

**ADMISSION**  
Adults 27c; War tax 3c

# DELUXE THEATRE

LAKE FOREST, ILLINOIS

**ADMISSION**  
Children under 12: 13c  
War tax 2c

**SUNDAY, JULY 1 6:30 p.m.**  
Admission: Adults 27c; war tax 3c  
Children under 12: 13c; war tax 2c

**ETHEL CLAYTON**  
in  
**THE REMITTANCE WOMAN**

Excitement! Mystery! Romance! Drama! of an American girl who was flung into the midst of fierce warring factions in China and brought her face to face with death—and love!

From the smashing Everybody's Magazine story.

Fox News

**MONDAY, JULY 2 7:30 p.m.**  
**TUES., JULY 3 7:30 p.m.**  
Admission: Adults 27c; war tax 3c  
Children under 12: 13c; war tax 2c

**THE GLIMPSES OF THE MOON**

with  
**BEBE DANIELS and NITA NALDI**

Marry for love, divorce for money—that's the lovely heroine's creed in this deluxe romance. Filmed from the famous novel by the director of "Robin Hood."

Monday—Pathe Review  
Tuesday—Pathe Comedy

**WED., JULY 4 6:30 p.m.**  
Admission: Adults 27c; war tax 3c  
Children under 12: 13c; war tax 2c

**MIGHTY LAK' A ROSE**

with  
**DOROTHY MACKAILL**

A picture that will linger in your memory like the echo of an unforgettable song.

also  
**"FIGHTING BLOOD"**

**THURS., JULY 5 7:30 p.m.**  
**FRIDAY, JULY 6 7:30 p.m.**  
Admission: Adults 27c; war tax 3c  
Children under 12: 13c; war tax 2c

**MASTERS OF MEN**

The greatest sea picture ever screened!

with

**Earle Williams, Alice Calhoun, Cullen Landis and Wanda Hawley.**

A stirring drama of a boy's life before the mast and in the United States Navy.

also  
**Larry Semon in "The Midnight Cabaret"**

**SAT., JULY 7 7:30 p.m.**  
Matinee at 2:30 p. m.

Admission: Adults 27c; war tax 3c  
Children under 12: 13c; war tax 2c

**Agnes Ayres, Richard Dix and Theodore Roberts**

in

**RACING HEARTS**

An auto race that ends in a hair-raising smash, and a romance that ends in a heart-throbbing clinch.

The picture that brings you out of your seat cheering.

Also Century Comedy

## Conserving the Nation's Resources

**C**ONSTANT improvement in operating methods, in construction and in purchasing has resulted in many definite economies of operation from which our customers naturally benefit.

The economies effected in the use of coal are particularly striking because a constant reduction of the average consumption of coal per kilowatt hour has been developed in the company's plants.

Today, through increased efficiency in operation, it requires but 2.44 pounds of coal per kilowatt hour. In 1903 it took 23 pounds of coal to generate one kilowatt hour of energy. That this economy of the nation's resources is of first importance can be better appreciated when it is known that this company generated for its customers last year 366,843,534 kilowatt hours of electricity.

The company required 416,654 tons of coal in generating this vast amount of electrical energy.

To assure itself of an adequate supply of coal necessary to maintain uninterrupted service to customers the company owns important coal mines. This arrangement has not only enabled the company to have a continuous and ample supply of coal, but has prevented the cost of coal used from increasing to the extent that it would have otherwise.

In addition to the great amount of coal used in operating the electric generating stations, the company's gas plants used 100,268 tons of coal last year, and made more gas from each ton of coal than ever before.

These economies resulting from central station service could not be passed on to customers in the form of greater service without the advantages that have been developed out of the consolidation into this company of many small and inefficient power plants.

Naturally, these small companies could not draw upon the engineering skill, which a large company has available, nor could they provide the facilities necessary to maintain uninterrupted and satisfactory service. This company, constantly increasing its plant and distribution facilities, has but one purpose and that is, to give continuously good service to the greatest possible number of customers at the lowest practical cost.

