## SEEK GUILD TALENT

North Shore Theater Guild Invites Persons Interested in Dramatic Work to Meeting January 30

All who are interested in taking part in productions of the North Shore Theater Guild are requested to be present at the Winnetka Community House, Monday, January 30, either at 2 o'clock in the afternoon or 8:30 in the evening.

At this time, candidates for the Guild will be asked to give short readings, of two minutes' length, in order to acquaint the new director with the material that is available. These sessions will be open to everyone, regardless of whether or not they have taken part in previous productions of the Theater Guild. It is asked that former participants in Guild activities attend the meetings so that records may be made complete and upto-date.

Those attending may have their choice of selection, and may either read it or have it memorized. It is suggested by David Owen, Guild director, who will conduct the tryouts, that the pieces be memorized in order to give a better idea of voice and interpretation. The readings should not exceed two minutes in duration.

It is not for the purpose of casting any particular play that the North Shore Theater Guild is conducting these meetings, but to register information concerning all who are available for future productions. There are two remaining plays to be given this year after the present offering of "Number 17," one of which will include an exceptionally large cast. The Guild gives four plays a year, and wishes to compile a permanent casting sheet for reference.

Otto Clepp Wins Honors in Athletics at Elgin

Otto Clepp, former resident of Wilmette, now living at 7014 Sheridan road, Rogers Park, is distinguishing himself in athletic circles at Elgin academy, where he earned a varsity football letter and where he shapes up as promising basketball material.

Clepp was fullback on the grid team, and made continual effective line plunges and difficult tackles. He is at present on the basketball squad, a candidate for a guard position. He has had baseball experience, and is looked forward to as a prospect for the diamond sport in the spring. Clepp, who is also talented in the dramatic line, is a principal in the vaudeville show soon to be staged at the academy. He was a member of the New Trier High School Dramatic club when he attended that school several years ago.

## Faculty to Hear Lecture on Dunelands in Winter

Dr. Elliott R. Downing of the University of Chicago, one of the visiting faculty lecturers of the National Kindergarten and Elementary college, will speak on "The Dunes in Winter Time" at the monthly meeting of the college

faculty this afternoon.

Dr. Downing is the author of the book "A Naturalist in the Great Lakes Region," and his explanation and interpretation of the wonders of the dune country is altogether fascinating. During the semester opening January 30, Dr. Downing will conduct classes in Natural Science and Geography at the college, one of the features of the Natural Science course being an allday trip to the Indiana dunes during the spring.

Mr. and Mrs. N. L. Hurd, 518 Sunset road, had as their guest during the holidays, Mrs. Hurd's mother, Mrs. C. F. Jensen. Mrs. Jensen remained with Mr. and Mrs. Hurd for about ten days and then went on to Detroit to visit her other daughters.



Evanston, Ill.

308 S. State St.

118 S. State St.

# FROM ONE STORE TO EIGHTY-ONE

How Feltman & Curme Built a Quality Business With Low Prices

From one store in Richmond, Ind., in 1907, to a coast to coast chain of 81 stores in 1928 is the record of Feltman & Curme-a record which is outstanding in the history of American Merchandising.

The growth of the business can be traced to the determination of its founders, Charles H. Feltman and Arthur A. Curme, to maintain the highest standards in business and to develop an organization for the merchandising of only shoes of quality and style, actual \$7 to \$10 values, at prices which would be considered low even for ordinary shoes.

#### Buying Power Does It

The great Coast to Coast sale, now in progress in their 81 stores, offers not only their own entire stock of wonderful shoes, but also the entire surplus stocks of a number of manufacturers who are noted for the production of high grade footwear, purchased at manufacturer's cost. They are actual \$7 to \$10 values and are being sold during this January Sale for \$3.95, \$4.95 and \$5.45. Every pair of shoes is included. Nothing is reserved.

They place orders by the carload and not by cases-orders that keep the factories going-straight through the dull seasons—as well as in the busy seasons. For this reason Feltman & Curme get the very "cream" of quality-the highest standard of workmanship, and the latest styles.

#### Big Sales at Small Profits

But this buying power-great as it is -is not the only factor which makes these values possible. They have built into their business the policy of selling a volume of shoes at a small profit per pair.

Feltman & Curme cut out every unnecessary selling expense. They sell only for cash—they do not have to tack on to their prices the cost of collecting delinquent accounts. They have no charge accounts, no credit losses-and no delivery expenses. Customers are glad to carry home a \$7 or \$10 value which they can get now for \$3.95, \$4.95 and \$5.45.

There is an arch support shoe—an actual \$7 value—which gives the foot perfect comfort and enables the wearer to step out in style-and that shoe is being sold during the sale for \$4.95. All silk hosiery—actual \$1.95 value can be purchased for \$1.29 per pair.

Feltman & Curme's wonderful genuine kangaroo shoe for men-the aristocrat of footwear-an actual \$10 valuecan now be purchased for \$5.45. And men's silk hosiery can be obtained for 45c per pair.

### Coast to Coast Chain

Fifteen of the 81 stores are located in Chicago, three are in New York, three in Indianapolis, three in Denver, three in San Francisco, three in Kansas City, two in St. Louis, two in St. Paul—and also a store in all the principal cities throughout the country.