

BRIDGES AND GAGE, NEW AUTO BUSINESS

Wilmette Village Forester and Well Known Landscape Architect Becomes Treasurer of New Concern

The automobile firm of Bridges & Gage was incorporated last week with a capital stock of 20,000.

It succeeds to the business of C. E. Bridges, distributor of Franklin and Buick automobiles, and used car broker, at 1629 Orrington avenue, Evanston.

The incorporation practically amounts to the fact that Benjamin E. Gage, Village Forester and well known as a landscape architect, has joined forces with C. E. Bridges, who is one of the leading automobile dealers of the north shore.

The incorporation will continue business in Bridges' location on Orrington avenue. Besides continuing the agencies for the Buick and the Franklin cars and the used automobile business, it will keep up the service station and repair shop.

Gage, the new member of the business, has been interested in automobiles as an owner since the first one-lunged Cadillac was let loose from the asylum. Since then he has owned and operated thirty different automobiles and will be able to talk to prospective automobile purchasers from the standpoint of a veteran automobile owner.

For twenty years he was connected with the Peterson nursery, and for the last two years he has been landscaping independently. In this work he has become well known throughout the north shore.

He has also been prominent in the affairs of the Chicago Association of Commerce, holding the chairmanship of several important committees.

Bridges is president of the new company, and he will have charge of the automobile sales.

Gage, who is treasurer and business manager, will be in charge of the office. He expects to put a comprehensive and thorough business system in effect in the office.

As a result of the incorporation, the entire concern will be put on a strictly business basis.

The one aim, the officers of the company declared last week, will be to serve the customer, and to "lean backward" in the effort to give absolutely fair and square treatment to all.

The company has started out with the program of selling at least one automobile a day, and in the first week of its existence it has more than lived up to this purpose.

REGAL COLORS TO FEATURE THE AUTO SHOW IN CHICAGO

Chicago's nineteenth annual automobile show, which is to be held at the gigantic Coliseum, the Coliseum annex and First Regiment armory, January 25 to February 6, will be staged in regal colors of purple and gold. For many years the Chicago exhibition has been noted as the most spectacular in the country, not alone in point of actual car displays, but in the gorgeousness of its decorations.

A vast canvass top-piece, measuring 300 by 240 feet, will entirely cover the Coliseum ceiling. It will have scroll work of purple and gold. At the upper end of the Coliseum will be a brilliant transparency depicting the Goddess of Peace receiving Industry and on the other end another goddess holding out an automobile to the world. About the upper sides of the vast building will be great sunbursts having in the foreground outlines of the various types of the automobile. Between the sunbursts will stand the insignia of the allied nations on shields, and the flags will also be featured, as the Chicago automobile show this winter reflects peace, victory and optimism. The automobile exhibits will be housed among rows of great pillars of rich mahogany color, standing twenty-three feet in height. These pillars will be surrounded by white-starred blue globes which, in turn, hold up bronze eagles measuring eight feet from tip to tip. In the armory the decoration scheme will be similar to that of the Coliseum, except that statues of the Goddess of Plenty will be featured. The Coliseum annex decorations will be a daring conception on the part of Artist C. J. Tietzel, having a Japanese effect.

RUSH FOR NEW CARS IS ON; CUNNINGHAM MAKES TEN SALES

Autos, both new and used, are moving rapidly, according to R. D. Cunningham, north shore distributor for the Ford and Oldsmobile. North shore people, he explained, are awakening to the fact that within possibly a week or ten days new automobiles will be hard to get, and that they will in all probability become even more scarce as the year progresses. For this reason, he explains, people are buying their cars

now so that they will be sure of having a car when they want it.

He sold last week a Ford runabout to Helmholtz & Sauer, physicians; a Ford touring car to M. E. Baker & Co. of Wilmette; a Ford sedan to J. C. Mitchell; an Oldsmobile sedan to Ralph Hawxhurst of Ridge terrace; an Oldsmobile eight sportster to Miss Davis of 804 Forest avenue, Evanston; and Oldsmobile-six, five-passenger touring car to H. Board, 716 Judson avenue, Evanston; a Ford touring car to W. M. Hogle, 612 Sherman avenue, Evanston; a Ford runabout to C. W. Hansen, 1255 Chicago avenue, Evanston; a five-passenger Oldsmobile-six to J. C. Clue of Wilmette (and a Ford sedan to J. R. Patrick, 2145 Sherman avenue, Evanston).

New Trier Sport Notes

With only one evening's practicing to their credit, New Trier basketball candidates made a very commendable showing Saturday night when they met rival teams from Lane Tech and Waller High school.

Lane's featherweight team captured the opening tilt by the score of 19 to 9. The next game, with the Waller lightweights, was the best winning 12 to 10. The final game was taken by Lane's heavyweights, and closest of the evening, New Trier 19 to 12.

