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VALUE OF ADVERTISING

Advertising has a great public mission to perform, declared Frank Braucher, advertising director of the Crowell Publishing company, in a recent address at Harvard university. The more it fulfills this task, he added, the more serviceable it is to the advertiser and the more nearly ideal it is from the standpoint of the publisher.

The possibilities of advertising, to quote Mr. Braucher's own words, are so great that with its steady development it takes on constantly new significances. Within the memory of many newspaper readers, the viewpoint of the advertiser toward his advertising has progressed from the mere announcement stage to the highly developed appeals of today.

The advertiser, knowing the stability which good advertising has given to his business, is not surprised to see a reflection of this stability in his credit relations. Indeed, the study which bankers are giving to advertising furnishes the advertiser this new point of view toward his advertising space.

Now advertising to the advertiser is usually a purely commercial proposition, the success or failure of which is reckoned in terms of dollars and cents. The final test is the question "Did it pay?" But strangely enough, the answer cannot always be found in the auditor's books. For advertising is not a force by itself. It is and must be, as Mr. Braucher so wisely points out, a part of something else. It is tied up with a hundred things—distribution, trade conditions, trade practice, competition, sales management, price, dealer and distributor relations, production, raw materials, and so on.

The point is, that the manifold uses and profits of good advertising are only just beginning to be appreciated. It has become a part of every business, as essential as salesmen or factories.

North Shore News

Miss Isabel Scott is at present in Detroit attending the wedding of Miss Romayne Warren and John P. Wilson, Jr., both of whom will take part in Miss Scott's wedding next Saturday afternoon. A week or so ago Miss Scott went east to attend the graduation of her fiancé at Princeton and went directly to Detroit from there. She is expected to return to Winnetka early next week and will crowd a great deal of activity into the few remaining days before she becomes the bride of Albert Keep.

On Tuesday, June 26, Mrs. John W. Scott entertained in her honor at a sports party and luncheon. That evening Mrs. Robert Cluett gave a dinner and later took the guests to Ravinia for the opera. On Wednesday evening Miss Eleanor Denney gave a barn dance for Miss Scott and Mr. Keep. Tonight brings the spinster dinner given by Miss Winifred Smith and Miss Emily Otis and Mr. Keep's bachelor dinner.

The last affair will be the bridal dinner given Friday evening by Mr. and Mrs. John Edwin Scott for the bridal parties and the two families.

The wedding ceremony is to take place on the afternoon of June 30, at the Winnetka Congregational church and a reception will follow in the gardens of the bride's parents, Mr. and Mrs. Frederick Scott, of 175 Sheridan road, Glencoe.

Miss Scott will have as her attendants, her sister, Mrs. F. Langdon Hubbard of Detroit, as matron of honor; Miss Ellen Ewing of New York as her maid of honor; and as bridesmaids the Misses Eleanor Denney, Barbara Mettler, Emily Otis, Winifred Smith, Ellen Stuart, Mrs. John P. Wilson, Jr., (Romayne Warren), Cynthia Wilson, Virginia Wilson, and Mrs. Donald Phelps Welles.

The men in the wedding party will be John P. Wilson, Jr., of Chicago, C. T. Williams, Jr., and Gordon H. Harper of Baltimore, A. Z. F. Wood of Terre Haute, Emory Ford of Detroit, Clement Hackney of Milwaukee, F. Langdon Hubbard of Detroit, and Francis Drake, John M. Blair, Thomas P. Field, George T. Bunker, Jr., of Chicago, and Frederick H. Scott, Jr.

Helena Crews Bradford, at a ceremony performed in candle-light at the Union League club, Saturday last, became the bride of Garold Clairmont Jenison, a resident of Oak Park. The bride is the daughter of Mr. and Mrs. William A. Bradford of 956 Greenwood avenue, Hubbard Woods.

Charming among the June weddings was that of Miss Phyllis Ruf, daughter of Mr. and Mrs. Arthur William Ruf of Kenilworth, and Claude Kelsey Sanders of Evanston.

The setting for this event was the Kenilworth Union church. The service was read by the Rev. Herbert Willett at 8:30 o'clock, Saturday evening, June 16. A reception followed immediately at the bride's home, 236 Cumnor road.

