

# HEALTH BODY SURVEYS WHITE PLAGUE STATUS

### Illinois Tuberculosis Association Departments Conduct Great State-Wide Survey

Springfield, Ill.—"Help us find out how big our tuberculosis problem is."

This request from community leaders in many parts of the state has led to the second of a series of county-wide tuberculosis surveys now being conducted by the Illinois Tuberculosis Association. Eleven counties, Alexander, Bond, Edgar, Fayette, Franklin, Greene, Nassac, Monroe, Montgomery, Shelby and Wash, are being covered during the month of August. The surveys are being made by registered nurses assigned from the post-graduate course of the Chicago School of Civics.

Three departments of the Illinois Tuberculosis association—medical field service, nursing, and survey—are directing the work.

During May similar surveys were made in fourteen counties—Carroll, Hancock, Iroquois, Jo Daviess, Lawrence, Marshall, Mason, Menard, Moultrie, Perry, Richland, Rock Island, Stark and Warren. The combined population of these counties which were surveyed in May is placed at 184,201. The following interesting facts are noted in the summary of this survey:

More women than men in the country districts die of tuberculosis. Of a total of 772 deaths from tuberculosis in these fourteen counties during the past five years, 392 were women and 275 men.

The greatest number of these deaths occurred between the ages of twenty and thirty.

The total number of living cases found in the fourteen counties was 2,179. Nearly half of this number ranged in age between thirty and forty.

In nine of the fourteen counties 178 children, who had lost one or both parents because of tuberculosis, were found.

Six per cent of the deaths were among children less than sixteen years of age.

Mr. Frank LaClere, who had charge of the work, says that the above figures are far from complete since it was impossible in one month to acquire information on all the living cases. He estimates that in these counties there are today between 3,000 and 5,000 living cases of tuberculosis, many of whom could be saved for a long life of usefulness if they could be promptly placed in a well-managed tuberculosis sanatorium.

A staff of physicians, each of them recognized as a tuberculosis expert, is in charge of numerous free clinics held by the association in all the counties where a survey has been made or is in progress. This group of doctors is headed by Dr. George Thomas Palmer, president of the association and includes: Dr. Russell E. Adkins, director of the medical field service for the association; Dr. O. W. McMichael and Dr. Robert Hayes of Chicago; Dr. J. W. Pettit and Dr. Roswell T. Pettit of Ottawa, and Dr. Herman Cole of Springfield. The field nurses are supervised and directed by Miss Mabel Hobbs and Miss Anne Tillinghast, supervising nurses employed by the Illinois Tuberculosis association.

The Modern Health Crusade department of the association headed by J. W. Becker of Jerseyville, expects to have more than \$500 Illinois school children enrolled during the coming school year. Each boy and girl is required to do eleven "Health Chores" such as brushing their teeth, washing their hands be-

fore each meal, sleeping in the fresh air, etc., in order to qualify for the various ranks in the crusade. Teachers' Institutes in approximately 40 counties are being covered by speakers from the association for the purpose of explaining the plan.

## ADVERTISING

A few days ago the newspapers printed a little notice of the death of John E. Powers, up in Brooklyn. There was no great display of the item. Nobody was interviewed. The news was promptly forgotten by most of those who read it.

But Mr. Powers had made more people spend money than any other man in America.

Millions of people opened their pocketbooks because he suggested it. For forty years he had been the man who said: "Here is something you want. Buy it. Buy it of me."

Not one in a hundred thousand of the people he addressed knew who he was. Somebody else's name was always signed to his message. For he was an advertising man.

It was almost half a century ago that he devised the style of publicity known as "conversational advertising."

He originated the idea of putting salesmanship on paper.

What the clerk said to the customer in the store, if he was a good salesman, Mr. Powers said to the possible buyer at his home.

In that way he gained the advantage of the first hearing, the benefit of the opening argument.

He believed that people liked to be talked to, and when it was evident that he was getting an audience other advertisers and other advertising writers copied his style and his methods.

It took more space to tell the stores' stories, but it paid.

It isn't what you pay for a thing that determines economy or profit. It is what it returns to you, what you get out of it.

