

PHYSICIANS URGED TO USE PUBLICITY

Noted Health Expert Chides Medical Profession For Secrets

New York—Publicity, if properly given, would wipe disease off the face of the earth, in the opinion of Dr. Royal S. Copeland, Health Commissioner of this city, in an address before the Advertising Club.

Advertising should be the medium the Health Commissioner declared, by which the hitherto dark secrets of the medical profession would be placed before the public to prevent plague, disease and pestilence.

Dr. Copeland vigorously condemned the so-called "code of ethics" of doctors who make a secret of cures for various sicknesses.

"Sort of Miracle Man."

"The medical profession through the ages has chosen to make itself a secret thing," Dr. Copeland said warming up to his subject. "The doctor has been looked upon as a sort of a miracle man. He has hidden his wisdom behind a veil of silence. An air of mystery has surrounded the profession, and we have developed a code of ethics.

"This, I believe, is the most antiquated, moss-covered and germ-laden institution in the world.

To illustrate his contentions, the Health Commissioner cited cancer, which, he said, is curable in the beginning of its growth. The public must be taught this, he declared. If more information were given by the medical profession about cancer the disease would never reach the cancerous stage.

Power of Advertising.

The power of advertising was vividly shown by the publicity given to Dr. Adolph Lorenz the famous Viennese surgeon, Dr. Copeland continued. "Dr. Lorenz did not bring with him any greater ability than at least twenty surgeons in this city possess. Other doctors, Copeland stated, did not let the public know they could cure paralysis, and so the public remained in blissful ignorance of their ability. But when newspapers began to exploit the feats of Dr. Lorenz 35,000 persons flocked to him to receive his treatment.

"There is something wrong with the system that makes it impossible for the sick or the crippled person to know he can be healed," Copeland went on. "And the fault is with the medical profession, which has been unwilling to advertise what it can do."

NEW TRIER DEFEATS EVANSTON SWIMMERS

30 to 29 Victory Ties Race for League Title

In a meet which hung in the air until almost the last event, Evanston High school swimming team yesterday lost its first meet of the season in the New Trier pool when the Indian Hill crew handed it a 30 to 29 defeat and tied the local plungers for first place in the Suburban League championship race.

Captain Beverly Jefferson and McMechan scored first places for the local team, Jefferson copping first in the 40-yard swim in 20 3-5 and McMechan outstripping by nearly twenty feet his nearest rival in the 100-yard breast stroke event. Jefferson also placed second in the 100-yard swim and finished the 160-yard relay race, which was won by Evanston in 1:26 4-5.

For New Trier Robertson swam the stellar role, taking first in the 100-yard swim and second in the 40-yard free style. Tencher of New Trier nosed out McDonald of Evanston for first place in the 60-yard backstroke and Atwood won first for the home team in the plunge for distance by plowing the 60-foot tank in 25 3-5.

In fancy diving Evanston was handicapped by the illness of Blunt; and Markle was the only diver entered for E. T. H. S. in the event. Corbett of New Trier stepped into first place with a total of 103.17 points, second place falling to Wheat-

ley of New Trier and third to Markle of Evanston. (Summaries: Plunge for Distance—Won by Atwood, New Trier; Slater, Evanston, second Sterrett, New Trier, third. Time and distance—60 ft.: 0:25 3-5. 40 Yard Swim—Won by Jefferson, Evanston; Robertson, New Trier, second; Davis, Evanston, third. Time 0:20 3-5. 100 Yard Breast Stroke—Won by McMechan, Evanston; Robinson, Evanston, second; Marks, New Trier, third. Time 1:21 4-5. 100 Yard Swim—Won by Robertson, New Trier; Jefferson, Evanston second; Corbett, New Trier, third. Time 1:02 2-5. Fancy Diving—Won by Corbet, New Trier; Wheatley, New Trier, second; Markle, Evanston, New Trier, second; Markle, Evanston, third. 60 Yard Backstroke—Won by Tencher, New Trier; MacDonald, Evanston, second, Punnell, New Trier, third. Time 0:43 1-5. 160 Yard Relay—Won by Evanston (McMechan, Beck, Davis and Jefferson). Time 1:26 4-5.

