

PAIGE, JEWETT ENJOYING BOOM

Big Sales Increases In Cars Since January 1

Sales of Paige and Jewett cars during the first three months of this year were 310 percent greater than in the same three months of 1922 according to reports received from the Paige factory by Tracy Holmes, the local Paige-Jewett distributor.

"Leading lines in the industry are showing big increases in sales over previous year, but we believe that ours is above the average," says H. Krohn, Vice-President of the Sales Division at the Paige plant. "That three times as many motorists have selected Paige and Jewett cars this year as during the same period a year ago is, we take it, convincing proof of the popularity of our product."

"When we placed the Jewett on the market early in 1922 we felt that it offered an unusual combination of sturdy strength, comfort and fine six-cylinder performance at a low price. We designed and built the car to dominate the \$1,000 class. Now after a year in which more than 20,000 of these cars have passed into the hands of owners it has proved itself to the public in the test of actual use."

"The Paige models which we placed before the public with the opening of the year are our ideal of fine cars developed through years of fine car manufacture. We set for ourselves entirely new standards of quality and completeness. The public have recognized this quality as their ideal. The demand for the new Paige in the above the \$2,000 class has been in proportion to the demand for the Jewett in the \$1,000 field. They have combined to treble our business."

MORE AND BETTER LIGHT

The first commercial electric lamps, made in 1881, consumed nearly 100 watts and gave about 16 candle power, having an efficiency of about 5.8 watts per candle. They lasted about 3,000 hours, but blackened very early in their life, the lamps giving a very small part of their initial candle-power when they finally burned out.

The present day lamp gives about seven times the amount of light for the same energy consumption

NEW ORRINGTON MAY BE COMPLETED AUGUST 15

The north shore is watching with eager eyes as the construction progresses on The Orrington, now being erected opposite the Public Library at Church street and Orrington avenue.

The Orrington promises to be one of the finest residential hotels in the Middle West and the Victor Carlson company has made special efforts in order that the structure may be an imposing edifice with appointments which will attract appreciative people.

In addition to the eleven shops on the main floor, The Orrington will comprise some 300 rooms arranged singly, and in suites with sun rooms or twelve years.

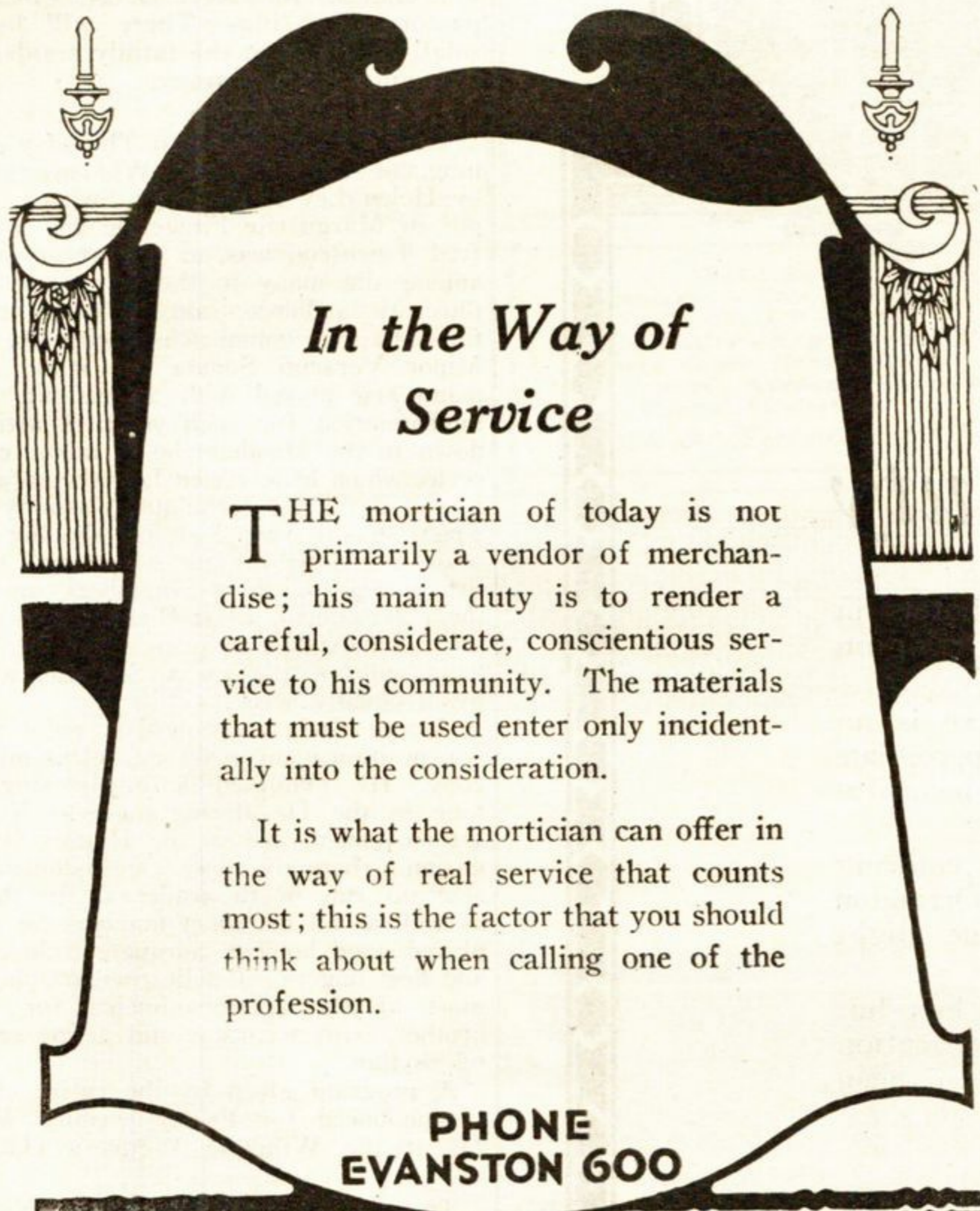
Among the features will be a richly furnished and spacious lobby and lounge, ball rooms, banquet halls, a large fountain dining room, and a delightful roof garden for summer enjoyment.

