The Word "Itasca"

Itasca is a coined word, invented from the two Latin words veritas and caput. The inventor took the last four letters of veritas and the first two of caput, making Itasca. Veritas caput means true head. Lake Itasca was considered the true head, or source of the Mississippi River.

ADVERTISEMENT

Reading Fun in Store for Boys

Here's important news for the boys of America. THE AMERICAN BOY—YOUTH'S COMPANION, the nation's quality magazine for boys, has been reduced from $2.00 a year to $1.60. The former rate, formerly $3.50 has been reduced to $2.00.

For a long time we have been looking for a way to reduce the cost of THE AMERICAN BOY to readers. Now Sunday-Monday-Tuesday, Gary Cooper, Carole Lombard play romance of a sailor who learns to look down on the eyes of a little girl they never

Along with the cut in cost, the publishers are planning a new magazine that will contain stories by Ralph Henry Barbour, Percy Keese Fitzhugh, Ralph Bonehill, Jim Tully, Ben Ames Williams, Frank L. Packard, Arthur Preston Hankins, Lieut. Comdr. Edward Ellsberg, Lieut. Comdr. Frank Wead, Douglas Rennie, Royal Canadian Mounted Police, Ridge-rack, the red-and-white Bonehead Jim Thorpe, the detective, will give the boys many exciting hours in the months to come.

William Heyliger, whose true-to-life, gripping vocational stories have won him wide acclaim from boys and librarians, as well as parents' approval of boys, is writing new stories. Staff writers are interviewing famous coaches and athletes and world-famous explorers, to bring boys the color and fun of sports and

In short, THE AMERICAN BOY, under its new price, will continue to give boys a magazine that comes up to the best standards set by adult magazines. Send your subscription to THE AMERICAN BOY, 7430 Second Blvd., Detroit, Michigan. Enclose your name and address and the proper amount of money, and THE AMERICAN BOY will soon be headed your way, loaded with exciting thrills.

Shirley Temple's 'Now and Forever' Coming Sunday

and" Coming
Also "The
Frinks"

Two Faces",
latest pic-
show theatre,
picks of this
mystery story
a dual role;
Mary Astor, Mae
Albern head the

the fine star of
gives another
erval in "Now
Sunday-Mon-
Callow. Gary
Lombard play
romance of a
learn to look
eyes of a little
they never

some of "Our
will be seen in
Oswald, the
Goodie-Locks
descriptive
singing are
Monday feat-

night picture for
inits the laugh-
family, "The
give the whole
but to their
breath of spring!
plays the mother
Kibbee, Hugh Her-
barrow and Allen
members of her
Comedy cartoon
news will precede
the feature.

Cary

The 500 club was entertained by Mrs. A. Synek Thursday afternoon. High scores were made by Mrs. C. T. Allen and Mrs. Fred Keyes.

Mrs. Harry Nowicki spent the week-end in Chicago with Mrs. J. Kodl.

George Stinek, Glen Stinek of Crystal Lake and George Kuhlman of Barrington returned Friday from a two weeks' fishing trip at Gordon, Wis. Their friends can confirm their statement that fishing was good. They reported that there was ice on the lake when they left.

Miss Margaret Walkup of Ridgefield was the guest of Miss Dorothy Franke, Wednesday evening.

Mrs. George Kuhlman and son George Jr. of Barrington spent Thursday night with Mrs. George Stinek.

The C.C.C. club was entertained by Mrs. William Homola Wednesday afternoon. High scores in bunco were made by Mrs. Andrew Kerch, Mrs. Anton Till, Mrs. Thomas Jelinek and Mrs. Ben Kulich.

Dr. J. Kodl, Harry Nowicki, Albert Betz, Mr. Ferguson of Chicago, spent the week-end in Wisconsin to help Budlow Tallmage celebrate his birthday at a fishfry.

The body of Mrs. Arthur Smith was removed from Cary cemetery Saturday to be buried beside her husband in Freeport.

Mr. and Mrs. John Feld, Mr. and Mrs. LaVerne Smith and Le Roy Smith of Freeport visited their grandmother, Mrs. Barbara Smith and aunt Mrs. Louis Johnson, Saturday.

Mr. and Mrs. John Homola and Edward Homola of Chicago spent Sunday in the home of Anton Homola.

Mrs. Emil Kazar spent the week-end in Cicero with Mr. and Mrs. M. Palmer.

Miss Idell Arps visited Mr. and Mrs. Robert H. Eads of Milwaukee, Wis. Sunday.

Mr. and Mrs. Harry Rickhart of Chicago called on Mr. and Mrs. Max Schickram Sunday.

Mr. and Mrs. Lennie Mentch and Mr. and Mrs. George Mentch of Chicago spent Tuesday with L. E. Mentch.

Mr. and Mrs. Arthur Surfleet and brother William, Mr. and Mrs. J. G. Aggerbeck of Crystal Lake were guests in the home of Mr. and Mrs. Edmund Surfleet of Norwood Park Sunday.