MIRACLE STUDY HOLDS MEN'S CLASS INTEREST

The Men's Sunday Morning Bible class has aroused unusual interest in its discussions on "The Old Testament Miracle."

William Arye McKinney, class leader, opened the discussion last Sunday and many of the members expressed their points of view.

Various other viewpoints will be brought to light by different men this Sunday, and Rev. James A. Richards will close the discussion with a statement of his own opinions. A large crowd is expected as the men are anxious to find a solution to the problem.

RENTS OF RICH MAY FALL IN NEW YORK

But Poor Will Continue To Pay High Charges

New York—Rents in New York will come down in the year 1922—for the rich, but not for the poor.

This is the consensus of opinion

The discussion is characterized as "friendly and reverent."

The class did not select this topic with any desire to create a sensation it is explained, but simply because it presented itself naturally in the course of study which has been prescribed for the class. The matter is being discussed because the class does not desire to evade the issue.

The Goodell string quartet furnished special music last Sunday and the class showed a consistent growth, there being seventy men present.

Officers are planning a very entertaining program for members and their friends Thursday night, March 2, complete announcement of which is to be made later.

The regular class meetings are held at Community House every Sunday morning at 9:45 o'clock.

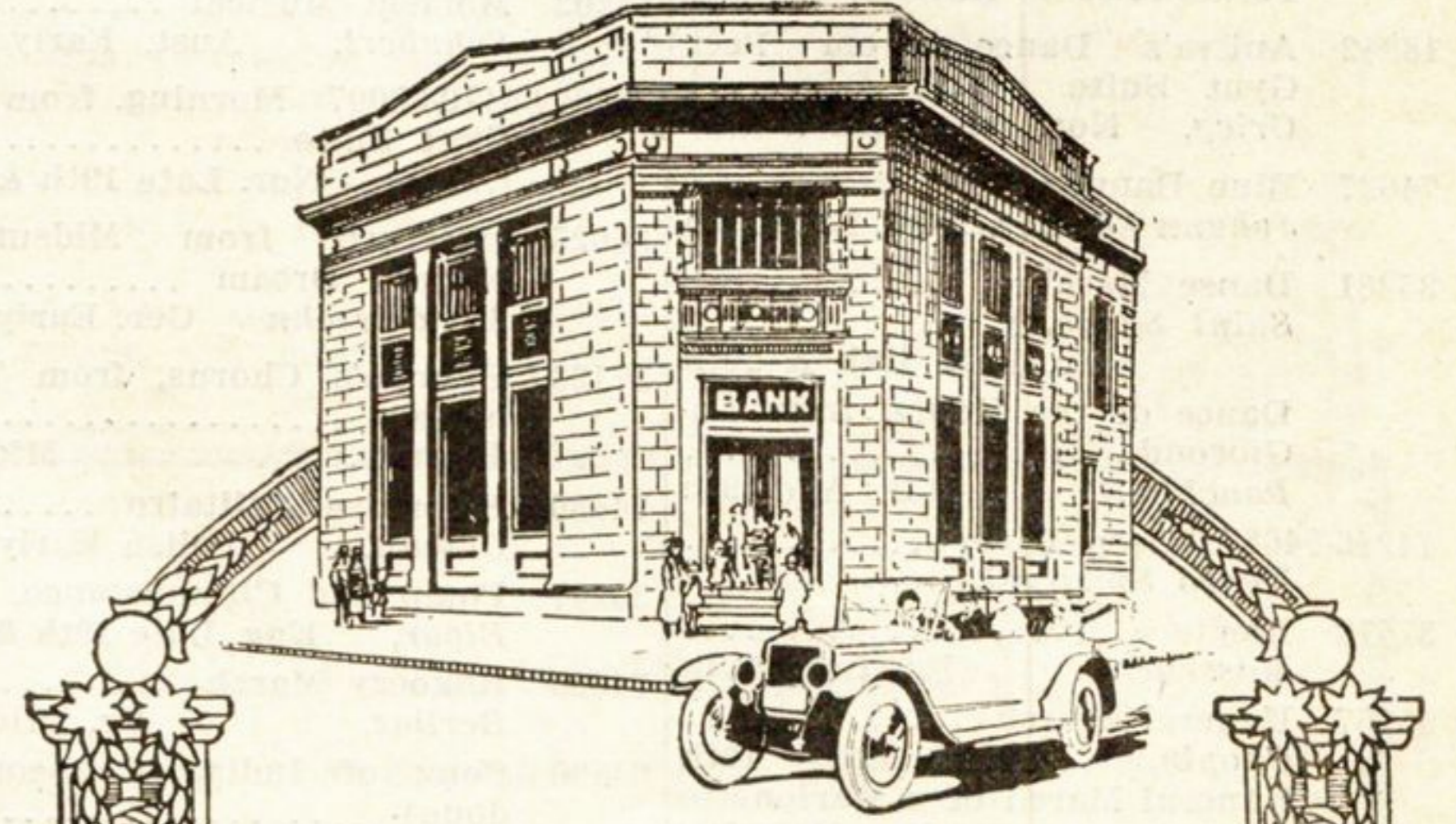
among New York's builders and real estate men, who are sorry to have to smash the popular illusion that the rent break will be in direct ratio to the price of the apartment. The day of the \$30-a-month steam-heated flat is gone forever, they say. In fact the only apartments that will come down appreciably in price, according to expert opinion, are those in the class of \$5,000 a year or more.

