

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

THURSDAY, JANUARY 12, 1928

NUMBER 46



SHOULD APPRECIATE BEAUTY

There are many people who go about not knowing that the sky is blue, that the grass is green, or that trees change color several times a year. Suppose that nature suddenly would change all her colors to one red, for instance. There are many people who would quickly adjust themselves to the new scheme of things and go about their business as usual. In fact the human race has from the first been subjected to a series of adjustments and this has gone on throughout the long period of evolution, the beginning of which no one knows. But we should awaken our souls to the beauty in nature, for beauty in nature rests us more than anything else in the world. This was the message delivered recently by Dr. Edward Howard Griggs in his final lecture in Fullerton Hall, Art Institute. The speaker held his large audience in close attention as he outlined his theories of how culture and beauty reacted on the spirit. It may sound strange, but why can we not consider a flower as a thought of God? We should enter into the spirit of nature and lift ourselves out of the sordid mechanical affairs of every day life. By that the speaker said, it was not meant that we should go on picnicing, but to go alone, or with some friend who was sympathetic, and give ourselves up for a space to the deep harmonies of nature. A farmer once gave permission to a woman artist to paint a scene on his farm. She worked a day or so at the painting, with the farmer a curious and deeply interested observer. Finally his curiosity overcame him and he asked: "How much will you sell that picture for?" "Oh, about a thousand dollars," the artist replied. "Land sakes, I'd sell my whole farm for that!" was the astonished comment. The artist has seen in the farmer's ranch some beauty that he had never suspected, and she capitalized on her sense of the beauty and picturesqueness in his humble farm.

FINE TIME TO ADVERTISE

A close study of newspapers in the largest and most progressive cities about now, will show an enormous amount of money being spent in advertising. The managers of these stores have learned from experience that money spent at this time in advertising is an excellent investment.

It is a time of year that naturally would be extremely dull. Before the days of advertising, merchants must have found little doing in midwinter, and their expenses must have been enormously high for the amount of business they were doing.

Advertising in midwinter keeps the trade flowing in evenly. A great many people have learned to expect to see announcements of special bargains at this time of year. They wait for such announcements, and they go to the stores that announce them. The merchants of this city will do a good stroke of business for themselves and to promote the habit of trading here if they advertise freely at this time.

VITAL TO SMALL INVESTOR

By one method of calculation, a distinguished actuary figures that there are only about 2,500,000 stockholders in American corporations. Another estimate, by Prof. Ripley of Harvard, gave it at 14,400,000 in 1923; it is estimated at 19,000,000 today.

The first seems entirely too low, when Bell Telephone alone has more than 400,000 identified names, and no one person owning one per cent of the stock. The large estimate seems improbable.

But whatever be the actual number, it is rapidly growing. The small owner is getting to be the real capitalist to whom appeal must be made for industrial funds. It is a vital matter whether the corporation income taxes be reduced so as to benefit the small investors. Just now, the small investor in corporate securities is unfairly taxed, as compared with equal investments in other businesses. Only by dealing justly with the small investor in corporate securities can national thrift be fostered.

FLIRTING WITH NONESSENTIALS

Muscle Shoals! How many years has that name been batted around in congress.

Boulder Dam! The newest football of public ownership advocates.

Just as the war-time nitrate plant at Muscle Shoals has been used as a lever to try to force the government into the electric power business, so will the need for a flood control dam on the Colorado river be used for the same purpose.

President Coolidge favors building the dam for flood control, a legitimate function of government. But if the proposition is kicked back and forth in congress as long as Muscle Shoals, in an attempt to tack on power development, the Colorado can overflow many times before protection is given, says the Manufacturer's News.

That's why politics should be kept out of business. It flirts with the nonessential while neglecting essential matters.

Mrs. Le Pelley of the Jack and Jill at this time wishes to express her appreciation to the public for their interest and patronage of her new Children's Shop. In order that this shop may be of better service to you, room must be made for a new Spring line of Children's Wear. You are invited to come in and take advantage of the 25% discount on wool dresses, sweaters and Kenwood wool coat suits while they last.

JACK and JILL SHOP

Alcyon Theatre Bldg. 359 Central Ave.

Tel. H. P. 2219

Deerfield News

Mrs. F. Cooksey has re-opened her food shop on Waukegan road, which has been closed since the death of her husband.

Mr. and Mrs. Conrad Utchman of Hazel avenue, announce the birth of a boy, Thursday, Jan. 5.

Mrs. George Karch and daughter, Martha Karch, are spending the week with Mr. and Mrs. Frank Saeman of Cross Plains, Wis.

Mr. and Mrs. George Seiffert and daughter Grachin, Mr. and Mrs. Leonhart Seiffert and Mrs. Gretel Schneider are sailing from Bavaria, Nurnberg, Germany, and will arrive in Deerfield next week where they will visit relatives and probably make their future home. George and Leonhart Seiffert have two brothers and two sisters in Deerfield.

