

The Highland Park Press

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THURSDAY, MARCH 31, 1927

NUMBER 5

USE THE NEWSPAPERS

The value of newspaper advertising is no longer seriously questioned by an economist. A realization of this value not only to the advertiser but to the consumer as well is now almost universal. The latest tribute to newspaper advertising comes from J. C. McQuiston, manager of the publicity of the Westinghouse Electric company, and comes with the announcement that beginning April 1, the advertising appropriation of this company will be expended entirely among metropolitan and local newspapers.

"Newspapers," said Mr. McQuiston, "seems to offer the only medium by which we can both 'nationalize' and 'localize' our various sales campaigns, thus permitting us to conduct a nation-wide campaign on products and at the same time vary our program to fit the needs of specific districts."

"For many years we have been users of a considerable amount of newspaper space for certain of our merchandising lines, and the results so obtained have prompted us to expand this advertising to cover all of the many lines in which the company is interested."

"Our decision to concentrate on newspaper space came after a careful study of all factors entering into the marketing, selling and advertising situation. One important item was flexibility, whereby we could vary our plans to conform to various factors, such as weather conditions and peculiarities in the economic situation with respect to any particular district of the country."

"Certain cities present a greater industrial opportunity than others. Others are outstanding in the character and extent of their new building operations. In still others a greater market is offered for certain products in our merchandising lines than others. The flexibility of newspaper space will permit us to cover all such points with advertising of a specific character."

The firm which fails to appreciate the value of newspaper advertising cannot hope to keep up with the progress and prosperity of the times.



Mr. and Mrs. J. B. Prestridge of Highland ave., are receiving congratulations on the birth of a baby girl born Saturday, March 26 at the Highland Park hospital.

The Evanston pupils of Ber-nice Benson Bentley will give a recital at her new home, Windrush Studio on Woodland rd., on Saturday afternoon, April 2.

Mr. and Mrs. F. E. Hitchcock of Waverly rd., are the happy parents of a baby boy born on Saturday, March 26 at the Highland Park hospital.

Mrs. Roger Taylor of Lincoln ave., entertained at luncheon and bridge on Tuesday afternoon.

A business meeting of the Junior choir girls of St. John's Evangelical church, was held Monday, March 28, at the home of Ver-nette Werhane, 444 Oakwood ave. Officers were elected as follows: President, Evelyn Smith, Vice-president, Ver-nette Werhane, secretary, Catherine Zimmer, treasurer, Helene Borchardt. After the business session a social hour was enjoyed by all. The next regular business meeting will be held at the home of Evelyn and Lucile Barber of Onwentsia ave.

The Pythian Sisters will hold a card party, April 12, following their regular meeting. Members and their friends are invited to attend.

Mr. and Mrs. J. Edward Downs of Ft. Sheridan entertained at dinner, Saturday evening, in compliment to Chaplain J. G. Garrison and Mr. and Mrs. Netcher. Mr. Netcher is leaving Ft. Sheridan next week for Ft. Bliss, Texas, where he has been transferred. He will be joined by his wife and two daughters within a few weeks.

Mr. and Mrs. Nathan Klee have returned from a two months trip to Havana, Cuba, Miami, Palm Beach, Fla., and other places of interest.

Mr. and Mrs. Burridge Butler of Hinsdale, formerly of this city, are to return on Friday from a sojourn of several months in California and Honolulu.

The pupils of Mrs. Louise McCiernan will play in recital, Saturday, April 2nd at four-thirty o'clock, at the residence of Mrs. Robert E. Wood, 233 East Central ave.

Mr. and Mrs. Paul Lindholm have taken the Fred Fisher, Sr., cottage on S. Green Bay rd., and have come here from Indiana to make their future home.

Several relatives and friends helped Mrs. James Hesler celebrate her birthday anniversary on Tuesday afternoon. The time was spent in playing bunco and a most delightful time was enjoyed.

Word was received here yesterday, that Mr. Arthur G. McPherson is in the hospital at Riverside, Cal., for treatment and observation. Mrs. Clyde W. Hise and son, McPherson, left the middle of March to be with her mother, Mrs. McPherson.

Dr. Marcia Agnes Lauer has issued announcements telling of the removal of her office from the Highland Park State Bank building to 22 S. First st.

Mrs. Rolland Bleimehl and Miss Ada Johnson went to Kenosha on Friday to attend the funeral of the infant son of Miss Johnson's brother, Ingwald Anderson. Interment was held in Stoughton, Wis.

The last of the morning musicales of the series of three was given by Miss Priscilla Carver, Wednesday at the home of Mrs. Vail.

The Finnish Girls club are giving a dance Saturday evening at eight o'clock at Odd Fellows hall. Tickets may be obtained at the door. The public is invited to attend.

Mr. and Mrs. Louie Marks are enjoying a trip to Corpus Christi, Loredo and other places in Texas and Mexico.

