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Feuchtwanger.

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XMAS SEAL SALE BEGUN IN COUNTY

Special Plea For Larger Con- tributions Made

The part that the Christmas Seal with its double-barred cross plays in carrying on the Crusade against tuberculosis is very interesting. The Christmas Seal is not so very old. A man in Denmark first thought of it. Einar Holboell, and he worked in a post office. One day he asked himself, "Why wouldn't it be a good idea to raise money to care for sick children by selling people penny seals to decorate their Christmas letters and packages." The more he thought of it, the more enthusiastic he became. The royal family of Denmark became interested and the money was found to print the seals. They sold so rapidly that soon there was money enough to build a children's hospital and the lives of many little ones were saved.

Then it came to America. A Jacob Riis, a great American who had come as a poor emigrant boy from Denmark, received one of these Christmas Seals on a letter from his old home. At once he wrote to find out about it, because he was that sort of man. When he secured his information, he thought the idea was a good one for America too, so he wrote an article about it for a popular magazine. And down in Wilmington, Delaware, a woman who wanted desperately to aid a tuberculosis pavilion for some sick children whom she loved, read the article and decided to try the Christmas Seal idea. Her name was Emily P. Bissell.

In America there was no royal family to whom to turn. Miss Bissell took her idea to a newspaper. The editor was not interested at first, but a reporter, Leigh M. Hodges, who knew the ways of the people who make up the nation, was so enthusiastic that he soon won over the editor. "Tell Miss Bissell the North American is hers for the holidays. Give her all the time you can spare and take all the space you need," ordered the chief. When one day a little news-boy came into his office with a penny for a seal and said "Gimme one. Me sister's got it," Mr. Hodges knew that the Christmas Seal was certain to succeed.

That was the beginning in America in 1907. That this idea, sprung from the people, is nourished by the people, is shown by the size of the sales and the number of contributors.

The first Seals ever sold in Illinois were printed by the Lake County Tuberculosis institute. They were all in one color, bore the words, Lake County Tuberculosis Institute, and had on them the double-barred cross. The first Seal Sale netted a total of \$600.00.

In 1920 the Lake County Tuberculosis institute was re-organized under the name of the Lake County Tuberculosis association, and since that time in 1929, 1930, 1931, 1932, and 1933 received a silver loving-cup for the gross Seal Sale in the state of Illinois, outside of Cook county. These cups were won with amounts of from \$5,068.50 to \$8,160.59.

The last four years the association has been only able to reach third place in total sales in Illinois, outside of Cook county. This has been due to strong associations in DuPage county and Winnebago county. Winnebago was first, DuPage second with an amount slightly over \$10,000. Lake county came in third with \$9,471.14.

For the 1940 Christmas Seal Sale, the Lake County Tuberculosis association has mailed 18,120 regular letters with two to five sheets of

Christmas Seals. Quietly in the mail every year to thousands of families in Lake county go thousands of letters containing these seals. No oratory is needed to stir the people. If they want to buy all of the seals, or part of them, or if they wish to give a larger contribution than the amount of seals in the letters, they may send the money into Seal Sale headquarters in the Court House, Waukegan. Some cannot afford to keep the seals, others knowing this to be

true, send a larger contribution to make up for this loss.

This year, also, the association mailed 1,080 letters with special pleas for a larger contribution than the regular letter. Some of the letters contained Christmas Seal Sale Health Bonds from \$5 to \$100, from which the association has had a very generous response in the first three days of the sale.

HELEN C. NIBLACK,
Seal Sale Chairman.

*"we nurses always
advise sending
washing to
the Laundry"*

Nurses know how white the laundry gets white clothes, because their uniforms are laundry washed. They know, too, that clothes washed in the laundry are surgically clean.



Laundry washing protects your clothes, relieves you of drudgery, saves you money, and actually protects your family's health, since clothes washed by modern laundry methods are so clean that they may be termed pasteurized.

Scientific comparisons made between home and laundry methods of laundering showed that the laundry is a more sanitary place for washing than the home, and that laundry methods not only get clothes shades whiter, but sterile, free from germs. Tests made of final rinse waters showed the presence of bacteria in home rinse water, indicating that home washed clothes are not surgically clean.

Try Our Special Skokie

Bundle

20 pounds \$2.25

Everything Finished.

Shirts 10c extra.

All your clothes and linens, washed cleaner than you can do them at home, then carefully ironed. Wearing apparel is hand finished. Your bundle is packed so that your laundry reaches you without a wrinkle.

SKOKIE VALLEY LAUNDRY

Highland Park 3310