

ADVERTISERS USING SMALL NEWSPAPERS

EXPERT EXPLAINS REASON

Albert M. Levy, Representative of 72 Newspapers in Chicago Region Tells Why They Are Preferred

The National Advertiser is turning to the community paper, Albert M. Levy, of Chicago, says. He has represented community and suburban newspapers in an advertising way for more than 20 years. He has seen, in the great suburban field around Chicago, little four-page papers with a few hundred circulation expand to magazine size weeklies running over 200 pages an issue and bulky, seven and eight column papers comparing in size to the metropolitan press. He has seen the steady growth of the community paper in the various sections of the city too, and has been one of the principal promoters of the community weekly until today the national and big city advertiser is using these papers extensively.

Mr. Levy represents practically all of the principal community papers within a radius of 45 miles of the loop including the Highland Park Press and the Lake Forester—72 of them in all.

In the United States Publisher he tells of his experience as a Chicago representative of these thriving newspapers, and predicts for them a wonderful future. He says:

"The community weekly newspaper—in a big city and its suburbs the counterpart of the small town weekly editorially, except that it is usually more prosperous and attractive than the down state paper—is becoming more popular every year. Its advertising columns are now being used very successfully by Chicago merchants and by national advertisers,



and the agencies are recommending it where they used to ignore its existence.

"One may ask why. I believe it is because the community paper has passed through its experimental stage, and with the rapid growth of the suburbs and outlying sections (where the wealthier people with more buying power usually live) it has increased circulation, appearance and prestige. The editor of such a paper knows that its readers may compare it for makeup and general tone with the better metropolitan papers. So he takes pride in its dress-up.

"But more important yet, this paper has become the mouthpiece of the community. Its news columns are full of live, local matter, and it is read by all members of the family, and remains in the home for several days, or longer. I know many persons who keep bound copies of their home newspaper. All this, of course, is recognized by the advertiser.

"The idea held by some advertisers that the metropolitan paper covers the entire field has lost ground. For it has been proved by exhaustive survey that while a great many people in the suburban towns do buy a daily paper regularly, still the class of news therein does not interest them closely as does the intimate news of their own locality found in the weekly. So a very good community paper has little trouble in establishing a substantial paid circulation in its own field.

"I do not believe there is any immediate danger of the community weekly being 'crowded out' by the metropolitan daily as long as the publisher boosts his local community and gives his readers plenty of news of their town. By developing this community interest you please your readers and also the advertisers, most of whom are local business men who realize the need of your town's growth and development.

"Here are a few important advertising pointers applying to community papers which their publishers may well bear in mind.

1. Always run advertising copy on dates scheduled.
2. Send checking copies to agencies as well as to their clients.
3. Do not misrepresent circulation nor claim territory outside your limits.
4. Accept advertising on established rates only.
5. Accept no advertising that interferes with your local merchant.

6. Boost your community always, and give it full value in news and display.

"I think that now that the community papers have passed into the period of strength, growth and purpose, they are due to obtain advertising schedules undreamed of five years ago. It is a known fact that some of the leading advertisers in the United States prefer the weeklies because of the concentrated circulation added to a low rate.

"Many of these publishers have built large, modern plants the better to serve their advertisers and readers, striving to keep abreast of the demand for the local paper. They have added sports pages, real estate news sections, comics, women's pages, book news, etc. And their treatment of the all-important local news, including personals, has become more dignified and interesting than ever before.

"So the future of the good suburban or community paper in this country seems to me secure and the publishers of these papers, if they will follow the simple rules of successful service and advance just a little faster than the section in which they live, can expect to receive a great deal of attention from the national as well as the local advertiser."

SLEEP NOT REST IF BED NOT COMFORTABLE

Expert Declares Fatigue Caused by Incorrect Conditions; Gives Suggestions

When a tired man or woman goes to bed, half of them, without their own knowledge, are preparing for more fatigue, says the household expert of Farm & Fireside, warning housewives not to become "kitchen minded."

"Fatigue, like polluted food," she says, "poisons the body. Rest is needed as much as wholesome meals, but everybody talks more about improving kitchens than bedrooms. In recent visits to state agricultural colleges I have been impressed by the time and money spent to learn more and more about the proper bedding for farm animals but I have heard very little about the comfort of the farmer's family."

"If bedroom care ended with keeping the floors and walls clean and the bedding laundered, the task would not require much thought. But provisions for proper rest do not end with that. Sagging springs cause a waste of nervous energy as do worn out mattresses which are caused largely by bad springs. Dusty springs and improperly aired bedding both say the vitality of the sleeper as much as work.

"Moreover," concludes the writer, "the attractiveness of sleeping quarters is not given proper attention by most people. It is not enough that a sleeping room should be comfortable. A little added attractiveness makes repose complete and persons with such quarters will be much more ready to meet the next day's demands than those who merely 'go to bed.'"

