

# The Highland Park Press

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THURSDAY, OCTOBER 18, 1928 NUMBER 34



## ADVERTISING'S QUICK RETURNS

Modern world is extremely impatient. The young people when they get out of school or college, look for good money right off quick. It is very hard for them to wait a long time for success as people used to.

In this world that demands quick results, people should not expect to get ahead by taking gambling chances. But there are ways in the business world by which progress can be greatly accelerated.

One of the best of these is through setting aside a certain fixed proportion of the receipts of every business for advertising. In that way many firms have become better known in a year or two than in former days they would in five or ten times that period. If a concern advertises regularly for a year, and makes good on its promises, the people of its city will look at it as an old friend.

## FREE TRADE

Free trade sets up "cheapness" as an economic ideal—a theory which has brought decay and ruin wherever put into practice. Cheap nations are backward, impoverished and illiterate. A people with "cheapness" as a model have low, cheap standards of living, pauper wages, and lead a miserable almost hopeless existence.

## "WHISPERING" CAMPAIGN

Already the political leaders of the nation are voicing their protests against a "whispering" campaign. They denounce such methods, knowing at the same time that much of it will continue until November.

In the rural districts and suburban communities of the nation there is no need of such admonition. We know our neighbors intimately, and the last thing in the world we would be guilty of, would be to ascribe something to them un-American.

Long after the campaign has passed into history we will continue dwelling each with the other, and far be it from us to utter words now in the heat of discussion that would come back later to mock us as gentlemen.

We are first of all neighbors and friends—as such we will confine ourselves strictly to the issues that should be discussed.

## Deerfield

Mr. Frank Spantike of Evanston, Ill., and Miss Ida Huehl of Northbrook, Ill., were married at the home of the bride's parents Saturday, October 13. Mr. and Mrs. Louis Huehl of Evanston served as attendants. Rev. F. G. Piepenbrok of the St. Paul's Evangelical church officiated.

Mrs. James Dougherty of Chicago visited her sister, Mrs. F. J. Labahn on Sunday.

Gertrude Yore was re-elected president of the Holy Child high school alumnae in Waukegan, Sunday.

Martha and Lydia Jud have bought lots 29 and 30 in Woodland Park.

Sunday evening at 6 o'clock Deerfield electric lights were extinguished for considerable time. Those who retained gaslights and oil lamps in their homes were the fortunate ones. Many used candles.

Miss Jane Jump, of La Grange, was the week-end guest of her sister, Mrs. Walter B. Metcalf.

Mr. and Mrs. Jack Hohl and daughter Jacqueline, of Beelmanor, spent the past two weeks in Minnesota as the guests of Mr. Hohl's father, and his sister Mrs. Jassoy, formerly of Deerfield.

Wallace Reichelt attended the Lake Forest and Carroll colleges football game at Waukesha, Wis., on Saturday. Mrs. J. A. Reichelt, Jr., was the guest of Miss Julia Deming, of Wilmette, Sunday.

Mrs. R. Knaak of Grand avenue, was hostess to the Just Sew club on last Tuesday afternoon.

Mr. and Mrs. E. H. Selig and Mrs. Koebelin spent the week-end in Dubuque, Iowa, where they visited Mrs. Selig's sister and family.

A group of ladies on Thursday afternoon enjoyed a picnic at Round Lake on Thursday.

The Worth While Circle of which Miss Charlotte Brand is a member gave her a surprise party Wednesday evening at her new home on Deerfield avenue, which the Brand family have recently moved into from Highland Park.

Florian Savage, who was seriously injured in an airplane accident several weeks ago and has been in St. Bernard's hospital, Chicago is recovering and is expected to be able to return to his home on Hazel avenue Wednesday.

The Sewing Circle of St. Paul's Evangelical church will hold their regular meeting at the home of Mrs. August Winter, Thursday afternoon, October 18.

On Friday afternoon, Mrs. George Ott and family, Mrs. Chris Bendt and

family, Mrs. F. Biederstadt, Mrs. F. L. Lenzberger and Mrs. F. J. Labahn were included among the guests at the A. G. Klemp home in Highland Park where the birthday anniversary of Bobby Klemp was celebrated.

Mrs. Olivia Anderson returned Tuesday from St. Louis, Mo., where she has spent the past two weeks visiting relatives.

Mrs. Harry Clavey was hostess to a luncheon bridge at the Briergate Golf club on Friday.

