

CALLS ADVERTISING KEY TO PROSPERITY

Illustrates Effect on Electric Railways

Green Bay, Wis.—Present growing electric railway prosperity can be accentuated by persistent advertising, Labert St. Clair, of New York, director of the Advertising Section, American Electric Railway association, declared at the conference of the Wisconsin Utilities association held here.

"Electric railways are coming back financially virtually throughout the United States and Canada," Mr. St. Clair said. "During 1922 only four companies, capitalized at \$13,000,000, have gone into receiverships as compared with eighty companies capitalized at \$630,000,000 during the preceding three years. Many companies in receiverships also have come out in the last year. New equipment is being bought and property improved generally.

"This improved condition is due chiefly to increased riding—some 10,000,000 more persons rode during June, 1922, than in June, 1921—lower material and labor costs, and finally, improved public relations. The public's good will has translated itself into the curbing of unfair competition, sustaining fair rates of fare and a square deal for the companies all around by the public which demands facts and declines to listen to demagogues.

"I do not want to be understood as saying that every company in the country is prosperous. That is not the case. There are many managers who still are having a struggle. But I do say that things are getting better generally and there is hope for all.

"One of the gravest dangers which now confronts the industry is that managements, satisfied with their increasing prosperity, will neglect their public relations. The management which now cuts down public relations work is making a costly mistake."

GLEN HALIK
Teacher of Violin
Phone Evanston Y. M. C. A.
Evanston 7931

REAL HELPFUL SERVICE
PAINT
All Size Cans, Tubes, Special Colors
You Can Do Better Here Than Elsewhere
RASMESSEN'S PAINT STORE WINN 344

AUBURN BEAUTY-SIX
7-R. Continental Motor
\$1695 F. O. B., FACTORY
C. H. BRIGGS
Evanston 140 1549 Sherman Avenue

Our Work

We are really proud of our work; the removing of a burden of detail from the shoulders of those already staggering under the loss of some one near and dear.

To lighten the load of grief-stricken families, to serve well and inexpensively, that is what we are doing. We want you to know something of the service we are prepared to render, and are taking this means to tell you about it!

PHONE EVANSTON 600

906 CHICAGO AVE.

Ross D. Heaps

DISTINCTIVE FUNERAL SERVICE

"The Sweetest Voice in the World"

A well-known "movie" star is reported as saying that, to her, "the sweetest voice in the world is that of my mother over the long-distance telephone."

This girl finds time every day to call her mother, no matter what distance lies between them. It makes a better day for both.

Bell long-distance lines reach everywhere. Mother, father, husband, wife, son or daughter may be reached anywhere in a few minutes. Our long-distance operators will quote rates to any point. "Evening" and "night" rates are very low.

ILLINOIS BELL TELEPHONE COMPANY



HEATING EFFICIENCY
COST PER GALLON
KEROSENE

HEATING EFFICIENCY
COST PER GALLON
DISTILLATE

HEATING EFFICIENCY
COST PER GALLON
GAS OIL

ABC OIL BURNER Uses Cheaper Fuel!

Among other decided advantages, ABC Oil Burner uses lower-priced oil. And paradoxical as it may seem, the lower-priced oil contains more B. T. U.'s, or heating units, than the oils which cost more. Furthermore, there is an unlimited supply which cannot be affected by labor or transportation disturbances.

ABC burns low-priced oil without noise, odor, soot or smoke.

It furnishes perfect automatic heat—it keeps the temperature of your home uniform, regardless of the weather out-of-doors.

It does away with building and tending fires—shoveling of coal and ashes—and all the dirt, dust and litter attendant on coal heating.

ABC can be installed in your present heater without alteration and will make it heat your home much more efficiently than coal—with none of the work or care that coal requires.

Many North Shore home owners have found ABC the solution of the heating problem.

Now is the time for you to decide your heating problem. Our display room is open every day and evening. We are prepared to show you the ABC in operation and give you information about every detail. Why not drive over this evening?

Oil Burner Sales

Robert E. James

Bryant E. Judson

701 Washington St.

Evanston, Illinois

ABC
OIL BURNER

ABC is thoroughly guaranteed by the responsible manufacturers and ourselves. We have a staff of installation and service men who are experts. They are at your command promptly should their assistance be required. And that's something to think about.

An Appreciation

Day after day, in every mail, letters arrive at our office commending employes of the North Shore Line for what many of the writers term "exceptional acts of courtesy and thoughtfulness." To regular patrons of this route such acts do not appear exceptional—they are recognized as part and parcel of an organized effort on the part of officials and employes of the Road of Service to maintain its acknowledged reputation for accommodations well above the average. It is with pleasure that we here express our appreciation of the spirit of helpfulness evidenced by such acts of our employes and our sincere thanks to the travelers who spare the time to record them.

Chicago North Shore & Milwaukee R. R.



Winnetka Ticket Office, Elm Street
Phone Winnetka 963