

INCREASED USE OF FUEL OIL IS SHOWN

MORE DURING THE WINTER

Expected Two Billion of Gallons Will Be Thus Used In Cold Season; About Half Of Output

The growth of the country's fuel resources owing to the increased production of mineral oil has placed the householder in a more comfortable situation than he has enjoyed for many years at the approach of cold weather. The smaller output of coal during the past year is more than balanced by the output of fuel oil. Greatly increased utilization of the new liquid fuel is indicated by reports received by the government bureaus. It is estimated that nearly three-quarters of a million homes, stores, factories and office buildings will be heated by oil this winter as compared with half a million which used this fuel last winter.

Estimated Consumption
The total consumption of oil for heating purposes during the coming nine months is estimated at nearly two billion gallons. Last winter the use of oil for this purpose amounted to about one billion and a half gallons, while in 1925 the consumption was approximately 750,000 gals. The rate of increase in the use of oil for domestic heating is greater than the rate of increase in any other branch of fuel oil consumption.

About one-half of all the petroleum used in America now goes for fuel, including that used by railroads, shipping, industrial plants, and for domestic purposes. Domestic heating requires about four per cent of the country's petroleum output, while railroads use ten per cent. The rapid spread of oil fuel for use in domestic heating indicates that these relative figures will change rapidly during the next few years.

Struggle for Market
The struggle for markets this year between coal and oil is expected to center in the east. Largely increased domestic consumption of oil is reported in New York, Pennsylvania, Ohio, Michigan, Indiana, and Illinois.

"Countess Maritza" At Olympic Theater

"Countess Maritza" which is credited with being one of the most alluring of the spectacular musical shows with a sustained plot that the Messrs. Shubert have fostered in recent seasons, will be made known to Chicago Sunday, Nov. 6, at the Olympic, where, it is promised, it will be offered with the entire original New York cast and accessories. The score for "Countess Maritza" was written by Emmerich Kalman, the Viennese composer of the melodious "Sari," two other Austrians, Julius Brammar and Alfred Grunwald, furnished the book and lyrics, which have been Americanized by our own indefatigable Harry B. Smith, and Watson Barratt designed by stage settings. In the company are Walter Wolf, baritone, who has been rapidly growing into stellar honors in recent seasons; Odette Myrtil, who first flashed her cleverness and Gallie temperament on Chicago theatergoers several seasons back in "Vogues and Frolics"; Harry K. Morton, the comedian, and Gladys Baxter, grand opera prima donna. The atmosphere of "Countess Maritza" is romantically and picturesquely Hungarian.

A London dock laborer ate twenty hotel dinners at a sitting. But we have seen some hotel dinners which weren't so much.



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OUTSTANDING FEATURES IN NEW PARIS STYLES

Suggestions of Interest to Women in Matter of Clothing of the Mode

Following the brilliant autumn openings of the leading couturiers in Paris, the Woman's Home Companion summarizes the most outstanding tendencies as follows:
Flares, raised waistlines and intricate fabric manipulation are the important departures common to most of the new designs.

Worth emphasizes the mode for metal in sports costumes. He also revives the harem skirt effect by means of sash ends hanging below the hem from a draped girdle.

Poirot uses clusters of metallic embroidered flowers to trim an ensemble consisting of a beige wool fall coat and silk dress.

Drecol achieves an uneven hem line by means of a side flare from the hip. He also makes a chiffon velvet evening dress with a new diagonal neckline and a "dancing skirt" as it is called because it allows graceful freedom.

Lelong emphasizes the "movement" of a sheer white evening gown by rhinestone edges, satin bands in spiral effect.

Jenny continues to produce chic color effects by her combination of pink with black, especially in evening wraps.

Alphonsine and Talbot this year sponsor sheer nose veils on their newest hats. Blanchot's favorite millinery models are in two colors, of felt. Lewis favors felt in pink tones and either ribbon trimmed or ornamented with rhinestone pins on the front of the crowns.

Carette uses a black belt on her tuxedo sports dress and Talbot uses two in a new way on a square-necked frock.

Flares, draperies, front fullness, uneven hemlines and a discreet amount of glitter epitomize the evening mode. Pleats and belt are seen on a Louiseboulanger evening dress.

Paris coats are either much trimmed with supple furs or they have none at all. The straight, tubular coat has been supplanted by the flaring one. Bechoff obtains this silhouette by stitched pleats released at the bottom of the coat.

AMERICAN MAGAZINE CIRCULATED ABROAD

Foreign subscriptions to American periodicals amount to \$5,000,000 a year, according to an official statement of the department of commerce in Washington. American magazines are in demand abroad. Why shouldn't they be? Compare an American magazine, or an American newspaper with the products of foreign publishers and you will find that the European publications look like mere pamphlets in contrast.

WHO WASHED THE HOSE?

A recent Bermuda drought left the island, including the lily fields, dusty; and a native floriculturist was seen, hose in hand, washing his dirty lilies in public.—Farm and Fireside.

Illinois has inexhaustible deposits of sand and gravel suitable for use in all kinds of concrete construction, according to the geological survey.

GREAT BASIN OF MISSOURI RIVER

DRAINS 530,000 SQ. MILES

Nearly One-Half Mississippi River Depression In This Area; Varies In Discharge Greatly

The Missouri river drains an area of 530,000 square miles—nearly one-half of the entire Mississippi river basin. The Missouri basin alone covers part of ten states and the Dominion of Canada. As the Missouri is the longest tributary of the Mississippi, which may any year as it has this year contribute materially to disastrous floods in the lower Mississippi valley, a continuous study and authoritative record of its flow is considered of prime engineering importance. This work has been carried on by the Geological Survey of the Department of the Interior in the Missouri river basin for the last 20 years.

Varies in Discharge

The Missouri, like other rivers, varies greatly in discharge from day to day, from season to season, and even from year to year, as a result of variations in the quality and intensity of the rainfall. It is therefore an engineering necessity to collect systematic records over a long series of years in order to disclose the extremes of daily and annual discharge, which must be reliably known as a basis for all economic development that involves the use of the river and its tributaries. These records are published annually to make them of the greatest possible value to the public. The Geological Survey, in co-operation with states concerned, maintained in the Missouri river basin during the year ending September 30, 1923, some 210 gaging stations, at most of which were obtained records of the daily flow of the river and its tributaries.

Ultimate Source

The ultimate source of the Missouri is in Red Rock Lakes, 6,700 feet above sea level in the southwestern corner of Montana. The discharge from these lakes, flowing in turn down the Red Rock, Beverhead, and Jefferson rivers and thence down the Missouri proper, travels 2,945 miles before it reaches the mouth of the Missouri at St. Louis, a distance considerably greater than that from New York to San Francisco. An additional journey of nearly 1,300 miles is required before this water finally reaches the Gulf of Mexico. Along its great length the flow of the Missouri is augmented at short intervals by that of tributaries, many of them large rivers, of which the longest are the Platte and the Yellowstone. The Platte is over 1,000 miles long—more than three times as long as the Hudson—and the Yellowstone is 800 miles long. Other large branches of the Missouri are the James, Cheyenne, Niobrara, Milk, and Musselshell, from 300 to 500 miles long.

The rivers in the upper reaches of the Missouri basin have their sources in areas of abundant rain and snowfall, but those in the lower part of the basin drain large areas of arid or semiarid land.

Some day when you are thirsty and a bit tired, sit down for a few moments to a tall glass of cool Bowman's Milk. Sip it slowly, critically. What a soothing, delicious and wholesome drink milk can be—when it is Bowman's.

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Twenty-eight students from Lane Technical High School, Chicago, decided recently to tour Kentucky, out did not wish to take too much time for the journey. A North Shore Line Motor Coach was chartered for the trip. All points of interest in the "Blue Grass" region were visited. Only three days were required for the trip, and a distance of 1,180 miles was covered! Whether for long trips or short trips, fast trips or leisurely trips, North Shore Line Motor Coaches afford utmost comfort, safety and convenience. Information about the chartering of motor coaches can be obtained from the North Shore Line Traffic Dept., Room 602, 79 W. Monroe St., Chicago, Ill.

Some pertinent facts about the **SKOKIE VALLEY**

SOME people have a mistaken idea about the Skokie Valley. They look upon it as an undesirable lowland. Nothing could be farther from correct, considering the Skokie Valley as a whole.

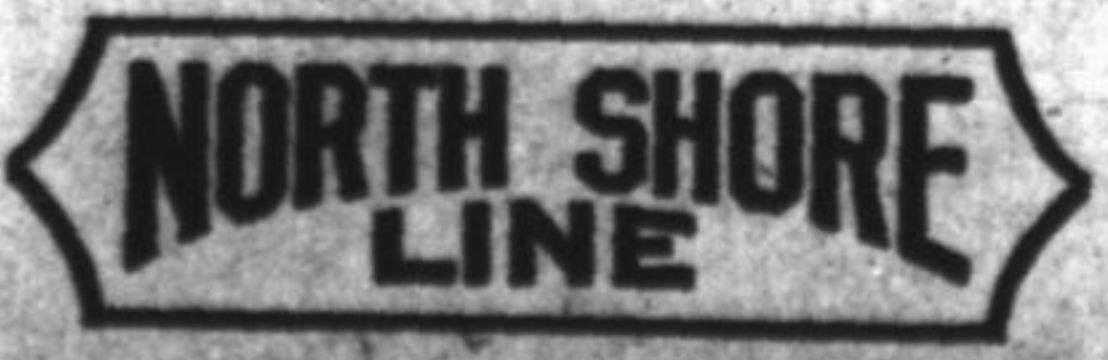
There are sections, it is true, which have been unadapted to home-building. But most parts of the Skokie Valley are unexcelled in natural splendor—in desirability as home sites. That this is true is convincingly demonstrated by the selection of this vicinity for the establishment of numerous fine estates.

Convenient transportation came to this territory with the opening of the North Shore Line's Skokie Valley Route. By virtue of that fact, the Skokie Valley already is being transformed to a great new community of homes.

"The newer North Shore," as the Skokie Valley is termed, affords the greater freedom which home builders seek today. Space is plentiful. Modern conveniences are already available—sewer, water, electricity, gas, telephone, paving. Beautiful golf courses and forest preserves are close at hand. Especially to the younger generation, wishing to locate "next door" to friends and relatives, the Skokie Valley is ideal.

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