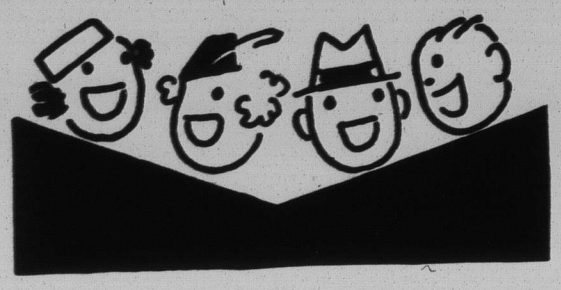
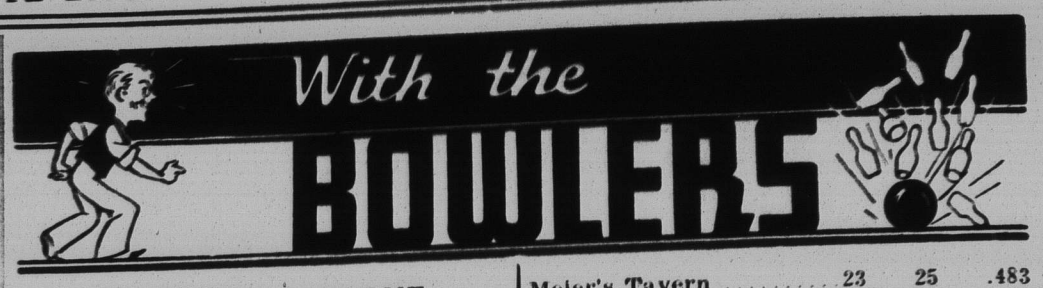


HAPPY FACES

are the rule of the day on the streets of Wilmette because the wise shopper finds his bargains first in WILMETTE LIFE and the messages of

OUR ADVERTISERS

ADVERTISER	PAGE
A & P Food Stores	21
Acousticon Co.	46
Bismarck Hotel, The	26
Blue Parrot, The	7
Blum's, Inc.	35
Book Nook, The	40
Bowman Dairy Co.	33
Brauch's Slumber Shop	16
Braun Bros. Oil Co.	Cover IV
Chandler's	40
Christian Science Church	6
College Arms Hotel, The	27
Community Theatre	47
Coonley, Geo. T.	44, 45
Davis Furniture Co.	40
Diedrich, Edyth	39
Ellis, Fred A. Co.	44
Enyart, Van Camp & Feil	45
Erickson, Ben	46
Evanston Academy of Fine Arts	40
Evanston Business College	27
Huck's Welding	8
Illinois Bell Telephone Co.	31
Jacobs, Irvin & Co.	44
Jewel Food Stores	13
Johnsen's Sea Foods	10
Kaspar, A.	6
Kenilworth Beauty Shop	7
Lakeside Inn, The	27
Liebschutz Bros.	17
Lyman Pharmacies	11
Marshall Field & Co.	25, 41
Martha's Beauty Spot	6
Milburn's	39
Murine Co.	40, 46
Nelson System	Cover IV
North Shore Lace Curtain Cleaners	53
North Shore Refrigeration Co.	53
Northwestern University	21
Oil Well, The	8
Olsen & Ebann	16
Outdoor Recreation Co.	27
Peaster Oil Co.	29
Public Service Co.	43, 55
Quinlan & Tyson	44
Racklin, H. L.	45
Real Estate	45
Rensch Furniture Co.	23
Rensch Warehouse	53
Schloesser's	15
Scott, Wm. H.	Cover IV
Shorty's Barber Shop	6
Slown, Jack Co.	44
Smyth, John M. & Co.	Cover III
Snider-Cazel Drug Co.	9
Stevens, Edgar A., Inc.	37
Stone, Dr. G. A.	6
Teatro del Lago	47
Tomei	46
Valencia Theatre	47
Van Deusen's	2
Varsity Theatre	46
Village Cleaners	21
Whitcomb Hotel	26
Wieboldt's	1, Cover II
Williams, N. R.	46
Wilmette Beauty Shop	8
Wilmette Coal & Material Yard	14
Wilmette Confectionery	8
Wilmette Dress Shop	10
Wilmette State Bank, The	2
Wilmette Theatre	47
Wilson & Co.	14
Winter, Geo. B., Inc.	18, 19
Worthen's	7



CENTRELLA LEAGUE

With only 13 more games to roll, the Centrella Bowling League officials are the first organization to adopt the New Deal System of Handicaps.

The new system of handicapping bowlers, met with instant approval of the members of the Centralla League when the originator of the system explained its many advantages over the time honored systems which all have been lacking in caring for the poorer teams. The New Deal Bowlers Handicapping System is patterned after the various classifications of golfers and the five best scores forms par for the alleys.

This new system is absolutely fool proof and will stimulate a greater degree of interest in the "finals" which are to be rolled on Thursday, April 29, as it provides equal opportunity to all teams to capture first honors.

Next week's issue of Wilmette Life will carry a complete listing of the individual members' and handicaps under this new ssytem.