The bridal party included Miss Helene Seibold, maid of honor; the Misses Katharine Stolp, Betty Harwood, Frances Stevens, Betty Taylor, Lois Basset, and Mrs. Arthur Ruf, bridesmaids; Clifford Smith, best man; and the ushers, Frank Sanders, Walter Sanders, Granville Revere

Lewis, Fred Bruce, Jack Rea-ner and Basset Ruf.

The bride was gowned in ivory satin made with a bodice of lace with tight fitting, long sleeves. Old lace bordered the peacock-shaped train over which hung the long tulle veil with its coronet of lace and tulle fastened with orange blossoms. Her bouquet was of roses, sweet peas, and lilies of the valley.

The maid of honor was attired in green chiffon and the bridesmaids wore of yellow moire trimmed with tulle, long in back, with bustle bows of green, and an old-fashioned flower on the shoulder of each. The bridal attendants all carried shower bouquets of mixed flowers to carry out the color of the frocks.

The mother of the bride wore peach chiffon and Mrs. Sanders was in lace.

Among the out-of-town guests were the following: Mr. and Mrs. James G. Minert, Mr. and Mrs. Ira N. Danenport, Miss Juliette Brown, and Dr. and Mrs. William Hancy.

After returning from their wedding trip, the Sanders will be at home at 310 Cumnor road, Kenilworth.

Mr. and Mrs. A. B. Seibold, 522 Forest avenue, Wilmette, announced the engagement of their daughter, Helene, at a dinner Monday night at the Lake Shore Athletic club. Miss Seibold is engaged to Thomas Shepherd, son of Mr. and Mrs. E. H. Shepherd of Kalamazoo, Mich.

Miss Seibold is a member of Pi Beta Phi sorority at Northwestern university where she will be a senior next year. Mr. Shepherd is a graduate of the University of Michigan. No date has been set for the wedding as Miss Seibold intends to finish her work at Northwestern.

Dr. and Mrs. M. C. Ruehl of 196 Green Bay road, Glencoe, announce the engagement of their niece, Miss Patricia A. Taylor, to Charles Russell Johnston of St. Louis. Mrs. Ruehl is giving an informal tea in honor of Miss Taylor today.

A very small but pretty wedding was solemnized last Saturday afternoon, at the Winnetka Congregational church when Miss Vivian Elizabeth Knackstadt, daughter of Mr. and Mrs. L. Knackstadt of 878 Ash street, became the bride of A. Luther Adams, son of Mr. and Mrs. M. L. Adams of Winnetka. The Rev. James Austin Richard officiated at the ceremony which took place at 4 o'clock, with only the immediate families and a few close friends as guests.

The bride wore a simple gown of peach chiffon with a garden hat to match and carried yellow tea roses and lilies of the valley. Her sister, Dorothy, who was her only attendant, wore orchid chiffon over pink with a large pink hat. Her bouquet was of pink roses. Frank Fulman of Riverside was the best man.

Mr. and Mrs. Adams will make their home in Riverside after a short wedding trip.

When Miss Helen Motty, daughter of Mr. and Mrs. J. N. Motty of Evanston, became the bride of William Berensford Renshaw of Winnetka she wore a becoming bouffant bridal gown of white satin trimmed in seed pearls and Chantilly lace. A train

of heavy satin and heirloom rose point lace fell from her shoulders under her veil of rare rose point which was brought from Europe last summer by the mother of the groom. She carried a shower bouquet of white roses and lilies of the valley.

The wedding took place Saturday evening in the Lady chapel of St. Luke's church at 8:30. Dr. George Craig Stewart performed the ceremony.

The matron of honor, Mrs. T. B. Tate of Lexington, Ky., was gowned in a bouffant frock of orchid taffeta and lace. She carried an armful of roses and daisies.

Miss Jane Renshaw and Miss Eleanor McDonnell, as bridesmaids, wore frocks of green taffeta and lace, and carried yellow daisies and butterfly roses.

John Sheppard of New York served as best man for Mr. Renshaw. Isaac Dixon of Princeton, N. J., and Harvey Knight of Evanston ushered. Following the ceremony a reception was held at the Evanston Woman's club.