CURB FOR TEMPERS

You do not have to be a "Yes" man to avoid being a grouch, says the American Magazine. You can refuse to concede an inch in regard to what you believe to be wrong without getting angry about it.

LUCK, INDEED

Life is full of pleasant surprises. Just when you think your luck has vanished forever you put a cent in a slot machine and get two pieces of gum.—Farm & Fireside.

WOMEN GETTING FEMININE

"This design for a dinner dress is infinitely more feminine," says the Woman's Home Companion of a new Paris model. "It certainly is," said the crabbed editor. "It leaves the corduroy trousers and high rubber boots miles behind."

BLACKSHEEP

Continued from page 2

gestion of his authoritative bearing. Her face was a feminized version of the Governor's exquisitely modeled and illuminated by dark eyes that swept Archie with a hasty inquiry from under the brim of a black picture hat.

"Julia, this is my friend, Mr. Com-

ly." Her "very glad, I'm sure," was uttered with reservations, but she smiled, a quick sad little smile.

The Governor had introduced her as Julia, carelessly, as though of course Archie knew the rest of it. The Governor asked perfunctorily about her drive into town, and whether it had been hot in the country. Dinner was announced immediately and they sat down at a round table whose centerpiece of sweet peas brought a coolness into the room.

It seemed to Archie as he met a puzzled look in Julia's eyes from time to time that she was trying to account for him, and her manner he thought slowly changed. Her first defensive hostility yielded to something much more amiable. It was as though she had reached a decision not wholly unflattering and might be a little sorry for her earlier attitude.

"Julia, if you brought those documents with you I'll take them up to my room and look them over. It's only a matter of my signature, isn't it? I'll be down at once."

"Very well; you will find them in my bag in the hall. I must start home very soon, you know."

"I had hoped you would spend the night here," said the Governor; "but if you won't I'm grateful even for this little glimpse."

The Governor left the room and reappeared with a small satchel, took out several bundles of legal papers and glanced at their superscriptions.

In a moment they heard his quick step on the stair.

"It is no doubt clear to you," Julia remarked, "that my brother prefers not to be alone with me."

"I rather surmised that," Archie replied with an ease he did not feel. He turned to drop his cigarette into the brass receiver at his elbow to avoid contact with her gaze, which was bent upon him disconcertingly.

"We have but a moment, and we must have a care not to seem to be confidential. He didn't close his door, I think."

The draperies at the end of the room swayed a little and Archie walked back and glanced into the dining-room swayed a little and Archie walked she indicated a seat a little nearer than the one he had left.

"Please don't be alarmed, but it's a singular fact that I know you; we met once, passingly, at a tea in Cambridge; it's a good while ago and we exchanged only a word, so don't try to remember. I much prefer that you shouldn't." Archie didn't remember; he had attended many teas at Cambridge during commencement festivities and had always hated them. "It was not until we were at the table that I placed you tonight. I'm relieved, infinitely relieved, to know that you are with my brother. How it came about is none of my affair. But you are a gentleman; in the strange phase through which"—her lips formed to speak a name but she caught herself up sharply—"through which he is passing, I'm gratified that he has your companionship. Once something very cruel happened to him; something that greatly embittered him, a very cruel, hard thing, indeed; and after the first shock of it—" She turned her head slightly and her lips quivered.

"That is all," she said, and faced him again with her beautiful repose accentuated, her perfect self-control that touched him with an infinite pity.

(Continued next week)

BEAUTY FAKERS CAUSE WOMEN GREAT INJURY

Hundreds of Patients Have Been Ruined for Life by Trusting This Kind

Having one's face "lifted," wrinkles and hair removed and features made over is one of the most dangerous practices of today because of quacks who are perverting the science of facial surgery which made such great strides after the World war, according to a number of noted surgeons and public health officials, who are quoted in the Woman's Home Companion.