Miss Sarah S. Wood is spending the spring vacation at home with her parents Mr. and Mrs. R. E. Wood. Miss Wood attends Mary Lyons school at Swathmore, Pa.

Mrs. Gordon Buchanan entertained at luncheon yesterday for Mrs. H. P. Bear's sister, Miss Stansbury.

Mr. and Mrs. Kenneth C. Bennett are receiving congratulations on the birth of a son born Monday morning at the Highland Park hospital.

Charles Henry Guyot entertained the members of his Sunday school class at a party Monday evening at his home.

Mrs. L. M. Ball of Evanston and her mother Mrs. Franklyn Brandt of Ohio, were the Sunday guests of Mrs. Edgar A. Ball.

Mr. and Mrs. Gerard Van Schaick returned on Sunday from a several weeks sojourn to Cuba and other places of interest.

On April 1st the North Shore Gas Co. will issue their usual quarterly dividend to the stockholders.

Mr. and Mrs. Gust Redine announce the marriage of their daughter Lillian to Mr. Gordon Olson, son of Mr. and Mrs. C. Olson of Windsor Park, Chicago. The ceremony took place Tuesday evening at the home of the groom's parents.

Mrs. E. Foxworthy of Deerfield underwent an operation for appendicitis at the Highland Park hospital, Wednesday.

Mrs. Robert E. Wood will sail from New York April 14th for Europe where she will meet her daughter, Miss Anne, who is attending Miss Kisser's school in Rome, Italy. Mrs. Wood and her daughter will tour Europe before returning home.

Claire Beneke has returned from Rosemary school, Greenwich, Conn., and is spending the spring vacation with her parents.

Miss Mary Louise Guyot had as her guests over the week-end the Misses Hulda, Eva Lois and Bertha Meyer of Waukegan.

Mary Wood will go to Kemper Hall, Kenosha, Wis., to spend the remainder of the school year, during the absence of her mother, Mrs. R. E. Wood.

Miss Cornelia Otis Skinner, daughter of Otis Skinner, famous actor, gave a unique and delightful dramatic recital in Winnetka last Thursday evening. She has since been the guest of Miss Ruth Ewing, David G. Ewing arrives home from Princeton March 31 for a few days' Easter vacation.

Little Lester and James Rankin of Vine avenue will act as hosts tomorrow afternoon to eighteen little friends. The tables will be decorated in colors of yellow and lavender. The occasion being the celebration of their fifth birthday anniversary.

Scenes from "Hiawatha," by S. Coleridge Taylor, will be given by the pupils of Ravinia school Thursday evening, March 31, at eight o'clock. Louis L. Anderson Sr. of Deerfield, Ill., was tenor soloist at a minstrel show last Thursday, Friday and Saturday in behalf of the Eldon M. E. church of Chicago. This same show was put on three times a year ago. There were twenty men in the cast.

BOWLING TOURNEY RESULTS ANNOUNCED

Games in League During the Past Week and Contests for Next Week.

At the opening of the 18th week of the Business Men's League, Tony's Barbers and the Gas Co. was postponed. On Tuesday, Mar. 22, Duffy & Duffy won two from the Big Six Studebakers in a close match. On Thursday the Notion Store lost three to Piechietti Bros. The Press won three from the Bauer Cab on Friday.

The Press is still in first place, being about five games ahead of Piechietti Bros, who hold the second berth. Piechietti's won high game last week with a score of 891. The Notion Store is still in third place.

In two weeks, the final game of the Business Men's will be bowled. At that time the winner of the league will be awarded the prizes.

The schedule for next week is: Mon., April 4—Duffy & Duffy vs. Tony's Barbers.

Tues., April 5—Press vs. Piechietti Bros.

Thurs., April 7—Bauer Cab vs. H. P. Notion Store.

Fri., April 8—Big Six Studebaker vs. Gas Co.

N. S. GARDEN CLUB SPONSORS LECTURE

Arthur C. Pillsbury to Speak at Drake Hotel, Chicago, Thursday, April 7

Arthur C. Pillsbury, naturalist and lecturer with a photographic outfit of his own design will speak to members of the North Shore Garden club on "Wild Flower Growing and Opening" illustrated with moving pictures in the French room of the Drake hotel, Thursday morning, April 7 at 11:30 o'clock. A luncheon will follow at 12:45 on the Terrace of the Drake hotel.

The North Shore Garden club is very anxious to have a large attendance at this meeting and so are making this an open meeting. Tickets for the lecture, luncheon or both may be procured from Miss Amy Roth-child, chairman program committee, 2337 Commonwealth ave., Chicago.

WELLESLEY CLUB TO GIVE PLAY APRIL 20

The Chicago Wellesley club is to have a benefit performance of "Trebawney of the Wells," a revival, with an all star cast on Wednesday, April 20, at the Blackstone theater, to raise money for the Chicago scholarship. Any one desiring tickets may obtain them by calling Mrs. G. E. Bliss at H. P. 947.

