

'FASHION' NEXT GUILD OFFERING

Famous Old Comedy Satire Coming January 24-25

When the North Shore Theatre Guild presents its second play of the season in Winnetka, January 24 and 26, at Skokie school, it will give one of the big successes of New York's past season. "Fashion," by Anna Cora Mowatt, was revived in New York last year by the Provincetown Players. For seven months it played to capacity houses.

Originally written and produced in 1845, "Fashion" made what was then considered a record run—18 consecutive performances. At that time, it was the greatest run made by a native American comedy in an American theater.

"Fashion" is an amusing comedy satire on the manners of the time it was written but it is also appropriate and applicable today as was evidenced by its great success last season. Little theaters in Baltimore, San Francisco, Dallas, Iowa City and Cleveland have already given it this year on their programs. "Fashion" is included in Thomas Quin's collection "Anthology of American Drama" as one of the most significant contributions to the American theater.

The play is being directed by Howard M. Jones of the University of Chicago. For the past five years, Mr. Jones has been director of dramatics at the University of Texas. This year he is a visiting director at Northwestern university. He is also a well-known short story writer and an authority on the social history of the time of the play.

Mrs. Henry Tenny, J. Williams Macy, Robert Elmer, Mrs. William Boyden, Dr. Davies Lazear are prominent in the cast.

Show Amazing Increase in 1924 Housing Loans

The Prudential Insurance Company of America, through its loan correspondents in various parts of the United States, has made housing loans during the first eleven months of 1924 approximating \$73,000,000, providing accommodations for 22,986 families. This is an increase of about \$20,000,000 over the year 1923. These loans have been widely scattered throughout the United States and Canada.

Total loans made by the Prudential in the State of Illinois, including Chicago, in force November 30, 1924, was 4,331, aggregating \$34,767,537.81.

There are more than 1250 loans in the city of Chicago in force at the present time, aggregating in excess of \$12,000,000.

BIG TRAVEL INCREASE

Eight thousand cars a week is the travel density on the central section of the Lincoln Highway in Wyoming, according to figures announced by the State Highway Department, which took a census between Rawlins and Parco during the week of August

At The Adelphi



Thomas Meighan in the Paramount Picture "Tongues of Flame"

8 to 15 last. The census was taken on a basis of 24 hours a day and denotes a surprising increase of travel on the Lincoln Way in that state.

KEEP OFF LAKE ICE--WARNING

Never Safe to Venture Out Says Captain Fricke

Warning to keep off the lake ice was issued this week to north shore residents as a safety measure by Captain O. W. Fricke of the coast guard station at Evanston. The ice is never safe, he explained, and is likely to carry the skaters far out into the lake without a moment's notice.

The ice-banks on the shore are safe, he said, but the lake ice is dangerous. Recently, for example, the wind shifted to the west suddenly, and almost immediately the ice broke away from shore. Soon it was five miles out.

"Those who skate often go out half a mile," continued the captain. "With a change of the current, the ice is likely to be carried out, and the people are unable to get to shore in time."

No boats had been sighted for several days, and it is probably, said the captain, that they are waiting for better weather to make the trips to Milwaukee. While the steamers run all winter, heavy ice in the lake fre-

quently delays them. Stanley K. Gage, who has lived in this vicinity for more than 40 years, also sounded a warning this week when he called the attention of WILMETTE LIFE to the fact that many children have been venturing out on the ice from the shore in the northeastern part of the village. It is my experience, he said, that there are treacherous, snow-covered holes even quite near shore where the ice is banked and apparently solid. A slip into one of those holes would probably mean death, since it would be virtually impossible to secure help in time to rescue the victim.



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Something Which Interests Every Suburban Resident On The Chicago & North Western Railway

The time has arrived when we must come to you with a statement of facts which greatly concern your transportation conveniences and the development and future growth of the many suburban communities.

One thing that makes Chicago great is its highly developed suburban territory, affording relief from the congestion of the city, a place where the family can grow up amidst healthful and attractive surroundings and still, from which place the train service makes it as convenient for the head of the family to reach his work as if he lived within the city and was dependent on the surface and elevated transportation.