On Thursday afternoon, Jan. 19, the Missionary society of the Presbyterian church will meet at the parsonage with Mrs. M. J. Andrews as hostess. Miss Irene Rockenback will give a talk on "Presenting Mission Work to Children and Young People."

Friday afternoon, Jan. 13, the Deerfield Parent-Teacher association will hold their regular meeting at the school. Mrs. A. C. Stadler and Mr. C. Bates will speak.

Mrs. R. D. Reids, Alex Willman, Elmer and Raymond Clavey attended a bridge luncheon at the home of Mrs. Robert Greenslade of Highland Park, Wednesday.

Mrs. Minnie Juhrend who was taken to the Highland Park hospital seriously ill with pneumonia on Christmas is recovering and is expected home Saturday or first of next week.

Miss Bertha Freese is ill at her home on Deerfield avenue.

The strings of vari-colored lights no longer illuminate the business district over each week-end. The lights were strung throughout the business district at the time of the Deerfield day celebration in August and through the courtesy of the Deerfield Chamber of Commerce continued to give the town a festival air over each week-end.

Mrs. C. T. Anderson entertained a group of twelve teachers of the Elm Place school faculty at a bridge party at her home on Saturday afternoon. Mrs. R. E. Pettis assisted her sister in serving.

Miss Laurel Stryker who spent the holidays with her parents, Mr. and Mrs. John A. Stryker, has returned to Payton, Iowa, where she is a teacher in a local high school.

The Tatapoocin group of Camp Fire Girls will hold a bakery sale at Steinhans Meat market on Waukegan road, Saturday afternoon, Jan. 14.

Mr. and Mrs. James Dougherty and two daughters, Wilma and Margaret of Chicago, were guests of Mr. and Mrs. F. Labahn, Sunday.

Sixty guests enjoyed five hundred, bunco and delicious refreshments which were the features of the delightful party sponsored by the Deerfield Royal Neighbor camp at the home of Mrs. William Johnston on Saturday evening. Fourteen lovely prizes were awarded to the makers of high scores. Mrs. Martha Love was awarded a prize of a pair of beautiful pillow cases. The proceeds of the affair will be used to swell the fund which is being raised for one of their members.

Miss Annie Keough has resigned her position as teacher in the Wilmet school and will return to New Mexico where she has lived for a number of years. Miss Keough does not expect to leave until sometime in February. Mrs. Harry Muhlke will teach the balance of the term.

Mrs. Raymond Meyer and infant son, Frederick, have returned from the Highland Park hospital.

On Friday evening, Jan. 27, the Tuxis society of the Presbyterian church will give a pancake supper in the dining room of the church.

Mr. and Mrs. Chas. Hagblom announce the birth of a daughter at the Highland Park hospital, Thursday, Jan. 5.

Mrs. Chester Wolf visited in Libertyville on Monday.

Mrs. Hugh Patterson entertained at a dinner at her home in the Briarhill, Saturday evening.

Mrs. Heafield gave a bridge party in her home on Landis lane Wednesday afternoon.

Evangelical Bungalow Church

Rev. A. P. Johnson, minister
The second mid-winter concert will be given by the church orchestra Sunday afternoon, January 15, from four until five o'clock. This service is for the public. You can't afford to miss this rare musical treat.
Sunday school, 9:45 a. m.
Morning Worship, 11:00 a. m.
Vesper service, 4:00 p. m. (Concert by church orchestra.)
Christian Endeavor, 7:00 p. m.
Evening worship, 8:00 p. m.
Prayer and praise service each Wednesday night at 8:00 o'clock. You are always welcome to the services of this church.

St. Paul's Evangelical Church

F. G. Piepenbrok, pastor
Church school, 9:15 a. m.
Service, 10:15 a. m.
Choir, Friday, 7:30 p. m.
Confirmation, Saturday, 9:00 a. m.
The Sewing circle will meet Thursday, Jan. 19, at the home of Mrs. Geo. Antes, West Deerfield avenue.

Deerfield Presbyterian Church
Mark J. Andrews, minister
9:30 Church school. Graded instruction. Departmental organization.

Trained leadership. The pastor's class meets at 10 o'clock in the choir room.

10:45 Morning worship and sermon.

5:00 Vesper service.

Mid-week service Wednesday at 7:45 p. m.

The Women's Missionary society will meet at the manse, Thursday, Jan. 19, at 2:30 p. m. An interesting program has been prepared. All women of the congregation and friends are invited.

Friday evening—Boy Scout meeting from 7 to 8:30. Choir rehearsal at 8 p. m.

Sunday, Jan. 22 will be observed as Young People's day.

Sunday, Jan. 29 will be observed as Foreign Mission Sunday. At the Vesper service the Rev. Harry E. Campbell, Presbyterian Missionary from Etah, India, will speak. This service will be followed with a Missionary luncheon given by the Women's Missionary society.

A cordial welcome to all the services and activities of this church.

