

# CADILLAC TO OPEN EVANSTON BRANCH

## Company Sees Need in North Shore Section

New recognition of the growing importance of the North Shore suburban section appears this week in the announcement of the opening of an Evanston branch by the Cadillac Motor Car company.

Quarters have been secured at 1735 Benson Ave., Evanston, where both sales and service activities will be centered. Lester F. Lines whose connection of nearly nine years with the Cadillac Sales Department in Chicago eminently qualifies him to carry out established Cadillac policies, has been placed in charge.

"We are actuated in this move," said L. B. Southerland, General Manager of the Chicago branch, "by the desire to serve the convenience of Cadillac owners living north of the city limit." The Evanston service station will be manned by experienced Cadillac workmen and the service rendered will duplicate in every way the service which we render at the Chicago Branch. In fact, all departments will be under the direct supervision of the Chicago office.

"We have selected Evanston not only because of its central location but also because of the splendid transportation facilities which enable Cadillac owners who live in suburbs farther north to leave their cars for repairs and proceed to the city by steam or electric train.

"That this move is a popular one and much appreciated by the north shore owners of Cadillacs has already been shown by the volume of favorable comment and appreciation we have received from those who were aware of our plan. We have every reason to believe that the establishment of the Cadillac Evanston branch will be of great mutual advantage to our organization and the owners of Cadillacs."

## PRESENT 'MIKADO' AT NEW TRIER NEXT WEEK

"The Mikado," celebrated light opera by Gilbert and Sullivan, is to be given in the New Trier High school auditorium Friday and Saturday evenings, April 28 and 29, at 8 o'clock.

The production is under the direction of the Music, Art, Physical Education, and Dramatic departments of the school. The principal roles are to be taken by Miss Irma Moschell and W. A. Snyder of the New Trier faculty; Charles Lutton of Northwestern University School of Music; Miss Agnes Biesemeier and Stewart Lofdahl, alumni of New Trier; and Wallace Muehlberg and Ridgway Duggy, students of the high school.

Accompaniments will be played by the High school Symphony orchestra and the choruses will be made up of the Boys' and Girls' Glee clubs of the school.

Tickets are on sale now with students of the school.



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### THANK YOU!

The Winnetka Talk desires to express sincere appreciation of the splendid co-operation of the judges and clerks in the various election districts in supplying the Primary election returns for publication in last week's issue of The Winnetka Talk.

Accurate returns of the election could not have been supplied with any measure of facility had it not been for the kindness of the workers at the polling places who consented to supply the information. This service was rendered without thought of remuneration and bespeaks a commendable civic spirit.

Quit calling the water works names— if you can't use the water get Blue Devil. —Adv. T6-1tc

### K. of C. Memorial Service At Jones Hall Next Tuesday

Memorial services for departed members of Ouilmette council, Knights of Columbus, will be held Tuesday evening, April 25, at Jones' Lodge

The occasion will be featured by the oration which will be delivered by Jerome Crowley, master of the fourth degree, and musical selections to be rendered by the Columbia quartet.

The advance sale of tickets for the Spring Frolic dance to be given Saturday evening, May 6, at Kenilworth Assembly hall, is said to be most promising.

The first practice game for the baseball nine representing the council will take place Saturday afternoon on New Trier field with Newman council of Evanston furnishing the opposition.

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