

The Highland Park Press

Entered as Second Class matter March 1, 1911, at the post office at Highland Park, Illinois, under the Act of March 3, 1879.

Published weekly by The Udell Printing Co. at Highland Park, Lake County, Illinois

NUMBER 35

THURSDAY, OCTOBER 27, 1927

CLUB PROGRAMS

Clubs of both men and women are now planning their programs for the winter, booking speakers, and arranging entertainments. The American people are going to listen to many wise words, and they will also consume an awful lot of good food. The amount of applause given the wise words is apt to be dependent on the goodness of the food.

However, these clubs are one of the principal means by which people can be interested in modern progressive movements. There are many people whose heads will ache if they are asked to read an article on these subjects. But a fluent speaker who tells a few good stories, can get some very good thoughts over to them in this sugar coated way. Thus our various clubs and organizations are one of the chief educational forces of Illinois, and the community that expects to grow in intelligence and advantages needs to give good support to these activities.

THE CHEERING CROWDS

If you attend a good school or college football game, you discover that the cheering section is a very important section of the sport. The cheering is not left to spontaneous feeling and enthusiasm, but it has to be carefully organized. Certain students with a faculty for stirring up the crowd are appointed as cheer directors.

They have a regular technique for carrying on this activity. They go through with certain motions and the cheers are carefully drilled into the rooters so they will know how to make a maximum of sound. All this enthusiasm is supposed to encourage the players on to do their utmost.

Which goes to show that it takes a lot of enthusiasm to win success for any kind of movement, whether it be an athletic team, or for the development of one's home town. The people who just stand on the side and criticize, are highly unpopular at a student game, and they are equally harmful to civic progress in any city.

ELIMINATE DULL SEASON

Once an ingenious merchant discovered that the logical time to advertise was when business was slow and in the periodic dull seasons of the year. Ridiculous as it may seem, before that discovery the average businessman slowed down in his advertising when business slowed down. He generally ended up the dull seasons with a quarterly sale, but as far as his newspaper advertising was concerned there was no advertising when there was no business.

The modern businessman holds a different conception of the purposes and uses of newspaper advertising. When business is not up to his satisfaction he brings it up through increased advertising so that now the merchant, schooled in productive advertising, knows no dull seasons nor diminished business.

There are a few phases of business which have always been known to all businessmen. Among these are the alternating busy and dull periods of the year, month, week and day. A systematic, effective and economic plan of advertising had to be constructed upon a full knowledge of this business cycle. Business has ever come without coaxing before Christmas, at Easter time, and in the fall. Extensive advertising has been found to be the only remedy for the business depression epidemic between these three rush periods. People have a habit of confining their shopping to the last of the month, the last three days of the week and the later shopping hours of the day.

From experience merchants have learned that newspaper advertising has successfully eliminated the rush periods and spread the volume of business more evenly over the day, week, month and year. It has prevented congestion, simplified salesmanship and merchandising and increased business.

Deerfield News

Mr. Ray Clavey underwent an operation last Tuesday for appendicitis at the Highland Park hospital.

The Progressive club of the Wilnot school, which was a very active organization for many years, has been disbanded.

Mr. C. W. Getty has purchased a lot on Eugene avenue where he will build a home.

Samuel T. Hunter, a brother of Paul Hunter of Deerfield, died very suddenly at his home in Evanston on Thursday. Funeral services were held Sunday afternoon in Evanston and burial was at Wooster, O.

On Wednesday afternoon, Mrs. Fred Clavey entertained eight ladies at five hundred at the home of her daughter, Mrs. Clarence Varney. Prizes were awarded to Mrs. B. H. Kress, Mrs. Mary Pfister and Mrs. George Williams of Highland Park.

Mr. Richard Kress, who is attending the University of Illinois at Champaign, spent the week end with his parents, Mr. and Mrs. B. H. Kress.

Mrs. E. H. Willman had as her guests on Friday, Mrs. L. Hoffman of Lake Bluff, Mrs. C. Gartley and Mrs. A. Lange of North Chicago.

Guests at the Ender home this week are Dr. and Mrs. L. A. Dondanville of Moline, Ill.

To celebrate her eighth birthday anniversary, Betty Clavey entertained a group of children including Dolores Kock, Adelaide McGuire, Kress Willman, Mary Jane Greenslade, Shirley Wing and Gladys Sheeska at her home on Saturday afternoon.

Robert Paterson is ill with tonsillitis.