The firm of Pease & Elliman, which offers the most optimistic of rent prognostications, believes that the drop may even touch the class of

homes renting at \$1,200 a year. About the only ray of hope held out by the real estate experts is that if the steady building of new apartments is continued for eight or nine years, there may be a return to the near-normal.

SET RAIL HEARING

Chicago—The United States Railway Labor Board today set Feb. 21 as the date for a hearing on rules and working conditions for railroad telegraphers.



NOW
There is only one right time to open a savings account—right away!

Take heed of the above paragraph and you will never regret it.

WINNETKA TRUST & SAVINGS BANK
WINNETKA, ILL.

FREE Delivery 4 times daily by Merchants Delivery
Plus High Grade Fruits and Vegetables and a Full Line of Groceries at very reasonable prices

FRUITS AND VEGETABLES

- Cooking Apples 30c to 60c dz.
- Lemons 90c to \$1.05 a peck
- Cooking Apples 40c a dz.
- Strawberries Low price
- Mixed Nuts 25c a lb.
- Califlower 20c to 40c a hd.
- Head Lettuce 10c to 20c a hd.
- Spinach 50c pk.
- Beets New 10c a bunch, 3 for 25c
- Carrots 10c a bunch
- String Beans Low price
- Cabbage 8c a lb., 2 for 15c
- Celery 25c a bunch
- Potatoes 50c a peck
- Sweet Potatoes 3 lbs. for 25c
- New Potatoes Low price

WINNETKA FRUIT STORE
POULOPLOS BROS., Proprietors
801 Elm St. WINNETKA Phone 1371



"Play that one again"

There are some songs that you can't hear too often.

When you own a Victrola you can hear them as many times as you like.

And when you own a Victrola only do you hear them sung or played at their best.

A Victrola puts the world's greatest artists of instrument and voice at your instant beck and call.

Make your selection of our many attractive Victrola models now. Choose one of our easy-payment plans and play as you pay.

North Shore TALKING MACHINE CO.

603 Davis St. Evanston Phone 4523



SERVICE WITH A SMILE

We Recommend **COOPER** Tires and Tubes

XTRA-PLY

You buy a suit of clothes with an extra pair of trousers for the extra service you will receive. Buy Cooper-Cord or Fabric Tires with an XTRA-PLY of fabric for the same reason—EXTRA SERVICE

NON SKID CORD TIRE NON SKID FABRIC TIRE

Cooper XTRA-PLY CORD and FABRIC TIRES-TUBES

HUBBARD WOODS GARAGE

1010 NORTH AVENUE HUBBARD WOODS

Phone Winnetka 617

EARL FOX
Announces the Second Term **Violin Instruction**
For Information
Telephone Winnetka 599 W
904 Oak Street