

# The Highland Park Press

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## BOOST YOUR ORGANIZATION

When an organization lives for a period of years, it must perform a useful service in any community. It supplies some activity or service that is needed.

When we belong to such an organization, pay its dues, attend its meetings, serve as officers or committee members, we help that organization contribute to the community, and thus we push our home town ahead.

A relatively few people usually do most of the work of such an organization. They perform an incomparable service, and are entitled to the enthusiastic commendation of their fellow members and the public.

Those of us who think we haven't the time or ability to serve in such positions, can at least boost the organization. We can be regular in attendance, try to obtain new members, and speak of its benefits to the public generally. In these ways, we all can help.

## INDICATIONS OF BETTER BUSINESS

If advertising is a weather vane whereby the currents of the business winds may be studied, then conditions for the coming year are sound and point to a period of good business activity, according to Lee W. Maxwell, president of the Crowell Publishing company and head of a group of national magazines.

The lines on which the most energetic advertising and other sales activities are indicated include food products, drugs and toilet goods, automobiles, tires, building materials and household equipment. The lines which, in general, show hesitation and uncertainty are clothing and dress goods, furniture, automobile accessories and radio.

Mr. Maxwell comments: "If business generally had less to sell, or if the people of the country just simply could not buy, then we might look forward to a year of rough sledding and thin picking. But business generally has a whale of a lot of production capacity, therefore a lot to make and quite plainly a lot to sell."

"But the people of this country—the greatest consuming group in the world—even though they have a tremendous purchasing power, must be reached and convinced."

"All business houses, therefore, except those dying of dry rot, will need every possible sales aid, such as advertising. You may be sure they will seek every possible sales aid."

"Consumer demand cannot be caught, how-tied, and branded by and one outfit or by any one group. Freedom of choice on the part of the consumer creates the great hunt and sport in American business. And that is where advertising gets its inning."

"Advertising is something which, economically and effectively, can aid business in influencing the consumer's choice. It can help the business man to do a better job in 1928. There are many businesses which need it and many which will make effective use of it during the next year."

## Deerfield News

La Amite Society gave Mrs. Roy Clavey, who before her recent marriage was Irene Cashmore, a surprise miscellaneous shower at her home in Highland Park, Tuesday evening.

On Friday evening members of the Tuxis society were entertained at a St. Patrick's party in the Presbyterian church assembly room. Table decorations and favors were in keeping with the occasion.

Miss Alice L. Baker, a former resident of Deerfield and of Highland Park has written a little book of travel, "The Wings of the Morning" which has been presented to the Deerfield library by Mrs. J. A. Reichelt Jr. The title of the travel story, offering charming word pictures of delightful places in Europe visited by the author is taken from the text, "If I had the wings of the morning and dwell in the uttermost parts of the sea."

On Saturday afternoon one of the regular monthly musicales was given by the older pupils of Mrs. C. G. Pettis at her home on Osterman avenue.

Mrs. Louise Rehm of Arlington Heights visited friends in Deerfield last week.

Mrs. Fred Labahn visited her sister Mrs. James Dougherty, Friday. The regular business meeting of the Tuxis society will be held in the Presbyterian church, Tuesday evening, March 27.

Mmes. R. D. Reeds, Elmer and Raymond Clavey and Alex Willman attended a bridge luncheon at the home of Mrs. Ray Gunkel in Highland Park, Tuesday.

On the evening of March 28, the annual District dinner of the American Legion will be given in the Deerfield Masonic temple. Representatives from the fourteen posts of the eighth district as well as the Illinois State Legion Commander Albert C. Carter, the State Adjutant, Floyd Heckel, and the State Past Commander, Ferre Watkins will attend. Entertainment will follow the dinner.

A number of Deerfield men attended the testimonial dinner to William J. Stratton and the Republican rally held in the high school gymnasium in Waukegan, Saturday.

The Pettis home on Waukegan Rd., which was sold in court at auction was bought for \$9,100 by one of the heirs Lincoln Pettis.