Advertising has grown mightily since Mr. Powers' first announcement was published.

Some of the producers that thought his style of advertising, or any other style, was useless, have long ago disappeared, along with their products.

A soap that when he began writing ads was the biggest seller and best known laundry article in the world, and the trademark of which was judged by the courts to be worth more than a million dollars, is never heard of now. Why? Because the man who made it thought he didn't need to advertise.

Other men with perhaps no better soaps, but better brains, displaced the million-dollar name to the point of disappearance.

A tooth powder that forty years ago was literally in everybody's mouth followed the same course of atrophy for the same reason.

Atrophy means to wither away. Mr. Powers would never have used the word in one of his advertisements, because he used plain words, easy to understand.

Scores and scores of other good products have failed because of the lack of publicity.

Advertising never failed to build business if the thing advertised was worth buying twice.

With a good thing to sell and a good advertisement, in a good medium to sell it, success is certain.

No good newspaper will advertise a bad thing, if it knows it is bad. Morally it isn't right to do it. Selfishly it isn't good business.

Truth is the foundation of all good advertising. Advertising is the superstructure, the building, the archi-

ture of which either attracts or repels buyers.

Rules for advertising are rules for all writing.

Speak briefly. Nobody is interested in a long story. O, Henry has a good many more readers in Washington than has Dickens. Say enough to stand it and then stop.

Speak plainly. Use short words. Use easy, understandable words. Write short sentences that can be quickly read. Fighters depend on short, sharp blows to win.

And keep at it until you win!

It is the keeping everlastingly at it that gets results. If you keep hitting a big rock with a small hammer, the rock will eventually break. Hitting it once doesn't even make a dent.

Mr. Powers did a great deal for advertising, and in doing that he did a great deal for the public. This editorial is only a poor tribute to a worthy life's work.—Times, Washington, D. C.

### SALVATION ARMY REPORT SHOWS POWER FOR GOOD

Chicago.—Ninety per cent of 2,750 wayward girls who have sought the shelter of the Chicago Rescue Home and Maternity hospital of the Salvation Army have been permanently restored to respectability, according to a report of the Women's and Children's department just made public.

The same ratio applies to the St. Louis Rescue Home and Maternity hospital, which in its twenty years of existence has cared for 3,000 girls, approximately. The report shows that the two homes are harboring 275 girls annually, and that 120 illegitimate babies are born under their roofs.

Another surprising fact shown is that the girls have ranged in age from 12 years upward, and that a majority of the young mothers have not been over 15 years old.

Country towns contribute many of the girls. It is shown that 52 counties of Illinois recently have been represented by girls in one or both of these homes, besides the large number of country girls who have been working in either St. Louis or Chicago and have given addresses in one of those cities.

The St. Louis home in the last three years has cared for 95 girls who came directly from Illinois towns, and Chicago since the beginning of 1919 cared for 54 of them.

It is the policy of the Salvation Army not to separate mother and child, but to train the mother and assist her in making a proper living for herself and her child. The Army traces each girl for at least three years after leaving the home, which

provides the basis for the opening statement.

The Home Service program for 1920 contemplates the further extension, through County Advisory boards, of the facilities of these homes to country districts.

### CINEMA STAR CARRIES LIMOUSINE UNDER ARM

Tony Moreno, popular Pacific coast cinema star, has found a way to getting around new Los Angeles traffic regulations that prevent cars from turning to the left, and the parking of vehicles on down town streets during business hours. Moreno had his big limousine checked by the traffic cop and immediately proceeded to design and have built one of the smallest, speediest and most unusual motor vehicles in existence.

Moreno calls it his "lifeboat". His friends call it the "Moreno Mosquito". It's a single passenger car with small sized auto speedster body, has a twin cylinder motorcycle engine, fourteen-inch wheel rims and is driven on Goodyear airplane tires. It's so light Tony can pick it up and carry it under his arm. It has a speed of 85 miles an hour.

Recently pedestrian traffic in Los Angeles was blocked when Moreno alighted from the "lifeboat," picked it up and carried it across the sidewalk and calmly proceeded to park it in a barber shop window while he got a shave, giving the irate traffic cop a merry "ha ha" as he entered the barber shop.

