

FIGHT ILLITERACY WITH MOVIES, PLAN

Business Demands Modern Methods in Public Schools

Chicago, April 7—"The biggest business in which the state is engaged is education," declared H. L. Clarke of the Society for Visual Education, "and it deserves the use of the best modern methods.

"No progressive business man would dream of neglecting to put into effect an improvement which promised to save time and money and multiply results. No progressive school system can afford to delay in adopting methods which economize time and effort, thus making it possible for the school to meet the more exacting requirements of today.

"Motion pictures used in the elementary grades of the public schools will expedite the teaching of boys and girls, just as in the case of the government's great vocational project they are serving to speed the teaching of new trades to ex-soldiers."

Tradition, conservatism and the plea of poverty, according to Mr. Clarke, have for years limited the free development of our schools. Today no less an authority than the United States Chamber of Commerce forward with this significant statement:

"American business will suffer as long as ignorance prevails. The school problem is too great for business to ignore."

Illiteracy Hits Purse.

"The fact is," said Mr. Clarke, "illiteracy is touching the American pocketbook and the situation is now being faced from a new viewpoint. What is the quickest and best way out? Our new Commissioner of Education, Dr. John James Tigert,

answers the question in a recently published article in which he says: "With motion pictures it will be possible to wage the battle against illiteracy as it has not been possible to do with any other educational equipment. Within the celluloid film lies the most powerful weapon for the attack against ignorance the world has ever known."

Merely "going to the movies" is not what Dr. Tigert is offering as a panacea for the evils of ignorance, comments Mr. Clarke. "What the Commissioner refers to is a bonafied educational and industrial films like those which the Society for Visual Education is making available to schools—films produced not for entertainment, but for instruction in school and shop. Yet when our greatest educators recommend this up-to-date equipment, and when such time-savers

as the portable motion picture machine are prone to argue the question of expense. It is true that taxpayers are groaning, but that is a habit they formed long before the burdens of the recent war were felt. Those informed on the subject know that school films are in reality money-savers because they are time-savers."

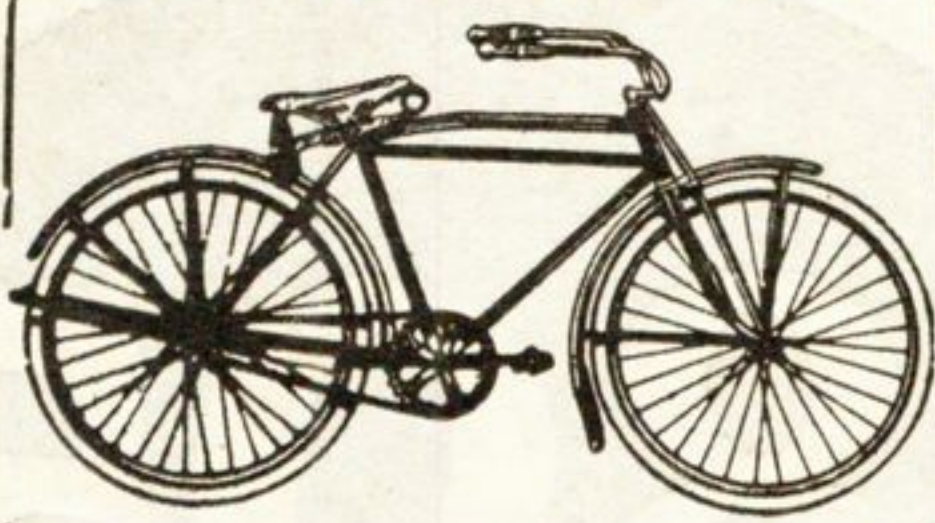
BUILDING PERMITS

Building permits issued this week by the Winnetka Department of Public Works included: \$200 frame garage for Frank H. Young at 519 Sunset road; \$100 frame garage for A. B. Roth at 511 Willow street; \$19,000 frame and stucco residence for Artur G. Heming at 458 Linden street.

Winnetka's police department is the recipient of a brand-new Dodge touring car the purchase of which was authorized by the Village this week. Two new Harley-Davidson motorcycles are to be purchased for use in traffic regulation. This by way of an advance tip to ambitious motorists. You're welcome.

