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VALUE OF ADVERTISING

To say that it pays to advertise is merely repeating a truism. But occasionally we run across concrete examples and here is one of them:

The town of Rayne, in Louisiana, has a population of about 3,000. In 1883 the Marvin-Kahn store was founded there. It started with one clerk, but it now employs thirty and does an annual business of \$500,000 or more. And remember that the community numbers no more than 3,000 souls.

In commenting on the success of the business the company manager recently said: "We have done a general merchandising business with drygoods as the bulk of the business, catering to the trade of ten parishes, and advertising in every paper in our section."

The meat of this statement is in the last few words. By advertising in the newspapers of the section, and by giving the customers fair treatment and honest values this store has been able to grow, even in a small community. The same experience can be found in many other places. Everywhere it is the merchant who advertises that has the best and biggest store and the most business. The fellow who has so little confidence in his own business that he will not tell his neighbors and friends about it, just naturally withers up in a business sense, and the fault is generally his own.

Advertising not only informs the people of the community that the advertising merchant has the goods, but creates a demand for the goods where there has been none before. Take your own case for instance. How often have you been induced to stop in a store and buy a certain article that you wanted but would not have remembered to buy had you not noticed the ad in the newspaper? The age of isolation in business is past and the fellow who wants to progress must keep on his toes and stay abreast of the times. One way to do this is to advertise your business in the local papers.

North Shore News

Last Saturday evening when Miss Elinor Woodward of Winnetka became Mrs. Ansel McBride Kinney, the Winnetka Congregational church which was the scene of the ceremony, was effectively decorated with pink roses and palms and ferns. The Rev. James Austin Richards read the ceremony at 8:30 o'clock and a reception followed immediately at the home of the bride's parents, Mr. and Mrs. Arthur H. Woodward, 685 Ardsley road, Winnetka.

Miss Woodward was simply but beautifully gowned in ivory satin, made with long, crushed sleeves and a square court train. Her tulle veil fell from under a lace coronet which was beaded with pearls. She carried a bouquet of lilies of the valley and gardenias. Her matron of honor, Mrs. Franklyn Ellis of Rochester, N. Y. wore a peach colored robe de style frock of taffeta and carried spring flowers as did the bridesmaids who were Miss Margaret DeLay, Miss Carolyn Case, Miss Barbara Mettler, Miss Margaret Scott, Miss Dorothy Pickard and Miss Winifred Waltz.

Mr. Kinney had John Dudley of New York City for his best man and the ushers were Julius Stone, Louis Hardin, Paul Jackson, McKay Stoddard, and Julian and Herbert Woodward.

Mr. and Mrs. Kinney left immediately for "parts unknown," at least unknown to everyone except themselves, but they will return within a few weeks and will be at home after June 1, at 931 Forest avenue, Evanston.

Miss Mary Louise Fenton was hostess to a number of guests at the supper dance at the Drake hotel Friday evening of last week given as a benefit for the Chicago Lighthouse. She entertained in honor of Miss Marjorie Janney whose wedding is to take place early in June. Miss Janney left May 2, for the East to attend the houseparty at Princeton. She will return home Tuesday.

The engagement of Dr. Rosanna N. McKenney, daughter of Mr. and Mrs. S. F. McKenney, 752 Foxdale avenue, to J. P. Colligan of New York City, was announced last Saturday at a bridge luncheon in New York. The wedding will take place in the near future. Dr. McKenney is a graduate of Loyola university, department of medicine, class of '21, and has been in the East since completing her medical course.

Miss Carolyn Case, 160 Sheridan road, Hubbard Woods entertained Saturday at a luncheon and linen shower in honor of Miss Frances Von Hofsten, whose marriage to Kenneth Price will take place early this summer. On April 21, Miss Natalia Gookin also entertained for Miss Von Hofsten with a luncheon and bridge party given at her home, 321 Lindenn avenue, Winnetka.

York as her maid of honor, and the Misses Eleanor Dennehey, Barbara Mettler, Emily Otis, Winifred Smith, Ellen Stewart, Romaine Warren, Cynthia Wilson (Mr. Keep's sister), Virginia Wilson, and Mrs. Donald Phelps Welles (Barbara Scott), as her bridesmaids.

John P. Wilson, Jr., will serve his brother as best man. The list of ushers is not yet complete. Miss Warren and John Wilson, whose marriage is to be consummated on June 23, will return here to be in Miss Scott's bridal party, and are then leaving on their wedding trip to Europe. Miss Scott left last Wednesday to attend the annual house party at Princeton, and after her return next week will complete her plans for her wedding.

A wedding of interest to Winnetkans will be that of Miss Alice Little, daughter of the Charles G. Littles of Evanston, and Dr. Curtis Nelson, son of the Murry Nelsons of Chicago, formerly of Winnetka, Monday, June 25, at Les Cheneaux Islands, Mich., where the Littles have a summer home.

A week-end house party for the wedding guests will precede the ceremony. Miss Myra Little will be her sister's maid of honor, and the bridesmaids will be Miss Phoebe Nelson and Miss Margaret Dunham. William Garrison will be best man and Charles Little and William Gordon will usher.

Mr. and Mrs. Harold G. Wilson, 475 Orchard lane, will leave Winnetka June 6, for a visit in Detroit and New York before sailing on June 16, to spend the summer abroad. They will visit France, Italy, Switzerland, Germany, Holland, and England, Scotland and Ireland. They will return home about September 15, by way of Montreal and Quebec.

Mrs. Oscar Anderson and her daughter, Sylvia, are leaving their home at 937 Spruce street, Winnetka, next Thursday for New York. They will sail from there on May 12, to be abroad until next October.

