

TELEPHONE 87
DR. J. W. SHEDD
 DENTIST
 41 St. Johns Avenue
 HIGHLAND PARK, ILLINOIS

Dr. Melvin B. Hasbrouck
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GOOD LIGHTING IS ESSENTIAL FEATURE
 IS NECESSARY TO HEALTH

Compulsory Standards of Illumination Are Imperative, If Human Material Is To Be Conserved

Urging the importance of good lighting in the life of today, particularly for growing children, George Herbert, writing in the Illuminating Engineer, says:
 "Compulsory standards of illumination are imperative if human material is to be conserved. For thousands of years the human eye has been developing, but only during recent times has there been, for the great mass of people, any need for long continued application of the eye to the discrimination of fine detail.

"In fact the average human eye has been developing, but only during recent years has there been, for the great mass of people, any need for long continued application of the eye to the discrimination of fine detail.
 "In fact the average human eye is being called upon to adapt itself to conditions entirely different from those under which it worked throughout all previous time.

"In other words the case is not one of evolution but of revolution.
 "Abundant data are available with regard to defective eyesight in schools. It has been found that the number of short-sighted pupils increases from class to class. Also the average degree of short-sightedness similarly increases, likewise the number of short-sighted pupils increases proportionately with school educational demands. In one report where 23,356 pupils' eyes were examined, it was found that twenty-six per cent needed glasses.
 "While poor lighting is certainly not to be charged with all causes of eye trouble, it is unquestionably an important contributing factor, while good lighting has beneficial effects on the health and cheerfulness of the human being."

PINCH "MIN GUMP" IN LAKE COUNTY

Mrs. Minnie Gump was hurrying home to "Chester" in her lil' ol' 348 Rolls Royce, one day last week, when that "horrid motorcycle officer" Bernard C. Hamlin of Lake county, who can't see anything but a speedometer and his duty, stopped her.
 "Mrs. Gump you're charged with speeding" the officer declared, "42 miles an hour is too fast even on Rand road."
 "Officer, we were just returning home from our summer home at Lake Geneva," Mrs. Gump pleaded. "Chester is in Chicago waiting for us. He must be terribly lonesome, poor little fellow."
 "Let us go, officer, and Sidney Smith, the cartoonist, will draw some nice pictures of you, honest he will," coaxed Mrs. Gump.
 "I think he'll get more of an inspiration for his picture if you get a little fine, honest he will" quoth the officer. "Here's a nice little ticket. Show it to Chester when you get to Chicago. He'll forget all about being lonesome."
 The ticket was a notice to appear before Justice of the Peace Emil Ficke, at Lake Zurich.

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DURING the past few years much of the telephone plant in Illinois, originally erected at pre-war costs, has worn out or been outgrown, and has been replaced, at post-war prices for material and labor. This has added greatly to the average investment per telephone

To keep the family informed of your whereabouts is a sensible precaution. To talk to them by long distance telephone each day while absent is a joy both to you and to them.

Station-to-station service is especially adapted to such calls and the rates are about 20 per cent lower than for person-to-person calls.



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DON'T you hear that vacation call of Wisconsin and Northern Michigan? It's the call of the wildwoods. Answer it—now—while summer still makes days and nights delightful. Easy to reach? Yes! All-steel limited trains leave frequently over the North Shore Line, offering you a quick, cool, and comfortable trip over a stone-ballasted roadbed, with famous North Shore courtesy attending you all the way.

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Direct connections in Milwaukee with the T.M.E.R. & L.R.R. for Oconomowoc, Nashota Lakes, Nehmabin Lakes, Silver Lake, Delafield, Waukesha Beach, Nagawicka Lake and Pewaukee Lake. Also direct connections with Milwaukee Northern R.R. for Port Washington, Sheboygan, Elkhart Lake, Cedar Lake, Crystal Lake and intermediate points. Schedules of both roads connect with North Shore Line trains. Step from your North Shore train in Milwaukee into a T.M.E.R. & L. or Milwaukee Northern train at the North Shore Terminal.