Hundreds of patients who have

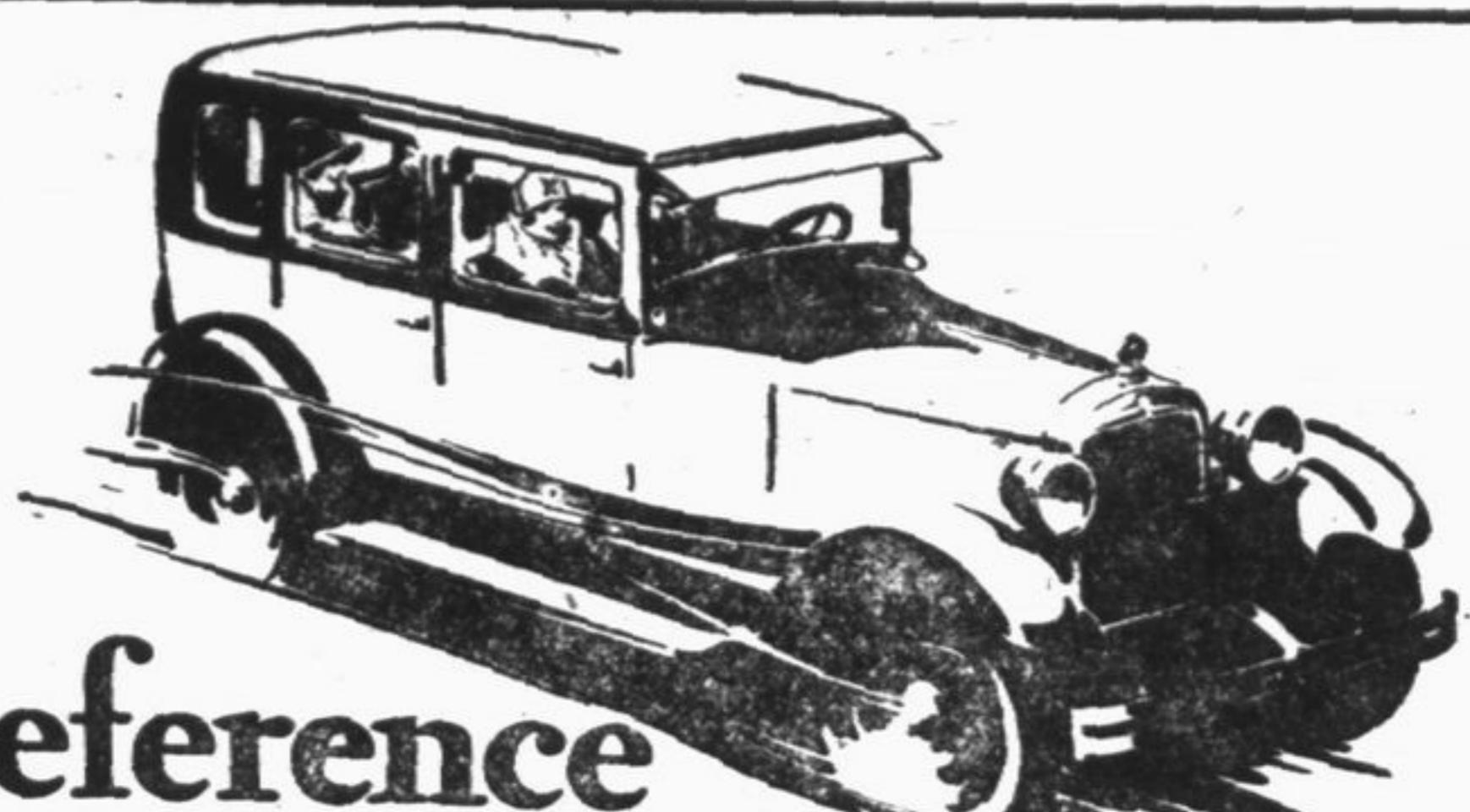
been ruined for life by such operations by illegitimate practitioners, says the article, remain unknown because they are too sensitive to bring their cases to public knowledge, but the damage is growing constantly.

The most serious results come from attempts to renovate features with inorganic substances such as celluloid, paraffin or metal plates, which living tissue will not tolerate. The second largest number of permanent disfigurements come from the use of X-rays in removing growth of hair by inexperienced and unlicensed persons.

"Every human being has the divine right to look human," says Dr. William J. Mayo. "One of the compensations of the great war was the development of plastic surgery of the face.

The best plastic surgeons are too busy to bother with people who already look well enough to pass for normal. But facial surgery is so spectacular that it has made a place for some practitioners who are willing to take long chances for easy money." Thus the borderline between the legitimate and the illegitimate is hard to define. At the foundation the whole beauty business is sound and legitimate but the entrance of frauds into the profession has caused untold suffering.

Persons contemplating any alterations of their features are strongly urged to consult first with family physicians, members of board of health or hospital authorities.



Preference for ESSEX almost 2 to 1

In outselling any other "Six" at or near the price, almost two to one, the signal thing is not merely the overwhelming preference for the Essex Super-Six, but the source from which it comes. A great proportion of buyers are owners, former and present, of big and costly cars. They turn to Essex because they find:

- The smoothness and performance of their costlier cars.
- Comfort and riding ease not excelled in any car.
- The roominess and relaxation of their larger cars.
- Traffic nimbleness and handling ease unmatched in larger cars.
- Economy of operation and maintenance exclusive to Essex.

