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ADVERTISING ELIMINATES SLUMPS

In former days in the business world, trade was a very irregular thing. It rose and fell with the seasons, and during some periods it was hustling at a high rate, while often it dropped out of sight, and much of the time retail store people were yawning over their counters, and trying to pretend they were busy.

Modern advertising has greatly changed that situation. If business is naturally dull at certain periods, the merchants have special sales, and the public is made aware through their interesting notices that they can gain an advantage by buying in these quiet times. So the people turn out to the stores at times when naturally they would not buy much. Thus trade keeps flowing in a more regular channel, and avoids those dull periods that are a costly burden. Many business men of this city would testify that it has worked that way in their affairs.

THE FUNDAMENTAL LAW

In every great crisis Our Country has been held together by sticking to fundamentals as laid down in the Constitution of the United States. During intervening periods and when the people do not feel the need of the actual protection given by that great document, the nation suffers periods of agitation when attempts are made to destroy constitutional rights, privileges and protection.

We witness this every day in our state legislatures, in congress and in initiative measures. A man who raises his voice against the destructive process is often criticized as a reactionary, an enemy of the people or a tool of big business.

But when danger assails the nation, we all rush back to the shelter of our Constitution. What safeguard would we have, if its fundamental soundness had been destroyed by the attempted tamperings of more than a century?

The New York Herald of January 22, published a cartoon showing a log jam. Two loggers were breaking up this jam of logs, each of which was marked "a law," and the loggers were marked "legislators." The point of the cartoon was that more and more laws are being produced, and as these laws are propelled over the dam by the legislatures, they fall into a pool of water marked "futility." The idea conveyed by the cartoon was that we do not need more laws to clog our legislative bodies and create larger and larger pools of unenforceable statutes, but that we need better enforcement of existing fundamental laws which already cover practically every field of human endeavor.

Some day we will reach a crisis in our legislative hysteria, and then we will again be forced to fall back on the guaranties and protection afforded by our fundamental law contained in our federal and state constitutions.

North Shore News

The marriage of Miss Dorothy Culver of Glencoe to Robert Michener Schreffler took place last Saturday evening at the home of the bride's mother, Mrs. Morton Taylor Culver, 359 Washington avenue. The Rev. John K. Coolidge, rector of the Church of St. Elizabeth, read the service before about thirty relatives and intimate friends. The bride was given in marriage by her brother, Reginald Culver.

The bride's gown was of white satin with a bouffant tulle skirt, and she wore a cap veil of tulle, caught with a pearl band in front and clusters of orange blossoms at the sides. She carried a bouquet of roses, sweet peas, and lilies of the valley. Her only attendant, Miss Gertrude Lange of 461 Woodlawn avenue, wore a pink gown, made in the same style as the bride's, and carried roses and sweet peas. Albert Berg was best man.

The bridegroom is a son of Mr. and Mrs. Robert E. Schreffler of the Evanston hotel. After a wedding trip of two weeks, Mr. and Mrs. Schreffler will make their home with Mrs. Culver.

Announcement has been made by Mr. and Mrs. N. A. Strand, 821 Judson avenue, Evanston, of the engagement of their daughter, Hazel, to Edward Weber Tubbs, son of Mr. and Mrs. Thomas J. Tubbs of Wilmette.

The Alumnae chapter of Gamma Phi Beta sorority of Northwestern university will entertain the pledges of the sorority at a Big Sister tea Sunday, Feb. 19, from 4 until 6, at the home of Mrs. J. M. Budinger, 600 Third street, Wilmette.

Mrs. Ernest Barbour of Evanston, the newly-elected national president of Gamma Phi Beta, will pour. Assisting her will be Mrs. Ralph Heilman, also of Evanston. Miss Lillian Woodworth of Chicago, social chairman of the Alumnae association, is in charge of arrangements.