Mr. and Mrs. Renshaw are motoring to Cape Cod and New York. They will be at home after August 1 at 1918 Main street, Evanston.

Miss Frances Devere became the bride of James Doig, son of Mr. and Mrs. John S. Doig, 820 Oakwood avenue, Wilmette, Saturday afternoon. The ceremony was performed in the garden of the home of Miss Devere's mother, Mrs. Mary Devere, at "Walnut Glen," Birmingham, Mich., by the Rev. Stephen A. Lloyd, formerly pastor of the Wilmette Congregational church and now pastor of a church in Pontiac, Mich.

Miss Rosalind Devere, sister of the bride, was maid of honor, and Edward Purnell of Evanston was Mr. Doig's best man. Mr. and Mrs. T. B. Hardwick of Wilmette and Mr. and Mrs. Harry Green of Barrington, formerly of Wilmette, were among the number of guests who motored to the wedding.

The bride wore a simple frock of palest orchid chiffon and carried a bouquet of white roses and orchids. Her maid of honor was dressed in varied shades of rose colored chiffon and her bouquet was of pink roses. The ceremony was performed beneath a bower of peonies and spring blossoms.

The Doigs will spend a month motoring through the east to New York City, Washington, D. C., and the White mountains. After their trip they will return to Evanston to reside.

The marriage of Miss Winifred Scott Walz, daughter of Mr. and Mrs. Frederick W. Walz, of 1165 Park avenue, New York City, to Julian Laurence Woodward, son of Mr. and Mrs. Arthur H. Woodward of 685 Ardley road, took place Monday afternoon, June 18, in New York. The Rev. Clifton Macon read the marriage service at 4 o'clock in St. Bartholomew's chapel, and a small reception for relatives and a few close friends followed at the family residence.

Miss Miriam Dwight Platt attended the bride as maid of honor, and Miss Dorothy Adams Dunn was the bridesmaid. Waldon Moore served the bridegroom as best man, and the ushers were John M. Congdon, Ogden H. Freeman, Herbert Brucker, and Robert C. Hayes. Mr. Woodward and his bride will make their home in Ithaca, N. Y., where Mr. Woodward is on the faculty of Cornell university, from which he was graduated.

The Church of the Holy Comforter in Kenilworth is the place where Miss Catherine Hinman will become the bride of Perry B. Buchanan, son of Louis L. Buchanan at 8:30 o'clock this evening. A reception at the close of the service will follow at the home of the bride's mother, Mrs. George W. Hinman, 576 Oak street, Winnetka.

Miss Gertrude McBrady of Evanston, daughter of Mr. and Mrs. J. E. McBrady of Evanston was married to Frederick Salmen of Winnetka Friday evening in the Lady chapel of St. Luke's church, Evanston. The reception following was held in the bride's home.

Miss Ruth McBrady was her sister's maid of honor; Mrs. Edward Capps was the matron of honor, and Jean McBrady and Frieda Salmen were the little flower girls.

Adolph Salmen served his brother as best man, and John McBrady, brother of the bride, ushered.

Miss McBrady has just returned from abroad where she spent the winter in study.

Mr. and Mrs. Alex Block of Willow street, Winnetka, was married to Sidney Braverman, son of Mr. and Mrs. B. Braverman of Chicago, on Sunday, June 17, in her home.

Mr. and Mrs. A. W. Payne left Winnetka last Tuesday and are sailing from New York today on the Majestic. They will pass the summer in England and on the continent, returning in early September.

Miss Louisa May Greeley, who is head of the girls' department of physical education at the North Shore Country Day school, sails June 30 on the Arabic for Europe, to be gone over a year. Before leaving this country Miss Greeley will attend her reunion at Wellesley college and visit her brother, Sidney Greeley, at Framingham, Mass. She will also visit her sister, Mrs. Walter F. Stiles, Jr., at Fitchburg. Mr. and Mrs. Stiles will accompany Miss Greeley to New York to see her off on her extended trip.

Mr. and Mrs. W. L. Ballard of Wilmette announce the marriage of their daughter, Day Macsherry, to Montgomery Major, Wednesday evening, June 13. Mr. and Mrs. Major are on their wedding trip and will be at home after July 11 at 215 Ninth street, Wilmette.

