

**ARSALS
LAST WEEK**

...sen at D. S. H.
...lay, "Torch
...ers"

...re started last
... "Torch Bearers."
...y. It is a comedy
...g run in a New

Cast

...as chosen by Miss
...her committee
...Slocum, Miss Wil-
...y, and Mrs. Peers.
...Frederick Ritter,
...e leading lady, is
...lo Winters, a sen-
...r's session. Mr.
...he villain of the
...ed by Henry Clark,
...r. Pertz's session.
...right hand man
...li, will be played
...s, a freshman in
...Mr. Hoosefrosse,
...ite, will be played
...s, a freshman in
...ession. The part
...g, a great social
...e taken by Dave
...or in Mr. Pertz'
...ye Manager, a per-
...does his duty, will
...senior in Mr. Eik-

...arts will be taken
...benstein, a sopho-
...gan's session, who
...Paula Ritter, the
...en Jeffries, a sen-
...od's session, who
...of Mrs. J. Duro
...Moore, a junior
...session, who will
...Mrs. Nellie Fell,
...married three times;
...Miss Morgan's ses-
...y Jenny, the maid;
...ophomore in Miss
...will act the part
...McCrickett, a de-
...del Denzel, a sopho-
...Bocquin's session,
...part of Mrs. Clara
...as been cheated out
...le by the death of

stant Directors

...ctors for the play
...e Hayward, a sen-
...s session, and Rob-
...r, a junior in Miss
...ion.

...organization has
...sen, but will be an-
...ek.

...e to be obtained
...ports in Lake coun-
...ation is to include
...ng to the layout of
...ber of hangars, the
...s generally housed,
...ing at the field and
...records.

...Sheriff Thomas E.
...rward the record
...Burris, manager of
...Airport, and to the
...rt at Round Lake.

...other we can't get
...that maybe, since
...gold standard, John
...me gentle laughing
...at the rest of the

**[ECONOMY
and
CHARITY]**

*Today's Necessities . . . But They Do
Not Mix In Advertising*

ECONOMY is a great thing . . . a necessity today. So is charity. Economy fits anywhere . . . in the home, in general business and in advertising. But charity has its place. However, many try to mix the two . . . and fail. For example:

A certain company sells a product that appeals to a quality market. The head of this company is a great economist . . . continually cutting costs here, there and everywhere. But to sell his product he must advertise. He does . . . in papers with huge circulations.

However, he doesn't realize that about three-fourths of that is waste circulation for which he pays and pays and pays. Very charitable, this man . . . but charity belongs in another place. His advertising charity practically offsets his production economy. Certainly, his advertising brings results . . . but costs

are much higher than necessary, and profits are reduced accordingly.

If you have a quality product that sells to a quality market . . . advertise to that market. Don't pay for waste circulation. Economize. Increase sales and profits. Be charitable when and where charity is needed.

By advertising in the Chicago Suburban Quality Group you will cover the perfect market for your product . . . the richest homes in the entire Chicago area will see and read your advertising. And the cost is very low.

Best of all, you can cover these rich suburbs in the eight quality papers with a single transaction . . . one order, one set of plates and one billing. Advertisers desiring further information should address Wm. S. Nordburg, Managing Director, 1016 Willoughby Tower, or phone Central 3355.

THE CHICAGO SUBURBAN QUALITY GROUP

OAK LEAVES ♦ EVANSTON REVIEW ♦ WILMETTE LIFE
WINNETKA TALK ♦ GLENCOE NEWS ♦ HIGHLAND PARK PRESS
LAKE FORESTER ♦ MAYWOOD HERALD

Advertise to the CREAM of Your Market