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MAKING LOWER PRICES

To make a large success in business, people have to convince the public that they are giving specially good values. One of the best ways to get into a position where they can give exceptionally good values, is to obtain a greater volume of business. When stores double their sales, their expenses are not so very much more with the doubled volume, so the cost per article is less. That is the reason why many people have obtained a big trade and have held it through advertising. Their advertising drew a lot of people to their stores, they increased their volume of sales, without a corresponding increase in cost of operation. Also by buying in large quantities they got many reductions in price. So they were actually able to deliver goods for less, as the result of obtaining volume of business through advertising.

AMERICANS NOT SPENDTHRIFTS

Other peoples call Americans extravagant, spendthrift and wasteful. Maybe, after all, it only seems that way. During the last 27 years our population has increased by about 50 per cent. But the number of life insurance policy holders has increased 500 per cent. Deposits in savings and other time accounts in banks on June 30, 1926, according to government statistics, amounted to \$26,000,000,000. These figures show that the people are putting something away for the rainy day. Payments to beneficiaries and holders of endowment policies this year amounted to eight times the total of such payments in 1900. And in each of the last two years the amount of new insurance written exceeded the total amount outstanding 17 years ago.—Dubuque Times Journal.

ST. PAUL'S LOSES AND WINS GAMES

In the contest for league honors St. Peter's won from St. Paul's Jan. 17, by one point. In the first quarter St. Paul's was leading 6 to 0. But St. Peter's staged a rally and at the end of the half St. Peter's was leading 10 to 8. In the third quarter St. Peter's cinched the game. Although the St. Paul guards held their opponents scoreless in the last quarter their own forwards fell short by one basket to overcome the lead. The game was one of the most interesting contests played. St. Peter and St. Paul will play twice more before the season closes. In an extra game the St. Paul boys trimmed Portage Park M. E. church 39 to 20 at the St. Peter's community hall, Jan. 24.

St. Paul—17	B	F	P
A. Johnson, f	4	1	0
L. Laegler, f	1	2	0
E. Bleimel, c	2	0	1
E. Juhrend, g	9	0	2
K. Haggie, g	0	0	0
C. Johnson, G	0	0	0
St. Peter—18			
A. Bizer, f	5	0	0
M. Ruegen, f	1	0	0
E. Ruegen, c	2	2	0
A. Schaefer, g	0	0	2
C. Freeze, g	0	0	1

Referee—A. Olson, Highland Park. The game with Portage was refereed by C. Bates of Deerfield. Thursday, Feb. 2, St. Paul will play Niles Center at the New Niles Center public school.

COUNTY BANKS TO GET FUNDS FROM TREASURER

Action of Board of Supervisors at Recent Meeting Clears Way for Plan. In line with suggestions of County Treasurer Jay B. Morse and Supervisor Arthur W. Vercoe, chairman of the finance committee of the board of supervisors, the county board last week made an amendment to a resolution which will enable the treasurer to place all county funds in Lake county banking institutions. The amendment provides that the maximum balance to be kept in any one bank may be equal to the full amount of the capital stock, surplus and undivided profits of the institutions. The resolution had provided that the maximum balance could not be more than one-half of this amount. Frank Fowler, secretary of the Chamber of Commerce addressed the board, telling of the plans for the Farmers' Institute to be held in Waukegan next month. He said that there will be farm exhibits in the Armory, Academy Theater, Clayton hotel and Masonic temple. He said the convention here will be the largest and best in the history of the Farmers' Institute. He urged a full representation of the county board at the meeting and expressed thanks to the board for assistance rendered.

PLAN TO MAKE SAFER N. CHICAGO CROSSING

Head of North Shore Line and Mayor of City in Conference Thereon. In conference with Mayor Walter L. Atkinson of North Chicago, this afternoon, Britton I. Budd of the North Shore line last week agreed to move back the gates at the 22nd street crossing to make it a curve on Sheridan road instead of a right angle crossing. They are conferring with state highway officials for some plan to remove the grade crossing. This is the crossing on which Mrs. Waukel of Waukegan was killed two weeks ago. It was suggested that one set of gates be used for both the Northwestern and the North Shore line and an extra gateman be employed to go out with a flag when trains are approaching.