The Deerfield Fire Department answered to calls to put out a prairie fire on Monday near the Whitcomb home and to the Rasmussen farm on Old Mill road in the early evening.

Mr. and Mrs. Gay Miller of Chicago were guests of Mr. and Mrs. B. H. Kress Saturday.

Miss Marie Gloden returned from a two weeks visit in Miami, Florida, Monday where she called on the Rev. W. J. Ryan, pastor of Holy Cross and St. Patrick's churches and found that he was in ill health and had been seriously ill all winter.

**Evangelical Bungalow Church**  
Rev. A. P. Johnson, minister  
9:45 a.m. Bible School. Don't send your children to Sunday School. Bring them. A class for every member of the family.

11:00 a.m. Worship and sermon. A great service for young people. 7:00 p.m. Christian Endeavor. A great service for young people.

8:00 p.m. Evening Service. Prayer and praise service each Wednesday night at 8:00 o'clock. Pre-Easter evangelistic services will be held each evening at eight o'clock, with the exception of Saturdays; from March 25 to April 8.

The doors of this church swing open with a cordial welcome for all.

"If I can stop one heart from breaking,  
I shall not live in vain;  
If I can ease one life the aching,  
Or cool one pain,  
Or help one fainting robin  
Unto his nest again,  
I shall not live in vain."  
—Emily Dickinson.

The American Legion Auxiliary offers to all women eligible a wonderful field for service—for what service can be more worthwhile than that Christ-like one of "doing unto others"?

Because the members of Auxiliary Unit No. 738, Deerfield, feel that there are many women in town who have the privilege to join this organization and who may desire to avail themselves of that opportunity to unity with us in carrying on the aims and purposes of the Legion and its Auxiliary, we have arranged for a house-to-house canvass of the town on Sunday afternoon, March 25.

May we restate our earnest wish that every woman who may wish to unite with us in making Deerfield Unit 100 per cent—in membership and in service.

Any information desired can be secured from any of the officers of the Unit, or from the Membership Chairman, Mrs. Ed. Jacobson.

**Deerfield Presbyterian Church**  
Rev. Mark J. Anderws, pastor  
9:30—Church-school Graded Instruction Departmental Organization. Trained Leadership.  
10:45—Worship and Sermon, "The Significance of Baptism."  
7:30—Evening Service.  
Pastor's glass, Tuesday afternoon at 4 o'clock.

The Annual Meeting of the Congregation, Wednesday evening, March 28, at 8:00 p.m.

Scout Meeting, Friday at 7 p.m.  
Choir rehearsal, Friday at 8 p.m.  
Holy Communion, Confirmation and Reception of members on Palm Sunday, April 1. Services will be held every evening during Passion Week and on Good Friday at 2:30 p.m., culminating in a great Easter service.

We invite you cordially to all the services and activities of this church.

**Mrs. Louis Anderson**  
Notary Public  
Care of The Lake County Lumber, Coal & Material Co., Deerfield, Ill.

The University Guild and Evans-ton Art Commission announce an exhibition of paintings by Artists of Chicago and vicinity March 5 to March 30 at Orrington hotel. Mr. Edward K. Williams will be among the artists who will exhibit and "Wisconsin Woods" is the painting.

Mr. and Mrs. W. J. Hamilton who have been spending the winter in California returned Thursday to their home on Central avenue.

Mmes. Seth M. Gooder, W. B. Metcalf, J. A. Reichelt, Jr., Alex Wilman, Frank Russo, George Robertson who will act as chairman of judging committees in The Tribune's \$6,000 Home Harmonious contest attended a luncheon at the Union League Wednesday where final arrangements were made.

Following is the list of judges from Deerfield: Mrs. Elmer Clavey, Mrs. Raymond Clavey, Mrs. A. Torbet, Mrs. Harry Hansen, Mrs. Edward K. Williams, Mrs. L. J. Crisman, Mrs. Harry Wilson, Mrs. Richard Mansell, Mrs. F. J. O'Connor.