Take a Low-Cost Tour Via Motor Coach

The North Shore Line is operating a series of delightful, inexpensive motor coach tours—now. Big, new, comfortable, de-luxe coaches—outfitted with unmatched scenic beauty through glorious lake and resort regions of Northern Illinois and Wisconsin, including the famous Delta coast, including the famous Delta coast, including the famous Delta coast.

- 3-day trip—455 miles, including hotels, meals and boat trips, \$37.
- 5-day trip—719 miles, including hotels and meals, \$65.
- 7-day trip—959 miles, including hotels, meals and boat trips, \$89.
- 1-day trip—180 miles to Lake Geneva and return, including boat trip, \$7.50.

Illustrated folder with full particulars at any North Shore Line station, or apply F. W. Shappert, Traffic Mgr., Rm. 821, 72 W. Adams St., Chicago. Telephone State 5723 or Central 8260.

Motor Coach Service to Nearby Resorts

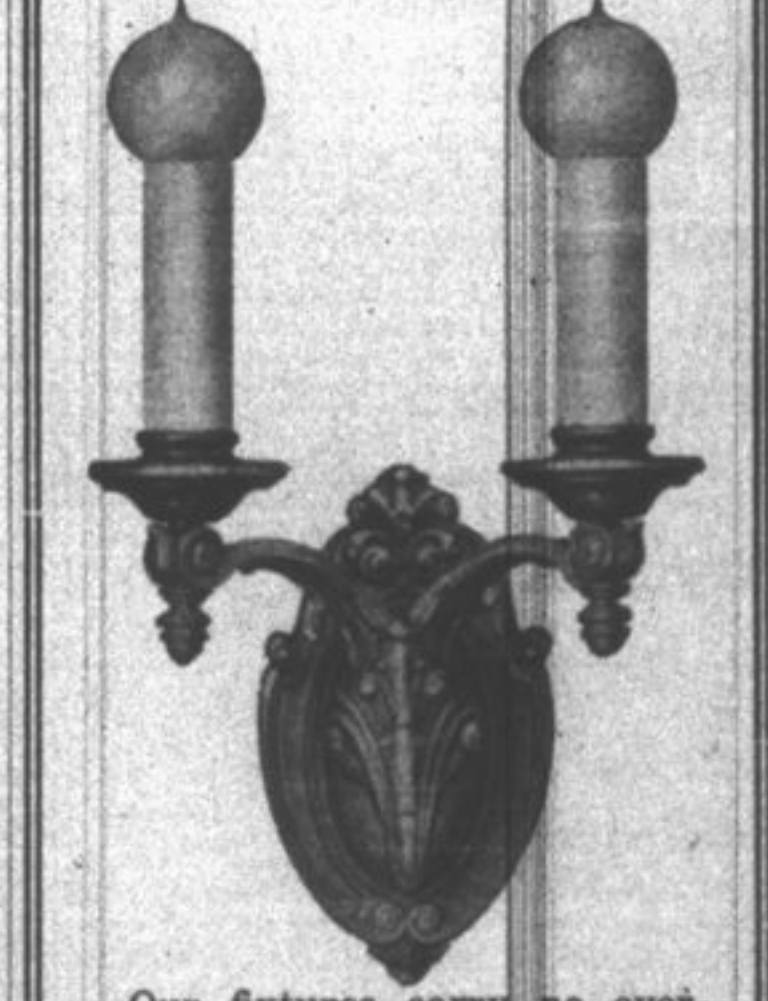
The North Shore Line maintains excellent motor coach service to nearby Lake Resorts, in close connection with its trains. Lake Geneva, Twin Lakes and Powers Lake are easily reached by North Shore motor coaches connecting with North Shore trains at Kenosha. Pitsakee Bay and Fox River resorts are reached by McHenry service of the North Shore motor coaches, connecting with North Shore trains at Waukegan. For schedules, fares or other information, inquire at North Shore ticket office.

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To Our Patrons

Owing to the large number of week end pleasure seekers who must be accommodated on Saturday evenings, we suggest that you who have leisure attend our dances during the week.

This will enable us to give you better service and you will more fully enjoy the superior music of the "Senators," our regular 8-piece orchestra.