HERE'S CHANCE FOR AMATEUR THESPIANS

Don't forget the date, January 30, if you are a north shore resident, and one of those who likes the stage as a hobby. For on that day, the North Shore Theater Guild is to conduct afternoon and evening meetings at the Winnetka Community House to compile data on all available acting talent in this locality. This group, the north shore's own Little Theater enterprise, draws its personnel from all the communities between Lake Forest and Evanston, and its yearly programs for a large membership are well known to drama lovers throughout the district.

COURSES OF STUDY GAUGED BY ABILITY

Three distinct courses of study in mathematics, for bright, average, and dull pupils, respectively, are in process of formulation by the Cleveland (Ohio) Bureau of Educational Research in cooperation with a committee of junior high-school teachers.

North Shore News

Mr. and Mrs. Edward C. Kohlsaat, 777 Bryant avenue, returned home last Saturday from the snow-clad Adirondacks. The Kohlsaats had many tales to tell of enjoyable times on skis, snow shoes, and skates at the Lake Placid club where they spent the Christmas holidays with their daughters, Cynthia and Suzanne, and their son, Edward, Jr. The girls have returned to Vassar where they plan to continue their winter sports. Before returning to the north shore the Kohlsaats went on to Princeton for a few days' visit with Edward.

Miss Virginia Wallace, daughter of Mr. and Mrs. Walter F. Wallace of 815 Mount Pleasant road, Winnetka, is one of the season's popular debutantes. After a gay and enjoyable winter Miss Wallace now anticipates and plans a three months' trip to Europe with her mother. The itinerary includes Italy, Spain, France, Switzerland, and other European countries of interest. Mrs. Wallace and Miss Virginia plan to leave sometime in March.

Miss Harriet Houghteling of Chicago, formerly of Winnetka, and Miss Dorothy Stirling of Glencoe have issued 950 invitations for a reception Monday evening in honor of Sir Wilfred and Lady Grenfell, who are arriving in Chicago today to be Miss Houghteling's guests. The reception will be given at the Fortnightly.

Sir Wilfred was knighted by King George in recognition of his service on the occasion of the dedication of the new hospital at St. Anthony, Newfoundland, last July. His work is well known across the world.

Mrs. John R. Cochran, 370 Chestnut street, Winnetka, recently gave a charming bon voyage luncheon in honor of Miss Mary Knapp and Mrs. W. O. Millinger of Chicago. Miss Knapp and Mrs. Millinger leave the last of the month for a mid-winter Mediterranean cruise. Upon return Miss Knapp is planning to build a summer home at Indian Hill, which she expects to occupy during the coming season.

Mr. and Mrs. Frank E. Payne of Glencoe gave a house warming Sunday afternoon, January 15. Those who assisted the hostess during the tea hours from 4:30 until 7:30 were Mrs. Bruce MacLeish, Mrs. Daniel Burnham, Jr., Mrs. Walter Primley, Mrs. Ernst vonAmmon, Mrs. William C. Moffett, Mrs. Seth Shepard, Mrs. Woods Shoemaker, Mrs. Hubert Howard, Mrs. Marvin Miner, Jr., and Mrs. Morton Knode.

Mrs. Samuel G. Goss, Sr., Longwood avenue, Glencoe, will leave for Winter Park, Fla., on Friday of next week, accompanied by her mother, Mrs. W. W. Robinson, and her granddaughter, Carol Elliott.

Mr. and Mrs. J. Fred McGuire of 565 Sheridan road, Winnetka, announce the engagement of their daughter, Florence Louise, to Elbert R. Herlocker of Wilmette. Miss McGuire leaves this week for a Mediterranean cruise and a trip through Europe, returning about April 10. The marriage will take place soon after her arrival home.

The marriage of Miss Inez Brooke, daughter of the late Mrs. Jean Brooke of Chicago, to Edwin Tubbs, son of Mr. and Mrs. Eston V. Tubbs of Wilmette, took place Saturday, Jan. 14.

Mrs. Charles V. Sommer of 425 Provident avenue, Winnetka, sailed for the southland from Baltimore, Md., on Thursday, Jan. 11. She will visit Miami, Havana, St. Petersburg, and New Orleans, spending about ten days in each of these cities and returning home after the Mardi Gras in February.