ACCEPTS POSITION AT LAKE FOREST COLLEGE

The Rev. K. A. Roth to Assist in Biblical Literature; Remain at St. John's Church

Rev. K. A. Roth, pastor of St. Johns Evangelical church of this city, has accepted a part-time position with Lake Forest college as assistant professor of Biblical Literature and History of Religion, same to begin with the fall of this year.

In a special meeting on Wednesday evening of last week the members of St. Johns church voted unanimously that the present relationship between pastor and congregation remain un-interrupted and that the work at St. Johns church continue as heretofore.

Mr. Roth has been devoting part time to the pursuit of special studies at Northwestern university for the last two and a half years, and is now preparing his dissertation for the Ph.D. degree.

Rev. and Mrs. Roth will continue to live in Highland Park where they occupy the parsonage of St. Johns Evangelical church at 320 N. Green Bay road.

LEO F. YENNA HURT IN AUTO ACCIDENT

Badly Cut by Glass When Car Hits Tree Last Thursday; R. G. Burns Injured

Leo F. Yenna of the J & L garage, is still confined to his home from the effects of numerous cuts and bruises received in an automobile accident last Thursday on the Dundee road. He was riding in the front seat with R. G. Burns, also of the J & L, according to information received from the garage people. Something went wrong with the steering wheel and the car swerved into the ditch and struck a telephone pole.

Mr. Yenna was quite seriously cut about the face, hands and body by flying glass. Mr. Burns received minor injuries. Yenna was taken to the Wheeling hospital, where his injuries received attention. Later he was brought to his home. He is improving as well as possible, it was stated.

SCOUTS TO HELP IN RAVINIA CLEAN-UP

Next Saturday, April 2, is the annual clean-up day in Ravinia and the Boy Scouts of troop 35 which meets at the Ravinia school are taking an active part in the work of cleaning up the unsightly places. The scouts are particularly anxious that any places in need of a clean-up be reported to them. Any one knowing of such places please report them before Saturday to either Mr. Howard Copp, care of the Ravinia school, who is the scoutmaster of troop 35 or to the scout council office at 16 N. Sheridan road, Highland Park.

GIRL RESERVE CUBS ENJOY PARTY MONDAY

Live Y'er Plan for Easter Service Work at Meeting Held Wednesday

On Monday afternoon, the "Girl Reserve Cubs" gave a most delightful party at the Y. W. C. A. The hour was spent in games planned by the social committee, and delicious refreshments were served. Mrs. L. C. Gatewood, one of the club advisers, assisted the club committee with the affairs.

A business meeting was held by the Live Y'er Girl Reserve club on Wednesday afternoon, with Miss Al-

PEOPLE'S PARTY AT DEERFIELD ACTIVE

The People's party in the village of Deerfield have nominated a ticket for the spring village election April 19. The candidates are: For president, James J. Hood; for trustees, Edward Segert, Edward H. Selig, Theo J. Knaak; for village clerk, Alvin Knaak.

SEVEN DAYS LOST

To Each Wage-Owner by Sickness

That's what staticians tell us. How much of this lost time is needless! How often sickness is needless!

Place Yourself Under Your Doctor's Care Before You Lose Yours

Simple illness met at the very beginning is often quickly conquered. The doctor is the one to advise you.

Let Us Help

We can meet any demand for any need any doctor may advise and the more difficult or intricate the prescription compounding the more capable we prove.

EARL W. GSELL & CO. PHARMACISTS

389 Central Ave. Phone 2600 389 Roger Williams Ave. Phone 2300

GARNETT'S

STORE NEWS

A Brilliant Array! Exquisite Easter Millinery \$4.95

Charming modes that have Parisian airs — small hats — matron's hats — gay debutante hats — all are here in a strikingly diversified assemblage. in every color the season favors.

Realizing the fact that many women plan to keep the Easter hat well within a very moderate price limit, we have planned to have an unusually large selection at \$4.95 from now until Easter.

Wayne Knit Chiffon Hose

Silk to Top \$1.95 All Spring Shades

Pure thread silk chiffon, fine and sheer. Silk-to-top hosiery of excellent quality. Pearl Blush, French Nude, Shell Grey, Nude, Grain, Champagne, Flesh Pink, Oak Bluff, Rose Taupe, Blue Fox and Everglow.

Phoenix Hosiery

Full-fashioned service weight Peach, Moonlight, Aloma, Champagne, Nude, French Nude, etc. the pair \$1.85

Wayne Knit Hosiery

Full-fashioned service weight. Shell Grey, Pearl Blush, Nude, Beige, French Nude, Rose Taupe, etc. the pair \$1.50

Semi-Service Weight Hose

A medium weight full fashioned hose. Black, Rose Taupe, Nude, Shell Gray. the pair \$1.95