Miss Mary McGivern, daughter of Mrs. Bartholomew McGivern, 865 Pine street, accompanied by her aunt, Miss Rose Murphy, left Sunday evening, June 17, for the east for a stay of several weeks. She will spend some time with relatives in Binghamton, N. Y., and then go on to New York City for the remainder of her stay.

Deerfield News

Mr. and Mrs. Frank Russo and two children have returned from Nashville, Indiana, Mrs. E. K. Williams, Mrs. Russo's mother accompanied them.

Mrs. B. H. Kress was hostess to her bridge club at her apartment on Hazel avenue, Wednesday afternoon.

Mrs. William Galloway is visiting her niece Mrs. Robert Welton in Norfolk, Va.

Mr. and Mrs. John Hagieare visiting their son in Troy, N. Y.

The Independent club held a benefit card party on the lawn of Mrs. Otto Trute on Wilmot road last Wednesday afternoon.

Mr. H. E. Wing's father is quite ill in a hospital in Chicago.

A group of eight ladies enjoyed a picnic lunch and bridge in Renehans Grove near Round Lake, Friday afternoon.

Mrs. Alex Willman entertained her luncheon bridge club on Tuesday.

Mrs. N. McKellar who is en route to her home in Fargo, N. D., after spending the past two months with her daughter Mrs. Cromwell Owens in New York City is spending a few days at the home of her sister, Mrs. B. H. Kress.

Miss Edna Fritsch is teaching in a summer school in New York.

Mr. Alex Willman while in Seattle, Wash., last week spent several days with the Jacobs Antes family.

Ira Hole of Glen Ellyn is visiting his father this week.

On Thursday evening, June 21, the Deerfield O. E. S. Chapter celebrated their fourth birthday anniversary. Five members from Waukegan chapter attended. Following the meeting, refreshments were served on a table having a large and lovely birthday cake as a center piece.

Mrs. F. J. Labahn of Central avenue was hostess at a luncheon on Wednesday. The eight guests who attended were from Evanston and Chicago.

Mrs. Ruth Frase and Mrs. Anna Willman visited the Emanuel Shrine No. 50, at Lake Forest, Friday evening.

Mr. and Mrs. L. Soefker, Mr. and Mrs. Chas. Selig, Mr. and Mrs. F. Labahn, Rev. Piepenbrok and family, Mr. and Mrs. C. Bailey and the latter's mother and sister, Mrs. Fred Horenberger, Mrs. J. Huehl and Miss Barbara Huehl were among those who attended the dedication ceremonies of the new orphan home at Bensonville on Sunday afternoon.

Mr. and Mrs. James Macadie of Chicago were guests of Mr. and Mrs. Ralph Peterson, Sunday.

Mrs. Mary Cooks returned Friday morning after spending a week at the home of her brother Mr. Eugene Tronjo in South Chicago.

The Clayton Fehr family have rented the T. J. Knaak apartment on Waukegan road, recently vacated by the Olvin Knaak family.

Mrs. Oscar Benz had as her supper guests on Sunday, her mother, Mrs. Mary Cooks and Mrs. Anne Sherman.

A large group of Deerfield people attended the commencement exercises at the Northbrook school, Friday evening. Alice Sherman was among the graduates.

Miss Mae Titus is taying with Mrs. Jack Myers.

Miss Margaret Hansen left Saturday to spend the summer at her home in Thorpe, Wis.

Miss Helen Reichelt spent the weekend with Miss Alice DeBower at Gages Lake.

On last Monday evening, June 18, at the home of Mrs. Piepenbrok, the J. O. Y. club and teachers of St. Paul's Evangelical church school entertained in compliment to Miss Lily Saltenberger whose marriage to Paul Schmid took place on Saturday. A gift in the form of a beautiful mantel clock was presented to Miss Saltenberger.

The Mericle family are enjoying a two weeks' vacation from the tea store.

Sunday the Misses Ruth Patterson, Louise Kersten and Tannis Greer, with Hans Bahr, Tommy Thomas and Donald Easton, spent Sunday at Lake Geneva.