### ENTERTAINS FORD MEN

R. D. Cunningham of the Ford agency entertained at a dinner in the sun parlor of the North Shore Hotel Monday evening in honor of his employes.

Dr. Miller, Osteopath, specialist in stomach and nervous disorders. North Shore Hotel, Evanston.—Adv. LTG40-tfc

### VILLAGE OF WINNETKA

In the Superior Court of Cook County, Illinois—General No. 355451

### Special Assessment Notice

NOTICE IS HEREBY GIVEN to all persons interested that the Village of Winnetka, Cook County, Illinois, hav-

ing ordered a supplemental special assessment to pay the estimated deficiency in the cost of the work and interest for the construction of a local improvement in the Village of Winnetka, County of Cook and State of Illinois, the ordinance for which said improvement provided as follows:

For the improvement of Gordon Terrace from the present pavement in North avenue to the present pavement in Chatfield Road, by excavating, grading, draining, constructing brick masonry catch basins with connections, grading parkways, preparing the subgrade, adjusting present brick pavement, and paving with Portland cement concrete, including an integral curb, a roadway nineteen (19) feet in width, in the Village of Winnetka, County of Cook and State of Illinois, and which said ordinance was passed and approved by the President and Board of Trustees of the Village of Winnetka, Cook County, Illinois, on the nineteenth day of August, A. D. 1919, and which special assessment proceeding was known as General Number 248659 in the Superior Court of Cook County, Illinois, the ordinance for the same being in the office of the Village Clerk of said Village, and the said village having applied to the Superior Court of Cook County, Illinois, for a supplemental special assessment to pay the estimated deficiency in the cost of the work and interest of said local improvement, according to the benefits, and a supplemental special assessment, therefor having been made and returned to said Court, General Number 355451, the final hearing thereon will be held on the thirtieth day of August, A. D. 1920, or as soon thereafter as the business of the said Court will permit. All persons desiring may file objections in said Court before said day, and may appear on the hearing and make their defense. Said ordinance provides for the collection of said supplemental special assessment in ten (10) annual installments with interest thereon at the rate of five per centum (5%) per annum.

Dated, Winnetka, Illinois, August 13, A. D. 1920.

### HARRY I. ORWIG,

Person appointed by the President of the Board of Local Improvements of the Village of Winnetka, Cook County, Illinois (and such appointment approved and confirmed by the Superior Court of Cook County, Illinois), to make said supplemental special assessment.

FREDERICK DICKINSON, Village Attorney. T22-2tc

# PAINTS

Of all kinds in large and small cans  
WALL PAPERS, PAINTING & DECORATING  
Floor Finishing a Specialty  
RASMUSSEN'S PAINT STORE

## C. H. JORDAN & CO., Funeral Directors

Chapel at Each Establishment  
Complete Line of Funeral Furnishings  
612 Davis St., Evanston Phone Evanston 449  
164 N. MICHIGAN BLVD., CHICAGO Phone Randolph 1346-1347

# Here is Something Different

We are offering here a few every day staples at prices so low that you cannot afford to neglect them.

With a \$5.00 order, not including the sale of Soap, Sugar, Butter or Eggs, we will sell  
**Gold Medal Flour, 24½ lb size at \$1.69 per sack**

or  
**10 lb Granulated Cane Sugar for . . \$1.98**

or  
**New Potatoes, per peck . . . . . \$0.65**

Regular price of flour, \$2.10 per sack  
Regular price of sugar, 23c per pound  
Regular price of New Potatoes, 90c per peck

## Hubbard Woods Cash Grocery

901 Linden Avenue Phone WINNETKA 400  
HUBBARD WOODS



## Envelopes to Match

Use envelopes to match the color of your stationery.

We can supply you with fine letterheads printed on Hammermill Bond and furnish envelopes to match in any of the twelve colors or white.

Remember we are letterhead specialists. You will find the quality of our printing and the paper we give you very high and our prices very low.

Let Us Show You What We Can Do  
LAKE SHORE PUBLISHING COMPANY  
1222 Central Ave., Wilmette. Phones 1920-1921