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**READERSHIP STUDY
OF THE FAIRBURY BLADE
FAIRBURY, ILLINOIS**

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READERSHIP STUDY #1

OF THE FAIRBURY BLADE
FAIRBURY, ILLINOIS

Conducted by Students in Community Journalism,
School of Journalism, University of Illinois

* * * *

Reader interest in home-town weekly newspapers is intense, if a readership study of the April 18, 1947 issue of The Fairbury Blade, conducted April 22, is a fair indication.

The study was based on personal interviews with 74 readers living in the city of Fairbury, in the nearby village of Forrest, and on the farms surrounding Fairbury. The readers included 61 women and 13 men. Of these, 35 lived on farms and 39 lived in Fairbury and Forrest. Each reader interviewed was asked what he or she had read in the last issue of The Blade during the four days since receiving it. Each was asked, also, several standard questions regarding his or her reading habits of the newspaper. The answers of all persons interviewed were tabulated, and from the resulting data conclusions were drawn.

The study revealed that the average reader spends 46.6 minutes on each issue of The Blade. It revealed that, on the average, the reader looks at the paper 3.04 times before putting it on a shelf or otherwise disposing of it, and that The Blade is kept within the home of the subscriber for an average period of 8.92 days. Further, it was found that the average copy was read by 2.85 persons within the home of the subscriber and then, in 48 per cent of the cases, lent for reading outside of the subscriber's home.

In answer to the question, "Do you read regularly any other publication?", 87.8 per cent replied that they read one or more magazines, 91.9 per cent replied that they are readers of one or more daily newspapers and 22.9 per cent that they read another weekly newspaper. Despite the fact that readership of Blade subscribers is not restricted to that one publication, the reading in general, by both men and women, is intense and well distributed throughout the newspaper. As might be expected, male readers preferred news of a political and business nature but were almost equally interested in news of a social nature.

The composite percentage figures on the most-read news items are these:

Brother Accidentally Shoots Girl, Aged 7 (P. 1)	83.7
News Notes of the Fairbury Hospital (P. 1)	81.0
Fairbury Hospital Births (P. 1)	82.4
Easter Greetings Sent From Hawaii (P. 1)	74.3
Buys Land Where Coal Yards Are Located (P. 1)	72.9
With the Sick and Injured (P. 1)	72.9
Other Than Fairbury Hospital (P. 1)	72.9
Business As Usual at Local Post Office (P. 5)	70.3
T.,P. & W. Strike Settled Yesterday Afternoon (P. 1)	70.2

As can be seen by the figures shown above, it is quite evident that the front page is much more intensively read than any of the following pages of the Blade.

Local news pictures in the Fairbury Blade were its best read features as is illustrated by the following percentage figures:

All Are Members of Commandery (P. 1)	--Picture--	85.1
To Wed May 4th (P. 1)	--Picture--	'85.1
To Address Youth (P. 1)	--Picture--	74.3
Looking Back Over the Years (P. 7)		64.9
Town Talk (P. 5)		49.2

The percentage figures on the most-read advertisements are listed as follows:

Local

Waltons Department Store (P. 10--full page ad)		93.2
Central Theatre (P. 5)	2 col x 12	55.4
Kroger (P. 3)	2 col x 10	50.0
Sanitary Cleaning Works (P. 3)	2 col x 3	43.6
Ben Franklin (P. 9)	2 col x 4	43.2
Zimmerman Hardware (P. 2)	2 col x 3	40.5
Dean Williams, Jeweler (P. 6)	2 col x 4	39.2
Classified Advertising (P. 4)		68.9
C.I. Public Service Co. (P. 8)	2 col x 12	24.5

National

Chevrolet (P. 3)	3 col x 9	36.5
Mobilgas (P. 7)	3 col x 10	21.7
Pillsbury Flour (P. 7)	2 col x 9	33.8
Standard Service (P. 8)	2 col x 10	18.9

From the above figures two interesting and pertinent facts can be ascertained. First, that classified advertising has a higher readership than display advertising and second, that local display advertising has a higher readership than national advertising despite the greater amount of ad space utilized by the latter.

One advertisement, that of Walton's Department Store, had a readership 68 per cent greater than that of the second best read ad. Three factors probably influenced this result. Walton's is the largest and most popular store in the community as well as being the only department store, the advertisement was of full-page size, and it occupied the back page of the newspaper.

Reader traffic was high on every page. Following are the percentages of men and women who read something on each page:

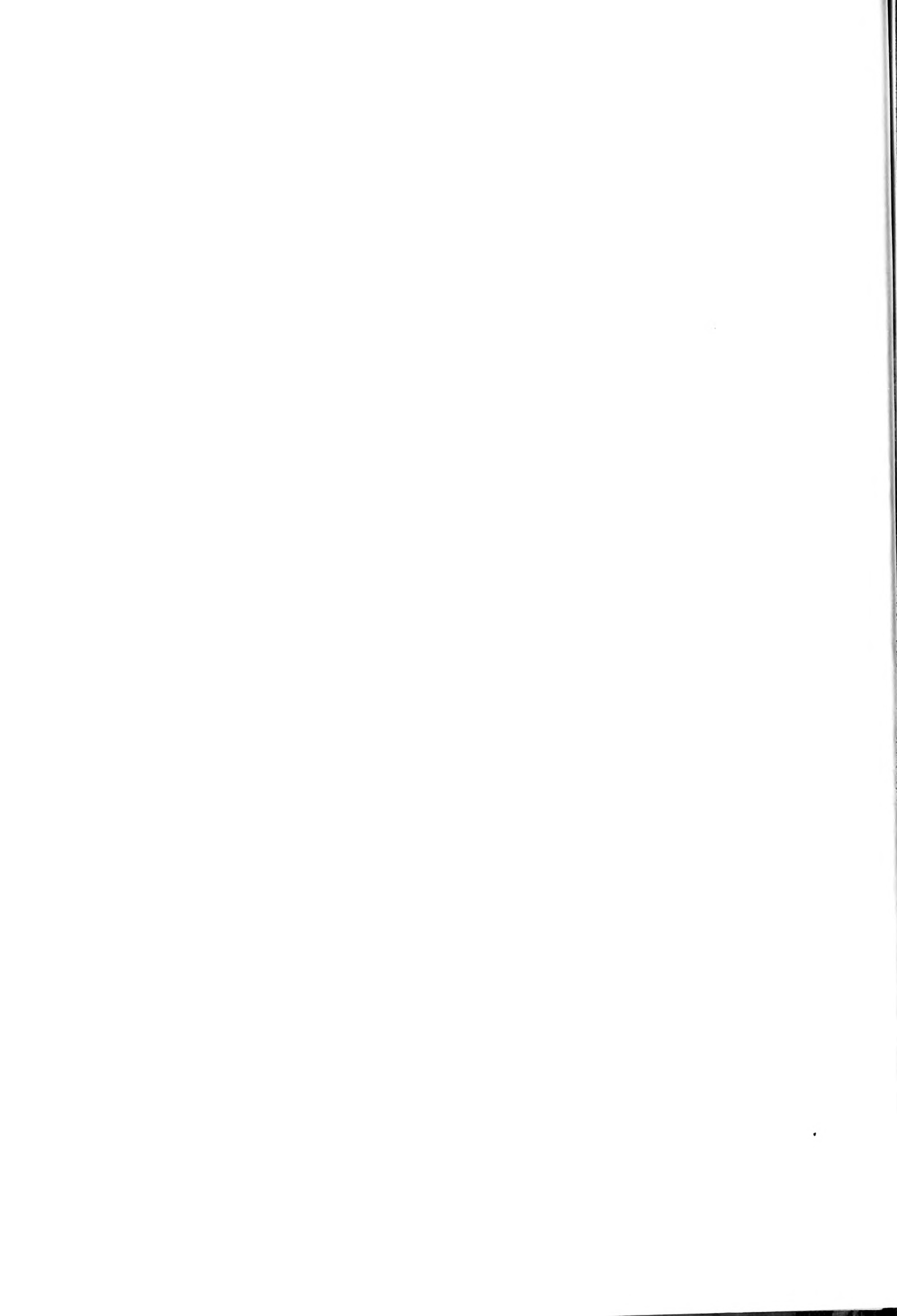
	<u>Men</u>	<u>Women</u>
Page 1 (all local news)	100	100
Page 2 (correspondence and advertising)	100	91.8
Page 3 (correspondence and advertising)	84.6	86.8
Page 4 (editorials, classified advertising and sport news)	92.3	96.7
Page 5 (personal items, news, advertising)	84.6	95
Page 6 (cartoon, correspondence, legal and display advertising)	92.3	96.7
Page 7 (review of the past, advertising)	61.5	78.6
Page 8 (news of nearby communities, advertising)	92.3	72.3
Page 9 (news of nearby communities, advertising)	76.9	70.5
Page 10 (full page ad of department store)	84.6	86.8

A few conclusions might be drawn from the study of page traffic. The page location in so small a newspaper has little if any influence on the readership of any page. The pages nearer the front of the newspaper had slightly higher readership than those nearer the back. Left hand pages, generally credited with drawing higher readership than right hand pages,



actually averaged lower (except page 1). The traffic was definitely influenced by the material on the page with local news, pictures and promotional advertisements influencing high page readership. For example, the classified advertising column on page 4 probably was responsible for giving that page the highest readership in the paper next to page 1. The editor did a good job of appraising the reader interest of contents and distributing the high readership material among all the pages.





