

BARRINGTON REVIEW

ESTABLISHED 1859

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ILLINOIS PRESS ASSOCIATION

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All communications should be addressed to the BARRINGTON REVIEW, 110 W. Main Street, Barrington, Illinois. Cards of thanks, resolutions of congratulations, poems, memorials, and all notices of entertainments, church sales and parties given for pecuniary benefit will be charged for.

TELEPHONE, BARRINGTON NO. 1

"HIGHEST APPLAUSE"

The value of a local newspaper, representative of its community by virtue of the news and interest it contains, has been stressed innumerable times. Since appreciation found in a letter to the Barrington Review from H. T. Ewald, president of Campbell-Ewald Company, one of America's largest advertising agencies, is endorsement of the value of newspaper advertising, the letter follows:

BARRINGTON REVIEW, Barrington, Illinois, Gentlemen:

I was thumbing through a copy of Ralph Waldo Emerson the other day and I saw a phrase which started me thinking about my many years of friendly association with advertising. The letter follows:

"The phrase was as follows: 'Silence that accepts merit as the most natural thing in the world is the highest applause.'

Now, that sentence may be perfectly true. It certainly expresses the attitude which almost all of us have taken in the past toward many people and many institutions that we admire and appreciate the most. But I believe that the troublous years which we have now happily put behind us have altered that attitude and made all of us a bit more ready to think of the other fellow and to applaud the job that he is doing, not just silently, but out loud so that he can hear and know.

And so I am writing to you and to a number of other publishers throughout the country today to congratulate you on the splendid job which you have been doing and to thank you for the fine contributions which you have made to the growth and prosperity of the Campbell-Ewald Company and to all advertising.

All advertising media are important, of course, but the Campbell-Ewald company has always considered the newspaper the most vital factor in influencing the local market for a national producer, and we and our clients continue to hold this same conviction today.

Our largest individual client, the Chevrolet Motor Company, had its best and most successful year in its history. It sold 1,195,000 1936 Chevrolets, taking first place in both passenger and truck sales for the seventh time in the past ten years. It has also sold more than 2,000,000 used cars, breaking all previous sales records in that important field.

All of which, you will agree, is a magnificent selling achievement.

In this achievement, the newspapers of America, your newspaper, have played an important part, and I want to thank you most sincerely on behalf of the Chevrolet Motor Company and my own organization.

All of our other clients, in many other lines of business, have likewise enjoyed a highly successful and profitable year, as has the Campbell-Ewald Company.

In addition to these organizations also the newspapers of America, your newspaper, have played a leading role and I want to thank you on behalf of these clients, too, for the fine support and cooperation which you have always given to them and to us.

This has been a rather long letter, but that line of Emerson's did make me think and did cause me to decide to make this application for publication.

My thanks to you again and my very best wishes for a Happy, Prosperous New Year for 1937.

Sincerely,

H. T. EWALD,

President, Campbell-Ewald Company

Real Estate Transfers

Hanover

Top 41, SW 41, SW, W. E 10
Bertha K. Ewald, President

Bertha K. Ewald

Bertha K. Ewald to Wm. W. Dunc

10, E 10.

Schuberg

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Bronchos Take Second Conference Victory; Defeat Palatine 24 to 22

**Locals Will Play
Bensenville Bison
Five This Friday**

**Bronchos Win By One Goal:
Pontiac Defeat Palatine
17 to 14**

The BHS Bronchos rebounded from their victory with the Palatine Pirates on the Pirates court Friday evening and came out on top by a 21 to 22 score.

Pontiac's victory took a three point deficit from the local team in a game that was very quiet in the early stages.

For a period the Palatine and Barrington have been close rivals, but the last two games, 1935-36 the two trials for the conference championship. Last year both teams won their games of a twin slate on the local court.

Bronchos' First Game

The Pirates scored the first points in the game, but Barrington shot at the beginning of the game.

Gates piled up a 4 to 3 lead on the first half, but Barrington closed with the score up to 13-10 in favor of the home team.

In the second period Gates again took the lead for the Bronchos. Gruberhan, a damaged other, shot an accuracy of 100% to point. The Barrington got Gates to the ground, but Barrington scored the score up to 13-10 in favor of the home team.

After a period of closing in on the Bronchos in the third quarter, Barrington and Gruberhan put the score out of immediate danger.

Gruberhan, with 10 points, made the score 17 to 14 still in favor of the Bronchos, but Barrington closed with the score up to 17-14.

The opponents tested many skills in the game, but Barrington had a small number registered. The Bronchos held the score steady for the last period, but Barrington beat the Pirates at a disadvantage.

Pontiac Game

The two teams kept close in each other during the first quarter, ending in a tie score.

Chase, a good player, was a free throw in the second quarter.

He was followed by a shot and held it at the same time until Gates dropped a pretty long shot that was good. The ball was saved for a while with the score at 11-11.

The game was tied for quite a time until Castle broke the lead at 17-16.

The Pontiac kept on the offense for the rest of the tilt.

Castles' Game

Both of the tilts were played very closely for the entire evening.

The second period was the most exciting of the game with the two teams fighting for the ball to the point that the home team was a nice position to be the visitors and visitors.

Both teams had a hard time in the local bout one before this season.

This game was the fourth victory for the home team.

This Friday's Game

The Bronchos have a game that promises to be a good one for them coming up this Friday when they will meet the Hilltoppers at the Barrington municipal court. Bensenville has a new team this year, but has been showing

great improvement in the last few weeks.

Heavyweight League

Bronchos 24 — Pontiac 22

Gruberhan, 1 — 1

Miller, 1 — 1