Mr. and Mrs. Clifford Bradbury, 69 Lakewood drive, Glencoe, will give a dinner bridge for twenty guests next Friday evening in honor of Mr. and Mrs. Curtis Camp who leave soon for Europe.

Among the Winnetka debutantes of this season who participated in the Mardi Gras luncheon at Christ church Parish House February 20 and 21, one of the large society events of the winter, were Miss Margot Atkin, Miss Betty Pain, and Miss Elizabeth Lamson. Miss Atkin, with Mrs. Robert Biddle, is in charge of the serving of the luncheon. Miss Pain and Miss Lamson were in the group of debutante waitresses including Miss Rosamund Coffin and Miss Judith Walsh.

Other Winnetkans assisting in the luncheon's serving were Mesdames William Bacon, James Marshall, Emory Wilder, Gilbert Crowder, Harry Edmonds, Charles Goodrich, Dane Fuller, Warren Crawford, Henry Stanton, and John Roberts.

Mr. and Mrs. Anthony J. Alsdorf of 630 Lincoln avenue have as their guest, Mrs. Alsdorf's sister, Miss Herta Zentner, of Prague, Czechoslovakia. Miss Zentner has been with her sister for the past month, and is expected to stay for at least a month or more. This is her first visit to America.

Mrs. Arthur Lips of 844 Spruce street gave a large surprise party last Sunday evening for her daughter, Mrs. Roy Pavlik (Marjorie Lips), in honor of her twenty-first birthday. The party was held at the new home the Pavliks have built at 614 Temple court, Kenilworth. The guests consisted of Mrs. Pavlik's old schoolmates and nurses that graduated with her from St. Francis hospital in Evanston.

Mrs. Henry E. Barroll and daughter, Jean, of 331 Linden avenue, Winnetka, are expected home the latter part of next week from a two months' visit in California with Mrs. Barroll's father, Dr. William R. Laird, of Redlands. On their return trip they had the pleasure of a visit with B. W. Blow of Winnetka, at Tucson, Ariz., and report Mr. Blow greatly improved in health.

Mr. and Mrs. Robert C. Price and their little son, Bobby, 794 Walden road, who left Winnetka February 9, to motor to Florida, have reached their destination and now are the guests of friends in Miami. They are expecting to motor to Key West in a week.

At Skokie Country club Saturday afternoon Miss Emelyn Waltz of 554 Longwood avenue, Glencoe, entertained at luncheon and bridge in honor of her college classmate, Miss Adelaide Johnson of Evanston, who was married February 20. The guests are all Wellesley college friends of Miss Waltz and Miss Johnson.

The engagement of Miss Jane Ramsey of Wilmette to Phillip H. Kemper, son of Mr. and Mrs. William F. Kemper of Chicago was announced recently by Miss Ramsey's parents, Mr. and Mrs. Charles Nace Ramsey of the Linden Crest apartments.

Charles H. Shook of Chicago announces the engagement of his sister, Elizabeth Louise Shook, to John W. Lasier, son of Mrs. David S. Lasier of 731 Lincoln avenue, Winnetka. The wedding will take place in the early spring.

Miss Dorothy Smith, daughter of the Henry T. Smiths of 710 Bluff street, has been studying in Paris for the past year and has just returned there from a trip to Vienna and Budapest. She will not return to Glencoe until this summer.

Mr. and Mrs. Sidney Ball, formerly of Kenilworth, but now of Indian Hill, left the early part of the week for California to be gone about six weeks. Their plans while in the west are indefinite but after some time spent in the southern part of the state they will join Mr. and Mrs. Ina Darling and go north to San Francisco, possibly then on to Honolulu.

Mrs. C. D. Goodman of 519 Sunset road and her niece, Miss Maxine Salinger, of 265 Provident avenue, left Wednesday for Florida. Miss Salinger will be gone about two months, visiting her grandparents, Mr. and Mrs. M. L. Brede of St. Petersburg, for the greater part of the time.