Mr. and Mrs. G. H. Miller entertained guests from Chicago, Sunday.

Mr. and Mrs. Bruce Blaine had as their guests, Saturday, Mr. and Mrs. George Schaffer, Dr. Niswender, Mrs. Thomas, Miss Lowe and Mr. George Benson of Chicago.

The Young People of St. Paul's Evangelical church will serve a chicken dinner in the Masonic Temple on Friday evening, October 19 to which the public is invited.

Miss Clara Ender will be hostess to her luncheon bridge club on Thursday.

Mr. and Mrs. R. D. Deeds were hostess at a dinner party on Saturday evening at their home on Orchard street. Twelve guests attended. Bridge was enjoyed during the evening and prizes were won by Mrs. E. J. Bingham, Mrs. Alex Willman, Mr. Robert Greenslade and Mr. Roy Hutchison.

Mr. and Mrs. Chris Bendt of Hazel avenue entertained guests over the week-end from Chicago.

Rev. and Mrs. J. Lueder of Elmhurst were guests of Mrs. C. Koebelin of Central avenue, last week. Rev. Lueder was a former pastor of St. Paul's Evangelical church.

Mr. Archie Antes has rented the store in the Moehler block on Waukegan road vacated by the North Shore Cleaners, who moved their business back to Glencoe last week.

Mr. and Mrs. Austin Plagge and daughter Lorraine spent last week in Battle Creek, Mich.

Mr. and Mrs. Ed. Jacobson visited relatives in Nauvoo, Ill., last week. Dorothy Wessling, daughter of Mr. and Mrs. Roscoe Wessling of Deerfield avenue, and Ruth Frantz daughter of Mr. and Mrs. Arno Frantz, of Waukegan road, are quarantined with scarlet fever.

The pupils of the Deerfield school were entertained on Monday morning by the Howell Glass Troupe of Bohemian Glass Blowers and their highly artistic, scientific and instructive demonstration of glass blowing, spinning, silvering and decorating, science, art and skill was greatly appreciated.

Miss Josephine Woodman who spent last winter and expects to spend this winter in Florida will give a talk on mission work of the south at the October meeting of Woman's Missionary society of the Presbyterian church which will be held on Thursday afternoon in the assembly room of the church.

At the November meeting of the Dorcas Society of the Presbyterian church there will be a shower for the benefit of the annual fancy goods sale to be held early in December. All members of the church have been asked to contribute and all articles will be greatly appreciated.

Kress Willman underwent a tonsil operation at the Highland Park hospital, Wednesday.

Mrs. Koebelin, Mrs. E. H. Selig and Mrs. Elizabeth Kruse were guests of Mrs. W. Buckley of Chicago on Thursday.

The Independent Social club will be entertained by Mrs. Otto Trute on Tuesday evening, Oct. 23.

Among the Deerfield women and young ladies who have registered in the gymnasium class at the Deerfield-Shields high school on Monday evening are Mmes. Kist, Carl Knigge, Floyd Gunckel, A. J. Johnson, Walter Lange, Edwin Stryker, Misses Jean Nygard, Margaret Hansen, Mary Thompson, Hazel Easton, Clarice Juhrend and Ruth Patterson. Miss Keller is the instructor. Mmes. Earl Frost, Otto Trute, A. J. Johnson, Misses Margaret Hansen and Elvira Mentzer are attending the sewing classes held on Monday and Wednesday evenings.

"The Girl Who Forgets" is the title of the play selected to be presented under the direction of Mrs. Pauline Schley under the auspices of the Deerfield R. N. A. in the near future. Among those who will take part are Clarice Juhrend, Clara Aitken, Pearl Juhrend, Eva Cooksy, Hazel Easton, Charles Johnston, Herman Cooksy, Patrick Hargie, Bobby Juhrend and Bud Scully. Mrs. C. A. Wolf is stage manager and the advertising is in charge of Mrs. A. J. Johnson.

Mesdames E. A. Wood, E. B. Jordan and J. A. Reichelt, Jr., attended a luncheon at the home of Mrs. Charles Winston in Wilmette, Thursday.

Mrs. M. J. Frayn, who has been visiting her sister, Mrs. A. C. Staller departed Monday for her home in Seattle, Washington.

Otto Schmitt former drug clerk at the L. T. Knank Drug store is taking charge of the business during the absence of Mr. Knaak.

