

TIME FOR A CHANGE MEETING

Monday Evening, April 18

8:00 o'clock

Masonic Temple Building

NORTH SHERIDAN ROAD

WIDE INFLUENCE OF RURAL PRESS TOLD

MAY BE POWER FOR GOOD

Molder of Public Opinion and Should Always Be Directed In Right Channels, Says Noted Speaker.

At the recent annual convention of the Iowa Press association at Des Moines, Judson C. Welliver, director of public relations of the American Petroleum Institute, said of the rural press:

"Whoever has dealt with public affairs knows how enormously influential is the thoughtful, independent rural press. But sometimes one is tempted to suspect that everybody else places a higher valuation on the influence of the smaller newspapers editorial page than does the editor. To urge that the country editor ought to appreciate his responsibility, and ought to try sincerely to make the most of his opportunity and duty of public service, is not by any means to urge that the provincial press should be organized in an attitude of hostility to the press and the general interests of the metropolitan centers. The men who conduct the great daily papers and the periodicals of national circulation are just as honest, just as sincere, just as patriotic as the rest of you.

But there are some things that they do not know and cannot understand so well as you of the country press can know and understand. It is for you to paint your part of the picture as it is for them to paint their part of it if it is to be a faithful representation of national interest, thought and aspiration. Nobody with the real interest of his country at heart would dream of urging any section of the press to unite upon some particular program, to insist upon preference for the interests of any particular geographic area or social section.

But there is the possibility, the present and insistent need, for a wider influence, a more helpful direction or thought, a more effective guidance of policy, through the efforts of a thoughtful and serious minded rural press, fully conscious of its responsibilities and animated by an adequate appreciation of its place and power in the community."

TREMENDOUS TOTAL OF U. S. ADVERTISING Sum Spent for Publicity By National Advertisers Is Staggering

Economists and sociologists have lately given much consideration to advertising as a business and social force. The American Newspaper Publishers association calculates that last year 3,500 national advertisers invested \$235,000,000 in newspaper space alone. Among these, 309 of the biggest advertisers spent \$100,000,000. A little analysis of this list shows some interesting details. For instance, twenty-one motor car manufacturers spent \$19,067,000; nine tobacco concerns spent \$9,583,000; twenty-four drug, chemical and toilet preparation concerns spent \$7,832,000; thirteen oil companies spent \$5,000,000; seventeen railroads spent \$4,979,000; six radio concerns spent \$1,426,000; five steamship companies spent \$900,000. Other heavy advertising buyers are electric washing machine and electric refrigerator man-

ufacturers; baking powder, meat packers, publishing houses, motor tires, clothing, and prepared foods. The complete list presents quite an astonishing variety.

The Advertising Bureau of the American Newspaper association is endeavoring to make the fullest possible survey of the advertising field, the results of which would be of much value to both advertisers and publishers. Apparently more money is spent to reach motor car buyers and users, by the automobile and oil companies, than on behalf of any other single group.

LATE PROCEEDINGS IN PROBATE COURT

Action in Cases of Estates Up For Settlement; Entries, and Orders

Recent proceedings in probate court are reported as follows:

Trigg Waller, Highland Park—Will admitted to probate. All property valued at \$5,000 personal and \$10,000 real given to wife. Proof of Heirship taken. Letters Testamentary issued to Irene W. Waller. Bond of \$10,000.

Nicholas Fagan, Town of West Deerfield—Will admitted to probate. All property valued at \$1,000 personal and \$20,000 real given to five nieces.

Letters Testamentary issued to James O'Connor. Bond of \$2,000. Proof of heirship taken.

Charles A. Person, Deerfield—Final report approved. Distribution ordered.

Mary E. Taylor, Lake Forest—Final report approved. Estate closed.

Frances S. Rogerson, Highland Park—Petition for probate of will filed and set for hearing April 25.

Mary E. Jackman, minor, Lake Forest—Inventory approved.

Dorothy Toff, et al, minors, Waukegan—First report and account approved. Guardian discharged as to Dorothy Hoff.

Clarence A. Erb, Waukegan—Letter of Administration issued to Ida M. Drake. Bond of \$1400. Proof of heirship taken.

Theodore H. Durst, Waukegan—Executrix ordered to pay interest on loan on property in block 11 North West Addition, Waukegan. Petition to execute deed under contract of sale with Axel Rasmussen filed and set for hearing May 9.

Speaking of China, it is a wonderful country. Returning travellers say you can find everything there except chop suey.

Free traders says that our present prosperity is merely a hallucination. That's exactly what they said about the bread lines and soup houses in the good old days of free trade.

—A Full Line of— Spring Goods for Easter

—in—

Clothing, Ladies and Gents'

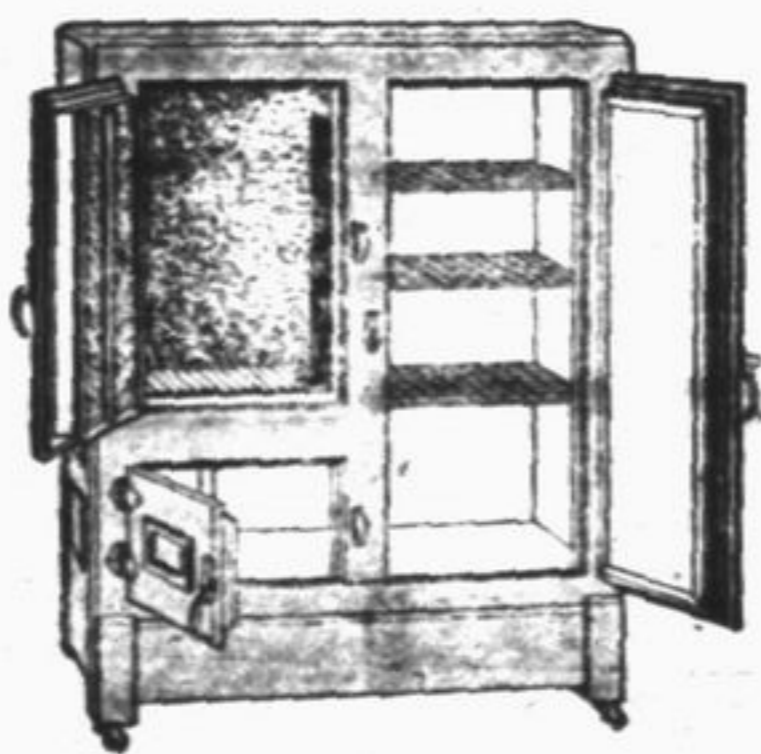
Furnishings and Shoes.

You will find our prices

lower than elsewhere.

CHARLES GLASS

Waukegan Avenue Highwood



Automatic Refrigerators

The Automatic is planned right and built right—and priced right. You'll get perfect refrigeration from much less ice. It's real economy to buy an Automatic, and you'll find it as convenient as economical. Come in and let us prove to you that the Automatic will suit you far better than any other. We'll show you all the exclusive Automatic features. There is an Automatic exactly right for your home at a price that will surely please you.

\$25 up

T. S. Duffy Furniture Co.

532½ Central Avenue Phone Highland Park 638

Automobile Painting

We have just installed a thoroughly modern and up-to-date painting department. Only the best of workmanship and lacquers are employed. Our service is guaranteed.

Nevitt Motor Sales

Hupmobile and Chevrolet

507 Waukegan Avenue, Highwood

Phone Highland Park 56

OUR WANT ADS BRING RESULTS