Mr. and Mrs. Merle Myers have returned from their wedding trip and now are at home in their apartment in Evanston. Before their wedding on December 17, the bride was Miss Virginia Thompson, daughter of Mr. and Mrs. Hope Thompson of Wilmette.

Invitations are out for a dinner dance to be given at the North Shore hotel on February 4, by Miss Mari Koretz, daughter of Mrs. Mae M. Koretz, 912 Cherry street, Winnetka, and Miss Lorraine Meister, daughter of Mr. and Mrs. Clarence H. Meister of 803 Elmwood avenue, Wilmette.

Mr. and Mrs. Ira Calif Darling, 256 Kenilworth avenue, Kenilworth, and Mr. and Mrs. Sidney Y. Ball of Indian Hill left for California where they will stay for about six weeks. They may go on to India, although no certain plans have been made yet.

Mrs. Frank D. Fulton, 884 Hill road, Glencoe, returned home last Saturday after undergoing a major operation at the Augustana hospital, where she had been since early in December. She and Mr. Fulton and their daughter, Helen, accompanied by Mrs. Fulton's brother-in-law and sister, Mr. and Mrs. Nate Simmons of Eagle Grove, Iowa, are leaving for Florida.

They will spend a week or two at the Miami Biltmore, Coral Gables, and will take a cottage for the remainder of their stay. Mr. Fulton will spend three or four weeks and

Mrs. Fulton and Helen will remain the rest of the season. Edmund Fulton has returned to complete his freshman year at Wabash college.

A few years ago, it will be remembered, at a garden party in their Winnetka home, the daughter of Mr. and Mrs. Charles Strotz, Katherine Kay Strotz, was presented to society. Now Miss Strotz is filling her first important role with the Ethel Barrymore company at the Harris theater.

A short time after her debut, Miss Strotz left Winnetka for New York in order to cultivate her talent, and after several years' work there, she has returned to Chicago in her first stage appearance.

With her mother, Miss Strotz is stopping at the Drake hotel, and many of her friends are planning to entertain her while she is here.

Among her hostesses will be Mrs. Harold Strotz, her sister-in-law, who is to give several affairs in her home.

Miss Beatrice Ripley, daughter of Mr. and Mrs. Robert H. Ripley of 29 Indian Hill road, has been chosen to lead the grand march in the junior prom in February at Vassar college. This is the greatest social honor the college can bestow and goes only to students scholastically high and personally popular.

In addition to her other social and academic achievements, Miss Ripley is president of the junior class. Many of the younger set of the north shore plan to attend the annual junior prom at Poughkeepsie as there are many north shore girls at Vassar. Among those prominent in arrangements for the prom are Cynthia and Suzanne Kohlsaat, daughters of Mr. and Mrs. Edward C. Kohlsaat of 777 Bryant avenue, Winnetka.

The Skokie Subscription Dance club will give a circus costume party at Skokie Country club next Saturday evening, Jan. 28. Mr. and Mrs. Edward T. Wilder, Mr. and Mrs. H. H. Belding, and Mr. and Mrs. W. H. Walter are in charge of the party. Benson's orchestra will play for the dancing following the dinner.

Mrs. Henry Riggs Rathbone, 312 Sheridan road, Kenilworth, is now staying at the Wardman Park hotel in Washington, D. C. The Rathbones are being much entertained at Washington and were the guests of honor at a box party given by Mrs. Milligord Andrews at the Assembly ball there.

Many parties are being given for Mr. and Mrs. A. J. Balaban of 162 Euclid avenue, Glencoe, who left Wednesday to spend a month in Florida. They took with them their daughters, Ida Joy and Cherry Blossom. Among the larger parties in their honor were the dinners given by Mr. and Mrs. L. Witkowsky of Chicago, and Mr. and Mrs. Mark Goodman of Chicago and by the Leonard Cowans of 234 Maple Hill road.

Mr. and Mrs. John O'Connor of Kenilworth sailed last Saturday on the S. S. Majestic for Europe, where they will visit France, Switzerland, Spain, and Italy. Before sailing they visited Mr. and Mrs. Frank Campbell in New York.

Mrs. Lillian Warren, 999 Bluff road, Glencoe, is spending a few weeks in New York City visiting her sister Mrs. Harve Carl Stein.

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