Measuring Flour for Cakes

In baking cakes, it makes a difference whether flour is measured before or after sifting. So always examine recipes carefully, noting directions in this respect. Newer recipes invariably specify the use of prepared cake flour sifted once before measuring, then sifted as many additional times as the recipe directs. This makes lighter, fluffier cakes.

Do Your Omelets Fall?

One way to be certain of success with omelets is to add a tiny bit of baking powder to the eggs when whipping them.

MAGIC LOG FROM PANAMA JUNGLES

EXHIBITED AT MUSEUM

Rare Bit of Wood to Get Which Collector Risked Life Is in Possession Field Institution

A "magic log" will soon be exhibited at Field Museum of Natural History.

In the quest of this rare bit of wood, a collector risked his life in the steaming jungles of Bocas del Toro in western Panama. This intrepid adventurer is G. Proctor Cooper, war veteran and forester. The story of the hardships he has endured in his search, such as tramping through miles of knee-deep, yellow slimy mud, shoeless part of the time, and braving the perils of swamp fevers to fall exhausted for a short sleep in the mud, un mindful of the attacks of mosquitoes and crawling creeping things, was revealed in a letter from Cooper to Prof. Samuel J. Record, made public at the museum today.

One of Karest

The magic wood—"magic" to the Indians of Panama who impute to it marvelous curative powers—is the Bloodwood Caciue, (pronounced kah-see-key) one of the rarest woods in the world, according to Prof. Record, who is research associate in wood technology at Field Museum, and a member of the faculty of Yale University; School of Forestry. It is scarcely more than a name to white men who previously have penetrated the region, and even among the Indians who prize and cherish it, only the wisest can recognize it, says Prof. Record. "Caciue" means chieftain, and represents the esteem in which the Indians hold it. Bloodwood is descriptive of its glowing ruby-and-black coloration, in some light suffused with a golden sheen. Prior to Cooper's discovery of two logs on the present expedition, only one small fragment no bigger than a man's finger, obtained by a timber cruiser from a native and sent to Prof. Record at Yale, was known to exist outside Panama.

Last December Cooper sailed for Panama to conduct his explorations under the joint auspices of Field Museum, Yale, the New York Botanical Gardens, and the United Fruit company. Prof. Record gave Cooper the fragment as a clue, with instructions to attempt to solve the mystery of the caciue. The letter now received from Cooper states that he has obtained two caciue logs, one of which will be sent to Field Museum, and the other to Yale School of Forestry. Cooper relates his adventures as follows:

Hardships Encountered

"I have returned from the mountains and that is really more than I thought likely at certain stages of the trip. Honestly, I never had such tough going in all my travels in the bush. Mud, mud, yellow slimy mud to the knees, swamps to the waist, rivers up to the hips, and currents so strong that the mules were carried many yards below the landings. Rock and mud slides which in one case buried some of the mules to the belly and dumped all the packs, and rains so had that the trail was like a steam bath.

"Evening one day found my Indian guides and myself still four miles from our camp site, and we had to sleep in a shack in the swamps. Next morning the trail began to go up, and with a vengeance, too. At one point the Indian boys tried to force the mules into an impossible climb, and all of them started to slip. When the top one rolled over he started throwing the rest. I grabbed the tail of the mule carrying my pack, and pulled him out of the way just in time.

"Well, the trail had to end eventually, and we got to camp at mid-afternoon. And what a camp! It was supposed to be snug and waterproof, but we found it like a sieve, with a foot of mud inside. After cutting a few palm leaves I flopped in the mud and for a couple of hours was blissfully unaware of the bugs and mosquitoes crawling over my hands and face.

Finds Famous Tree

"When I began to look for trees my axeman failed to show up, and I had to head them down with my machete—and that was a blistering job. It was a good place to collect, and I finally located the famous caciue. It was a tough one to cut, but I brought out two sections of the trunk. I used my riding mule to pack these out, and I had to hike—the last mile in my socks, as my shoes began to drop off."