DEERFIELD GRAMMAR SCHOOL

School Notes

Who's Who in Deerfield Grammar school: Frances Hill, supervisor of music and art. Home: Montague, Mich. Education: Graduate Montague high school, Montague, Mich., 1921. Graduate two year normal course, Western State college, Kalamazoo, Mich., 1925. Summer term University School of Music, Ann Arbor, Mich. Experience: Two years, kindergarten and music Montague schools, (1925-27), one year, 1927-28 Deerfield Grammar school.

The new semester begins Monday, January 16. This is the time to enroll new pupils in the kindergarten and first grade. Pupils who are five years old in March may enter the kindergarten and pupils who are six years old in March may enter the first grade.

The teachers of Deerfield Grammar school were rather widely scattered during the Christmas vacation. The principal spent the vacation in Newell, Iowa with his wife's relatives.

Miss Andrew spent her vacation in Rockford and Argyle, Illinois. Miss Titus in Chicago. Miss Evans divided her time between Ottawa and Plainfield, Illinois. Miss Evenson at home in Larson, Wis. Miss Nygard at home in Mount Horeb, Wis. Mrs. Thormeyer at home in Northbrook. Miss Lidgerwood at home in Deerfield. Miss Scheel at home in Chicago. Miss Knaak at home in Deerfield. Miss Hobart at home in Evanston, and

Miss Hill at home in Montague, Mich. Pupils joining the school band received their instruments and their first lessons Wednesday. All seem very enthusiastic.

During Christmas vacation a thermostat control was installed to regulate the oil burner that heats the school building.

The new room is ready to be occupied by the pupils now in grade one B. The pupils will move into the room Friday, Jan. 13.

The regular monthly meeting of the board of education was held in the principal's office Tuesday evening, Jan. 10. Only the routine business was conducted.

THINK OUTLOOK FOR 1928 IS PROMISING

SURVEY BY STRAUS & CO.

Believe Business Conditions in United States During Next Year Much Like Those of 1927

With the arrival of the new year, building conditions throughout the United States are epitomized by S. W. Straus & Co. as follows:

(1) An approximate shrinkage of \$700,000,000 from the 1926 volume and of \$1,000,000,000 from 1925.

(2) Generally stabilized conditions with well balanced supply and demand.

(3) A tranquil labor situation with average employment in the building crafts about 12 per cent below the levels of one year ago.

(4) A decline in building material prices of from 7 to 10 per cent and an increase of slightly less than 1 per cent in labor.

(5) Some lower building costs as the result of greatly increased labor efficiency combined with smaller profits and a reduced overhead by contractors.

(6) Outlook for activities in 1928 not varying greatly from the volume attained during 1927.

Earlier Months

"During the earliest months of 1927," says the Straus report, "there was a considerable volume of building still in operation which had been started near the close of 1926. That the year was to witness a great shrinkage in new building was evidenced as early as April 1 when the distinct downward trend of building permits was definitely established. The developments of the year have shown conclusively that the

building permit index is the most dependable barometer so far developed by students of construction tendencies. Although the indices of actual construction in buildings indicated at times during the year that the industry was in a state of expansion, the truth as to fundamentals and basic trends was accurately made manifest from month to month by the reports of steady declines in building permits issued in the leading cities and towns of the forty-eight states.

Better Stabilized

"With the establishment during the year of conditions better stabilized than at any time since the war, there is now a splendid production efficiency. Building contractors are operating more economically, with reduced overhead and reduced profits while the labor element is more efficient than it has been at any time during the past decade. The result is a lower building cost without a reduced wage scale.

"It is not expected, however, that these conditions will result in lower rents. In communities here and there, there may be an over supply of building which will result temporarily in reduced rents but these conditions are neither general nor permanent. Where an over-supply exists, there will eventually be a balance established and rents will return to normal levels. It always is to be remembered that community progress and upbuildings depends on stabilized real estate values which in turn have their true bases in income.

Similar in 1928

"Broadly speaking, it is the opinion of S. W. Straus & Co., that within the building industry, developments will not greatly vary from those of 1927. There is every reason to believe that a good and substantial volume of business will be forthcoming. There is no outstanding factor now operating that might produce any considerable slowing down of work. At the same time, the normal increase in population, the processes of obsolescence in building, the development of a higher standard of living by the American people, and population migrations, are all factors that will continue to sustain a good volume of activity throughout the year lying just before us."

The movement to stop useless noises should pay attention to the orations of many political speakers.

The hunters are supposed to take out licenses, but the Leap Year girls are allowed to hunt a husband without any.

The farm experts are giving demonstrations in tree pruning, and they could also find people who need attention in the line of speech pruning.

Quality Cut-Rate Market

307 Waukegan Avenue

Phone H. P. 3259

Highwood, Illinois

Fresh Meaty

Spare Ribs

15c

Small Lean

Porterhouse

18½c

Fresh Dressed

Chicken

33½c

Choice Veal

Short Legs

25c

Legs-Spring

Lamb

29½c

Fresh Ground

Hamburger

15c

Fancy Fresh

Dressed Rabbits

30c

Armour

Star Hams

24½c

Home-Made Potato Sausage - 28c

—Fresh Dressed—

Ducks

37c

Geese

32c

Capons

44c