McDowell Father-Son Banquet to be Held Tonight

McDOWELL BANQUET April 18. The Father and Son Banquet will be held at the M. DeWitt church Tuesday evening. The following program will be presented:

Tenors: Arno Kiefer
 Vocalist: Ray Leslie Stewart
 Song Leader: Jim Green
 Toast to Father: Leroy Barnes
 Toast to Sons: Leroy Pike
 Trumpet Solo: Rev. Richard Newhall of Springfield.
 Quartet by Fathers and Sons.
 Address: Dr. A. R. Gramman, pastor of the First Methodist Church of Springfield.

The menu will consist of roast beef, mashed potatoes, gravy dressing, mixed vegetables, perfection salad, milk, butter, coffee and toast.

MENEM CANDIDATE ASKS RECOUNT OF VOTE

Last Friday in the county court, Judge J. H. McDewitt signed an order directing Joe Brown, clerk of common township to bring to the county clerk all ballots, books and related papers from the election in common township of Tuesday, April 1. The reason for this order was that a petition requesting a recount of the votes cast in the election had been filed in the county court by Joe J. Deminsky, Republican candidate for highway commissioner.

Mr. Deminsky in his petition said he believed election judges refused to count ballots deposited and property in common township. Deminsky said that the judges closed, judges in alleged count.

Joe Ross, Independent, received 123 votes in common township, Deminsky said and the judges announced were cast.

Mr. Deminsky and Mr. Ross were the only candidates for the office of highway commissioner.

The petition stated Deminsky's belief that legal ballots regularly marked for the petitioner, and other ballots not properly endorsed and initialed by a judge, were counted for Ross.

The petition said that judges refused to count ballots deposited and property marked for Deminsky and that legal absentee ballots marked for the petitioner were not counted.

Deminsky said he believed he had received the majority of the legal votes cast.

He also stated that the official ballots in direct violation of statutes of Illinois in that the ballots contained a circle one-half inch in diameter printed at the beginning of the line in which the title "Independent" appeared.

He charged that after the April 1 election the supervisor, assessor and town clerk failed and neglected to canvass the votes as required by law.

Ask your attorney to have your legal notices published in The Blade.

"The Secret Heart" at Central, Sunday, Monday



A scene from "The Secret Heart," starring Claudette Colbert, Walter Pulgenc and June Allyson with Lionel Barrymore and Robert Sterling at the Central, Sunday and Monday, April 20-21.

Community Club, Home Bureau at Weston Town Hall

WESTON APRIL 18. The Weston Community Club will meet at the town hall this evening with Miss Owen, hostess. Mrs. Dorothy Hines and Mrs. Barbara Willis in charge. The Yates Home Bureau will meet at the town hall on Tuesday, April 22 with Mrs. Earl Range, Mrs. Ray Farley and Mrs. Edward Erdman as hostesses. Mrs. Lystad, the advisor will give a talk in the morning on furniture arrangement. Dinner will be served at noon which will be followed by a talk by Mrs. J. T. Bricker, "Etiquette of the Flag" and "Know Illinois." There will be an exchange of flower seed plants and bulbs.

Mr. and Mrs. J. P. Bricker, Fairbury, spent Sunday afternoon with Miss Hazel Farley, Mr. and Mrs. Roy Jacob, of Fontana, were Sunday evening visitors at the home of Miss Farley.

Mr. and Mrs. Hugh McEvron and family motored to Ashburn Thursday afternoon and visited their daughter and family Mr. and Mrs. Rudy Vanwerker, and children.

L 30.7%	W 30.3%	T 27.5%
L 30.4%	W 29.3%	T 27.3%
L 30.7%	W 31.1%	T 29.7%
L 23.0%	W 31.4%	T 29.7%
L 30.7%	W 32.7%	T 32.4%
L 33.0%	W 32.0%	T 31.3%
L 30.7%	W 32.7%	T 32.4%
L 33.0%	W 32.0%	T 31.3%
L 30.7%	W 32.7%	T 32.4%
L 33.0%	W 32.0%	T 31.3%

Anchor Hospital Patients Improve

ANCHOR, April 18. Harold Friday, son of Mr. and Mrs. Fred Friday, is a patient at Menonite hospital, receiving appendectomy.

Friday returned home from the Anchor hospital, where he underwent a surgical operation, and is expected to return to work in a few days.

Mr. and Mrs. Victor Gross and family were visitors in Elliott Sunday afternoon.

SCHOLARSHIPS AND LOANS TO CHILDREN OF VETERANS

In order that the educational pursuits of the needy children of veterans of World Wars I and II may be continued, the American Legion Auxiliary offers scholarships and financial assistance in the form of student loans as well as information in obtaining such aid and appointments.

Mr. and Mrs. Jake Helmers, representing the American Legion Auxiliary, will be in the county court building on Friday, April 19, to discuss the granting of scholarships to children of veterans.

Mr. and Mrs. Victor Gross and family were visitors in Elliott Sunday afternoon.

STAGISTS METER One of the front-line battles of World War I, the extra soap or paper that might be put on something like the OPA put out could be easily referred to and the price added to the time put in. That would put all customers on an equal basis, and we whom it is easy to doll up, wouldn't be paying for the overhead on the unwashed. It would be a square deal for all and every customer would pay for what he really got. I figured it would cost me about 31 cents to have a haircut and the usual trimmings that go with it.

A highbrow is a person who can use "brow" in conversation without feeling self-conscious.

Lots of things can happen— besides a fire!

↓

- AIRPLANES crash through roofs—
- AUTOMOBILES smash into houses—
- WINDSTORMS wipe out homes—
- EXPLOSIONS blast buildings—
- THEFTS damage property—
- DAMAGE from faulty oil burners can cause expensive damage—
- EVEN HAIL can cause damage requiring extensive repairs. But—

ALL these perils can be insured against at little cost, with an endorsement added to your present fire policies. Let us tell you more about it.

Smith, Mr. and Mrs. Mary and Mrs. Elmer were dinner guests at Mrs. Clark's home.

returned to her home Sunday following an operation. Her sister, Mrs. Pearl Ripch, is assisting with the work.

The Epworth Point Day Bee 4-H Girls will meet at the Center church April 21. Each girl is required to bring a tea towel to hem, and thimble, needle and thread.

Mr. and Mrs. H. Schlicher, Mr. and Mrs. Clarence Dupin visited Mr. and Mrs. Clark Bentley Sunday evening.

Mr. and Mrs. Arthur Ruff are enjoying electricity which was recently put in their home.

Many farmers finished with their oats this week during these pleasant days.

The M. Y. F. of McDowell met at the home of Mr. and Mrs. Fred Smith Thursday evening.

(Mrs. Clark Bentley, Correspondent)

SHELDON ON DAYLIGHT SAVING TIME

which will go on Monday, April 27, is now being made.

Resolution making it the official time of the year to September 28.

WE'RE CELEBRATING MANAGER'S WEEK THIS WEEK AT YOUR A & P FOOD STORE

Come in this week and see the full cases and check-full shelves of fine quality foods — all at attractive prices! Peak of flavor produce, oven-baked goods — farm-fresh dairy foods — delicious canned fruits, juices, vegetables — yes, so many tempting items to choose from. Come in and restock your pantry shelves today from the grand assortment your A&P Manager has for you.

- 114 W. Locust St., Fairbury, Ill. Store Hours Monday thru Friday 8:00 A. M.—8:00 P. M. Saturday 8:00 A. M.—8:00 P. M.
- Less Early Than Us!
- Peas 3 No. 2 cans 35c
- Applesauce No. 2 can 17c
- Soap 1 lb. bar 20c
- Savior's Tomato Catsup 14 oz. btl 25c
- Purple Wax Whole Upsettles 1 lb. 25c
- Apples No. 2 1/2 can 25c

15.3% W 55.7% T 37.8%

MAKE YOUR TEMPTING SALADS WITH THESE CHOICE HEADS!

CRISP ICEBERG LETTUCE

 2 heads 25c

SEED POTATOES .. bag \$2.99
 APPLES 2 lbs 29c
 TOMATOES ctn 29c
 NEW POTATOES 3 lbs 25c

Fresh Strawberries Low Price
 ASPARAGUS lb 19c
 PINEAPPLE 30 size ea 27c
 RADISHES 2 bun 15c

126-SIZE — SWEET JUICY Florida Oranges dos. 49c

70-SIZE — TEXAS CROWN Seedless Grapefruit 10 for 49c

ENJOY FRESHER FLAVOR BUY THIS REAL COFFEE!