Mr. and Mrs. Richard Holmes, who recently purchased the Sidney Ball residence, on Woodstock avenue, Kenilworth, with their family, have gone to New Mexico for the balance of the cold spring months.

Miss Emelyn Waltz of 554 Longwood avenue, Glencoe, entertained friends for luncheon and bridge at the Chicago College club on the afternoon of Washington's birthday.

RECENT REPORTS OF MAC MILLAN ISSUED

BY THE FIELD MUSEUM

Interesting Activities of Expedition in Frozen North During Long Winter Night Told

A report of the activities of the Frederick H. Rawson Arctic Expedition of Field Museum, radioed by Lieutenant-Commander Donald B. MacMillan, leader, was made public today by D. C. Davies, director of Field Museum of Natural History.

Two aerial vagabonds from Europe—lapwing plovers, birds which are extremely rare on this side of the Atlantic, although common in the expedition. These birds, found in winter in Africa, and this is the first the frigid north, normally spend the record of their appearance in Labrador. There are only seven previous records of sighting the species in the western hemisphere, and this is the first record in 22 years, declares Dr. Wilfred H. Osgood, curator of zoology at the museum. The birds obtained by the Rawson Expedition were probably blown out of their course and across the sea, Dr. Osgood said. The eggs of such birds are widely marketed and eaten in Europe.

Long Dog Trip

Dr. William D. Strong, the expedition's anthropologist, has gone alone by dog team some 100 miles south of the Rawson scientific station near Nain, Labrador, to live among the primitive Naskapi Indians, and conduct ethnological researches among them.

Alfred C. Weed, ichthyologist of the expedition, is at work among the islands fishing through holes in the ice for specimens for the museum's marine collections.

Arthur G. Ruockert, taxidermist, accompanied by Eskimos, is hunting polar bear, walrus and other animals for the museum on the outer islands, about fifty miles from the expedition's winter quarters.

MacMillan to Start

Lieutenant-Commander MacMillan himself is about to start on a 110-mile trip south over the icy wastes by snowmobile to Hopedale, to pick up a load of supplies and mail left there for the expedition last November. Food for the dog teams is one of the biggest problems the expedition faces this winter, according to MacMillan. He reports that the temperature in the vicinity of the expedition's quarters often reaches 30 below zero.

Dr. E. K. Langford of Chicago, physician of the expedition, has gone sixty miles south of the station on a hurry call to try to save the life of a native suffering from a serious case of pneumonia.

That Kind o' a Girl

He:—"Why did you jump out of the car last night and start running home?"
She:—"I was bein' chaste."

How It's Done

How doth the pretty little Jane Keep dated all the time?
By sitting where the sitting's good . . .
And showing perfect lines.

Only a Companion

"Why did your pop say I reminded him of a telescope?"
"Because you're so easy to see through and you magnify everything so."

Observing Youngster

"I'll give you fifty cents if you'll wash your face," said the college professor to his small son.
"Keep it and get a haircut," was the young hopeful's reply.



TREE PLANTING AT SPRING CAMP

Twenty-four picked scouts from Highland Park, Deerfield, Lake Forest and Lake Bluff, will camp at the Cabin in the Woods in a Spring encampment from Tuesday to Friday during the annual Spring vacation. As many of their scoutmasters as possible will attend and will conduct a four day period of scouting activities assisted by Scout Executive Walter McPeck and Field Executive W. Ted Grant. Among other activities a number of trees will be planted. The accompanying picture shows a group of scouts at work in reforestation projects. Each year many thousands of trees are planted by scouts.

Scouts in the troops from Wilmette to Lake Bluff and from Glenview to Libertyville are already intensely in earnest inviting their friends to attend the Area wide court of award which will be held on March 16.

