

# FIRST OF ALL A CLEAN NEWSPAPER

The  
North  
Shore  
Needs  
a  
Daily  
Paper

**F**OR Fifty years, the Evanston News-Index has been engaged in the business of printing the news for the Evanston community. During that time it has steadfastly held to its standards of clean news, clean features and vigorous progressive editorial policy. Adherence to this ideal has earned it the title of "The Best Community Daily in the United States."

## LOCAL NEWS

All of the news of the community it serves presented accurately and intelligently.

## WORLD AFFAIRS

A complete page of telegraph and cable as timely and interesting as the best metropolitan daily.

## SPORTS, SOCIETY AND CLUBS, CARTOONS, COMICS AND FEATURES

The best that can be obtained.

These are the features that have given and maintained for the News-Index the leadership in its field.

These features are now available to the entire North Shore.

The News-Index is now a North Shore Daily newspaper covering the news events of the entire North Shore area from Howard avenue to Highland Park. We hope to give your community the same service of daily news coverage, that same community-building advantage of a clean, progressive community newspaper that we have for the past fifty years given in Evanston.

Our campaign on the North Shore, in which we are offering \$15,000 in prizes, is already bringing us many new readers in your community. One of the young men and women from your community now engaged in this campaign will probably call on you in the next few days for your subscription. You will find it worth while to hear what he has to say.

*The North Shore needs a daily newspaper.*

THE EVANSTON NEWS-INDEX  
is devoted to the task of giving it one.

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News-  
Index  
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Giving it  
One

Read  
About  
Our  
Circulation  
Campaign

\$15,000  
in Prizes  
for  
Live Wire  
Workers

# A REAL INSTITUTION

BUILT ON 50  
YEARS OF SERVICE