ANNUAL RODEO IN

CHAMPION RIDERS COMING

Vivid Life of Old West Again to Be Depicted by Experts In Bronk Riding; Calf Roping; Details

The world's championship in bronk riding, calf roping, fancy and trick riding, steer wrestling, fancy and trick roping and other western sports will be settled in Chicago between August 14 and 22. This has just been announced by the Chicago Association of Commerce through the Committee on Domestic and Foreign Commerce.

Thirty-five thousand dollars in prize money and trophies is offered to the contestants and Tex Austin of Las Vegas, N. M., who directed the first annual Chicago rodeo here last year will again be in charge.

In Soldiers' Field

The contests will take place afternoon and evening for nine days in Soldiers' Field, Grant Park. Last year more than a quarter of a million persons attended the contests and this year it is expected that nearly that many out of town visitors will be on hand, taking advantage of low railroad rates for the rodeo to enjoy Chicago and its parks and miles of bathing beaches as a summer resort.

The meanest of the outlaw bronks are now being rounded up in the western cattle country and assembled at the Ed McCarty ranch at Chugwater, Wyo., in anticipation of the contests. More than a hundred of them will be used in Chicago.

Already about fifty of the best ropers, riders and steer wrestlers have signified their intention of competing in the championships. Among them are all of the present holders of the world's championships, including Tad Lucas, champion all around cowgirt. Not Wild West

"The Chicago rodeo is in no sense a wild west show," says Frank H. Warren, member of the Domestic and Foreign Commerce Committee. "The contestants pay their own expenses and the cost of shipping their roping and riding horses. They also pay an entry fee and they receive just what they win of the prize money. The cowboys and cowgirls deserve a lot of credit for their sportsmanship. An injury the first day is liable to put

them out of the contest and kill any bronks and the steers used for wrest-CHICAGO AUG. 14-22 chance they have of even getting ling and riding will be the toughest stock he can find in a tour of the catget hurt in the contests."

> Director Austin announces that the rules for the contests this year will

railroad fare. And many of them do the country, which he is now making.

Jerry: What have you in the shape of automobile tires here? Small Town Storekeeper: Lifesavbe more strict than ever. The outlaw ers, doughnuts, and sewer pipes.



READ T:13 PRESS

A New Method Has Made Good



DRESENT cost levels are much higher than those of ten years ago, so that each additional telephone installed now increases the average investment per telephone. To maintain the service the company's revenues must keep pace with this condition.



OUR years ago the Bell System introduced "station-to-station" long distance service.

The service has "made good." It is used thousands of times daily where it is not necessary for the caller to speak to a particular person or where the person wanted is likely to be within immediate reach at the called telephone.

The service is especially suitable for personal or social calls to relatives or friends.

Rates for daytime station-to-station calls are about 20 per cent lower than for person-to-person calls. Evening and night rates are still lower. The rate is charged when the distant telephone (or private branch exchange) is answered.

ILLINOIS BELL TELEPHONE COMPANY

BELL SYSTEM

One Policy . One System - Universal Service

Kermit Roosevelt spoke in Milwaukee a few evenings ago. After his speech, there remained only 2 hours and 20 minutes in which to make connections with a Rock Island Line train in Chicago. Mr. Roosevelt hurried to a North Shore Line train, and reached the Rock Island station in downtown Chicago with seven minutes to spare.

THE NORTH SHORE LINE'S OWN Vacation Directory Where do you want to go?

WISCONSIN

Lake Geneva Twin Lakes Powers Lake

Effective June 13, take North Shore Line trains to Kenosha, and North Shore Line Motor Coaches from there on regular schedule. Through tickets.

ILLINOIS

Antioch Channel Lake Loon Lake Round Lake Lake Villa Fox Lake District Grays Lake Volo-McHenry

Take North Shore Line trains to Waukegan or Libertyville; North Shore Line Motor Coaches from there on regular schedule to these points. Through tickets.

WISCONSIN

Oconomowoc Nashotah Lakes Nehmabin Lakes Silver Lake Delafield Waukesha Beach Nagawicka Lake Pewaukee Lake

Take North Shore Line to Milwauke - step into T. M. E. R. & L. train at door of our Milwaukee termina for these points. Through tickets

MICHIGAN

Ludington Manistee Hamlin Lake Portage Lake Onekema

Take North Shore Line to Milwaukee; Pere Marquette night steamer from there; arrive Michigan next morning. Through tickets.

WISCONSIN

Sheboygan **PortWashington** Elkhart Lake Cedar Lake Crystal Lake

Take North Shore Line to Milwaukee; connections at door of our Milwaukee terminal with Milwaukee Northern trains for these points. Through tickets.

ILLINOIS Libertyville Mundelein

This is the center of the beautiful Lake County Country side and the home of the 1,000-acre, ten-million-dollar St. Mary of the Lake Sem inary. Best reached b North Shore Line train

Chicago North Shore & Milwaukee Railroad Co. The high-speed electrically-operated railroad

Highland Park Ticket Office Telephone 140

BAGGAGE CHECKED

For schedules, fares and other in at Traffic Dept.: Chicago, 79 West Monroe St., phone Randolph 6226; Milwaukee, 408 Security Building, phone Grand 990 or Grand 2762.





Division of General Motors Corporation

120 North First Street, Highland Park

M. RUEHL & CO.

Phone 1110