The roof garden will be equipped for serving light refreshments and will undoubtedly be a happy rendezvous alike for guests and visitors.

Judging by construction to date, the completion date of September 1 may possibly be advanced to August 15.

THREE MILLION CALLS

Telephone traffic in Chicago at present is running in excess of 3,000,000 calls per day. If all the calls made in a day in Chicago could be combined into a single call, such a call would require 6,250,000 minutes, singly, and in suites with sun rooms or twelve years.



In the Way of Service

THE mortician of today is not primarily a vendor of merchandise; his main duty is to render a careful, considerate, conscientious service to his community. The materials that must be used enter only incidentally into the consideration.

It is what the mortician can offer in the way of real service that counts most; this is the factor that you should think about when calling one of the profession.

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Ross D. Heaps

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Large furnished house in Winnetka, Glencoe or Hubbard Woods desired by small family for summer months, June to October preferably. Not less than four bathrooms. Prefer location on Lake and several acres of ground. Anxious to secure comfortable summer home and will pay very substantial rental for the kind of house desired.

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EVANSTON STORE
527 Davis Street
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Giants	RED
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12½-inch Standard	GREEN
Scallops	
Rolls	BLUE-BLACK
Over Old Shingles	

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We are a North Shore Organization;
We give you a 10-year service guarantee against leaks and curling shingles;
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Let us refer you to the Westmoreland Country Club and hundreds of other fine jobs and satisfied owners.

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Jewett Sedan delivered	\$1620.00
Jewett Touring "	1170.00
Paige Sedan "	3425.00
Paige Touring "	2595.00

SALES — SERVICE

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Consideration for the shape and action of the foot is shown in the Cantilever Flexible Arch Shoe.

Natural lines give the toes room as well as comfort. Low or medium heels allow your body to assume a healthful posture. The flexible shank curves up to give the arch of your foot gentle support while permitting it to function normally.

Cantilevers are made of splendid materials on trim lines. Their neatly rounded toes and low, medium or Cuban heels are in accord with the dictates of Fashion.

It's a healthful habit to wear Cantilevers.



A flexible shoe for your flexible foot

NORTH SHORE BOOTERY

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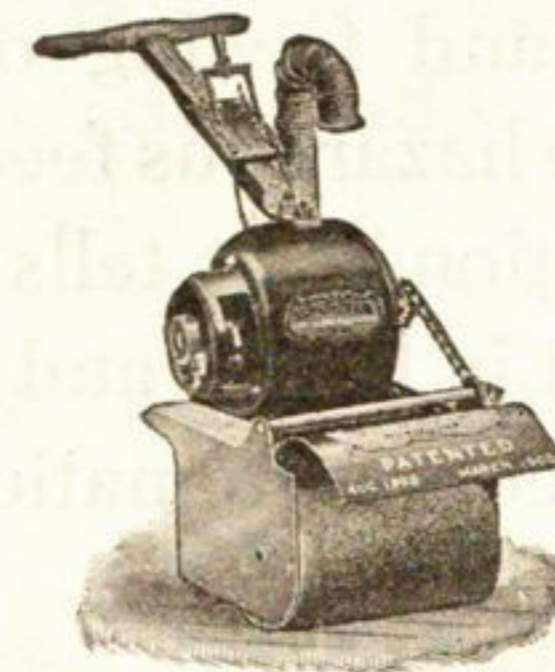
Phone
Evanston 6757

In the North Shore Hotel

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