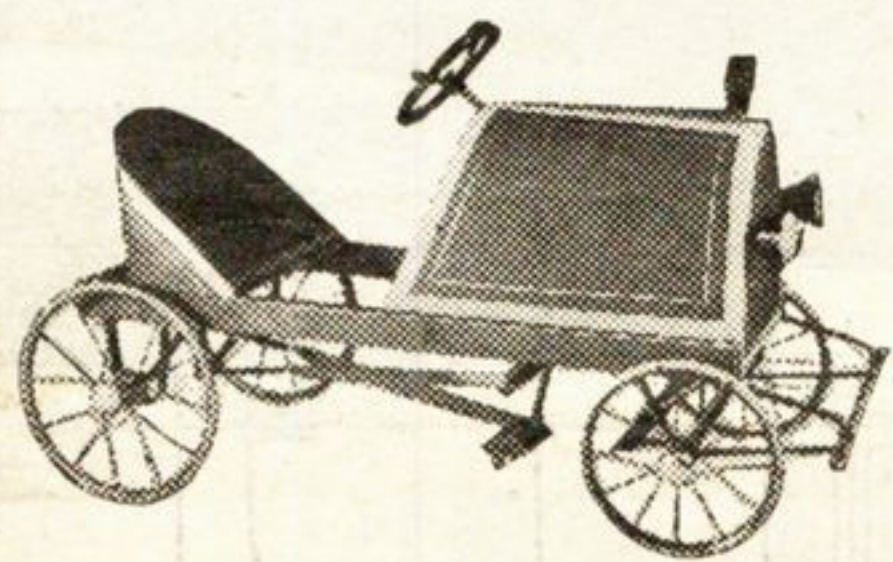
WATCH for the **JANS-LAMKE** FULL PAGE NEXT WEEK PAGE THREE

CLEARANCE SALE



Sample Line Bicycles

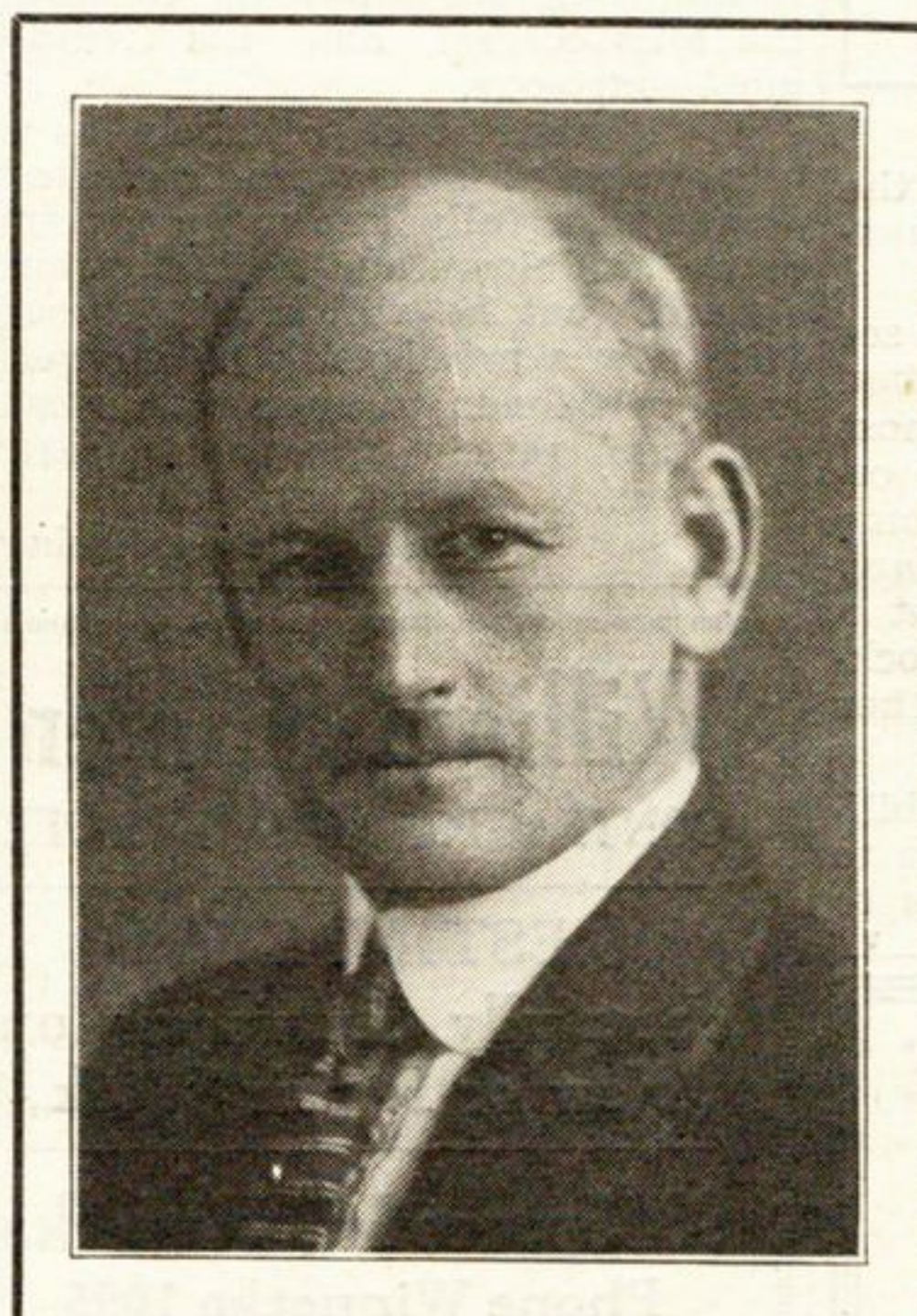
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Dear Neighbor:

Each year brings to the citizens of our commonwealth a more enlightened and aroused civic mind. The tax payers are beginning to realize that their civic affairs have too long been dominated by inefficient or corrupt professional politicians. Our taxes are needlessly high, due to the wasteful methods of those in public office; the attempted abolition of the "civil service" system is merely an attempt to perfect the political machine of the professional bosses; real merit, and the ability to perform the duties of office have been too often ignored in selecting our candidates, with the result that those who have made politics their business have prospered at the expense of the taxpayers. As a result, the voters are now ready to take control of affairs and they expect to speak through the power of the ballot.

At the primaries on April 11th you will nominate two Republicans for the office of State Representative in the General Assembly. There are nine Republican candidates running for those two places and you must determine who those two shall be.

Roy Malcolm McKerchar, fifth on the ballot, who is a candidate from Wilmette, is well qualified for the duties of legislator. He is a successful lawyer of known integrity, of unusual personal force, of untiring industry, and a fearless fighter. He was an officer in the Army during the World War, and is the only ex-service man running for this office in our Senatorial District. We need such a man to represent us in the legislature. He has the personal endorsement of a host of the citizens of our Senatorial District, and deserves the support of the voters who have the best interests of the State and Community at heart.

This committee is pledged to put forth every possible effort to secure his nomination and election, and it asks you to vote for him and to use your efforts to induce others to do the same.

Yours for better government,

**HARRY BACHMAN,
FREDERIC B. CROSSLEY,
HENRY FOWLER,
GEO. A. HARBAUGH,**

Executive Committee.

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Additional Endorsements

Out of the several hundred endorsements of McKerchar's candidacy, (which we cannot print because of lack of space) we print the following names of voters of the 7th Senatorial District who have endorsed his candidacy in the following form:

"We, the undersigned, Voters of the Seventh Senatorial District of Cook County, Illinois, being interested in clean legislation, endorse and approve the candidacy of **ROY MALCOLM MCKERCHAR** for the Republican Nomination for State Representative in the General Assembly of Illinois."

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L. S. Becker
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J. C. Drake
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Mr. Ehrlich
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H. F. Field
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W. T. Fifer
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Gertrude M. McKana
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Earl E. Orner
Lee J. Orr
Raymond L. Orwig (Winnetka)
Benjamin J. Ott
G. Papageorge
J. V. Parker

F. F. Parsons (Winnetka)
George F. Payne
Francis W. Peterson (LaGrange)
Leland V. Pierson
Augusta Plant
Daisy J. Pruden
H. P. Pruden
F. S. Reade (Maywood)
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C. E. Rennekar
Edward P. Reuter
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George J. Schaefer
Peter Schaefer
R. D. Schuettge
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George D. Smith
R. W. Smith
Rev. Dr. Gilbert H. Stansell (First Methodist Church)
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