Miss Emilie Knaak was elected and installed secretary of Deerfield O. E. S. Chapter Thursday evening when Mrs. Alma Deck on account of illness resigned.

Mr. and Mrs. Harold Youngs of Todd Court entertained guests from Milwaukee over the week-end.

Mrs. W. B. Metcalf was hostess at a luncheon on Tuesday. In the afternoon she took her guests to hear a lecture at the Ossoli in Highland Park.

Mr. and Mrs. Burr Hindahl who have been residing in the Hamilton home have moved to their new home in Woodland Park.

Mrs. Frase entertained a group of ladies at her home on Wednesday afternoon.

**St. Paul's Evangelical Church**  
F. G. Piepenbrok, pastor  
Church School—9:15 a.m.  
Service—10:15 a.m.  
Lenten service—7:30 p.m.  
Choir Friday—7:30 p.m.  
Confirmation Saturday—9:00 a.m.

Sunday morning at the regular service hour the boys and girls of this year's confirmation class will be examined. The members and friends of the church are cordially invited to attend this public review. The Sunday following we will have the consecration service. Fifteen boys and girls are to be confirmed this year. Their names are as follows: Henry Scheskie, Raymond Horton, Elmer Huehl, Wallace Gastfield, Hilda Soefker, Luella Willman, Elisabeth Stilke, Anna Ritter, Jenette Reeb, Sophie Nickelson, Florence Koller, Ruth Johnson, Laura Neargarder, Mable Lockman, Irene Juhrend.

Sunday evening we will have our last Lenten service, at which time we will be privileged to take some new members into the fellowship of the church.

Your Lenten Self Denial Offering is due Sunday evening. If at all possible please return your envelope with your offering at this time. We are very anxious to have every envelope returned this year. Should you not be able to return your envelope personally, some of our Sunday school children will call for it.

There will be no German service until after Easter, except a communion service Good Friday evening.

## SCHOOL NOTES

Entertainment was furnished preceding the party by the Deerfield-Shields Highschool Glee club with Gerard Dinkeloo directing and Wallace Reichelt accompanying at the piano. John Waddell, Jack Zengeler, John Hardcastle, Edward Carrell, Steven Chase, Carl Becker and Guy Bezy were among members of the Glee club who participated.

Mr. and Mrs. Roy Hutcheson and daughter Louise Ann, Mrs. J. Fletcher, of Irving Park were guests of Mr. and Mrs. S. P. Hutcheson, Tuesday.

One of the pleasant affairs of last week was the card party and entertainment given by the teachers of the Deerfield Grammar school in the school Saturday evening, beautiful prizes were awarded to makers of high scores.

The teachers of Deerfield Grammar school wish to thank the parents and friends of Deerfield and surrounding communities who so generously contributed cakes, card tables, cards, card table covers, good will, and their presence at the card party St. Patrick's eve. After all expenses were paid, there was a profit of \$106.60. This money will help to install an electric clock system.

Prize winners at this party were:  
Bunco—First, Edmund Koebelin, won 20 games.  
Second—Dorothy Utroska, won 20 games—2407, she chose the end-table who should be first. Edmund was

first. He chose the electric waffle iron. Miss Utroska chose the pottery vase.

The winners of "500" were:  
First, Mrs. S. Herrick, score seven games, 3320. She chose the fernery and ferns. Second, Mrs. F. Taylor, score seven games 3280. She chose the silk pillow.

The winners in Bridge were:  
First, Mrs. Jack Notz. Score five games 2407, she chose the end-table. Second Wm. Geary. Score five games, 2376. He chose the casserole.

The eighth grade have ordered their class pins and rings.

Miss Schilatra reports that the third grade children were weighed and measured last week.

With the coming of spring many children are interested in studying bird life. The third grade have completing this unit all the children are making bird houses.