Promotion day was observed Sunday, Oct. 16, in the Bethlehem Evangelical church. The following were graduated from the beginners to first year primary: Betty Muhle, Elaine Plagge, John Boone, Venetta Frost. Promoted to third year primary from second year primary: George Stanger, Mary Cashmore, Robert Foxworthy, Dolores Frost, John Stryker, Anna Marie Herrmann, Paul Johnson, John Phillips, Charles Fehr. Promoted to junior from primary: Dorothy Westling, Caryl Frantz, Jane Gussel, Margaret Foxworthy, Freda Boone.

Richard Merner, Kenneth Giss, Eugene Fehr and Russell Cashmore. Those entering primary department from beginners department were given diplomas for completing beginners course of study. Those entering the junior department were given diplomas for having completed the primary course. Rev. Johnson gave an interesting talk to the children after the presentation of diplomas by Supt. Arthur Merner.

Deerfield members of the O. E. S. who attended "Friends Night" at Campbell chapter, O. E. S., in Highland Park, Wednesday evening included Mmes. Ruth Frase, B. Derby, Clara Vetter, Julia Gastfield, Annie Willman and Christine Knaak; Ruth Frase acting as chaplain, B. Derby, Ada, and Annie Willman, warder.

Mrs. Raymond Clavey, Mrs. Alex Willmar, Mrs. Elmer Clavey and Mrs. R. D. Reeds were among the guests who attended the bridge luncheon at the home of Mrs. E. J. Bingham in Irving Park, Tuesday.

In the tiny store in the Zeiss block on Waukegan road a delicatessen and lunch room has been opened.

A group of women including Mmes. Ginter, Vineyard, Carter, Hastings and Clavey and one of the teachers, Miss Annie Keough, took nearly thirty children from the Wilnot school to the delightful orchestra concert given by the Little Symphony in the auditorium of the Deerfield-Shields high school under the direction of George Dasch, Friday afternoon.

Mrs. Hugh Patterson and Mrs. W. Geary were among the women who took some of the children from the Deerfield school.

The football game between the West Town Clippers and the Deerfield Athletics in the Jewett grove on Sunday afternoon resulted in a tie, 7 to 7. There was an unusually large attendance and many were from the surrounding towns.

Mr. and Mrs. Carl Rommel and two daughters, Ruth and Janet, of La Grange were week end guests of Mrs. J. Rommel.

Mmes. E. Long, Leslie Whitcomb, Virginia Hicks and Mrs. Harry Whitcomb attended the card party at the Morsaine hotel last Wednesday after-

noon given by the Highland Park American Legion auxiliary.

Mrs. A. Farner underwent an operation at St. Joseph's hospital, Chicago, Saturday.

The Ladies' Aid society of St. Paul's Evangelical church will meet at the home of Mrs. Louis Soefker on Thursday afternoon, Nov. 3, at 2 o'clock.

Mrs. Fred Labahn spent Monday with her sister, Mrs. James Dougherty of Chicago, who has been ill for the past month.

Mr. and Mrs. W. J. Hamilton departed for Long Beach, Cal., where they will spend the winter.

On Friday Mrs. F. Labahn was a guest of Mrs. John Krumm in Chicago.

Guests at the Christ Willman home on Sunday included Mr. and Mrs. Irving Bowman and three children, Mrs. Esther Bowman Brown and son of Maywood.

Miss Luella Willman of Chicago spent Sunday with her sister, Mrs. Louis Soefker.

Miss Irene Rockenbach has just returned from the southern part of the state where she conducted three county conferences on religious education in Cumberland, Coles and Lawrence counties. Two of the centers were Mattoon and Toledo, Ill.

Mr. and Mrs. Jack Holt of Beemanor have a daughter, born in the Highland Park hospital, Saturday afternoon.

Mr. and Mrs. William Stryker of Chicago were the guests of Mr. Stryker's brother, Fred Stryker, on Sunday.

Mrs. Sorg (Mamie Vetter) is ill in a hospital in Kansas.

On Sunday evening, Oct. 23, Mr. George Pritchard died very suddenly following an acute heart attack at the home of his sister in Des Plaines. Although Mr. Pritchard's home is in Oconomowoc, Wis., he has been in the plumbing business in Highland Park for the past fifteen years and for the past three years from time to time had been employed by Mr. William Barrett of Deerfield. He had reached the age of 45 and was seemingly enjoying good health up until the time he was stricken. Funeral services were held Wednesday afternoon in Oconomowoc. A widow, one boy and one girl and his father, who resides in California, survive him.

Edward Bleimehl was operated upon for appendicitis in the Highland Park hospital Tuesday morning.