Eight O'Clock Coffee
 1 lb. bag 39c
 2 1-lb. bags 77c

Dairy Foods
 CHEESE FOOD 3-lb. loaf 79c
 ALL-BRAND Para Lard 1 lb. 35c
 MAYFLOWER Margarine 1 lb. 41c
 52-63 Serv. A&P Brand! Heavy-Whip Butter 1 lb. 70c
 Fresh Lemons 1 dozen 15c

Your Choice
 of these fresh layer cakes! Cocoa-Slate Fudge, Vanilla Devil's Food, Caramel Creme, Orange Gold, Lemon Gold, Chocolate Devil's Food or

LADY BALTIMORE Layer Cake each 49c

DATED FRESH—MARVEL Biscuits 12-oz. Doz 13c
 FRESH COCONUT Pie 29c
 Here's another taste treat! Tender Fresh Jelly Beans Pie 28c
 TENDER Fresh Angel Foods, Each 39c
 FRESH Oatmeal Cookies 24 Doz. 49c
 DEVIL'S FOOD—PLANTATION Bar Cakes Each 49c

FANCY GRADE A FLORIDA ORANGE JUICE
 66-oz. Can 19c

CREAMY-RICH WHITE HOUSE Milk
 3 Baby Cans 17c
 3 tall cans 34c

A & P Food Stores

AMERICA FORE INSURANCE GROUP

KECK'S AGENCY

Fairbury, Illinois

VISIT THE N & M CAFE

Food In Pleasant Surroundings

Illinois Valley Ice Cream

John Newman Roy Melvio
Route 24 — Fairbury, Ill.

Zimmerman Hardware

Phone 134 116 W. Locust St.

Cycle
 Sprinkling Cans
 Sump Wash
 Perfection Oil Stoves
 Clothes Baskets
 Garden Tools

See the New five-cubic-foot PHILCO FREEZER Unit on Our Floor

EST LAFFS BY DECKER'S

LET US HELP YOU WITH YOUR PARTIES

There is no discrimination at DECKER'S CAFE We offer friendly, courteous service always and strive to serve only high quality foods at all times.

ANY TIME ALL THE TIME MEALS AND LUNCHES

DECKER'S CAFE
 EAST END OF FAIRBURY ON ROUTE U.S. 24

53.0% W 67.2% T 63.5%

38.4% W 36.0% T 37.0%

53.8% W 36.0% T 37.8%

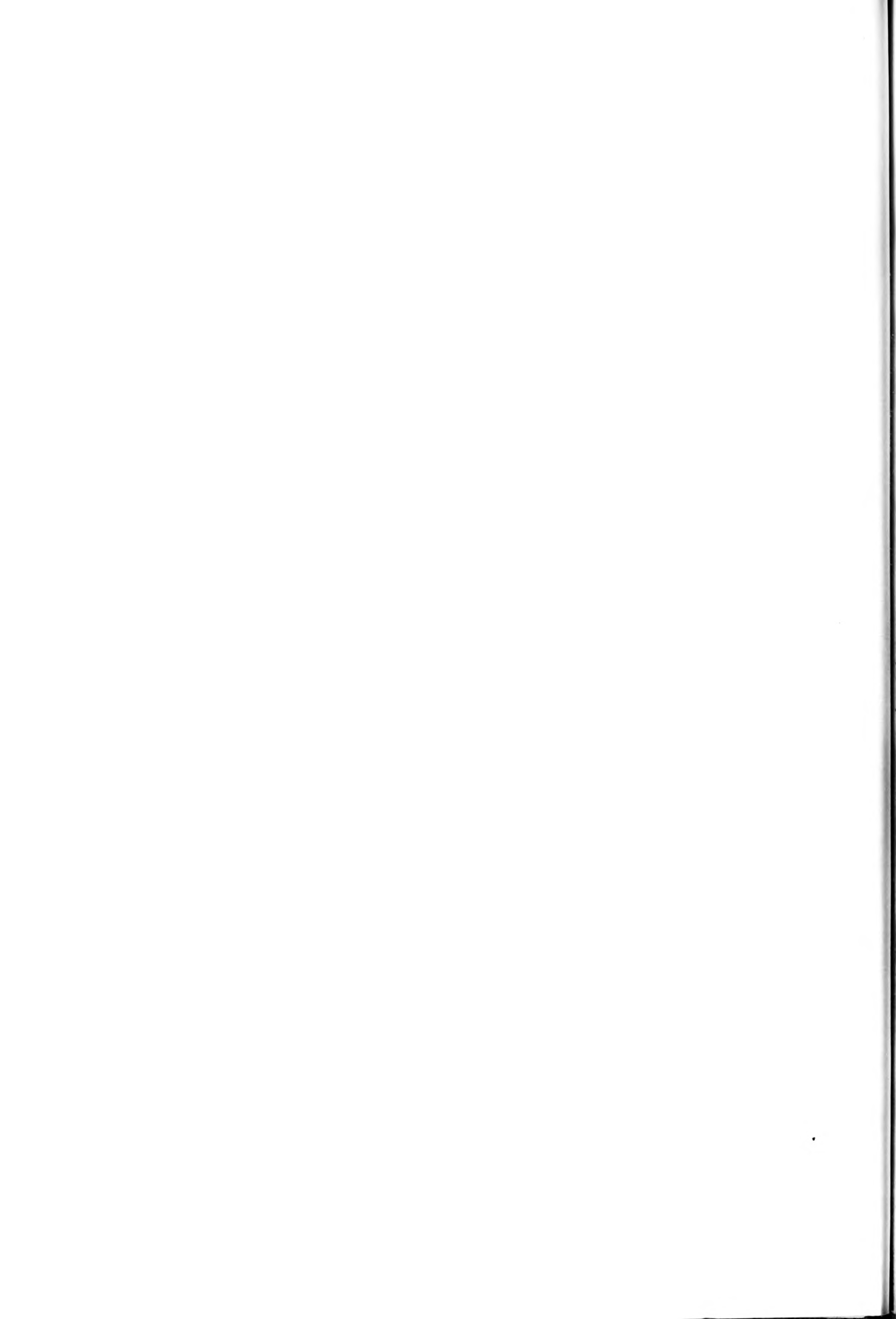
30.7% W 29.5% T 29.7%

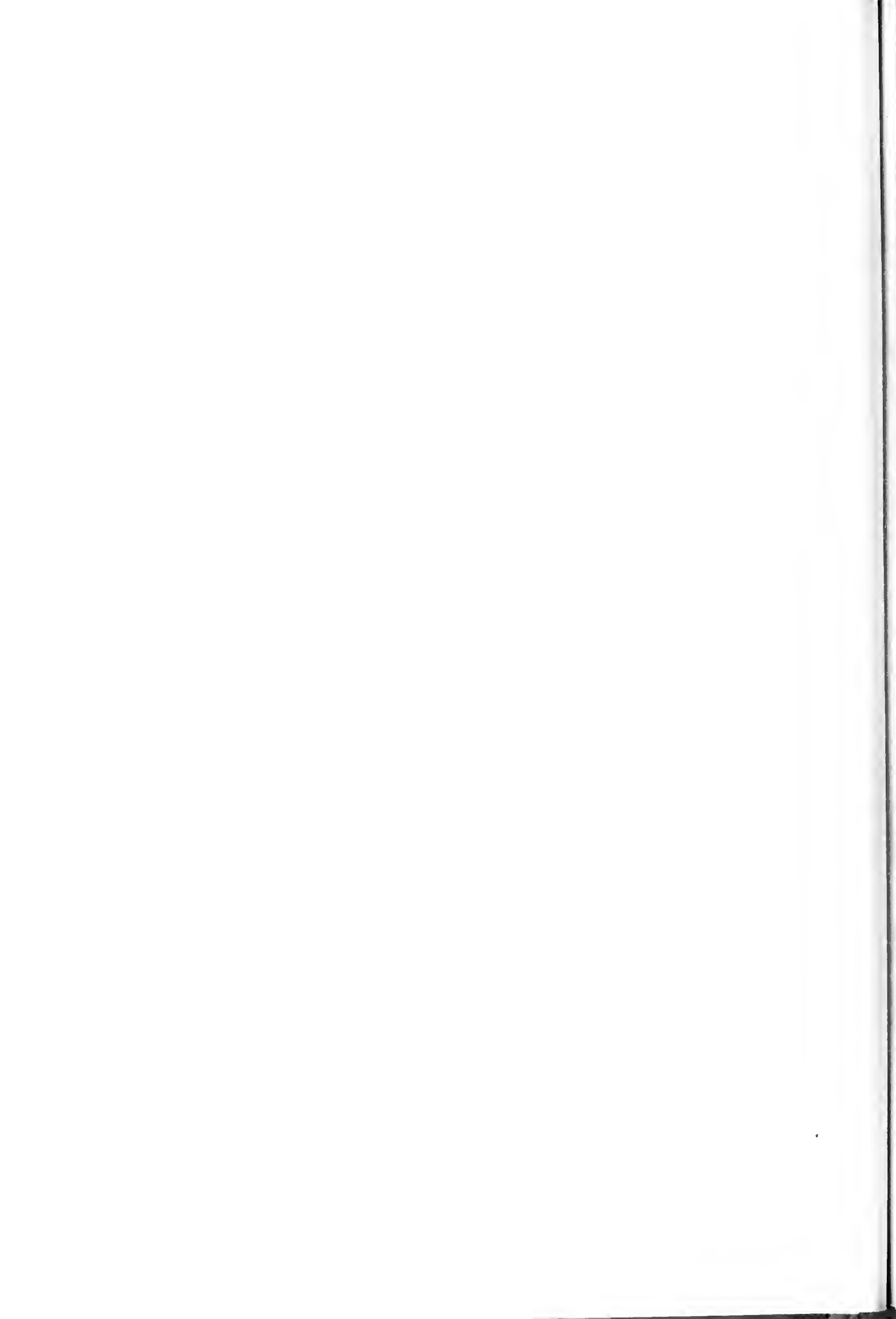
FARMERS IMPLEMENT CO., INC.

