

AT LAST

A NORTH SHORE DAILY PAPER

CLEAN — VIGOROUS — PROGRESSIVE

The
**Evanston
 News-Index**

The only daily paper in Cook County, outside the loop, realizing that this territory needs and deserves an up-to-date daily newspaper is devoting all the facilities of its well equipped plant and well trained personnel to the task of giving this community of separate communities a daily news coverage of the progress and doings of the 150,000 people who are making the near North Shore the greatest residential community in the world. It is equipped for the task with 54 years experience in the Evanston field, twelve years of which it has been a daily, pronounced by press and public alike one of the best community dailies in the United States. We are in this field to stay and our greatest desire is to give you the kind of a paper you want.

Giving to this great, growing area between Highland Park and Howard Avenue a voice.

The Evanston News-Index moves into the North Shore field with an unusual offer to energetic North Shore residents.

To introduce the North Shore page of the Evanston News-Index to North Shore readers the News-Index is now opening a \$15,000 gift campaign featuring six capital prizes, ranging in value from \$1,370 to \$3,300, and many valuable cash awards as well. At least one of the capital prizes will be awarded in the North Shore district.

This campaign offers you an opportunity to serve your community by helping to bring to it a vigorous and clean newspaper and to serve yourself by making your time profitable. Mail the following coupon at once.

Information Coupon

The Evanston News-Index,
 Evanston, Ill.

Gentlemen: Please send me detailed information. I am interested in your Gift Distribution. But understand that this does not obligate me in any way.

Name

Phone..... Address.....

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