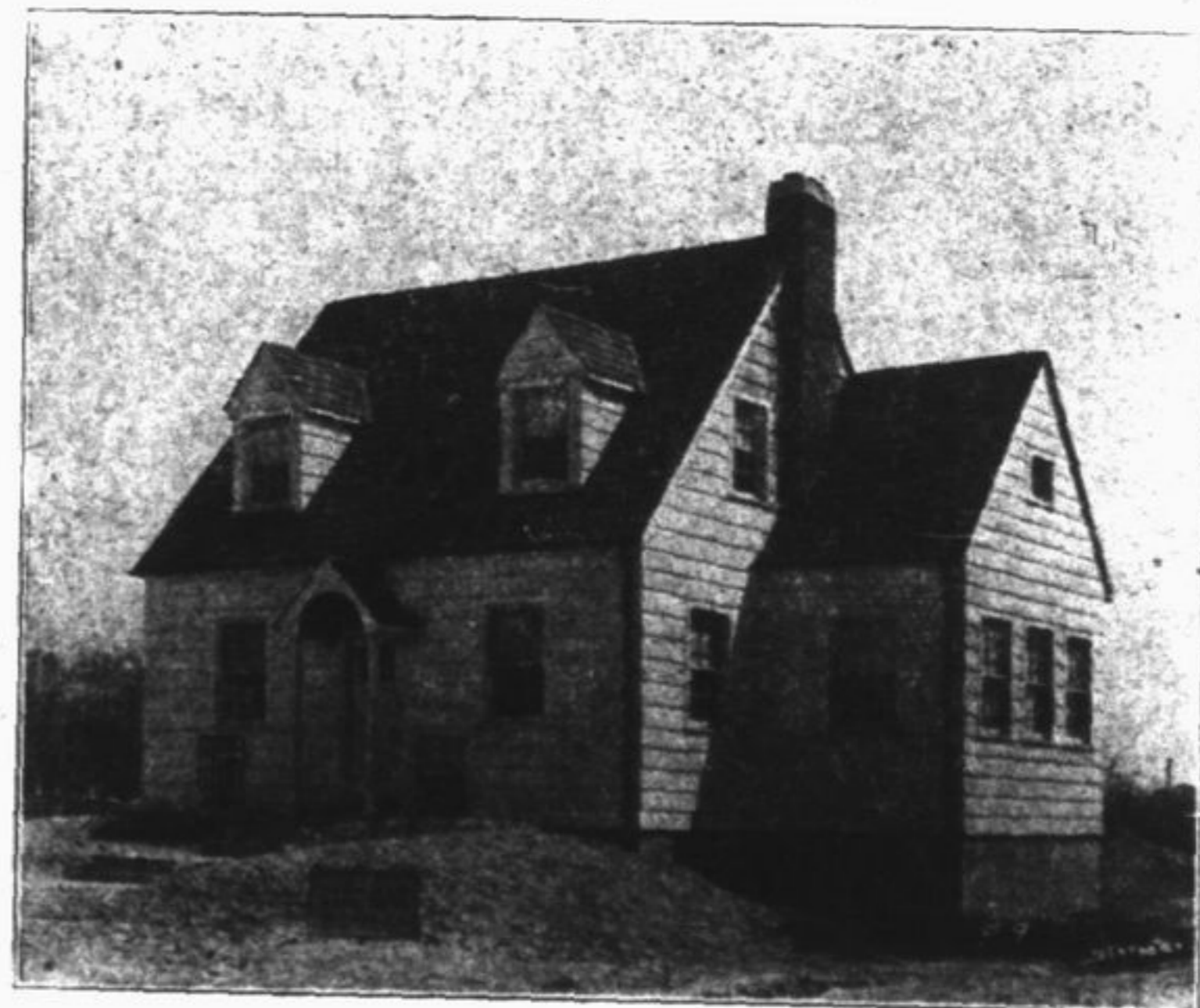
ESSEX Super-Six

2-Passenger Speedabout, \$700; 4-Passenger Speedster, \$835; Coach, \$735; Coupe, \$735; Sedan, \$835
All prices f. o. b. Detroit, plus war excise tax

29 South Second Street

A. W. PERSON

Phone Highland Park 2492



One of the Wilcox Special Built Homes

Sunset Terrace Gaining in Favor

Four New Houses Just Being Completed

Four better, new homes just being started; others to be started this fall for spring occupancy.

Slowly-but surely the character of this beautiful section is being established on a plane that justifies the prediction made long ago that it would be one of the most attractive districts in Highland Park.

I have three fine homes ready for occupancy. Hot water heat, doubly insulated, beautifully decorated, all modern, real fire-places.

Priced \$12,500 - \$15,000 - \$17,000 — Cash or Terms

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Builder of Wilcox Homes

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Phone H. P. 2619

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PINES AUTOMATIC WINTERFRONT is the only positive and effective means of putting an end to the great annual repair bill that comes from cold.

Your car needs this vital protection at 60° Fahrenheit. That's when cold strikes.

Models for all cars—priced \$22.50 to \$30.00.
Special models for Ford, \$15.00;
Chevrolet, \$17.50; Dodge Four, \$20.00.

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