Pairings for Thursday, February 4

Town Criers vs. Scot Towels.
Old Monk vs. Linco Products.
Wilson's Ideal vs. Kraft's.
Stewart's Coffee vs. Gebhardt's Eagles.
Manor House vs. Peacock "400 Club."

Because of the national interest in the New Deal System of Handicapping Bowlers, Centrella officials have been asked to submit a complete report of its operation in the Centrella League. Many visitors are expected at Bleser's Bowling Academy next Thursday night when the first games are to be rolled under this new system.

Team Standings

Team	W.	L.	Pct.
Gebhardt's Eagles	30	12	.714
Kraft's	29	13	.690
Old Monk	25	17	.595
Manor House	24	18	.571
Stewarts Coffee	23	19	.548
Linco Products	22	20	.524
Town Crier	18	24	.429
Peacock "400 Club"	16	26	.381
Scot Towels	15	27	.357
Wilson's Ideal	10	32	.238

K. OF C. LEAGUE

After last Thursday's bowling in the Knight's of Columbus league there was very little change in the standings. Schaefer's Tavern team still holds first place with Shimonek's Service Station still holding on behind in second place with the Teatro del Lago close behind. Scott's Morticians, Hick's Tavern and Grier's Buffet are close behind the Teatro with 25 wins and 23 losses apiece. Meier's Tavern team and Braun Brothers Oil company come in the next two places in the order named. With Meier's Tavern holding the edge over Braun Brothers by 2 games, John's Place and Zeutschels River Inn hold down the last two places in the standings.

Results of last Thursday's bowling are: Meier's Tavern, 2—Braun Bros. Oil Co., 1; Hick's Tavern, 2—Krier's Buffet, 1; Scott's Mortician's, 3—River Inn, 0; Teatro del Lago, 2—Shimonek's, 1; Schaefer's Tavern, 3—John's Place, 0.

The 200 or higher bowlers were: Martin Braun, 243; Joe Steiner, 220; John Ludovice, 234 and 201; Pete Thalman, 209; Al Schaefer, 201; Paul Bleser, 201.

Standings

Team	Won	Lost	Pct.
Schaefer's Tavern	32	16	.672
Shimonek's Service	29	19	.609
Teatro del Lago	26	22	.546
Scott's Morticians	25	23	.525
Hick's Tavern	25	23	.525
Krier's Buffet	25	23	.525
Meier's Tavern	23	25	.483
Braun Bros. Oil	21	27	.441
John's Place	19	29	.399
River Inn	19	29	.399

High scores since the opening of the league in October are as follows:

High three-game series—Schaefer's Tavern	2,685
Second high three-game series—Scott's Morticians	2,645
High single game for teams—Zeutschel's River Inn	973
Second high single game—Schaefer's Tavern	959
High three-game individual—Bob Braun	654
Second high three-game—Phil Bleser	634
High single game—Phil Bleser	267
Second high single game—Bob Braun	255

Last Sunday Ouilmette sent its ten highest bowlers to play a return match against Newman council of Evanston. Two weeks previous Ouilmette bowled against Newman at the Bleser Bowling academy in Wilmette at Ridge road and Schiller street, and defeated Newman. Newman demanded a return match at their alleys in Evanston on Chicago avenue just south of Main street. Ouilmette again defeated Newman at the return match although the scores were not so large as in the previous games.

Results of Sundays match games against Newman council are:

Team	1st game	2nd game	3rd game	Total
Ouilmette No. 1	948	906	949	2,803
Newman No. 1	962	839	942	2,743
Ouilmette No. 2	780	855	720	2,355
Newman No. 2	778	699	732	2,209
Ouilmette's total pins				5,158
Newman's total pins				4,952

Blum's Vogue Opening Another Shoe Salon

Encouraged by the success of Blum's Vogue Shoe Salon, 624 S. Michigan avenue, plans are now being completed for the opening of another Shoe Salon at Blum's North, 920 North Michigan avenue, the latter part of February, thus enlarging the scope of service to their north side patrons.

The Blum Shoe Salons will continue their policy of featuring only fine, individual, high-fashioned, handmade footwear, it is stated. In addition to featuring the Delman collection exclusively for Chicago, it is planned to carry an extensive line of the finest quality shoes obtainable in the market.

Typical of Blum's for the unusual, the new salon will be entirely in keeping with the expectations of a discriminating clientelle. The walls are being panelled of natural French walnut; all lighting is concealed, and the appointments, while embodying the French influence, are of the modern trend.

Murray Rothman, shoe buyer for Blum's Vogue, is also buying for Blum's North Salon.

PUPPET SHOW

A puppet show for the children of the village will be held at 11 o'clock on Saturday morning at the public library, it was announced this week by Miss Ann McKay, children's librarian. "Aladdin and the Wonderful Lamp" will be given.

Miss Doris Sauvage of 510 Lake avenue will come home from Bradley college February 12, for a short visit with her parents, Mr. and Mrs. Herbert J. Sauvage, and to attend the basketball game scheduled between Northwestern university and Bradley that week-end.