Each troop is trying to win the attendance award for bringing the largest number of guests to this recognition night. Each boy is being supplied with 10 printed invitations for his friends. These read: "You are cordially invited to attend the Area-Wide Court of Award of the North Shore Area Council, Boy Scouts of America, to be held Friday evening, March 16th, 1928, 7:45 o'clock at the Elm Place school Auditorium, Highland Park, Illinois. Scouts from all the North Shore troops, from Wilmette to Lake Bluff, will be present to receive their advancement honors. Each troop will present itself for inspection. All parents and friends are urged to attend, and enjoy the varied program being prepared."

Get-Together at Wilmette

More than 50 scouts, each of them a leader in a local scout troop will gather at the Wilmette Congregational church, on Saturday morning, February 25th, for a Junior Leaders Conference. Delma Caldwell of troop 2, of Wilmette is general chairman, and Walter McPeck, Scout Executive, is the advisor.

The program will include games, handicraft, story telling and several surprise events. L. F. Ball, scoutmaster of troop 3 of Wilmette, will conduct a handicraft period in which the scouts will practice in making things from Deco Art. The program includes discussion of "Organizing the Patrols," "Activities for the Patrol," "The Troop Cabinet."

Scouts from Wilmette, Kenilworth and Glencoe will attend. The program will open at 9:30, luncheon will be served at 12, and the program concluded at 1:30 p. m.

Camp at Cabin

On Tuesday morning, April 10, the first Spring Camp ever held by the North Shore Area Council will be in session at 9 a. m. Twenty-four scouts will be chosen from the troops in Highland Park, Deerfield, Lake Bluff. The spring camp session will last four days, ending Friday, April 13. As many scoutmasters are available will take part in the managing the spring encampment, aided by Messrs. McPeck and Grant of the North Shore area scout headquarters. Scouts are already reserving places for spring camp, the charge of which will be for all expenses, \$5.00.

Swimming Class at Highland Park

Scouts who will report to Coach Peel at the Deerfield Shields high school Saturday morning at 10 o'clock, beginning the 25th, will be given swimming lessons at the cost

of 35c per morning. This is a real opportunity for scouts who wish to learn how to swim or want additional practice.

Area wide court of award, Friday, March 16, at Elm Place school, Highland Park, at 7:45 p. m.

Junior Leaders conference, South End, Saturday, February 25, 9:30 to 1:30, at Wilmette Congregational church, Wilmette.

Wilmette Board of Review, Wednesday, March 14, at Bryon Stolp school office, at 7:30 p. m.

Highland Park Board of Review, Monday, March 12, 4 p. m., at the Presbyterian church.

Glencoe Court of Award, Tuesday, February 26, 7:30 p. m., school auditorium.

PARCELS LEFT IN CARS TEMPTATION TO THIEVES

Motorists who leave parcels in their cars offer a temptation to thieves to smash locks and break door handles, according to H. M. Brown, general manager of the Chicago Motor club.

One of the weapons used to break door handles is a gas pipe one inch in diameter and about a foot long. The gas pipe is concealed in a rolled newspaper and is carried in the sleeve. By slipping the end of the gas pipe over the door handle the lock is easily twisted off.

The obvious remedy, of course, says Mr. Brown, is for motorists to take care to leave no parcels or other visible personal property in parked cars.

DESTROY OLD LICENSE PLATES OF AUTOMOBILES

Destroy your old license plates or place them under lock and key, is the warning issued by J. H. Braun, general counsel for the Chicago Motor club.

Every year at this time, police records disclose that some serious crimes and numerous automobile thefts are committed by criminals using cars disguised with last year's license plates. A criminal may easily elude identification by the use of old license plates which have been cast into the alley on the rubbish pile. In the interests of the community, motorists should take every precaution to prevent thieves from getting 1927 license plates.

Lotta Practice

"Are you on the water wagon for good?"
"Why, sure."
"Well, you ought to know the feeling. You've been on a thousand times before."

One Test Okeh

"What makes you so sure you're not a fool?"
"Because I wasn't born every minute."

The clothes that make the women are the clothes that break the men.

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All improvements in and paid.
Exclusive west side district,
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feet or better and many 350
feet deep.

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