The fifth grade have been studying the uses of lighthouses, lightships, buoys, and bell buoys. After completing this unit all the children were asked to write a story or theme about the subject.

Part of the Grammar work in fifth grade the past week has been to write stories that might be dramatized. Following is a story, "The Flower Garden" submitted by Mary Desmond, 5A.

Characters: Rose, Marygold, Betty, Betty's mother.

Rose: I guess Betty will be here very soon to give us some water.

Marygold: Yes, I hope so. I am very thirsty.

Rose: Oh, I am not so thirsty because I am Betty's favorite and she always waters me.

Marygold: She gives you water first and when she comes to me the pitcher is almost always empty.

Rose (Proudly): Betty likes me better than you.

Marygold (Sadly): I guess so.

Next Morning

Betty's Mother: Please get me the vase full of water because I am going to pick some flowers.

Betty: (Running after her mother): Mother, please bring the Rose and the Marygold.

Mother: I will bring the rose, but not the marygold. It is withered because it did not have enough water.

Betty: I am glad the rose is still in bloom.

Tuesday, March 13, the first six grades saw a moving picture on milk, given by representatives of the Bowman Milk Co. This picture showed how the cows were milked and what the farmers did with the milk. It showed the large glass lined tanks and trucks which transport the milk to the stations. The milk bottles were scoured over and over. Then dried, and when ready to be filled, they rolled out of the washer and went down a small slide straight as soldiers. After the bottles were filled they were capped automatically. One part especially interesting to the smaller children was about the tiny health fairies which live in milk. It was very interesting and enjoyed by all. (Written by Catherine Cunningham, Grade 6.)

Miss Hobart, (Kindergarten teacher) is constructing a "bus" in one corner of the room. Bus fares will be cheaper now that there is competition!

Thursday, March 22, many of the girls in the 6-7-8th grades and several teachers plan to go over to the high school and take a swim. The girls and boys alternate using the swimming pool once every two weeks.

## Food For Your Lawn and Garden

FRESH HOT MANURE WELL ROTTED MANURE  
for hot beds for lawns  
BLACK SOIL ARMOUR'S FERTILIZERS

## FRANK SILJESTROM

Phone Highland Park 65

## Ice—Coal—Building Material



\$5

DOWN

SALE!

DURING

MARCH

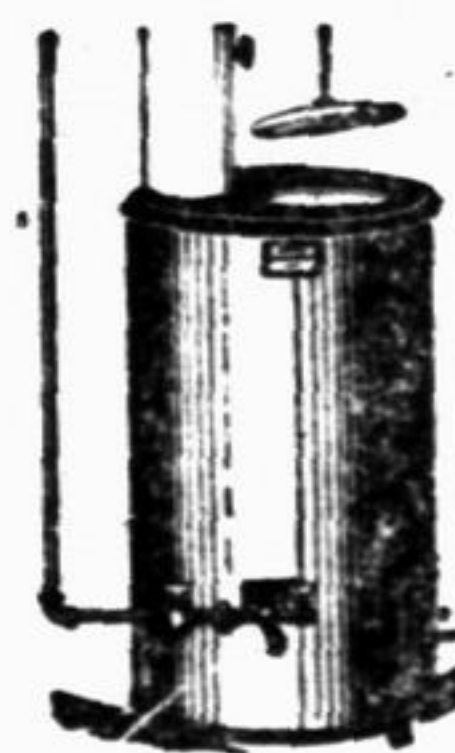
ONLY

Year to Pay Balance

Come In and See

These Appliances

on Display!



### Incinerator

Get rid of the old fashioned garbage can and trash barrel.

Eliminate fire and disease hazards in your home with a modern gas-fired incinerator.

### Clothes Washer



Cut hours from washday time with this labor-saving appliance. Clothes made snowy white quickly—easily—economically.

### Clothes Ironer



Ironing is a pleasure instead of drudgery with this modern appliance. It saves time—labor.

## North Shore Gas Company

Telephone 3300-3301