Bloodwood caciue comes not from a live tree, but from rotting chunks and logs in the jungle, Cooper explains. It is the almost imperishable heart of a fallen trunk that the ants and worms have picked clean of bark and sapwood, and left to molder half-buried in the putrescent litter, he writes. There is something uncanny about striking one of these seemingly decayed sticks and bringing to light the deep red, sound and solid wood, he says. In the mystic rites of the primitive natives, a piece of the wood placed over a bad wound is believed to staunch the flow of blood and quickly heal the injury. They believe also that a bit of it behind one's ear will purge the blood of fever.

Vague Tales

For years vague tales of this rare wood were heard, but previous efforts to obtain it or locate its source came to nothing, says Prof. Record. With every evidence of willingness to oblige, the Indians would point to any decaying log except the right one.

Cooper has obtained several hundred specimens of other woods of Panama and Costa Rica, many of which have already been received at Field Museum. Study of these is expected to reveal other hitherto unidentified species, new to botanists the world over, Prof. Record states.

McKINLOCK CAMPUS PART OF PARK PLAN

A dumping place for Chicago's unwanted tin cans and broken milk bottles a few years ago, McKinlock campus of Northwestern university is being transformed into a new link of the lake shore park system that will greet World's Fair visitors in 1933.

A hundred elm and bass trees have been placed along Superior street, which divides the campus in half, and runs between the Montgomery Ward Memorial medical and dental building and the new Passavant hospital. A hundred more trees will be set out next fall, completing a beautiful drive from the lake shore almost to Michigan Boulevard.

A heavy layer of black dirt has been spread on the campus and seeded. Numerous shrubs have replaced the evergreens which last winter were frozen out. Edward B. Davidson, assistant business manager of the university, announces that estimates are being submitted for turning the space, which someday will be used for buildings, in athletic fields. A baseball diamond, tennis courts and a possible football field are being considered.

Work has already been started on a huge 30-foot "N.U." emblem which will welcome aerial visitors to Chicago. It will be made of crushed rock with flower designs to make it visible at great heights.

THINKS EARTH OVER BILLION YEARS OLD

FIGURES ARE ASTONISHING

Radiation of Energy Tremendous Factor; Density of Stars Heavy; Scientist Gives Many Facts

Astonishing figures illustrating the age of the earth, the size of the universe, and the radiation of energy from the stars, were given by Dr. J. H. Jeans, secretary of the Royal Society, in a recent lecture before the Royal Society of Arts here.

Among the most remarkable of his computations were the following:

The life in front of the human race is so enormous that humanity must be regarded as a three-days' old infant who has yet to reach three score years and ten.

So numerous are the stars in the universe that the same number of grains and sand spread over England would make a layer hundreds of yards in depth. Our earth is one-millionth part of such a grain of sand.

The heaviest stars are so densely packed that a handful of their matter would weigh about ten tons.

Energy radiated from each square inch of the sun's surface is sufficient to keep a 50-horsepower engine continuously in motion.

Illustrating the amount of energy made available by radiation, Dr. Jeans said that the annihilation of a pound of coal a week would produce as much energy as the combustion of the 5,000,000 tons a week which are mined in the British Isles. A single drop of oil would take the Mauretania across the Atlantic.

Dr. Jeans estimated that the use of the earth far exceeded the 300,000 years or so of man's existence. He said he believed it was in the neighborhood of 2,000,000,000 years.

"A million million years hence so far as we can foresee," he declared, "the sun will still be much as now, and the earth will be evolving around it much as now. The year will be a little longer, and the climate quite a lot colder, while the rich accumulated stores of coal, oil, and forest will have long been burnt up, but there is no reason why our descendants should not still people the earth."

Sun Weighs Less

"Perhaps it may be unable to support so large a population as now and perhaps fewer will desire to live on it. On the other hand, man kind, being three million times as old as now, may—if the conjecture does not distress our pessimists too much—be also three million times as wise."

Radiation of energy, Dr. Jeans said, was annihilating the sun's mass at the rate of 250,000,000 tons a minute. Consequently as the sun has no source of replenishment, it must weigh 300,000,000,000 tons less today than it did yesterday.

"This observation and theory agree in indicating that the universe is melting away into radiation," he continued. "Our position is that of polar bears on an iceberg that has broken loose from the icecap surrounding the pole, and is inexorably melting away as the iceberg drifts to warmer latitudes and ultimate extinction."