

When is Publicity Advertising?

Although the large majority of newspaper patrons understand perfectly the difference between ADVERTISING and NEWS, a few do not, and occasionally call at The Review office with purely advertising material with request that it be published as news. The basis of their mistake is usually a simple misunderstanding of the difference between advertising and news.

We will not attempt in a brief space to differentiate in detail between the two, but will suggest the basic difference between printed advertising and printed news.

PRINTED NEWS consists of a concise recital of recently developed facts which are of general interest to the public, but of no special pecuniary or commercial benefit to anyone.

PRINTED ADVERTISING is the recital of facts, claims, representations, etc., for the direct or indirect purpose of commercial or pecuniary benefit to one or more persons or groups of persons.

Mistaken ideas on advertising frequently concern publicity for public performances, public meetings and benefit suppers, and open cards of thanks and letters of condolence.

A Rule of Thumb followed by editors and advertising managers for many years is briefly:

Where admission is charged or collections taken up for a public entertainment, party, dinner, etc., the publicity is advertising and should be charged for.

Where no admission is charged and no collection taken, brief publicity can be treated as news.

The Barrington Review and other progressive newspapers have adhered to the above rule for more than 20 years. Below is reprinted the masthead of the Barrington Review of June 27, 1912 to show that 22 years ago the advertising department of the Barrington Review was conducted on as business-like basis as it now is:

Barrington Review

ESTABLISHED 1885

M. T. LAMEY, Editor and Publisher

Published every Thursday afternoon at Barrington, Illinois, and entered as second-class matter at the Barrington post office.

Cards of thanks, resolutions of condolence and all notices of entertainments give for pecuniary benefit must be paid for.

All communications should be addressed to the
BARRINGTON REVIEW

THURSDAY, JUNE 27, 1912

BARRINGTON REVIEW

Theatre Building

Barrington's Own Newspaper

Religious Course to Be Offered in School Outlined

Different Objective Has Been Planned for Each Grade

Fourth grade objective: learning to solve everyday problems and solving them as a Christian; recognition of the example Jesus set and help which God gives. Text: "Building Christian Character" by Blanche Carrier and Amy C. ...

Fifth grade objective: acquaintance with the land where Bible history developed, appreciation of people, their search for God, contribution of life of Jesus to living then and now. Text: "Travel Book for Juniors," Hanson.

Churches sponsoring the project are Salem, St. Paul, Baptist and Methodist.

Hobby Exhibit Includes 57 Bouquets, 99 Pictures; 270 Cast Votes for Best

Everything from jewelry to fish was included in the Baptist exhibit held last Thursday and Friday. The event was a great success, 270 having attended.

The stellar attraction of the show was a beautiful exhibition of floral arrangements. There were 99 different arrangements of all varieties of flowers. Each one who attended was asked to vote on his choice of the floral arrangements and the pictures, which were another main attraction of the exhibit. In the busy voting Mrs. Anna Ahrens received first with a beautiful bouquet of unusually large dahlias. Mrs. Will Grading, Mrs. D. C. Schroeder, and Mrs. E. A. Beerman were second, third and fourth in the order named.

In the voting on pictures, of which 99 varied and interesting ones were shown. Mrs. Summer Mead's life-like portrait of her mother, painted by herself, won first. Others which placed high in the voting were owned by Mrs. Herman Kuhlman, Mrs. D. R. DeLay, and Mrs. Albert Robertson.

Other hobbies exhibit which attracted attention was an aquarium of tropical fish shown by Carl and Walter Ahrens. Especially interesting among the beautifully colored tropicals were two scarlet and blue bettas. They were separated by a glass partition, as they are very suspicious and will kill each other if allowed to remain together. One of them was damaged quite severely when the other jumped over the glass partition, but the fight was stopped in time to prevent any mortal injuries.

Three model ships, two of modern warships and one of an old sailing ship, constituted another interesting feature. One of the ships was a model of the U.S.S. San Diego, which was sunk by mine in 1918. It is being built by Frank Mick, a survivor of the disaster.

Other interesting displays included jewelry exhibit by Mrs. Leona Higgins, a bow and arrow set made by Eliza Schutt, a remarkable collection of 27 different varieties of eels by Mrs. John Griesheimer, a rug made by Mrs. Earl Hatje, and sea shell plaques made by Jack Matysak of Lake Zurich.

Typing Demonstration Given at School Tuesday

The sixth period beginning typing class and bookkeeping class were given an interesting demonstration in typing. Tuesday by Miss Dorothy Dow, winner of first place in the high school open typing event at the International commercial schools contest held in 1933. Her record there was 94 1-3 words per minute for 15 minutes with only 3 errors. That was truly a remarkable record.

Miss Dow easily typed 112 words a minute on one of the high school machines, one on which she had never typed before. She showed the pupils how to type and how not to type. She emphasized accuracy and rhythm. She gave a clever machine imitation of the noise made by a train.