"Service With a Smile"

Fairbury Pontiac

AUCTIONEERING
 Farm Sales and Household Goods
 AT EADES
 Fairbury Phone 625
 A Graduate of the Fred Epperly School of Auctioneering
 Reverse all phone charges





THE FAIRBURY BLADE PUBLISHERS J.A. PATTERSON, Editor CORA EVANS, L. HARRIS, FRANK PHILLIPS, Associate Publishers

NATIONAL EDITORIAL ASSOCIATION MEMBER

Keep Up the Good Work Over at Pontiac the week-end twelve men were fined for traffic violations.

Murray of the C.I.O. Philip Murray, president of the C.I.O., sees dire happenings ahead if the two labor bills pending in congress are made law.

P.T.A. HEARS TALK ON FRIENDSHIP The Rev. C. L. Shult speaking at the Parent-Teacher association meeting of "Friendship."

TURKEY POULTS We have Broad Breasted Bronze and U. S. All Beltsville White turkey poults for immediate delivery—also some poults.

Honeggers Turkey Farm & Hatchery FORREST ILLINOIS

SAVE Your Time and Expense ON BULLDOZER WORK PITCH BANK LEVELING BASEMENT EXCAVATING TREE CUTTING AND TRIMMING

Dugger-Hubly (Continued from Page 1) evening at her home following the dinner meeting at Hotel Fairbury.

Meeting Notes. Charity Home Rebekah lodge on Monday afternoon at 7 p.m. Initiation Mrs. W. C. Drennen, program chairman.

FAIRVIEW S. C. S. C. S. was held at the home of Mrs. Nolan Weeks Mrs. Peter Decker was assistant hostess.

News of the Courts During the Past Week

Milton Mowery Seeks \$8,500 Damages for auto accident. In a complaint filed in the circuit court Tuesday Milton Mowery, Fairbury, asks judgment of \$8,500 against Arnold Huddleston, also of Fairbury.

Four of Five Attachments Proposals Win. Residents of non-high school territory in Reading and Newton townships to authorize high school district, vote was 85 to 5 in the non-high territory in favor of the attachment.

FAIRBURY HOME BUREAU UNIT Mrs. Walter Bart was hostess on Wednesday afternoon to the Fairbury Home Bureau (co-hostesses Mrs. Debra Johnson, Mrs. Dorothy Gardner, Mrs. Robert Hobelaw, Mrs. Pearl Arthur and Mrs. Ed Wilson is a new member.

Will of George F. McNear Admitted to Probate. Last Thursday in the Peoria county court the will of George F. McNear, Jr. president of the T. P. & W. Co. was admitted to probate and two executors posted individual bond of \$5,000 each.

Small Vote Cast at City Election. Only a small vote was cast in the city election 138 people going to the polls.

Harmo Deflects Stride For Mayor at Chenoa. H. H. Harms was elected mayor of Chenoa Tuesday with 38 votes over his opponent, Albert W. Streid who received 190 votes.

Egg Price Outdoor High THIS FALL, AND WINTER. The National Egg Processors & Co. Inc. attended a poultry and egg meeting last Friday at Decatur.

WRITERS WIN! SAUNEMIN SCHOOL ELECTION The write-in candidates had their day in the Saunemin high school election last Saturday, defeating the incumbents whose names were printed on the ballot by a majority.

WINS BARRET HAFER, SIBLEY, DIED AT AGE OF 74 YEARS. Mrs. Harriet Mabel Harriet Hafel, wife of Earl Hafel, died at the Paxton hospital last Thursday afternoon, when she was 74 years old.

LUCKY COLOR TICKET HOLDERS Mary Strangle held the Lucky Color ticket at Saturday's event. The \$1 ticket holders were W. O. ...

First Methodist. 9:30 Sunday school. 10:45 Morning worship. Roy W. Campbell will give the sermon. Mr. Campbell is traveling for the Butler Paper Co. in Chicago and a member of the Roseland Methodist church in that city.

First Baptist. How is it with our Bible? You'll find that the Bible to be the guide and hope and inspiration of millions.

U. A. C. ELECTIONS OFFICERS The U. A. C. C. met at the home of Mrs. Wayne Ziller with Mrs. C. E. Morrow and Mrs. Raymond ...

WOMAN OF THE WEEK. Della Spence presented the following article from his sister, Mrs. Wiley Ruppel, in Danville. The article was in the Danville News several weeks ago in the 50 and 50 column.

Standing of Forrest Bowler League. Community League. High School. ...

THOMAS TOOLEY, NATIVE OF STRAWN, DIES IN MONTANA. Thomas Tooley, who was born at Strawn, some 50-odd years ago died suddenly Sunday in Montana. He was a telegraph operator at Wolf Creek, Mont. and died while enroute to Helena, Mont., according to word received by relatives at Strawn.

WANTED SHEEP SHEARING - WANTED - Elias and Willis Applegate Phone 4-3. Fairbury

CHURCHES - First Methodist. 9:30 Sunday school. 10:45 Morning worship. Roy W. Campbell will give the sermon.

Church of the Nazarene. 3:30 Sunday morning regular service will be held with the Rev. Wayne Davidson, vice president of district N. Y. P. S. society special songs. Everyone welcome.

With Sympathy and Understanding John P. Cook Funeral Home Since 1888

SPORTS K. Elliott Taps Shooters in Sunday Afternoon Contest. K. Elliott was hitting the clay pigeons regularly at the Sunday afternoon meeting of the Fairbury Gun club getting 13 out of 20 at an average of 95 per cent.

MARKETS (Corrected Thursday, April 27, 1947) Hog (Chicago market) \$24.50 Wheat, No. 2 2.40 Corn, yellow, No. 2 1.74

FOR SALE SHORTHORN BULL - FOR SALE - 11 mo old Cleveland Weston Forest. \$4.10

FOR SALE BIVAR SALE Wilson Zerkow's farm. 18 1/2 ac. near Rich Hill. Servo lift, horse garage, refrigerator, Range oven, wash tub, water in cistern, immediate delivery - Winkler, 275 - 281

FOR SALE Blue Star one room bldg. M. M. motor, 425 sq. ft. porch, 140 - 1/2 bch. Strawn, Phone 353-R. \$4.10

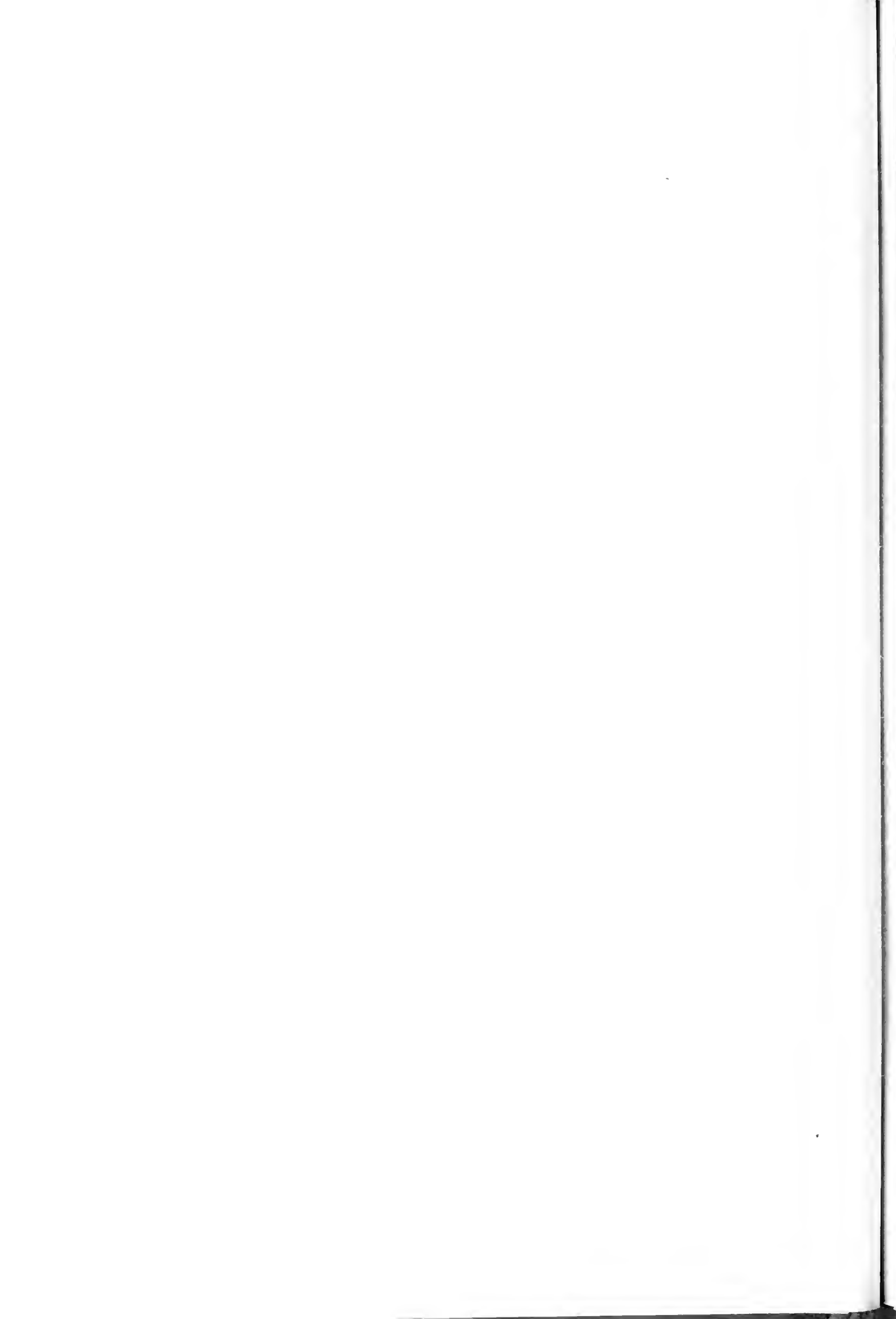
FOR SALE 4RM HOUSE - FOR SALE - 10 room 179-R. \$4.10

FOR SALE 4RM HOUSE - FOR SALE - 10 room 179-R. \$4.10

FOR RENT - Two lots, for garden, on Mrs. Andrew Jensen, 801 W. Elm, Tel. 713, 611

Miscellaneous FOR STUMP AND ROCK SHOOTING - See Taylor Service, 617 W. Maple St. \$4.10

John P. Cook Funeral Home Since 1888



Any of P. 5 M 84.6% W 95 % T 93.4%

Talk

Avon gifts for mother, for graduate boy or girl Ruth Bell, 596-J... Mrs. and Mrs. Gus Knoekel, Remington, Ind., visited Fairbury Sunday...

Nave waste paper for Girl Scouts Troop IV will make a collection soon... Mrs. and Mrs. Jack Dyer are leaving for Chicago, Fla. next week...

When the patrons of the post office... Business as Usual at Local Post Office... Former Pastor, "Youth for Christ" Speaker...

City Council to Call Election on Water Tank Bonds... At a meeting of the city council Wednesday evening a resolution was adopted...

APRECIATION Postmaster R. A. McAllister and the postoffice force wish to thank the workmen and the public in general...

TO THE VOTERS OF FAIRBURY We take this means of expressing to you our appreciation for your interest in going to the polls to vote...

APRECIATION I sincerely thank all my relatives and friends who remembered me with cards, flowers and gifts while I was in the hospital...

M 69.2% W 47.1% T 46.2% Carrithers went and brought Mr. Carrithers' father on an... Miss Velma Hanson of Chicago, spent Easter vacation visiting at the home of her uncle and aunt...

Mrs. Alma James left Chicago yesterday by plane for Miami, Fla. for a visit at the home of her daughter, Mrs. Homer F. Dowling...

Mrs. J. K. Huette spent Tuesday in Bloomington at the home of her daughter, Mrs. Russell Bates... Mrs. Clara Thomas came home on Sunday from Chicago...

Peace of Mind Lieberman The RedCOVERY of Morals Jones At War Partridge The Lovells and Their Seven Worlds Greenleaf Divided India Smith Distinguished American Jews Lotz Fiction Samuel Walker Mama Took Up Travel Horan In a Dark Garden Slaughter The Dumbkerry Spring The American Legion Auxiliary presented the library with a memorial volume honoring our servicemen...

Water Fund Model-Plan, 1000 gal. 8.00 W. D. Miller freight 1.00 Swing Transfer freight 2.00... General Fund Goldsboro Club 50.00 Hilda Gila cap 2.17...

Grade School Notes Report cards will be given out next week... The club reporter and typist will be appointed next fall...

Grade School Notes (continued) Report cards will be given out next week... The club reporter and typist will be appointed next fall...

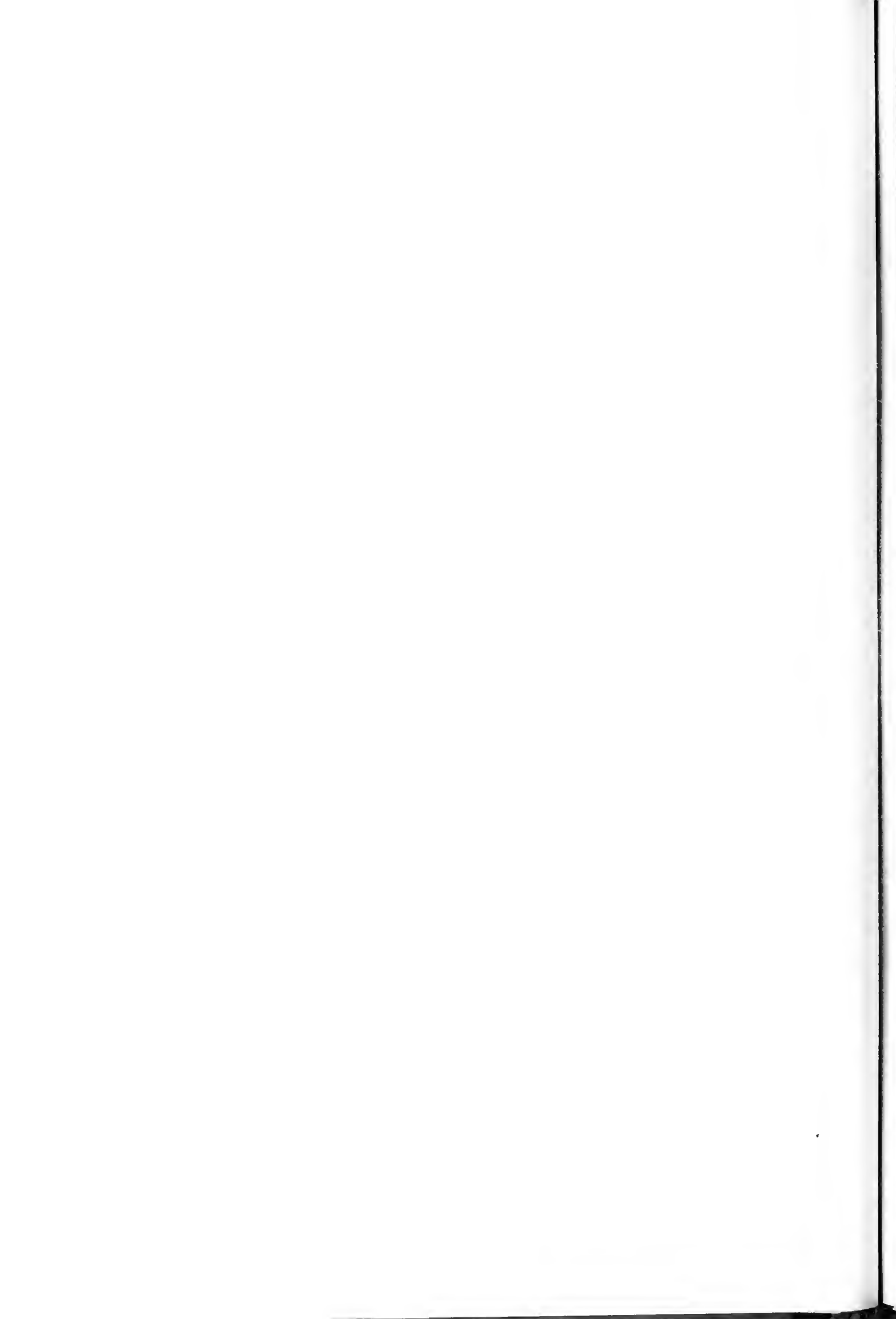
FRED FELDMAN & SONS Men's and Boys' Wear---Shoes FAIRBURY, ILLINOIS Temporarily Located at Fairbury Garment Factory

YOUTH FOR CHRIST Saturday, April 26 8:00 P. M. FAIRBURY, ILLINOIS First Baptist Church On Route 24 REV. W. A. WOOD, a former Fairbury pastor, will sing and bring the message...

