

URGES UTILITIES TO USE PAPER SPACE

Leaders Advise Consistent Advertising

New York:—Newspaper advertising is one of the best methods of selling public utility service, Oscar H. Fogg, secretary-manager of the American Gas Sales Association, told members of the Gas Sales Association of New England at a recent meeting.

"A generous appropriation for advertising should be as indispensable an item in every gas company's budget as coal, oil and labor," said Mr. Fogg. "Broadly speaking, we are merchandisers of an indispensable service, but it should be remembered that this service has been made indispensable only after a great many years of the most painstaking effort. We are running into an era of great and we hope unprecedented business prosperity, and we shall participate in that to the extent of the sales aggression that we bring into play.

"We would do well to discard the thought that gas is a necessity. Only to those who know the convenience of gas service is that service a necessity. To the millions of persons who use candles, oil lamps and coal stoves, gas is not a necessity. It won't be until they have been sold.

"An aggressive sales policy backed up by an equally aggressive advertising program is the combination that we need. They go hand in hand. They constitute the normal way of doing business. We can't have one without the other, unless we are willing to do business on a reduced scale.

"The gas industry at this time is using more newspaper advertising space than ever before. In the year 1920 for example, 140 gas company members of the association whose total annual gross sales of gas exclusive of appliances, was \$98,000,000, spent \$843,000 for advertising. This is about 85 cents for advertising out of every hundred dollars of gross business. We should like to see our companies approximate one per cent of their annual gross receipts for this purpose. If this were done the 966 gas companies in the United States would have an annual budget of \$3,800,000 for advertising. Add to this the splendid national advertising done by a number of our progressive manufacturers, and you can easily visualize the big strides that we would make."

Ouilmette Council Ball Nine Gets Pioneer Field

Although Ouilmette's Knights of Columbus baseball team lost Saturday's game to Father O'Connor council at New Trier Pioneer field the game was awarded to the local team at the league meeting Monday evening because the visitors assigned a hurler to the mound duties who was ineligible to play under present league rules.

Ouilmette and Tonti hook up Saturday at St. Wenceslaus field, Cornelia and Lawndale avenues, Chicago. The following Saturday will witness Columbus at New Trier Pioneer field in their second tussle with the home clan.

The management of the New Trier Pioneers has donated the use of that team's field to the K. of C.'s for home games and practices.

Wilson's Sports Skirts Attract Women Shoppers

Absolute satisfaction in sports skirts is guaranteed by the Wilson Shop, 1418 Stevens building, Chicago. Here they give you not only the best of workmanship, it is said, but they can advise you as to the latest and most modish style to suit your need. You can bring your own material to this shop or you can choose from some of the beautiful samples on display here. Wilson is at present featuring the two-toned skirt. For instance, a stunning, white flannel skirt with the pockets and panels outlined in black, finished with hand-made arrow heads.

Writing For Print

"Writing For Print," Director Harry F. Harrington, of the Joseph Medill School of Journalism's new handbook is just off the press. It is a compendium of the fundamentals of writing and editing, written especially for those interested in the organization and conduct of the high school paper. However, it is a handy book to have around, for any one who wishes to write in the best approved newspaper style.

Director Harrington defines news as "anything that happens in which people are interested." He goes on to tell how it should be written, and how stories should be organized. Many historical tales are re-told in newspaper style. Examples of each type of story: Football, speeches, interviews, feature, human interest and editorials, are given. In addition, make-up and good typography are discussed and made clear.

The small volume contains many cuts, illustrating good and bad points in metropolitan and school journals. A number of illustrations show the class and pressroom work in progress at Lane Technical High school. The variety of headlines that may be used are illustrated.

Guide-post for teachers in Journalism occupy an important section of the volume. A complete course for the student is laid out, and includes a portion of the work carried on in the newspaper classes of the Medill school.

Making the School Newspaper is another division, and no high school editor should be without it. The entire organization of the paper is discussed, the appointment of the staff, the division of the work, the business management, the make-up of the pages and all the detail the novice should know, is included in this section. A style book and a list of supplementary texts and references are included.

It is a handy compendium, and should be on the desk of every one interested in writing or publishing.