Births Mr. and Mrs. James Neuman, 118 E. Hillside Avenue, announce the birth of a son, born at Barrington General Hospital Thursday morning.

Deaths Mrs. O. J. Lark, Mrs. ...

Funerals ...

Service Company ...

Three Unusual BARGAINS in Reconditioned Cars

1929 4 DOOR CHEVROLET SEDAN

1927 4 DOOR WILLYS KNIGHT SEDAN

1929 CADILLAC SEDAN

Gordon Motor Sales

110 E. Station Street Barrington, Illinois

Start Course in Art of Story Telling for Parents and Teachers

A course in the art of story telling, how to make stories fascinating for children of various ages, will be organized for local parents and teachers at the high school Wednesday evening.

Miss Marlon Everett, M.A. is to be teacher and the course will be accredited by the International Council of Religious Education.

The course will include twelve lectures, two each Wednesday evening, and practical demonstrations as to how stories may be presented in the most interesting way.

A bibliography of stories most suitable for each of the various age groups will be presented by Miss Everett. Persons may receive credit for attending the course by meeting the attendance regulation of ten out of the twelve lectures (which would mean being present five evenings).

Local Baptist, Salem Evangelical, St. Paul and Methodist churches are sponsoring the project. It is open to the public.

Wins Scholarship Owen Berger was awarded a piano scholarship from Dr. Moissage Boguslawski last week following a recent nation-wide piano contest and started lessons with the artist Monday. Dr. Boguslawski has given piano concerts throughout America and has also appeared as soloist with leading symphony orchestras. He gives piano recitals over station WJJD at 4:30 p. m. every Sunday.

Monkey on Coat-of-Arms England's only coat of arms bearing a monkey in the design has been found belonging to the Leinster family, who adopted it in 1318 because an ape rescued the heir from a fire in Woodstock castle.

"Homesickness" is Young Illitarians are doubtful whether the ancients had any poetic conceptions of home. The word "homesickness" did not come into English until the end of the Eighteenth century.

Card of Thanks We want to thank our neighbors as well as the people of the Barrington vicinity and McHenry county for their wonderful support and cooperation the last few months. The battle for the poorly paid working man and farmer has just begun. "They shall not starve."

Mr. and Mrs. Ward Flock and family.

Grading of Highway 59 North of Town to Be Started in Spring

The new route for highway 59 between North Hough street and Wauconda has been accepted, but grading will not be started until spring.

A meeting of R. T. Cash of Elgin, district highway engineer, Lake county officials and the Barrington route 59 committee, was held at the home of N. Barsuman Monday night to ascertain if the work could be started this fall.

Mr. Cash reported that on October 10, the department will start getting the final bit of right-of-way, and that if not bothered by objectors, will finish everything preparatory to grading by winter time.

Both grading and paving should be completed before the end of next summer, he said.

Attend Missionary Meeting at Wilmette

A group of people from the Methodist church attended a district meeting of the Women's Foreign Missionary society at the Methodist church in Wilmette Tuesday and heard Mrs. Earl Tweedie, a returned missionary, discuss the question, "Are Foreign Missions a Failure?"

Rev. and Mrs. H. L. Eagle, Mrs. Percy Drover, Mrs. Ada Harnden, Mrs. Rotton, Mrs. James Gunthorp, Mrs. William Skinner, Mrs. Frank Kirchman, Mrs. Sarah Calow, Mrs. William Dobson, Mrs. S. Rieke, Mrs. George Miller, Mrs. R. W. Muir, and Mrs. James DeBolt attended the meeting from Barrington.

Football WARREN VERSUS BARRINGTON

Northside Park 3:15 p. m.

Friday, Sept. 28

ADM. 25c

NEXT HOME GAME: Palatine versus Barrington

October 12

1934 FORD-A DeLuxe BUSINESS COUPE

at a Bargain

Barrington Hudson Essex Co.

303 E. Main St. Barrington, Ill.

END DAYS OF MESS WALLHIDE brings you One-day Painting!

Come in today and see the 15 beautiful Wallhide colors. It comes in the popular satin finish for walls and ceilings; in semi-gloss for woodwork, bathrooms and kitchens. One coat of Wallhide is usually enough. But even with two coats you can hang pictures the day painting starts.

Lageschulte & Hager

Incorporated

Tel., Barrington 5

Box

\$3.50

\$1.00, \$10.00

50c

Extra

ATORS

Tel. Barrington 213

See Passion Play 'Christus'

Depicting the life of Christ. Seven reels filmed in the Holy Land.

Thursday, Oct. 4

7:30 p. m.

ST. MATTHEW EVANGELICAL LUTHERAN CHURCH

Corner Coolidge and Hill Streets

ADMISSION: ADULTS 25 CENTS CHILDREN 10 CENTS

signed Ads Bring Results

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