Mr. and Mrs. Chester Hobbs have moved from the J. Zimmerman flat to the M. E. church parsonage.

Mrs. George Harry of Chicago is spending a few days in the Andrew Kerch home.

Mrs. Julius Lembke and son Frank of Maywood spent from Wednesday to Friday with Mrs. Anton Homola. On their return Milan Homola accompanied them home for the week-end.

Mr. and Mrs. Anton Till and son Tony, Mr. and Mrs. George Sieburg and daughter Irene motored to Champaign Sunday and visited the former's son Henry and Ervin Kvidera. They were pleased to find them living with Mrs. Soukup and son John, who had moved there from Fox River Grove just before school started.

Word has been received that Mrs. Budlow Tallmage fell and broke her arm while on a fishing trip in Wisconsin with her husband. She is at the New London Community hospital, Wis.

Dinner guests in the home of Mr. and Mrs. Albert Buhrman Sunday were Mr. and Mrs. Charles Wagner of Crystal Lake, Mrs. Sophia Smith, Walter Smith, daughter Elaine and Miss Anne Reese of Des Plaines. In the afternoon the entire group motored to Crystal Lake and visited Mr. and Mrs. John Dahl.

Walter Johnson and Mrs. Louise Baker of Chicago spent Thursday in the home of Mr. and Mrs. Gus Hansen.

Cards have been received from Mrs. J. Paddison who recently moved to Bessar that the family arrived safely and were settled in their new home.

Mrs. Paul Knaack entertained the Lutheran ladies' aid society at her home Wednesday.

Guests in the home of Mr. and Mrs. Wilfred Rowson Sunday were Mrs. DeForest Rowson, children, Audrey Jean and Donald and mother Mrs. William Dehmlow of Algonquin. Mr. and Mrs. Harry Clemenson, daughter LeVerne and son Harry of Chicago.

Miss Mildred Roth, who has been visiting her parents, Mr. and Mrs. R. Roth for the past week returned to Rogers Park Tuesday.

Mr. and Mrs. Lawrence Klitz of Woodstock spent Sunday with Mrs. Leonard Palmer.

Mrs. M. VanEtten visited her daughter at Woodstock Saturday.

Mrs. Kathryn Goetz of Rowson's Bridge motored to Wilton, Wis. with her brother of Chicago last week to attend funeral services for their 14 year old nephew who was fatally injured in an accident.

Mackinac Island

The Indians named Mackinac Island Michillimackinac, meaning "Great Turtle." They reckoned it the abiding place of spirits and left many a peace offering there in the calcerous rock caves. It was here that Schoolcraft wrote his legend of Hiawatha, afterward made into a poem by Longfellow.

Skull and Brain Size Vary

The brain size, as determined by skull size, may vary within a factor of 14 per cent.

Age of the Chinese Wall

The Chinese Wall was built by the Chinese. Its forerunner, which followed in part the line of the present wall, was thrown up in the Third century B. C. as a defense against the incursions of Tartars. The existing wall is now held to date only to the latter part of the Fourteenth century. Since the accession of the Manchu dynasty in 1644, it has been allowed to decay, except at a few points where it has been maintained for customs purposes. The wall was once 1,250 miles long. It marks roughly the boundary between Mongolia and China proper, extending from Suchau, in Klangsu province, eastward to the Gulf of Pechili, with an extension northwest to the Sungari river. In its eastward extent it leaves the Mongolian boundary and runs about midway through the province of Chili.

Magic of Education

Prone always to believe in magic, the tendency for mankind is to believe in the magic of education and to effect wonderful transformations of nature.

1,000 Swans in Sanctuary

Abbotsbury, England, claims to have the oldest bird sanctuary in its swannery, which contains 1,000 of the beautiful birds.

CHEER UP YOUR HOME!

It takes only one pint of

WATERSPAR

to beautify a table and 4 chairs

Waterspar actually saves you money because one coat is all that's generally needed. It's fun to apply! 4 hours after you apply this Quick-drying Enamel your furniture looks new and is ready for use! Waterspar is perfect for woodwork, too, and to refinish your car. 24 rich colors.

Lageschulte & Hager
Incorporated
Tel., Barrington 5

FRANK DONNERSBERGER
Announces That
Newton O. Plagge
is now associated with him in the sale of the world-famous
Permutit
Water Softeners

Homes in Barrington today are much different than those of a generation ago—living is simplified and more pleasant through the installation of useful items of household equipment. People demand automatic heat—they have conditioned air—but the problem of water and its quality is the most important of all.

Obviously water must be potable—but that doesn't tell the story. Many water supplies, suitable for drinking, are not fit for other household use. They probably contain hardness which is an ever present menace to the service of plumbing, and to efficient operation of the heating system and water heater.

This condition can be remedied by means of proper softening, and Frank Donnersberger, distributor of the finest household water treating equipment, offers for your selection a complete line of equipment, of sturdy design, built to give years and years of satisfactory service in the modern homes of America.