C. B. K.

Of All Things

In his preface to the English edition of "Of All Things" which John Lane, Ltd., is bringing out this spring, Stephen Leacock says in part:

"Readers of today generally like to know something of the personal appearance and personality of a new author. If I were attempting in Mr. Benchley's case to track this curiosity to its source and kill it, I should say that Mr. Benchley's face is one in which a high culture and an excellent education struggle in vain against a native geniality. I should also, if I followed the standard models in this sort of thing, explain that Mr. Benchley is an enthusiastic believer in modern democracy and an ardent admirer of the constitution of the United States, which he challenges the world to improve. 'Where,' he said to me one day, swinging round in his office chair, his eye flashing with enthusiasm, 'should we get another like it?' I should explain also, if I were attempting to write a preface as it should be done, that our author is a keen golfer, an ardent mountain-climber, an insatiable ozone breather and one of the most daring ski-jumpers among the editors of New York. But I don't know whether Mr. Benchley is or is not these things, but merely that he ought to be them; so I will not certify to such facts. Instead of such assertions I will only state as the measure and indication of Bob Benchley's personality, charm, gift of conversation, ease of social movement, and so forth, that he is one of my friends. This ought to cover the whole case."

Mrs. Robert Kingery and children, 809 Pine street, returned home Sunday from New York.

Vitamines

Have you taken your vitamines today?

This is now the pertinent question to be considered at meal time by all those interested in the proper diet to furnish efficient upkeep for the human machine. A short time back the health obsessionists were greatly worried about their calories. They measured them out and ate according to calory prescription.

Now the vitamine is the big idea. Just what a vitamine is has not yet been definitely determined but chemists and dieticians know that it is something in food, particularly vegetables and fruits, that is a cell builder and without which food and nourishment are incomplete. Lack of vitamines leads to scurvy, according to latest discoveries.

Grow your own vitamines. Green vegetables—that is, vegetables eaten in particular. Dieticians agree that the widespread lettuce habit is one of raw, contain plenty of them—lettuce the best things that ever happened to make for healthier dieting. Cooked vegetables also contain these mysterious subjects if they are not overcooked, too often a fault in vegetable cooking. Another form of vitamine is found in good, real butter and milk. Cooking a fresh vegetable not too long and dressing it with real butter, or in cream, oils the human machine up with vitamines to keep it going at top speed.

A vitamine garden is, in effect, a salad garden if one wants to get his needed vitamines the easiest and quickest way.