CENTRAL THEATRE AIR-CONDITIONED FAIRBURY, ILL. "A Good Place to Spend an Evening" Friday, April 18 Selected Short Subjects April 19, Mat. 2:00, Night 6:30 JANE RUSSELL "The World's Most Exciting Brunette!" JANE RUSSELL and LOUIS HAYWARD "Young Widower" JAMES WARREN and NAN LESLIE "SUNSET PASS" Sunday, Monday, April 20-21 Continuous Sunday from 2:00 It beats and throbs with EXCITEMENT! CLAUDETTE COLBERT WALTER PIGEON JUNE ALLYSON The Secret Heart Tuesday, Wednesday, April 22-23 JOB DAYS The Salary will be \$300.00 Unless claimed April 16 ELYSE KNOX and PHIL REGAN in "Sweetheart of Sigma Chi" Thursday, Friday, April 24-25 ROBERT CUMMINGS and NICHELE MORGAN in "THE CHASE" Selected Short Subjects SPECIAL NOTICE There will be no meeting next Friday of the Fairbury Business Club. For events taking place on this date Members, see later paper for time, place and program. Ask for Lucky Color Tickets with every purchase. Beginning Saturday, April 26th, time will be 8:30 p. m., until further notice. TO THE VOTERS OF THE FAIRBURY T. H. SCHOOL DISTRICT We appreciate the vote given us at last Saturday's election, which signified your confidence in us. We will continue to strive to merit that confidence. JAMES W. WADE KARL V. KECK

HI LIFE Editor: Mrs. Ann Rathbun Vice: Mrs. Burt Dean Editor: Diane DeWitt Editor: Mrs. Lora Mott Editor: Mrs. Han Fugate Jim Hart Guy Bandy Music Department: Lois Bandy Mrs. Edna Adams

FAIRBURY STUDENT LEADERSHIP WINNER... FAIRBURY JUNIOR HOMECOMERS... FAIRBURY HIGH SCHOOL... FAIRBURY JUNIOR HOMECOMERS... FAIRBURY HIGH SCHOOL... FAIRBURY JUNIOR HOMECOMERS...



Ship Reports

Avoca

STATE OF ILLINOIS. County of Avoca. The following is a statement by Nat Leonard, Supervisor of the Town of Avoca, in compliance of the amount of public funds received and expended by him to the Board of Finance and dated March 1947, showing the amount of public funds received and expended by him to the Board of Finance during the fiscal year just closed, ending on the 14th day of March 1947.

Table with columns: Receipts, Expenditures, Balance March 18, 1947. Lists various income and expense items for the Town of Avoca.

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of the commencement of the fiscal year above stated, the amount of public funds received and the amount of public funds expended and the amount of public funds received and expended by him to the Board of Finance during the fiscal year just closed, ending on the 14th day of March 1947.

The said Nat Leonard, being duly sworn, deposes and says that the following statement by him subscribed to is a correct statement of the amount of public funds received and the amount of public funds expended and the amount of public funds received and expended by him to the Board of Finance during the fiscal year just closed, ending on the 14th day of March 1947.

Subscribed and sworn to before me this 14th day of March, 1947.

Ada Butler, Chairman, Notary Public.

STATE OF ILLINOIS. County of Avoca. The following is a statement by Nat Leonard, Supervisor of the Town of Avoca, in compliance of the amount of public funds received and expended by him to the Board of Finance and dated March 1947, showing the amount of public funds received and expended by him to the Board of Finance during the fiscal year just closed, ending on the 14th day of March 1947.

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SPORTS OUT OF ADAM'S HAT. ED SHOULD ALWAYS BE REMEMBERED. THE FACT THAT HE IS A YOUNG MAN WITH THE BEST OF US. ED HANS WAGNER. ONE OF THE GREAT FIGURES IN THE DEVELOPMENT OF BASEBALL AND THE MAN CHIEFLY RESPONSIBLE FOR MAKING THE NEW YORK YANKEES THE RICHEST ORGANIZATION IN THE GAME. DESPITE THE GREAT DISPARITY IN THEIR AGES, HE CHALLENGED BABE RUTH TO A FIGHT!

At Northeast Home Port On Thirty Days Leave

NORTHEAST, April 18. Richard Peters, Ph.D., in part from China, arrived last Saturday evening to spend a 30-day leave with his parents, Mr. & Mrs. J. P. Peters, here.

SCALP RINGWORM APPEARS IN HENRY SCHOOLS. When Mrs. Emma Smart, county health nurse, visited the Henry school last week she found nine suspected cases of scalp ringworm.

All the cases in the Henry school were in the first five grades. None were found in the sixth, seventh and eighth grades. Two children from St. Mary's parochial school were checked and both were listed as probable cases.

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BABY CHICKS Straight Run \$16.00 Heavy Pullets \$20.00 Leg. Pullets \$28.00 We have handled this breed of chicks four seasons and know them to give high egg production and have good livability. FAIRBURY PRODUCE Frank S. Pratt, Prop. FAIRBURY • PHONE 133 • ILLINOIS

Weed Mower Factory to be Built At Forrest Soon. FULL, ST. Ann, Ill. Hatch, 10 Brothers have purchased the north of the Lewis square station, Route 47, from John Schaefer, and will build a new factory where they will continue to manufacture their weed mowers and attachments.

Forrest Methodist. 6:45 P. M. - Sunday church school 10:15 Church worship service. 6:45 P. M. - Cars leave for Sibley court meeting at Sibley. A returned missionary will be the speaker. 3:45 Wednesday Junior choir rehearsal. 4:30 class in church membership. 5:00 P. M. choir rehearsal. Future events: M. Y. F. of Melvin will be our guests Sunday evening, April 21. All returned people invited. Our young people plan to see the Passion Play in Bloomington Wednesday evening, April 20. Cars leave the church at 5 p. m. Get your tickets from the pastor soon as possible. P. Henry Lott, Pastor.

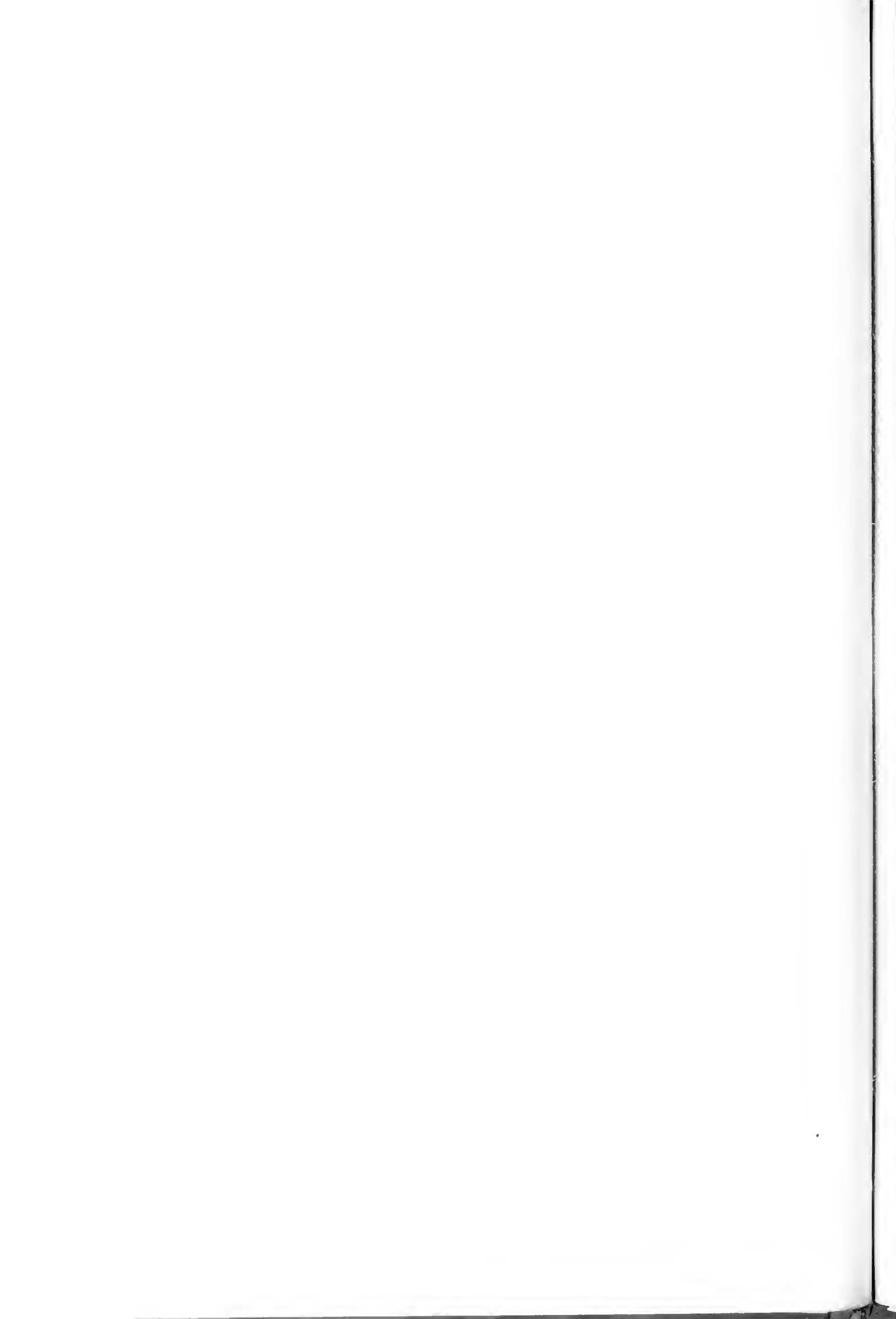
SHILTON BOY DIES AFTER BEING STRUCK BY CAR. Clayton Allen Rabe, three and one-half year old son of Mr. and Mrs. Elmer Rabe of Sheldon, died at 5:15 a. m. Tuesday at Iroquois hospital of injuries sustained when he was hit by a car about 5 p. m. Monday near Sheldon high school. The car was driven by Roy McAlexander, a farmer west of Sheldon. Watska Republican. Easter vacation with the former's aunt, Mrs. H. O. Franklin. Mrs. Gertrude Kruger was a Peoria visitor Thursday and Friday. (Mrs. R. N. Broadhead, Correspondent)

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Complete my bill-paying trips much faster this way. Not as fast as I do... I pay my bills with checks by mail. FOR TIME-SAVING CONVENIENCE OPEN A CHECKING ACCOUNT WITH US. FIRST NATIONAL BANK FAIRBURY, ILL. Member of Federal Reserve System Federal Deposit Insurance Corporation

PONTIAC THEATRE ATTRACTIONS GENT EAGLE Fri. and Sat., Apr. 18-19 "Home on the Range" Robert Sharpe Ann O'Connell Sun, Mon., Tues., Apr. 20-22 The RED HOUSE Starts April 27 "The Razor's Edge" Thur., Fri., Sat., Apr. 24-26 GARY COOPER in "The Westerner" Continuous Shows Saturdays and Sundays



Rogers School Committees
 Any of P. 8
 M 92.3%
 W 72.3%
 T 75.6%

Discusses Committees

EUREKA, Kan., April 18. In passing through the great central west as I have the past week, the subject of general interest is not crops, but rather schools.

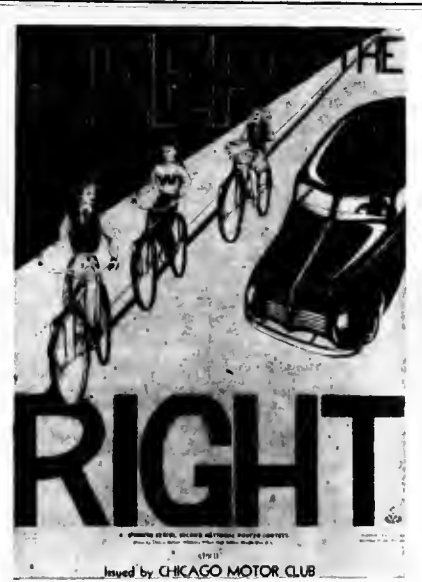
The Present Outlook.
 My western friends says (at Sineau 1942) that the 875,000 public school teachers have left their blackboards, never to return! (This figure does not include the normal annual turnover of 73,000) (4) Suffragettes are out being vacationers. (Only 100,000 veterans in training) (5) The population shrinks.

It is quite apparent, therefore, that something must be done quickly if we are to save our public schools.

The Crux of the Problem.
 Let us face facts. Truck drivers and garbage collectors make more money today than the average public school teacher with \$27 a week. The problem is primarily the need for a living wage for a professional class who have labored heavily in terms of time and money to prepare themselves for the profession. We, moreover, have entrusted to them one of the most important tasks in a democracy—developing the minds of the citizens of tomorrow.

It is a sad commentary on the status of U. S. public education when Russia spends 7.5% of its national income on its schools; Britain spends 3.5%, and the United States spends only 1.5% of its national income. Is it any wonder that the youth of our country are refusing to invest heavily in time and money to prepare for teaching when 45,000 teachers in more than 20 out states earn less than \$800 per year?

Revolutions.
 Who determines salary schedules, plots raises and educational policies, approves the hiring and firing of the teachers in most communities? Usually it is the school committees. Too many committees have remained on the defensive with their apologies and alibis. The excuses which they make for failure to meet the crisis run like this: "We must pare the budget; the taxpayers won't stand for increased taxation." Or: "Let teachers get jobs somewhere else if they don't like the way we treat them." I have not heard very many of them soliciting the cooperation of the local press or meeting with the Parent-Teacher



Issued by CHICAGO MOTOR CLUB

Sure signs of spring are the droves of children's bicycles coming out of winter hibernation and the simultaneous appearance during April in 38,000 classrooms throughout the Chicago Motor Club's Indiana and Illinois territory of safety posters and lesson sheets telling school children how to ride their bicycles safely in automobile traffic.

L. C. Arends' Inside News of Congress

A Fair Deal: Chairman Hartley of the House Labor committee, recently gave the following information to the house membership. The Labor committee in an effort to gain full and factual data would enable them to write a new labor bill. Hearings in six states and 17 witnesses. Residents of 31 states were interviewed. 32 labor leaders were interviewed. One fact: that in a free country like the U. S., every person can exercise his constitutional rights of petition to congress. Chairman Hartley continued: "The house should also know that our committee has made every possible effort to conform to the principles that I am sure animate the majority of the members. Our first aim has been and will continue to be that of freeing the workers of the United States from the shackles that have been fastened on them in the name of labor organization and government intervention for the most part against their will. Mr. Speaker, it is not the workers of the United States who present the challenge to the nation in the name of labor. It is but a relative few of their misguided leaders. The workers are honest, humble law abiding citizens. Their hopes and aspirations must not be crippled but liberated from the threats, reprisals and even tyranny we have found. We expect to offer a strong, but fair bill at the earliest possible moment. It will not be punitive. There has been a great deal of violence in labor matters, much heat and high emotion for more than ten years. We hope that is past. We are now addressing ourselves to the present and the future.

Goodbye Lead-Lease: Lead-Lease has come to an end and its affairs are being closed. During the last six years we have aided other countries in our fight against the Axis powers to the tune of a little over 50 billion dollars. (This is as you may know, 50 thousand million dollars) This sum was made up mostly of arms, munitions, food and implements of warfare. Uncle Sam got but little in return by reverse lead-lease. Russia, for instance, has not as yet made any noticeable move to settle her \$11,300,000,000 account with us. Hind-sight is of course always better than foresight, but in view of the world picture of today, many people now feel Uncle Sam when first inaugurating lead-lease might well have driven harder bargains. It brings to mind the statement that a good lawyer once made to the effect that the time to collect one's fees was when the client's tears were flowing hottest.

The Great Decision: Chairman Eaton of the Foreign Affairs committee of the house has now introduced his bill to appropriate 400 million dollars in aid Greece and Turkey. This question is not only a matter for the consideration of congress but every real American citizen rightfully should think and ponder over this enormous problem. What our government does on this matter of policy will and definitely does lay the pattern for our nation's future. It is a momentous decision we are called upon to make here in the bill. The President should be authorized to furnish assistance to Greece and Turkey upon request of their governments to: (1) render financial aid by loans, credits or grants; (2) detail persons to assist those governments to military capacity or otherwise; and (3) provide for transfer or procurement of articles, supplies or information. The President might make conditions

ONE GIRL IN CAR IS TOO MANY FOR TWO HENRY MEN

Apparently suffering from a nervous condition, Miss Henriette D. Stocking, 22, formerly of Henry, went berserk while riding in an automobile and alighted with a razor, cutting Alvin Hunter, of Henry, in the face and Edward Kofoid on the nose while the three were enroute to Oregon Tuesday, where Miss Stocking was to board a train for her home in Minneapolis. Miss Mr. Hunter and Mr. Kofoid were on a business trip to Oregon from Henry and Miss Stocking had asked that she might accompany them after visiting her grandmother, Mrs. Mabel Smith, in Henry. They agreed to take her with them to make the train connections. She was known to Mr. Hunter, who heads the yard with yards in a northern Illinois town. The Oregon depot sent out a freight train and it to Kofoid's two men to take her to Chicago instead of the depot. Mr. Kofoid jumped into the back seat and made an effort to subdue her. She slashed him on the neck and struck Mr. Hunter in the face as he grasped with her. She held the razor blade and it cut into her hand until her thumb was nearly severed. Mr. Hunter lost control of the car and it rolled to a standstill in the front yard of a residence on the street. The two men subdued her and a policeman took her into custody. At the jail she was given first aid by a physician who put several stitches in her hand and placed it in a cast. She refused anesthesia.

ROANOKE IS VOITING PLACE FORMER DIRECTOR OF MINES

Robert M. Medill, of Roanoke, who resigned as director of the department of mines and minerals, following the Centralia mine disaster, was well known here. In 1940 he and his uncle, J. B. McMill, who later resided in Minook, and moved away a couple of years ago, sent to Roanoke and opened up the coal mine at that place. It is said that the RFC had promised them a loan of \$100,000 but had failed to come across. The result was that the McMill went broke on the proposition and the Roanoke mine was closed forever. Bob has since retained Roanoke as his voting place, as he had moved 'here at the time he opened the mine. When the late Howard Leonard of Eureka was alive, serving as state director of agriculture, Woodford county had the distinction of having two members in the official cabinet of Gov. Dwight H. Green. — Minook News-Dispatch

GILMAN CHILD FAINTFULLY SWEATED BY CAT

Little Dennis Ray DeVries, three-year-old son of Mrs. Helen DeVries, on Tuesday morning received many scratches about the face when he picked up a neighbor's cat while at home of his mother. Mrs. Frank DeVries, living on the street, across the street from the home, was picked up, it is surmised, thought it was his own when the animal fought him, causing many scratches and a deep laceration above the eyes. Another neighbor, Mrs. Hartley, heard the child scream and ran out to pick him up, and took him

into his house. Not being able to secure a doctor, he was taken to the Iroquois hospital in Watonga, where he received treatment, and was able to return home that evening. He is reported to be getting along very well. — Gilman Star

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FLANAGAN-GRIDLEY ROAD GIARIN LOSE JOBS
 R. J. Mannott and Harm Limberg, who had been doing guard duty at the Flanagan-Gridley road in order to keep the heavy trucks of the road, were released the first of the week. The men, who alienated in staying at the corner north of Gridley, had been on the job since the frost began to leave in order to protect the blacktop which was put on last fall. It was a lone-ware job and Harm and Rake were glad to get "dressed" Flanagan Home Times.



