

# The Highland Park Press

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THURSDAY, JANUARY 13, 1927

NUMBER 46

## ADVERTISING A NEW SCIENCE

One of the newest sciences which we have with us is the science of advertising. And advertising has really come to be a science. It is no longer conducted in a haphazard way. Men of brains and ability have studied it and have evolved plans which bring about the greatest amount of good through advertising, benefit to the public as well as to the advertiser.

It is pleasing to know that men everywhere are beginning to appreciate the great part of good which advertising plays in our everyday life. That we do not yet fully appreciate this good, however, is evidenced by the fact that only a small percentage of the potential advertisers avail themselves of its assistance.

In a recent address, President Coolidge pointed to the fact that we are still apt to place too low an estimate on the subject of advertising. Mammoth factories and great transportation systems impress us when we come in personal contact with them, the President said, but we have not yet come to appreciate the great business which greets us through the advertising pages in the newspapers and periodicals of the country. Yet even the most casual examination must point out to us, the President added, that advertising has now become a great business.



Save next Tuesday evening, Jan. 18, and go and hear Mr. Max Mason, president of the University of Chicago, who is to speak at the Highland Park Woman's club on "Substitutes for Experience." This is an open meeting and all interested are invited to come, the time is 8 p. m.

The Denzel twins, Margaret and Katherine celebrated their birthday Sunday by entertaining a number of friends at dinner and the theater.

Mrs. H. G. Norkett, assisted by Mrs. J. G. Finkbeiner, Mrs. Armentrout and Miss Helen Hill will entertain the Philathea class of the Bethany Evangelical church next Tuesday evening.

Mrs. Fred Schaefer left Tuesday for Orlando, Fla., where she will visit her daughter, Mrs. John R. Bare, indefinitely.

Miss Marie Berlin left last Monday evening for a trip to Florida. She will have the company of Mrs. Daniel Cobb and her daughter, Miss Annie, during part of her journey.

Mr. and Mrs. Frank Swanson of Lincoln, Neb., are announcing the birth of a son, Frank Herbert, born December 21. Both Mr. and Mrs. Swanson are former residents here, Mrs. Swanson being Miss Ida Naas before her marriage.

The Junior Star club will meet next Monday evening at the home of Mrs. Marguerite Johnson, 347 McDaniels avenue.

Mr. Platt's lectures in the current history class of the Night school will be discontinued.

Wednesday, Jan. 19, 10:30 a. m., at the Highland Park Woman's club, is the date of the next lecture in the series being given by Horace J. Bridges, "The Art of Renewing One's Youth."

Mrs. Elizabeth Hendricks and son, Leonard, of Ravinia, have moved to Milwaukee, Wis., where they will make their future home.

Miss Flora Levy has reopened her free kindergarten school at 816 S. Sheridan road, following its Christmas vacation.

Mrs. L. M. Bergen who has been visiting her daughter, Mrs. Charles I. Mansur, for several weeks is returning Friday to her home at Glendower, Va.

Mr. M. J. Timberlake went to Oak Park Tuesday where he attended a meeting of the G. A. R.

Mrs. Barrett of Park avenue was hostess last Thursday evening to the Worth White circle.

Mrs. Daniel Cobb and daughter, Miss Annie Cobb, left Monday for Lake Wales, Fla., where they will spend the remainder of the winter.

The annual Past Presidents night of the Sons of St. George will be held Thursday evening, Jan. 20 at eight o'clock in Anderson hall, Lake Forest. All members in Highland Park should endeavor to attend this meeting.

Mrs. P. D. Carey of S. St. Johns avenue is entertaining at tea this afternoon (Thursday) in compliment to her mother, Mrs. F. W. Dillingham and cousin, Mrs. E. T. Sumner, who are leaving for an extended trip for California the following week.

Miss Laura Bishop, who has been visiting her sister, Mrs. J. T. Wipperfurth of Ravinia, has returned to her home in Tomahawk, Wis.

Mrs. Wm. Henrichs of Ravinia entertained at luncheon and bridge on Tuesday in honor of Miss Chester Gould of Wilmette.

Mrs. Fred Perryman entertained the members of the North End Five Hundred club on last Thursday. The game was enjoyed at two tables.

Mrs. George Heiler entertained the members of club "La Petite Societe" at her home on S. Green Bay road on Wednesday evening.

The Rebecca lodge will hold its next regular meeting on Monday evening, Jan. 17, in Odd Fellow hall on Laurel avenue.

On Friday evening a number of friends of Mr. and Mrs. George Heiler tendered them a very pleasant surprise when they came to help Mrs.

Heiler celebrate her birthday anniversary. The out of town guests included Mr. and Mrs. A. A. Dennerlein, Mr. and Mrs. Harry Olendorf, Miss Eva Ender, Mrs. Alex Willman, Mr. Richard Kress, Mr. and Mrs. A. G. Klemp, and Mrs. Ralph Horenberger, all from Deerfield.

Mrs. William Haywood entertained Mr. and Mrs. Sherwood, Mrs. N. Abbott and Mrs. Howard of this city and Mrs. E. Abbott of Glencoe at one o'clock luncheon on Saturday.

Miss Carolyn Spathoff entertained the B. G. club at her home on Tuesday evening.

Mr. and Mrs. Robert Henthorn of High street had as their week-end guest Mr. Henthorn's mother of Waukegan, Wis.

Mrs. Robert Henthorn had as her guest on Wednesday Miss Florence Behrens of Glencoe.

Mrs. Harold Erickson and son of Chicago was the guest of her aunt, Mrs. William Ernst, yesterday.

Mrs. W. W. Watkins entertained at luncheon and bridge last Thursday afternoon.

Mrs. Charles I. Mansur and two children are leaving Tuesday for Tucson, Arizona, where they will spend several weeks.

Mrs. Brooke Anderson and children have gone to Florida to spend the remainder of the winter.

Campbell chapter O.E.S. will hold its next regular meeting next Wednesday evening.

The North Shore branch of the Chicago Junior school will hold their regular monthly meeting at the Sovereign hotel on Tuesday, Jan. 18, at 8 p. m.

All members are urged to be present and to bring their friends, making the first 1927 meeting a record breaker.

An enjoyable entertainment is assured. Dr. J. P. O'Connell, who underwent a serious operation at Mayo brothers' hospital in Rochester, Minn., on last Thursday, is getting along nicely.

### DELIGHTFUL PROGRAM GIVEN AT HIGH SCHOOL

Miss Comer, Mrs. Byfield and Mrs. Heath Please Large Audience Last Week

Rarely have the members of the P. T. A. of Deerfield-Shields high school had such a treat as last week's meeting brought to them. It was scheduled as a mid-winter social meeting and the English club room was filled to its capacity by an audience attracted by the names of Miss Comer, Mrs. Arthur Byfield and Mrs. Heath who gave the joint program. Miss Comer, whose charm and capability are known to us all, introduced her first group of recitations with a graceful explanation; she gave two groups, which comprised: "A Lady Met a Boy"; "An Indian Slumber Song" by Lew Sargent; "The Worm" by Elizabeth Maddox Roberts; "Home Burial" by Robert Frost; "The Glove Worker" by Agnes Lee and "The Mountain Whip-Poor-Will" by Stephen Vincent Benet.

When Mrs. Byfield stands at the piano, ready to sing, something of good comradeship goes out from her and her audience, as she seems to love to sing as much as one loves to hear her; she charms the eye as well as the ear. Mrs. Heath offered a perfect accompaniment which added so much to the enjoyment of Mrs. Byfield's program which was the following: "If There Were Dreams to Tell," John Ireland; "A Ballynare Ballad of Country Autrin"; "Idyll," McDowell; "Grandfather's Love," Glen Hier, and two negro spirituals "Run, Mary, Run" arranged by David Guion, and "Little David" by Grant Schaefer. A number of encores completed a wonderful afternoon.

### LOCAL HOCKEY TEAM LOSES GAME SUNDAY

Score 3-2 In Favor of Lake Forest; Indian Hill Defeats Evanston 5-0

After one of the most bitterly contested games played in the North Shore Hockey league in a long time Highland Park went down to a 3 to 2 defeat at the hands of Lake Forest on the latter's home rink last Sunday. Highland Park took the lead in the first quarter when Shawley playing at left defense sank a pretty shot and held it until well into the third period.

As the third period wore on the game got faster and rougher until it resembled football more than hockey. At this type of play Lake Forest excelled and were able to sink two goals. Highland Park fought on valiantly however and tied the score with a shot by Whittier the Highland Park center during a scrimmage in front of the Lake Forest net. The regular game ended shortly after with the score tied, two to two. In the extra period that followed Lake Forest scored again and put the game on ice.

In the other league game Indian Hill defeated Evanston 5 to 0. Highland Park's next game will be on Sunday morning at the Evanston Country club where they will meet Evanston.

Lineup: Highland Park Lake Forest  
Vail Swift  
goal  
Shawley, Knox Donnelly  
Cobb right defense Mudge, Trowbridge  
Whittier left defense Armour  
center  
Knox, Chasane, McLaughlin, Brooks right forward West  
Corwith left forward

### SENIOR HOP DATE AT HIGH SCHOOL CHANGED

The date of the Senior hop at the Deerfield-Shields high school has been changed from February 18 to 19.

Miss Parry, the dean, who is in charge of all social functions, says that no definite plans have been made as yet, but that it will be conducted upon the same plan as last year's.

### HORACE J. BRIDGES' LECTURES INTERESTING

"The Art of Renewing One's Youth" Subject for Jan. 19; Other Topics

A very interesting and delightful series of lectures by Mr. Horace J. Bridges is being given on alternate Wednesday mornings at 10:30 o'clock at the Highland Park Woman's club. Mr. Bridges is a real treat to have come to Highland Park and be so convenient and accessible, many people take the long trip in to Chicago to hear him speak. His reading is so wide and profound that he always has a fund of knowledge to draw from, no matter what his subject may be. His next lecture will be on Wednesday, Jan. 19, at 10:30 a. m., and the subject is "The Art of Renewing One's Youth."

Two more lectures on February 2, "The Picture of Life in Eugene O'Neill's Plays," and February 16, "George Washington, the Man vs. the Myth" will complete the series. Tickets may be gotten from Mrs. George W. Childs, phone H. P. 677 or at the club house on the morning of the lectures.

Coming out parties being held for the girls, and many of them are shelling out parties for the old man.

People are told to make up for the lacks in their early education, and many proceed to do so by acquiring a lot of information that is not so.

There are a large number of people who will never be satisfied until everyone has a pension and no one has to do any work.

### MRS. J. M. EGAN DIES AT TECHNY HOME JAN. 10

Was Resident of Ravinia for Many Years; Funeral Services Held Yesterday

Mrs. Margaret Burke Egan, wife of Joseph Mansfield Egan and aunt of George Wallace Carr of Ravinia died January 10 at St. Ann's Home, Techny, Ill., where she and her husband had lived since they gave up their home on Cary avenue this fall.

They had been residents of Ravinia for twelve years. Mrs. Egan was the daughter of an old Milwaukee family and was 76 years of age.

She had a great capacity for friendship and was much beloved by those who were privileged to know her and to them her indomitable courage and optimism will always be an inspiration. Service was the paramount idea of her life and the many ways she found to serve were extraordinary. She maintained to the end her keen intellectual life and her interest in current events, sharing with her husband his love of nature and his rare knowledge of birds and flowers.

The funeral services were held at the chapel of St. Ann's Home on Wednesday, Jan. 12, and interment was at Techny.

### TRAINING COURSE FOR SCOUT LEADERS

Interesting Programs Planned for Eight Monday Nights, Are Announced

"Adventures in Leadership" is the way the leadership training committee of the North Shore Area council for Boy Scouts terms its training course. It is an opportunity for men to invest eight Monday nights in learning how to make their efforts bring larger results in the lives of boys through the leadership of a scout troop or other boy's groups.

The philosophy of much of the work, and especially of the scout work done by churches and schools, is that boys learn by doing. The same is true of men. Members of this course will be organized in scout patrols with an experienced, successful scout leader as patrol leader. The program is planned along the lines of a normal patrol meeting, yet with the material adapted to the needs of leaders of boys.

Of the nine parts of each night's program there are seven varieties of learning by doing. Following is the general plan of each night's work varied from week to week:

A. Before the meeting exhibit.  
7:30 Opening ceremony.  
7:35 Big ideas picked up along the trail. (Short practical talks by outstanding scout men of the middle west.)

8:00 Actual practice in building patrol enthusiasm.

8:15 Discussion seminars by patrols.

8:40 Brief reports of the patrol discussions.

8:50 Patrol action.

9:05 Pow wow around the fire place.

9:25 Closing ceremony.

A few of the topics are: "Self Engineered Patrols," "Starting the Tenderfoot Right," "Developing Management Power in Boys," "Scouting as Character Education," "The Troop Committee as a Board of Directors," "Scouting and the Boy's Religious Growth."

Fathers, teachers, and all other interested men, as well as scout leaders, are cordially invited to enroll. While the course is given primarily for present and prospective scout leaders, all men who are giving leadership to boys in other ways, and men who desire to grow in a stronger understanding of boy nature and needs, are cordially welcomed.

Music is said to appeal to our emotions, and anyway it frequently excites the emotion of anger among the neighbors.

Predicted there will be a job for everyone in 1927, but before taking the same, many will want to be assured that there will not be much of anything to do.

## —REMEMBER—

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# Contest Ends

# Saturday

## January 15th

## 10 p. m.

Have your votes in early so we can give out the list of Prize Winners early.

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