Mr. and Mrs. J. W. Prindiville, formerly of 717 Rosewood avenue, Glencoe, left last week by motor for Cleveland where they will make their home in the future. Miss Mary Ellen Prindiville will stay with her sister, Mrs. Robert Hotze of Lake Forest, until the end of school.

Mr. and Mrs. Mark Cresap have moved back to Kenilworth from town and have opened their home on Warwick road. Mrs. Fannie Cope, (mother of Mrs. Gresap) who returned from Florida and Washington last week and was reported very ill, is better now and will soon be in Kenilworth again.

Mrs. Thomas Tredwell, 265 Franklin road, Glencoe, entertained at tea on Tuesday afternoon for Miss Mary Catell, dramatic reader of New York, who gave a program that afternoon at the meeting of the Young Women's guild and the Women's league of the Glencoe Union church.

Mr. and Mrs. C. A. G. Kuipers of 485 Elder lane, Winnetka, have just returned from Pittsburg, where Mr. Kuipers was called by the death of his mother.

Deerfield News

Mrs. S. M. Gooder entertained her bridge club at her home on West Deerfield avenue, Wednesday afternoon.

Mrs. Margaret Ender and Miss Florence Ender of Chicago were week-end guests at the C. Ender home on Waukegan Road.

Miss Josephine Woodman and her niece, Eugenia Watier returned to their home on Monday after spending the winter in Palm Harbor, Florida.

Miss Ethel Everson of Moorehead, Minn., was a guest of Mrs. B. H. Kress, Wednesday.

Mrs. Cahill and daughter, Mrs. Agnes Gazerick of Milwaukee were week-end guests of Mrs. Cotrell of Todd Court.

Mr. and Mrs. G. Miller of Hazel avenue, entertained guests from Chicago Sunday.

Mrs. Jennie Wilson returned to the home of her daughter Mrs. Chester Wolf on Sunday after spending the winter in Oakland, Calif., with her son, Howard L. Wilson.

The Sewing Circle of St. Paul's Evangelical church will meet at the home of Mrs. Ed. Juhrend in Highland Park, Thursday, May 17.

A miscellaneous shower was given in compliment to Mrs. Roy Clavey at the home of Mrs. Harry Clavey on Thursday afternoon.

Mrs. William Carolan of Highland Park and Miss Beatrice Carolan of Chicago visited Mrs. Molly Pfister of Grand avenue, Thursday.

Mrs. Catherine Ender celebrated her eighty-third birthday anniversary at her home on Saturday.

A large number of relatives and friends called during the day to extend congratulations and best wishes to Mrs. Ender who despite her age is quite active and is enjoying the best of health.

Mrs. Ruth Frase and Miss Ida Knaak attended a meeting of the Supreme White Shrine held in Milwaukee last week.

Mrs. L. Oberauch of Waukegan Road has been ill for the past week.

Nineteen officers of Bethel No. 16 Job Daughters visited the Deerfield O.E.S. Chapter on Thursday evening. The ceremonies performed by this group of young ladies in simple white costumes with deep purple ties were most impressive. A social hour followed the meeting.

On the afternoon of May 11, the Deerfield Parent Teacher association will meet in the school.

One of the stores recently completed on Waukegan Road has been rented for a billiard hall.

The J.O.Y. met at the home of the Misses Frances and Mathilda Borchardt of North St. Johns ave., Highland Park, Tuesday, May 8.

The May meeting of the Ladies Aid society of St. Paul's Evangelical church was held at the home of Mrs. Fred Schwab on Hazel avenue last Thursday afternoon.

Miss Virginia Supple will be crowned "Queen of the May" during the annual May fete to be held at the University of Illinois, Saturday

May 12. The Supple family formerly resided in Deerfield and Virginia was a pupil in the Deerfield school. She is now making her home with her sister in Mommouth, Illinois.

Mr. J. A. Reichelt, Sr., is seriously ill at his home in Wilmette.

Fred and Elmer Clavey left Tuesday evening for Rochester, Minn.

Mrs. J. Stoeck of Hazel avenue entertained a group of friends at her home Wednesday evening.

School Notes

Elm Place school defeated Deerfield grammar school in baseball 14 to 6 last Thursday at the high school athletic field.

Six new wings have been erected on the playground. Children from every grade keep these swings rather busy during the time they are not inside the school building.

Mrs. William Geary very kindly left the model house and grounds prepared by members of the Garden club for the annual garden show, on exhibition at the school house Friday afternoon, Monday and Tuesday. The children are very much interested.

The board of directors held their regular monthly meeting in the principal's office on Wednesday evening, May 9th.

On teachers' visiting day the teachers visited schools as follows: Bates, Andrew, Titus, Evenson, Thormeyer, and Nygard at the Horace Mann and Skokie schools in Winnetka. Evans and Knaak, Elm Place school, Highland Park. Hill and Svhlstra, Noyes school, Evanston. Scheel, Dewey school, Evanston. Lidgerwood, Frances Willard school, Evanston.

The grammar school baseball nine met Ravinia at the high school field on Thursday, May 10.

P.T.A. meeting Friday, May 11, at 8 p.m. The Deerfield Municipal band and the Deerfield grammar school band will give a concert. There will be a short business meeting. You are invited.

Ralph Willen and Sylvia Johnson are absent from school because of sickness.

John Boone has left school, going to Florida for the rest of the year.

The Junior Garden club held its regular monthly meeting Friday, May 4, in the fifth grade room of the Deerfield Grammar school. There were 35 members present. The following officers were elected for the ensuing year: president, Jane Warner; secretary and treasurer, Juliana Willman. Mrs. Leslie Brand read a very interesting paper on gardening, especially as applied to asters and tomatoes, the two things that each member must raise in their contest gardens.

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