One outstanding feature of the lightweight game was the splendid playing of Sturgeon. He made 10 of New Trier's 12 points, and was the strongest on the defense.

Following are the boys from whom the regular league teams will be selected:

Heavyweights

E. Richards, Kenneth Kerr, Ballard Robinson, Rockwood Kuelzow, Harold Finlay, Harmon Rindell, Burton Barnett, Don Jones, E. Cole, Raymond Roth, Jack Taylor, Wallace Weld, W. Clore, Don Jones, Robert Wienecke, Don Calhoun, Allen Mills, B. Ely.

Lightweights

Max Whitright, W. Sturgeon, S. Lusted, Burton Smith, Merritt Fleming, B. Smith, G. Kershaw, Alfred Mitchell, Enar Nelson, Carleton Varney.

Featherweights

Marshall Webber, Donald Boice, Raymond Connor, Lawrence Hayes, Chase Prescott, Marshall Doty, Arthur Seibold, Phelps Nordberg.

Bulletin

Big double bill Friday night, January 24 at New Trier gymnasium.

7:30 o'clock, League Swimming meet; New Trier vs. Oak Park. 8:30 o'clock, two scrappy games of Basketball; New Trier Heavyweights vs. two Alumni teams. Saturday night, Cadet dance.

"THE FIGHTING ROOSEVELTS" POSTPONED UNTIL NEXT WEEK

The film production, "The Fighting Roosevelts", which was to have been shown at the Hoyburn theater, Evanston, the last three days of this week, has been postponed until next week, according to the management of the motion picture house.

The production will appear at the Hoyburn on Wednesday, Thursday and Friday, January 29, 30 and 31.

"The Fighting Roosevelts" is an authorized film version of the life and works of Theodore Roosevelt and, it is expected, will interest every resident of the north shore.

Mary Miles Minter will head the bill at the Hoyburn on Friday of this week, in "Wives and other Wives." On Saturday Shirley Mason and Ernest Truex will be seen in "Good-bye Bill."

"Romance of Happy Valley," a Griffith masterpiece, will be the headliner on Monday and Tuesday of next week.

EQUALIZATION BOARD COMPLETES ITS WORK

The Illinois state board of equalization has just completed its work of the 1918 session. Its adjournment was delayed for three weeks because of the failure of the county clerk of Cook county to send in his reports.

This session, the second under the leadership of William H. Malone of Park Ridge, was the most successful in the history of the board. The full assessed value of lands, lots and personal property as fixed by the board amounts to \$7,100,992,365, which is an increase of \$106,566,795 over the figures of last year. Capital stock of corporations, \$106,574,979, or \$27,193,905 higher than last year. Railroad properties, \$642,957,067, or an increase of \$10,587,989.

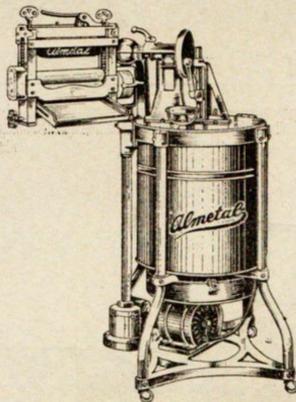
By a new system decided upon by the board, which is thought will bring about more efficiency, a special committee was appointed at its last meeting, which will begin checking upon corporations next May so they may be in readiness to make a tentative report to the board when it meets in August.

In view of the successful work of the board this year it has been possible to reduce the state rate from last year's rate of ninety cents to seventy-five cents for this year.

Prize Masquerade

Wednesday, February 5, at Jones' Hall, Wilmette, Bulla Bulla Club.

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All Is Not Lost

Boys no longer have the opportunity to learn their lessons by the light of a pine knot. But opportunities to master draw poker in a quiet hay-loft, and by the light of a smudged lantern, still are available in many rural communities. —Topeka Capital.

Bell System



Do not be impatient when you get the Busy signal over the telephone. It simply means that someone has gotten the line you wanted to use, first. No one is at fault.

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LIMITED SERVICE NORTH BOUND

Limited trains leave Winnetka at 6:29 a. m. and every hour thereafter until 11:29 p. m. On Saturday afternoons, Sundays and Holidays there is a train every 30 minutes.

PARLOR CARS—leave Winnetka at 9:29 a. m. and 2:29 p. m. Leave Milwaukee at 9:45 a. m. and 2:45 p. m.

DINING CARS—leave Winnetka at 12:29 p. m. and 5:29 p. m. Leave Milwaukee at 11:45 a. m. and 5:45 p. m.

EXPRESS SERVICE

Express trains, making one stop in each town between Evanston and Waukegan, leave Winnetka every thirty minutes.

For further information apply to the nearest ticket office of the

NORTH SHORE LINE

Chicago Office:
66 W. Adams Street
Phone Central 8280

Milwaukee Office:
Sixth & Clybourn Streets
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