Mr. and Mrs. Wm. Steinhaus and family departed Monday for California where they will spend the winter.

St. Paul Evangelical Church Rev. E. G. Piepenbrok, pastor Church school, 9:15 a.m. Rally services, 10:15 a.m.

Confirmation Saturday, 9:00 a.m. Sunday, October 21, has been set aside as Rally Sunday. Herewith an appeal goes forth to all the members and friends of the congregation and the church school to co-operate with the pastor and the members of the workers' conference to make our Rally Day a success, so that Sunday, October 21, may find us ready to carry on successfully the greater program of the church.

A special program has been arranged, with special music and addresses. Roll call will be taken by classes. Efforts are being made to have a hundred per cent attendance of each class.

Sunday afternoon the members of the church and church school are invited to attend the annual conference on Religious Education of the Arlington Heights Church School association, to be held at the St. Peter's Evangelical Community hall, Northbrook, Ill.

The Fall meeting of the Arlington Heights Women's Federation will be held at new Bensenville Children's Home, Tuesday, October 23, the morning meeting beginning at 10 o'clock and the afternoon session at 1:30 o'clock. The Churchville Ladies Aid will serve a luncheon at noon. Members of the St. Paul's Ladies Aid should plan to attend this last federation meeting of 1928. Please inform your president or your pastor if you intend to go. Transportation will be provided.

Presbyterian Church Rev. Mark J. Andrews, pastor 9:30 Church school, Departmental organization, Graded instruction, 10:45 Worship and sermon, 6:00 Tuxis group will gather for luncheon.

7:30 Tuxis meeting. As this is Young People's Day of Prayer a special evening service has been arranged for. Dr. Ralph Owens, director of Religious Education of Presbytery, will address the young people's group (Tuxis and Pioneers) on the Young People's program of the church. A group of young people from Northbrook are planning to attend this service and they will be cordially welcomed. Since this meeting has to do with the entire organization and program of the Young People's division, the adult of the church are also invited to be present and acquaint themselves with the aims and objectives of this group.

Wednesday at 7:45 choir rehearsal. Friday at 7:15 scout meeting.

Friday, Oct. 26 District Conference of Presbyterian young people at the Highland Park Presbyterian church. Address by one of the leading workers from our Philadelphia office.

A cordial welcome to all the services and activities of this church.

## A Letter from the Session

Fellow members: The season of the year when active and intensive work in the church is resumed has again arrived. As has been our custom we again appeal to our membership to yield prior interest to the work of the church and to the extension of God's Kingdom in our own community as well as unto the uttermost parts of the world.

Many agencies are conspiring to hinder growth and development in the work of the church, but none are more damaging than indifference on the part of the membership of the church to certain definite obligations which rest upon members of a church.

We ask you to give prayerful consideration to the following: (a) Attendance at public service as often as possible, especially at the Lord's Supper. Attendance at the Sunday morning service will help you to begin the week aright and will be an in-

spiration and example to the youth and childhood of our congregation. You have a great responsibility in this matter.

(b) Personal soul culture and prayer for the extension of the Kingdom at home and abroad. A Christian is one who keeps Christ enthroned in the heart.

(c) An active interest in bringing others to the saving gospel of Jesus Christ. If you have it, you will give it.

(d) Giving regularly to the support of the church and her missionary enterprises, as the Lord shall prosper. Christian stewardship is a responsibility before God. It enriches life and refines character.

Let us give larger evidence of our interest as we rally to our God-given tasks and opportunities. In the savior's name let us go forward to the best fall and winter that we have ever experienced.

Very cordially, your Brethren, THE SESSION

## PACK EQUIPMENT ON RUNNING BOARD SAFELY

Luggage Should Not Extend Beyond Level of Hub-Cap, Says Expert

Automobile tourists should make sure that their luggage is packed on the running boards of the cars in such a way as to comply with the requirements of safety before starting on vacation trips, is the warning issued by the touring bureau of the board should not extend beyond the Chicago Motor club.

Equipment packed on the running hub caps on the left side of the car, nor more than six inches beyond the hub cap line on the right side. In some states there is a law to this effect tracing to violations of this provision since the vacation travel season feet. Several accidents have been started.

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Mr. and Mrs. Frank N. Darford

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## A Large Assortment of CHRISTMAS CARDS

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