*Milton S. Prada*  
President

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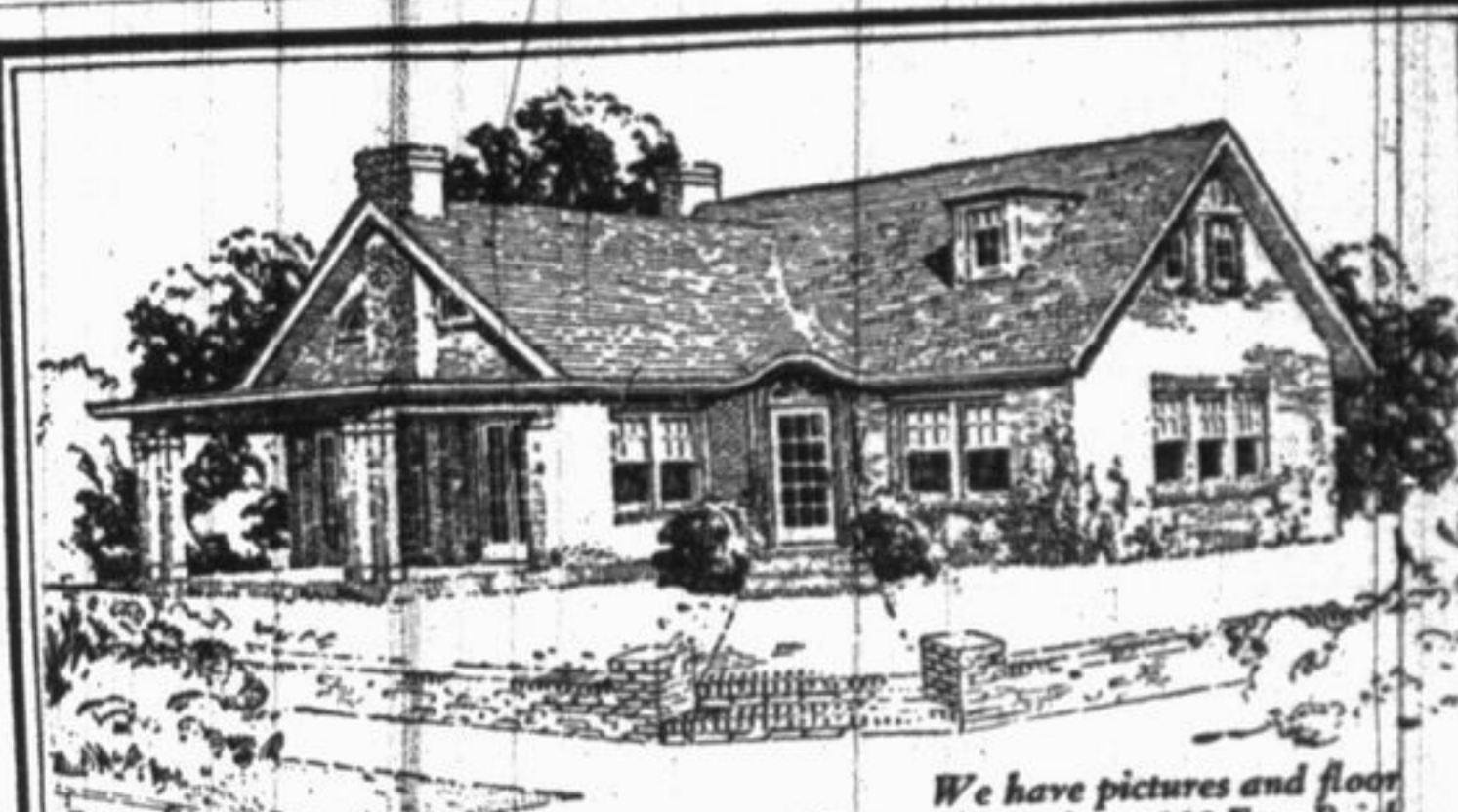
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#### MICROSCOPE IS USED IN OIL PROSPECTING

The principal oil companies maintain geological, leasing, producing and scouting departments which are made up of trained men, with practical and scientific experience. The

most careful records, geological maps, well maps and production data are kept so that the experience of each well may add to the new science of petroleum engineering, decrease the chances of finding oil and aid conservation.

Rock samples are taken from the well to the geologist's laboratory, are reduced in size until the largest piece has the diameter of about one-fiftieth of an inch, the small pieces carefully washed and the particles thoroughly examined through the microscope. Oftentimes the presence of fossils or certain minerals is discovered only after long and tedious search. When once found and correctly placed in the geological column they become of great value in locating oil producing formations.



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HOUSE No. 70.

### The Beauty and Character of the Face Brick House

**B**EAUTY and character are the qualities we want our homes to express. They are not dependent on size and cost, but on design and materials. Through its wide variety of color tones and textures, Face Brick offers artistic possibilities beyond the scope of other materials; and by its durability and fire-safety, and by reducing repairs, depreciation, insurance rates and fuel costs to a minimum, it is the most economical material in the long run, for the cottage as well as for the mansion.

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