Mr. Gauntlet of Chicago has bought the Deer Lick farm, the home of the late James Howard Kehler. Ward J. Gauntlet and his bride are living in the west cottage which has been remodeled and re-decorated. His father has enlarged and remodeled the center house for his own use. The east cottage was torn down. The large stucco house in the rear and to the east of the central house will be converted into a fine dwelling.

Mrs. Bruce Blaine and daughter, Shirley, and Mrs. Henry Siljestrom and son, Jimmie, visited Mrs. Sall in St. Louis, last week. They made the trip by motor.

Mr. and Mrs. William P. Sullivan and daughter, Mary Elizabeth, Misses Florence and Beatrice Carolan were the guests of their sister, Mrs. Mollie Pfister Sunday.

Mr. and Mrs. J. A. Lloyd of the Old Rectory, Thorpe, Newark, Nottinghamshire, England (near Sherwood Forest) are the guests of Mr. and Mrs. C. E. Timson. The young daughter of Mr. and Mrs. Lloyd is attending Queenswood school in Hertfordshire.

Included in a group of men who are making a house to house canvass for funds for the Deerfield Boy Scouts are, Rev. Piepenbrok, Clyde Bailey, Clarence and John Huhn, John Stryker, Jesse Strong and Harry Olendorf. The drive was scheduled to close October 25, but in as much as the committee were unable to cover all their territory, they have decided to continue for another week. So far it has been fairly successful.

Mrs. James Barrett and Mrs. Raymond Clavey were the guests of Mrs. Richter of Highland Park at a luncheon and bridge on Thursday.

Mrs. E. P. Osterman was quite ill at her home last week.

Mr. and Mrs. P. Pastoret of Duluth, Minn., who are staying at the LaSalle, Chicago, were guests of Mr. and Mrs. J. Barrett on Sunday.

Mrs. Steenbergen and son, Rev. James Steenbergen of Dayton, Ohio, are guests of Mr. and Mrs. S. P. Hutchison.

Start Evening Classes At Elm Place School

Evening school for foreigners started at Elm Place school last Tuesday evening at eight o'clock. Classes in reading, conversation, spelling, writing and citizenship, lasted one and a half hours.

Miss Kirkland is back again this year and is in charge of the advanced class in reading and citizenship. Miss Tschirgi is conducting the elementary class and the writing class. Mr. Van Dyke is in charge of the intermediate class in reading, conversation, and spelling. Thirty men and women attended the school Tuesday evening.

There will be room for a few more in each of the classes.

WERE ALL EGOTISTS

Most of us like to palm off our egotism as self confidence. Purposeful action, however, must be founded on a belief in "I," for, without that belief, there would be inaction.—American Magazine.

Lincoln Market

519 Central Avenue

Phone Highland Park 3140

Phone in your order and call for it later.

- OUR BEST BACON, sliced, lb 39c
- SHORT LEG OF FINEST SPRING LAMB, lb 30c
- OUR BEST SMOKED HAMS, half or whole, lb 25c
- FRESH DRESSED SPRING CHICKENS, lb 35c
- FANCY RIB OR LOIN LAMB CHOPS, lb 45c
- FRESH MEATY SPARE RIBS, lb 19c
- LEAN BOILING BEEF, lb 14c
- JUICY MILWAUKEE RED HOTS, lb 25c
- LEAN BOILING BEEF, lb 25c
- DELICIOUS BREAKFAST PORK SAUSAGE
small links, lb 25c
- GROGAN'S FAMOUS BONELESS BRISKET
CORNERED BEEF, lb 28c
- DELICIOUS FRESH HAMS FOR ROASTING,
half or whole, lb 24c
- BEST SELECT OYSTERS, quart 75c

Sanitary refrigeration is important at all times. Our refrigerating equipment is the last word in modern health insurance. When you purchase meats from us, you know that your family will receive only the best.

—If Quality Counts, We Will Merit Your Patronage—

REMOVAL ANNOUNCEMENT

This is to notify our patrons that we are moving from 11 S. Second Street

TO 515 LAUREL AVENUE

This will give us increased space and facilities for serving you. We will be located there October 31. Hours 8 a. m. to 7 p. m. week days; 9 a. m. to 12 m. Sundays.

MOTOR CAR ELECTRIC SERVICE

C. R. McCLURE — L. A. WAHL

11 South Second Street

Phone Highland Park 266

\$5—Saved for You—\$5

Bring this ad with you to our store on Saturday, October 29th, and we will give you a reduction of

\$5.00

on any overcoat or suit in the place — the famous Hart Schaffner & Marx and Michael Sterns makes

S. FELL

Your Clothier

Highland Park, Illinois

Something to sell? Try our classified section