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 And you'll find this new star is the brightest of all!
 For, this year, we Standard Oil Dealers are offering Permalube in our 10 Star Spring Special. Yes, an oil change to fresh, summer grade Permalube, that great new engine-cleaning Permalube... the finest motor oil ever made by Standard Oil!
 And on top of Permalube's premium-plus lubrication, you get a 10 Star Special that's packed with one car-saving service after another.
 You'll get a thorough chassis lubrication job... plus a change to fresh new gear oil in transmission and differential... a careful check of battery, tires, radiator, and all the trouble points... everything to cure your car of winter "hangover" and get all set for springtime motoring. Standard Oil Company.
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 3 other fine motor oils
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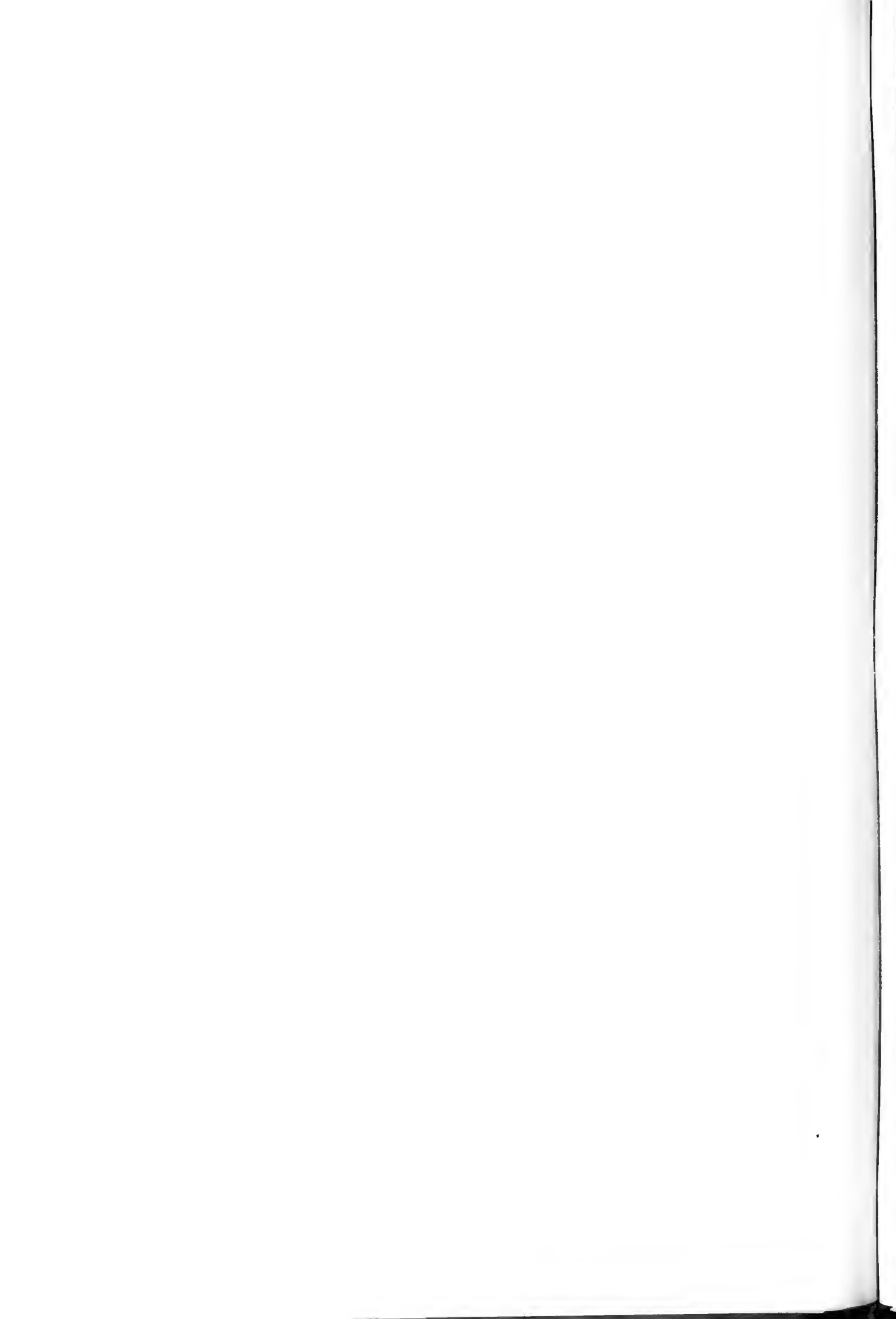
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YOU COULD BEEN KILLED! WHAT IF YOUR WATCH HAD STILL BEEN AT TH PWN SHOP?
I THOUGHT THAT SUIT HAD GREAT POSSIBILITIES... I WAS ITCHING TO GET ONE ON AGAIN.
GOSH DIX, LOOKIT, WHEN "MIRACLE MAN" SAW THE CANNON BALL COMING, HE PUT ON HIS MAGIC INCANTATION AND WHEN THE BALL HIT HIM IT FLATTENED OUT LIKE A PAN-CAKE.
SHOULD I TELL EM MY EXPERIENCE?
AW, WHY DISILLUSION 'EM!





Grocery Dept.

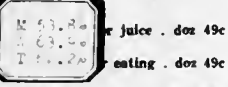
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LEMONS doz 39c
GRAPEFRUIT 10 for 39c
CARROTS bunch 10c



CHEESE 2 lb box 99c
SALMON 1 lb tin 45c
SARDINES can 19c
Heinz **BARY FOOD** 9c
New Pack-in-Glam
PUMPKIN No. 2 1/2 can 19c
PEACHES No. 2 1/2 can 29c
Camel Red Pitted **CHERRIES** can 29c



Fresh Coffee
Hills Bros — Chase & Sanborn
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Not Brown, all vacuum packed
lb 51c

Luther Angel Food
Cake 99c
Fresh Assortment of Cookies
Fancy or Plain
COCOANUT box 29c
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Cherrybrook Farm
CHICKEN, ready to fry, \$1.25
Blood Frozen
STRAWBERRIES 69c
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Camel Cigarettes
carton \$1.69

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GENERAL ELECTRIC CLOTHES WASHER

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Three groups of Coats and Suits by famous makers . . . new styles and new colors . . . values to \$24.95 to \$29.95 to \$31.95. Now in three price groups—

\$18 - \$22 - \$28



Cotton House Dresses

\$3.49

Dresses for everyone—little sizes—big sizes, or in-between sizes. Bright new spring colors in 80 square print. Everything you search for in good looking wash dresses. Such a wide selection you'll want a few at these prices. Sizes 16 to 44; 16 1/2 to 26 1/2; 46 to 52.

Women's Garden Slacks \$3.98
Sanforized Cotton Slacks in navy blue. Sizes 33-44 waist.
Blue Jeans \$2.98
girls' and misses navy blue sanforized jeans.
Sizes 4 to 8—\$1.98
Sizes 8 to 16—\$2.98

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NEW SUMMER WHITES
\$5.95 - \$6.95 - \$7.50
You want the best style, the loogest wear, the most comfort your money can buy. You'll get the most of each in Walton's shoes—Connie, Jacqueline, Natural Poise.

Spring Shoe Clearance

Connie and Jacqueline patent leathers and plastic pumps . . . open toes and heels . . . all new spring styles . . . regular \$6.95 values.

\$4.95
Children's Shoes
A brand new collection of children's footwear combining style with sturdy wear in brown, brown 'n' white saddles, strap sandals and black patent or red and white leather.
\$2.98 — \$3.98

MEN'S FINE SHOES

\$7.95 — \$8.50
New spring styled Douglas shoes, sturdily constructed with special innersole support . . . flexible outsoles. Many styles in all sizes. Come in today!

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Comfortable, good looking, long wearing Oxfords in all the popular styles. Sizes 2 1/2 to 6.
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Sturdy metal, 2-wheel garden cart.

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The First We Have Had Since the War
Extra Sizes — Slims
Men's Chambray Shirts
Prewar Prices too!
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Uniform Shirts \$1.98
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Sizes 28 to 42
Men's White T SHIRTS 98c
Swiss Rib Athletic Shirt 49c

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Size 22x44 Regular 79c value.

CURTAIN MARQUINETTE 59c
Woven figured Marquissette, blue, red, green, rose; 42 inches wide, yard 59c

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