Channel Lake Pavilion

(Incorporated)

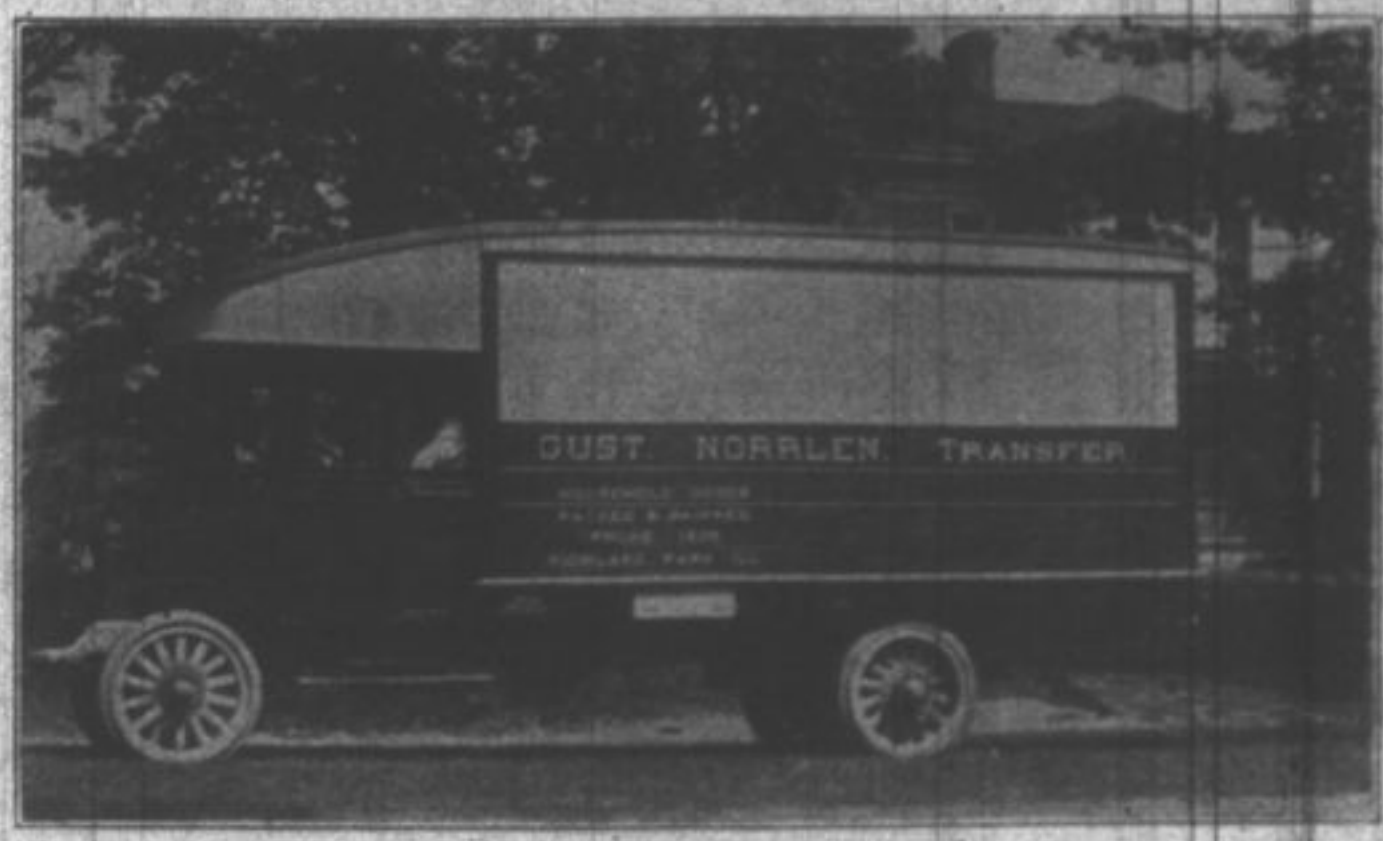
The new Channel Lake Pavilion is one of the biggest pavilions in the state—Dance space 6000 square feet

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