambitions. Whatever they may be, it is through the newspaper that knowledge of community purposes is disseminated and ideas are unified.

Thus, while most vocations are more or less private, newspaper publishing is necessarily charged with a public interest. This has been true from the earliest days. When one of the first papers in the then (1804) wilderness of Indiana made its bow, the editor stated its object to be "to collect and publish such information as will give a correct account of the production and natural advantages of the territory." In other words, he proudly proclaimed himself a "booster," although the word had not yet come into vogue. This ideal persists today; it expresses itself in making the paper not merely a chronicler of the news, but also a leader in organized movements for community betterment.

For example, in one town a public-spirited editor labored for years to awaken his city from the spirit of apathy that checked all progress. This town was lagging far behind in civic advancement, its roads were poor, its schools antiquated, its business section woefully behind the times, and its parks and public buildings shabby. Worst of all, its affairs were in the hands of those who seemed entirely lacking in desire for improvement.

Conditions like these might have daunted the bravest. But an editor is not just one man; he speaks through his newspaper. When the proper spirit animates it, a newspaper is a host of men, for it mobilizes the best citizens of the community into a force for progress. So in issue after issue, year after year, this newspaper consistently and constantly centered its efforts to awaken the whole community to its shortcomings and its opportunities.

At last it won. Today the old stagnation has been transformed into a wave of prosperity. New schools, new stores and factories, new homes, new streets and parks and the innumerable other improvements that reflect an American community at its best, all attest the power of newspaper leadership.

Again, the publisher of a large city newspaper in the heart of the Great Wheat



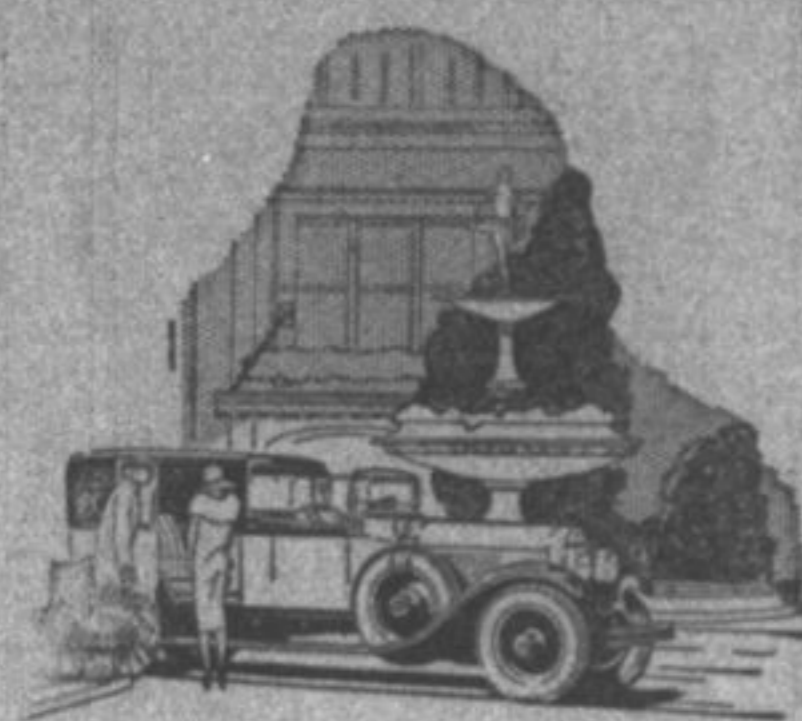
Bank of the Manhattan Co., N. Y.  
 The newspaper mobilizes the best citizens of the community into a force for progress

Belts devotes columns of his paper to consideration of the problems of wheat farmers. This newspaper prints for them information it has gathered from every available source, all as it may help them to solve their particular problems and otherwise improve their economic condition. Not satisfied with precept, this publisher devotes his own 3,300-acre farm to practical experiment. Whatever knowledge he gains, he makes available to the agricultural section which his newspaper serves. As a result this entire community has made definite and visible progress.

In 1925 a Community Service Contest was held under the auspices of the Wisconsin Press Association and the award recognized the conspicuous service of editors in the following order: first, for "waking a community consciousness and purpose;" second, for organizing an area rubber test for cattle; third, for giving effective support to seven different community projects; and fourth, for performing thirteen separate services.

How the newspaper finds its own reward in joint expansion with its own community is indicated by another instance. Toward the end of 1925 a newspaper in a

## READ THE PRESS WANT ADS



To the splendid performance of the New, Improved Cadillac, the Evanston Branch adds a service of more than general completeness.

Motor cars always need service. Without it, none of them can long give the satisfaction which their owners rightly expect.

It is because Cadillac Motor Car Company fully appreciates this that it has built and equipped the most complete service station along the North Shore — the Evanston Branch.

CADILLAC MOTOR CAR COMPANY, EVANSTON BRANCH  
 Division of General Motors Corporation  
 1810 Ridge Avenue, Evanston  
 University 8600 Rogers Park 9133

# CADILLAC

In celebration of the impending Army-Navy football game to be played this year for the first time in the Middle West, Wednesday, October 27, has been set aside at Great Lakes Naval Training Station as a wonderful gala day. The public is invited on that day to a spectacular all-day pageant—with parades, games, races, war-time maneuvers—a rare exhibition of naval splendor and naval strategy. Remember the day—Wednesday, October 27. Don't miss this great event. The North Shore Line, with frequent train service, will take you direct to the Great Lakes Naval Training Station.



# NORTH SHORE LINE to Milwaukee

NORTH Shore Line offers you a distinctive and unequalled transportation service to Milwaukee.

There is a fast train every hour.

Trains operate into the very heart of the city, saving you time and taxi fare. Located at Sixth & Sycamore, our Milwaukee terminal is convenient to everywhere.

Electrically-operated, North Shore Line trains afford the utmost in cleanliness and travel comfort. No smoke, no cinders. You reach your destination fully refreshed, in tip-top condition for a day of successful business or pleasure.

The next time you go to Milwaukee, take advantage of the superior service afforded on this high-speed, electrically-operated railroad.

Note: Seven Milwaukee-bound trains operate each day via the Shore Line Route, stopping here for passengers. At other hours, Shore Line Limited trains operating to Waukegan make direct connections at North Chicago Junction with Milwaukee Limiteds operating over the Skokie Valley Route.

For schedules, fares and other information, inquire at ticket office.

**Chicago North Shore & Milwaukee Railroad Co.**  
 The high-speed electrically-operated railroad

Highland Park Ticket Office

Telephone 140