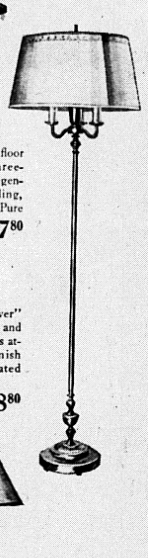
Because hard water is so undesirable for personal bathing discomfort and skin irritation; because it makes dishwashing and laundering an unnecessary heavy burden, wasting soap, clouding china, dulling glass and shortening the life of fabrics, over which people have ended these troubles by installing water softeners in their homes.

Don't think that water treatment is a rich man's luxury. There is a size to fit any purse. And a Permutit water softener, because of the economies it effects, pays for itself on the average in a little over a year. Carefully compiled figures show that an average family of four persons will save $117.20 each year by installing a Permutit water softener.

Write **NEWTON O. PLAGGE, 156 W. Main street, Barrington, for your copy of "THE MAGIC of WONDER-SOFT WATER"**
Phone Barrington 261-R

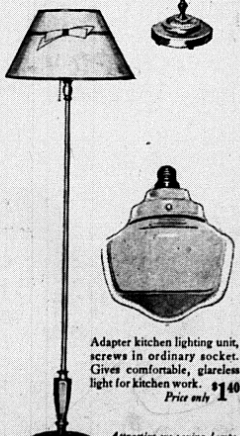
A FEW OF THE LAMPS NOW ON DISPLAY
Designed for Better Seeing

Table lamp for study room or living room. Approved by Illuminating Engineering Society. Beautiful metal base finished in bronze and gold with distinctive tapered shaft. Attractively designed parchment shade.
Price only **$6.75**



Indirect and direct floor lamp with new three-intensity light for general lighting, reading, sewing and bridge. Pure silk shade.
Price only **$7.80**

Approved "sight-saver" lamp for indirect and direct lighting. Has attractive bronze finish base with decorated parchment shade.
Price only **$8.80**



Adapter kitchen lighting unit, screws in ordinary socket. Gives comfortable, glareless light for kitchen work.
Price only **$1.40**

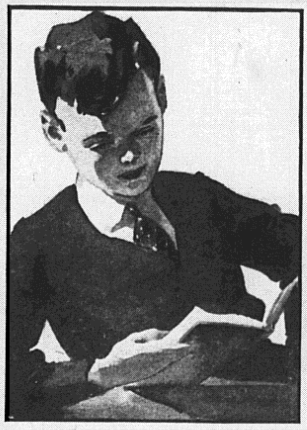
Attractive eye-saving lamps are also being shown by other dealers

Better Light . . . Better Sight

NOW THAT DAYS ARE SHORTER!

It's up to you, *Mother*

to Protect those Precious eyes



In two out of three *comfortable* homes, lights throw glare and strain on eyes. Expert lighting engineers have created lamps that protect against these dangers. See them at your Public Service Store.

LESS daylight now for millions of eyes! Hours more of reading under artificial light. Unless you have *correct* lighting in your home, think of the strain this extra use of eyes can mean. Especially for *young* eyes which must spend hours over school books.

What correct lighting is

To protect eyes you should have from 20 to 30 foot-candles of light falling on the printed page. It should be properly diffused with no glare, no deep shadows, no contrasts to cause eyes to change focus frequently. Under such lighting, eye tension is relieved. Your body relaxes. Your nerves relax, too.

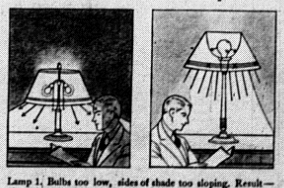
Why many homes fail to have it

Most women would be only too glad to give their families the benefit of safe lighting; to protect the eyesight of their children. But they have no way of measuring the *kind* of light their lamps give. And so night after night eyes struggle on with danger of permanent injury.

How to get it

In the last few years some wonderful discoveries have been made about proper lighting. Lighting engineers have found that just by changing the position of shades, by raising or lowering the height of bulbs, and by designing a special kind of "light reflecting" shade, these handicaps to eyesight are completely overcome. Your Public Service Store has a variety of these properly designed lamps for sale. They are beautiful as well as safe for eyes. Come in and see them, and at the same time learn, from our better lighting display, simple and easy ways in which you can improve the lighting in your home. And get *Free*, a marvelous little device called "The Lighting Tape Measure," which enables you to tell quickly whether or not each lamp in your home is providing *safe* light. Act at once. Don't allow the eyes in your family to struggle unaided another night.

Which is* YOUR *lamp?



Lamp 1, Bulbs too low, sides of shade too sloping. Result—glare, deep shadows, eyestrain. Lamp 2. Bulbs at right height, shade of correct design. Result—restful light, precious eyesight protected. FREE at your Public Service Store, "Lighting Tape Measure" to test your lamps. Get it today.

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS