

## Guest Home Tea Room

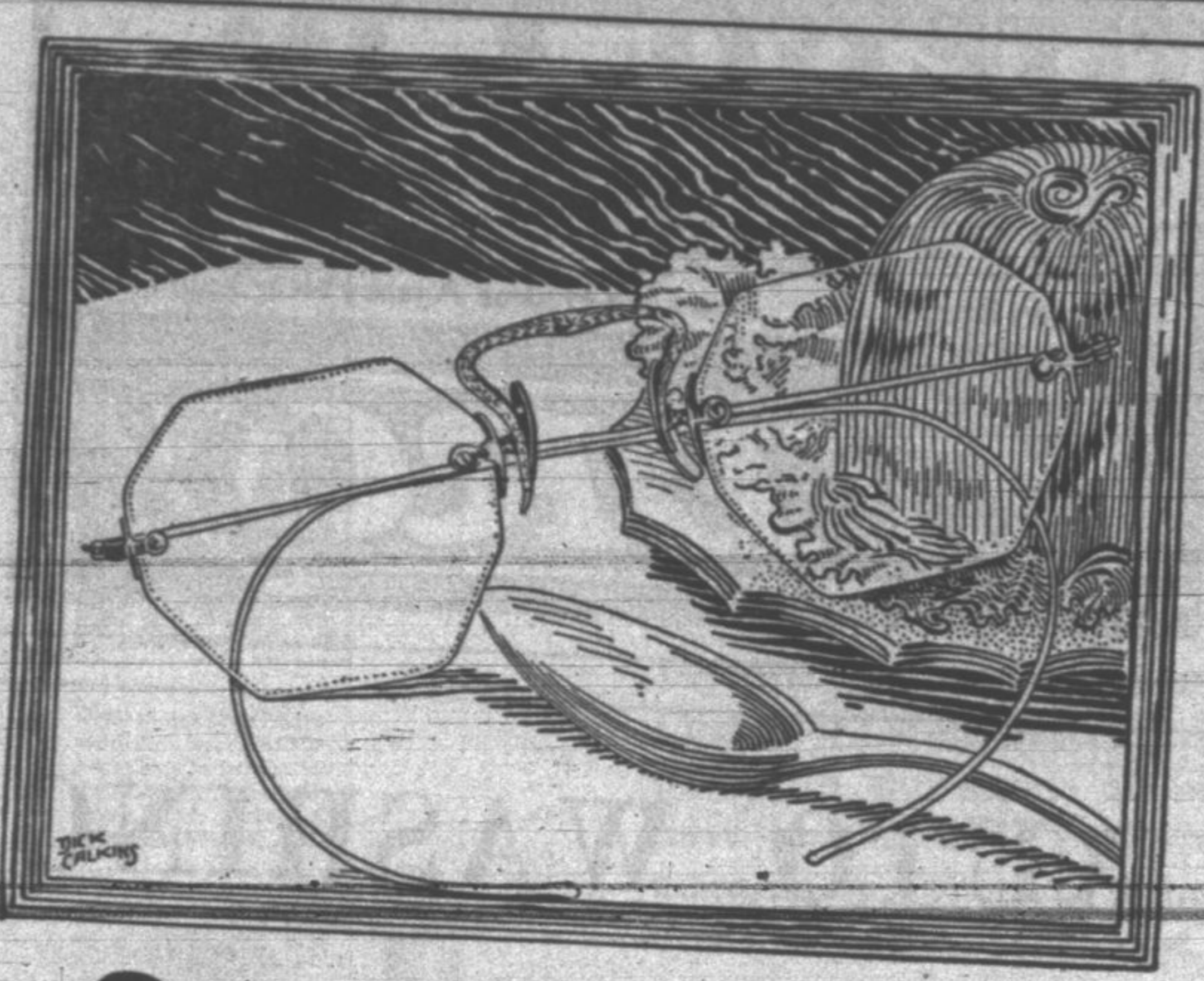
in the  
**NEW LUEBKE BUILDING**  
 1545 South St. Johns Avenue  
 Ravinia, Illinois

Luncheon at Noon ..... 50c and 75c  
 Dinner at Night ..... \$1.00  
 Sunday Dinner ..... \$1.25

LUNCHEON AND DINNER

TEL. H. P. 2401

MARION FORNALK



## Solid white gold rimless glasses

In the Almer Coe stores you will find available, in a variety of styles and lens shapes, the new type solid white gold rimless spectacles and eyeglasses.

For appearance, for comfort, and for better vision, no more practical, smart and adaptable styles in glasses have ever been made.

For more than 43 years we have specialized in the designing and making of glasses, and in the Almer Coe stores you are always sure of receiving technical, scientific and interested advice in the care of your vision and in the selection of glasses.

You should have authoritative advice where your eyes are concerned

## Almer Coe & Company

Scientific Opticians

1645 Orrington Avenue, Evanston  
 105 North Wabash Ave.      18 South La Salle St.  
 Opposite Field's              In the Otis Bldg.  
 78 East Jackson Blvd., Opposite Straus Bldg.

## NORTHWESTERN MAY ELECTRIFY IN TIME

Project Is Receiving Attention, But Cost Is Obstacle, Says Report

As the result of a three-year survey of electrification by the North Western railroad directorate, it is deemed probable that the suburban division between Chicago and Waukegan will be the first to be afforded the new fast service. The expense of electrification is thought to be almost prohibitive to the North Western line owing to the three separate suburban systems which it operates, but in the event that the improvement is to be allowed, the lake shore division will be the first to benefit by it, since it accounts for almost half of the income from the suburban services. The approximate income of the Waukegan branch was placed at \$1,900,000.

"There has been no decision either for electrification or against it," President Fred Sargent of the North Western lines said yesterday.

### Cost Proves High

The great objection to a complete suburban electrification is the high cost of the reconstruction made necessary by the changed system of locomotion engineers, after completing a three-year survey, named the lowest possible figure at \$60,000,000. The engineers, however, are still working on the subject, and it is thought possible that a feasible method will be devised for a start, despite the report.

The North Western is faced with greater difficulties than the usual transit line due to the three separate systems which begin at the Clybourn avenue junction. Electrification of all three suburban lines would necessitate widening of the elevated right of way between Chicago and Clybourn avenue, to permit the laying of two more tracks on every division except the one running west to West Chicago.

In addition, the improvement would involve the rebuilding and relocation of all suburban stations and block signals, and the raising of platforms. The latter item alone would require almost complete rebuilding of the Chicago terminal.

### Economy Program

With a strict program of economy

## Chicago Eliminating Business Crooks by Investigation Plan

Chicago business is getting a strangle hold on the oily tongued solicitor. Of the 254 propositions involving the solicitation of funds for special booklets, advertising, project promotion and other similar purposes that have been investigated by the Miscellaneous Solicitations committee of the Chicago Association of Commerce since 1925, only thirteen have measured sufficiently up to standards to merit endorsement. Most of the others were just simply new schemes, generally with some "Get Rich Quick Wallingford" pulling the strings.

The action of the Association of Commerce in insisting upon a thorough investigation of the bona fide qualities of all new promotions put up to its members is said to have meant savings to the latter of thousands of dollars. One prominent hotel manager in Chicago states that he has been able to reduce questionable contributions several hundred per cent by keeping a copy of the endorsement card under the glass top of his desk and refusing to talk contributions to anyone who could not produce similar evidence of the sound nature of his proposition.

New schemes for relieving the busy business executive of his advertising appropriations and other surplus funds are cropping up all the time, but with the 7,000 members of the Association of Commerce aligned against the promoter, he is said to be enjoying gradually decreasing pickings in Chicago.

Most girls would like to marry a thrifty man, but no one is enthusiastic about being engaged to one — Ottawa, Can., Journal.

and retrenchments, it is estimated that the income from the present suburban service would not be half enough to pay the yearly interest on the \$60,000,000 investment.

The policy of wide-spread improvements which the railroad has been carrying on for the past four years, seems to indicate that the hope for electrification is not dead in spite of apparent difficulties.

## EARN CHRISTMAS MONEY

Sell Greeting Cards

Our beautiful Xmas Cards sell on sight and our liberal commission insures you large return for your spare time. Write or call for our sample book and details.

MASTER ENGRAVERS 632 Sherman St., CHICAGO



## Mary's Beauty Shop

MARY RIGGIO  
 at Ravinia

in the new apartment building  
 at

1547 South St. Johns Avenue  
 2nd Floor - Room 3

MARINELLO SYSTEM

For Appointment  
 Phone Highland Park 4019