

Personal Items

Mrs. R. L. Blodgett and daughter, Betty Jean, of Madison, Wis., who have been visiting Mrs. Blodgett's mother, Mrs. W. A. Tucker of 1214 Lake avenue, for the past week, are returning to their home today (Thursday).

Helen Lynch, daughter of Mr. and Mrs. Bernard Lynch, 135 Melrose avenue, Kenilworth, entertained at tea Sunday followed by cards and dancing in honor of Catherine Buche of Richmond, Ind.

Mr. and Mrs. O. C. Eastman of 1027 Elmwood avenue returned Wednesday after visiting Mrs. Eastman's sister in New York for two and a half weeks.

Mr. and Mrs. Harold O. Barnes, 98 Indian Hill road, and their children, Alice and Charles, will return Saturday from a week's stay at Ephraim, Wis.

Mr. and Mrs. Robert Beckler and daughter, Roberta, 632 Abbottsford road, Kenilworth, returned Saturday from a two weeks' outing at Topinbee, Mich.

Mr. and Mrs. A. W. Wigglesworth of 125 Woodstock road, Kenilworth, and daughter, have returned from a trip to Sault Sainte Marie, Canada.

Mrs. Phillip V. Bright, 731 Ashland avenue, entertained a small group of friends Monday of last week at a bridge luncheon.

The Sanders family are leaving their home at 717 Kent road, Kenilworth, and have leased a house in Deerfield which they will occupy about September 1.

Angela Marie Froehde of 1608 Wilmette avenue entertained fourteen of her little friends at a party on Saturday, August 20, in honor of her ninth birthday.

Mr. and Mrs. H. E. Osborn and their two sons, Phillip and Harold, of 715 Linden avenue, are motoring to Yellowstone Park. They expect to be back after Labor Day.

Mrs. John P. Harris of 944 Sheridan road gave a card party last Friday afternoon in honor of her guest, Mrs. Elizabeth Byrd of Memphis, Tenn.

George Beaudin, Jr., son of the George H. Beaudins, 726 Elmwood avenue, has just returned from a two weeks' visit with the E. A. Kalkhurst family in Atlanta, Ga.

William Fowler of the Kenilworth Inn returned on Wednesday from an extended business trip through the south. In a few days he will leave on a western trip.

Robert Law, Jr., 78 Robsart road, left Kenilworth Tuesday of last week on a ten days' business trip to New York.

Margaret Lindstrom, 32 Linden avenue, returned Wednesday of last week from a visit of two weeks at Republic, Mich.

Miss Emma Bickham of 429 Ninth street has been visiting in Fort Wayne, Ind., at the home of her sister, Mrs. J. C. Bean.

Mrs. Ernest H. Fleischmann of 235 Leicester road, Kenilworth, will entertain at tea to meet old friends of Mrs. William Colledge, formerly of Kenilworth.

On Saturday, August 20, Miss Jane Theurer of Chicago entertained for Miss Dorothy Darling with a luncheon and bridge at Glenview Golf club.

Mr. and Mrs. Whitaker Baer, 2115 Beechwood avenue, with their two small sons, have recently returned from visiting relatives in New York.

T. C. Cooke of Kenilworth was in Chicago recently for a week. He came from his summer home, Cooke's Island, near Tower, Minn.

Bob Joslin, 240 Essex road, Kenilworth, has returned from Camp Red Cloud, Story, Wyo., where he has had a glorious vacation.

Miss Charlotte Smith of Chicago was the guest over the week-end of Mr. and Mrs. Charles Ware, 325 Abbottsford road, Kenilworth.

Mr. and Mrs. John Campbell of 815 Lake avenue returned recently from a short lake trip up to Mackinac Island and Georgian Bay.

Mrs. E. John Hicks, 241 Melrose avenue, Kenilworth, entertained at luncheon and bridge Wednesday.

Charles N. Roberts, 1014 Lake avenue, is now improving from a heart attack that he had two weeks ago.

Miss Shirley Ross, 1321 Chestnut avenue, is now home from the hospital after an appendicitis operation.

New Books At the Library

In the following list of new books at the Wilmette Public library, which Miss Anne L. Whitmack, librarian, offers in the form of summer reading suggestions, are novels of literary distinction, detective stories, Western stories, light novels and non-fiction:

Novels of Literary Distinction
Ackerley—Hindoo Holiday
Cather—Obscure Destinies
De la Roche—Lark Ascending
Morgan—The Fountain
Stribling—The Store

Detective Stories
Allingham—Police at the Funeral
Balmer—Five Fatal Words
Biggers—Keeper of the Keys
Dane—Re-enter Sir John
Fisher—Conjure Man Dies
Fletcher—Murder of the 9th Baronet
Wells—Fleming Omnibus Book
Welton—Twenty-seventh Ride

Western Stories
Bechdolt—Horse Thief Trail
Bower—Rocking Arrow
Evarts—Short Grass
Grey—Robbers Roost

Light Novels
Bailey—Little Girl Lost
Baum—Secret Sentence
Byrne—Woman of the Shee
Buchan—Gap in the Curtain
Colver—Modern Madonna
Hutchinson—Big Business
Lincoln—Head Tides
Maxwell—Amos the Wanderer
Norris—Younger Sister
Smith—Ballerina
Wodehouse—Nothing But Wodehouse

Clark F. Mair of 327 Fourteenth street has been spending his vacation at Eagle River, Wis.

LLOYD HOLLISTER INC., M. R.

"M. R." is our degree . . . we're proud of it . . . it means "maker of results"

We have earned our "degree" in the school of experience, over years of time.

"Maker of Results." It's a title of which we're proud.

Like the college graduate who has his "sheepskin" and degree and is equipped for a place in his chosen profession, so we, too, are equipped to serve capably and efficiently.

We're ready to help with printing problems. We're ready to assist in getting what you want most from each piece . . . RESULTS. Our experience has assembled for us a fund of information about what will succeed and what won't.

We're frank about it. In a friendly way we'll tell you how we would do this . . . why we would not do that.

Just as you go to your doctor for advice when you are ill or to your lawyer about legal matters, so we want you to consider us your printer. Feel free to come to us with your printing problems and we'll help you.

Your satisfaction and the results you want mean more to us than a mere dollars-and-cents order of printing. This organization is dedicated to service deeper than that. Our representative is ready to see you at any time. Make it soon and learn what we mean to many of our customers on the North Shore whom we have served for years.

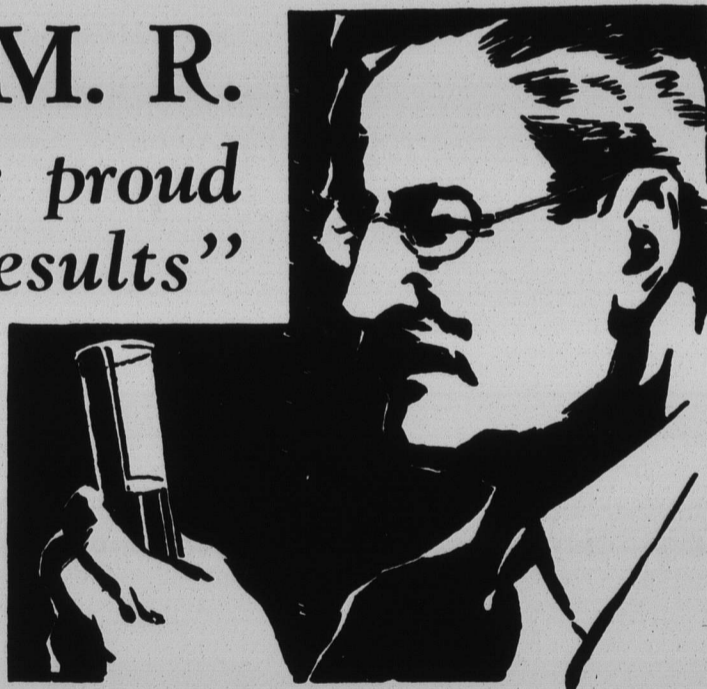
LLOYD HOLLISTER INC.

Printers and Publishers

1232 CENTRAL AVE.

WILMETTE

"The Largest and Most Complete Printing Plant on the North Shore"



ANALYSIS . . .

In every technical problem analysis comes first. In medicine. In law. In accounting. Only by analysis can a working, sound basis be established. A basis that will lead to success.

Analysis is just as important in the production of a piece of advertising.

You just don't "get out a piece of advertising." Too many do, and miss out on results.

Advertising is built . . . step by step . . . on careful thought, and a thorough understanding of its "whys and wherefores."

The ultimate results must always be kept in mind. Copy, layouts, artwork, must be carefully planned. Type and paper and ink and presswork must be considered carefully. It all hinges on that first thorough analysis.

We have analyzed many advertising problems successfully. We have produced printed advertising that has given satisfaction and brought results. May we help you, too?