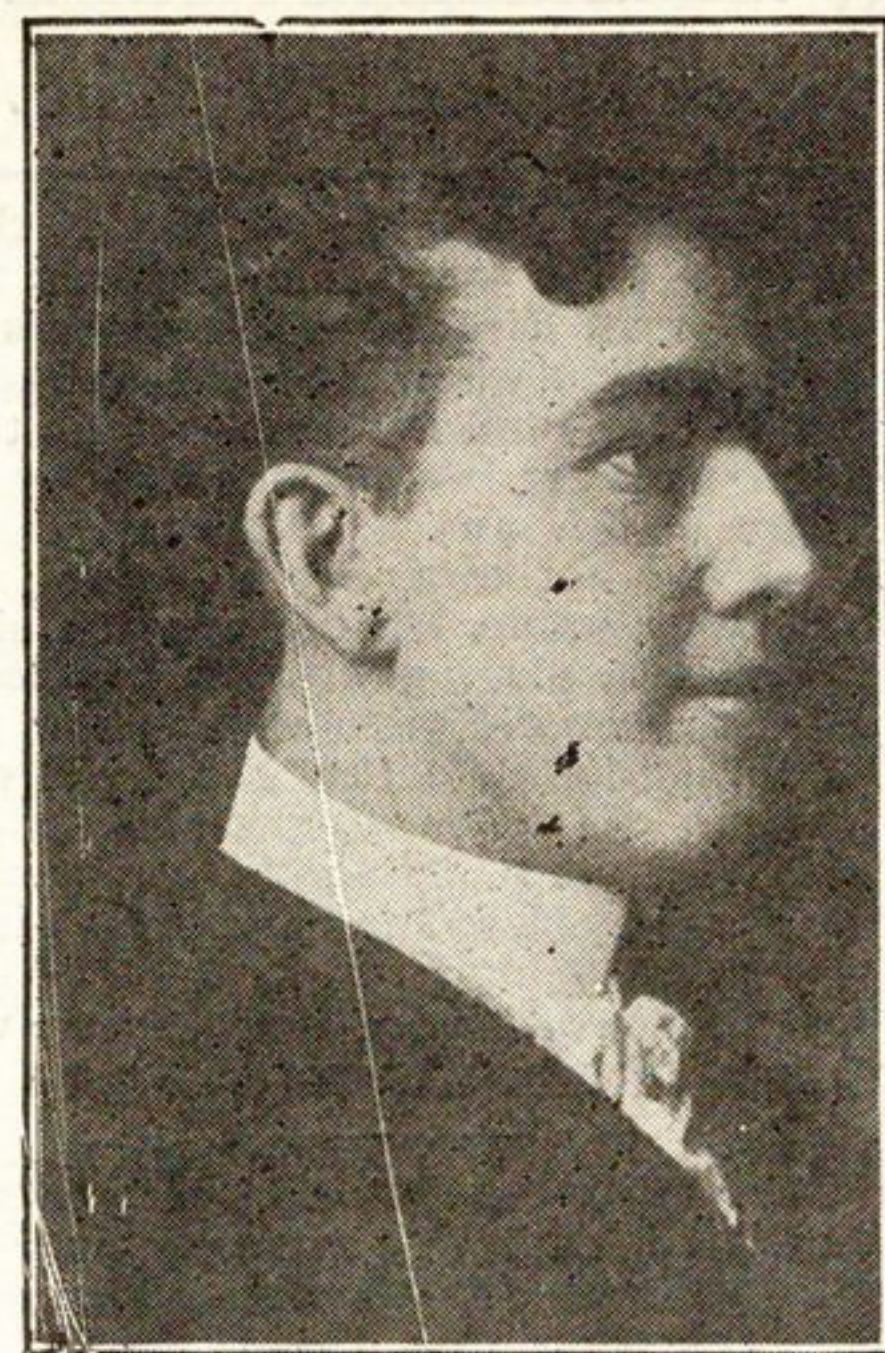
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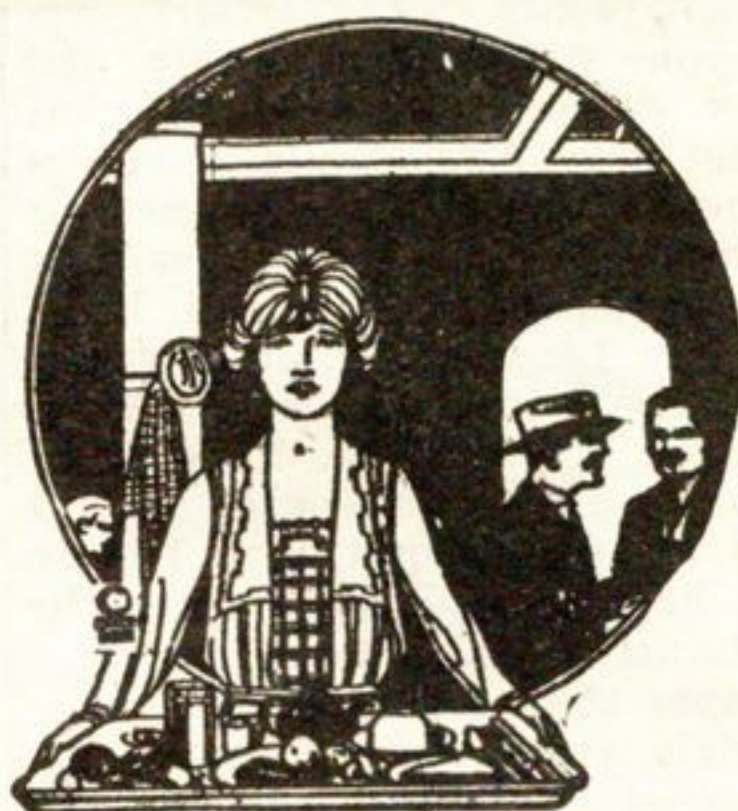
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Shoulder of Lamb Roast, lb. 27½c
Hindquarter of Spring Lamb, per lb. 38½c
Very Best Plate Corned Beef 12½c
Choice Pot Roast. . . . 15½c
Fresh Flank Steak 28c
Fresh Brookfield Butter, 40c

Fresh Calves Sweet Breads
65c
PER LB.

Genuine 1922 Fresh Dressed Broilers
55c
PER LB.

Fresh Dressed Broiling Chickens 26½c
Fancy Roasting Chickens, lb. 38½c
Very Best Sirloin Steak, lb. 40c
Very Best Porterhouse steak, lb. 50c
Fresh Pork Loins, whole, lb. 25½c
Very Best Rib Lamb Chops, lb. 50c
Peacock Bacon, whole slab, lb. 32½c
Very Best Round Steak, lb. 32c

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