Two important factors in the growth of the suburban territory along the Chicago & North Western Railway have been the convenient train service and the low commutation rates. At present, the Chicago & North Western Railway operates 184 suburban trains each week day and carries an average of about 33,000 passengers each way per day between Chicago and the North Shore suburbs, the beautiful Des Plaines Valley and the attractive suburbs to the West.

As everybody knows, the cost of everything has gone up tremendously since 1913. The Commerce Year Book for 1923, published by the United States Department of Commerce shows that the cost of food, clothing, housing, wages and everything else that enters into daily existence, has gone up from 46% to 146% since 1913.

The One Exception to This Is Commutation Rates

The only increase in commutation rates was the small advance of 10% made in 1918. Everything that enters into the cost of the suburban service has gone up many times that much.

As a result of these conditions, the Chicago & North Western Railway has for a long time been suffering a large and serious loss in the operation of its suburban service.

We want to be in a position to maintain the highest possible standard of suburban service and to meet the reasonable needs of the rapidly expanding territory.

Aren't you more vitally interested in having adequate and convenient service than you are with any comparatively small difference in the cost of your commutation tickets?

It is believed under the circumstances that every fair-minded suburban resident will accept as a necessary step to at least partly remedy the situation an increase of 20% in the present commutation rates, for which tariffs are being filed with the Illinois Commerce Commission by the Chicago suburban carriers.

Even with the proposed increase of 20%, commutation transportation will still be the cheapest thing your money will buy and be much below what the commuter in New York pays on the average for a corresponding distance, as the following table shows:

PRESENT AND PROPOSED RATES ALSO AVERAGE RATES IN NEW YORK CITY FOR CORRESPONDING DISTANCE

Between Chicago and	Distance	60 Ride Monthly Individual				25 Rides				10 Rides			
		From Chicago		From New York		From Chicago		From New York		From Chicago		From New York	
		Via C. & N. W.		Average Cost for Corresponding Distance	Via C. & N. W.		Average Cost for 25 Rides for Corresponding Distance	Via C. & N. W.		Average Cost for Corresponding Distance	Via C. & N. W.		Average Cost for Corresponding Distance
		Present	Proposed 20% Increase		Present	Proposed 20% Increase		Present	Proposed 20% Increase				
Ravenswood	Ill. 6.2	\$ 4.40	\$ 5.28	\$ 5.78	\$ 2.09	\$ 2.51	\$ 3.23	\$ 1.10	\$ 1.20	\$ 1.66	\$ 1.66		
Rogers Park	Ill. 9.4	5.83	7.00	8.61	3.14	3.77	5.32	1.49	1.79	2.46	2.46		
Evanston	Ill. 12.0	6.93	8.32	9.49	4.02	4.83	6.37	1.87	2.25	2.98	2.98		
Wilmette	Ill. 14.3	7.15	8.58	\$14.40	4.73	5.68	\$ 6.40	2.20	2.64	\$2.94	3.55		
Winnetka	Ill. 16.8	7.37	8.85	16.68	5.23	6.28	7.40	2.42	2.91	3.39	4.14		
Glencoe	Ill. 19.2	7.70	9.24	18.90	6.16	7.40	8.40	2.86	3.44	3.85	4.98		
Highland Park	Ill. 23.2	8.25	9.90	22.50	7.26	8.72	10.00	3.41	4.10	4.62	6.03		
Lake Forest	Ill. 28.3	9.13	10.96	27.00	8.91	10.70	12.00	4.18	5.02	5.54	7.37		
Waukegan	Ill. 35.9	11.00	13.20	33.90	12.76	15.32	15.00	6.05	7.20	6.92	9.38		

CORRESPONDING FARES TO OTHER POINTS

Everyone wants to be fair and we are confident that the spirit of fairness and justice of our suburban patrons will reconcile them to the urgent need for this remedy in their own interest as well as ours. Your cooperation is earnestly requested.

M. N. Truley

President, Chicago & North Western Railway.

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