

URGES CARE IN MAIL ADDRESSES

Postmaster Adams Cautions Letter Writers

"Because of the increasing number of pieces of mail which are insufficiently, incorrectly, and illegibly addressed, it is important to caution mailers to exercise greater care in this particular," writes Elmer E. Adams, Winnetka postmaster.

"During the year 1922 there were 200,000,000 pieces of such mail deposited in the post offices of the country, of which about 17,000,000 pieces reached the Dead Letter office, and in this Dead Letter mail thus poorly or insufficiently addressed were found more than \$100,000 in cash.

"In preparing any matter for mailing, the following directions should be observed:

Addressing Mail

"1. Print or write legibly the complete name, post office, state, street and number. In lieu of street and number the address may be a post office box or a rural route. In any event write the most complete address available.

"2. Avoid abbreviations which may be confusing or misleading, such as 'Cal.' often mistaken for 'Col.'; 'Miss.' often mistaken for 'Min. or Mass.'; 'Va.' often mistaken for 'Pa.' etc.

"3. The sender should write or print his name or address in upper left hand corner.

"4. If a complete address is not obtainable, the best address available should be used, with any descriptive words which will aid in delivery, such as 'Merchant,' 'Clerk,' 'Mechanic,' 'Teacher' or in care of some person or concern.

"5. If the addressee is a 'transient' indicate that fact by the words 'General Delivery' or 'Transient.'

"6. In short, affix an address which will enable the postal clerks and carriers readily to deliver the mail."

NICE LETTER TO GET, SAYS GEORGE SLOCUM

George W. Slocum, who recently established an Overland and Willys-Knight automobile agency at 566 Center street, dropped into the Talk offices this week proudly displaying the accompanying letter:

"September 5, 1923.

"Mr. George W. Slocum,
566 Center Street,
Dear Sir:-

"I have driven an Overland Touring Car 5000 miles since April 7, 1923, with the greatest satisfaction.

"So far no repairs have been necessary and my total running expense, exclusive of \$1.70 for repair of two nail punctures, has been only for gasoline and oil.

"The most pleasing features of the Overland in comparison with other cars in its price class, are ease of riding, quietness of motor and transmission, absence of squeaks and rattles, ability to hold the road for fast country touring, and general solidness of construction throughout.

"I speak from experience in this matter as I have owned two cars of other makes in this class.

"You should have small use for your service department if other users have the same record as mine.

Yours very truly,

W. M. CRILLY,

Mgr. Winnetka office,

E. E. Stults Realty company."

In the first week of business in Winnetka Mr. Slocum reports the sale of two Willys-Knight sedans, one Overland sedan, and one Overland touring car.

Real Estate Board Holds Regular Session Sept. 10

The North Shore Real Estate Board of Suburban Chicago will hold its monthly meeting on Monday, September 10, at the board rooms, 556 Center street, Winnetka.

Several important matters are to be discussed and voted upon. This is the first meeting since the summer recess and a large attendance is anticipated.

Hooray! Even Batteries Take the Drop in Price

The Winnetka Exide Battery Service announces that Exide automobile and radio batteries have been reduced in price from 20 to 25 percent.

This, with the reduction in prices on several makes of automobiles, tires and in gasoline, should add to the joy of the motorist and materially lower the cost of driving.

Ulysses Able, manager of the Winnetka Exide Battery Service states that the quality of the Exide battery has been unchanged with the reduction in price, and reports a large increase in sales during the past week.

Otto Dovidat, the Tailor, Opens Shop in Winnetka

Otto Dovidat is a newcomer in the Elm street district, having only recently opened an exclusive tailoring business in rooms located over the Adams pharmacy.

Mr. Dovidat is a veteran Chicago merchant tailor who long since established a reputation as a maker of smart clothes. He says he likes Winnetka first rate, which, the Talk news sleuth averred, is the way everybody hereabouts feels about the town.

BUILDS NEW GARAGE

J. J. Sampson, 372 Elder Lane, secured a permit at the Village offices this week for the construction of a frame private garage at an estimated cost of \$750.

USE
MURINE Night and Morning
FOR YOUR EYES
Have Clean Healthy Eyes

If they Tire, Itch, Smart, Burn or Discharge, if Sore, Irritated, Inflamed or Granulated, use *Murine*. Soothes and Refreshes. Safe for Infant or Adult. At all Druggists.

Write for Free Eye Book

MURINE CO., 9 East Ohio Street, Chicago

Burn Oil Instead of Coal in Your Home

Coal is at a premium today. Shortages due to unrest in the coal fields are evidenced all over the country. Even our government is endorsing the substitution of oil for coal as fuel. Oil is plentiful. Oil companies in every community are installing great storage tanks to provide an adequate supply at all times. Don't put up with the uncertainty of coal! Modernize your heating plant now—

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AUTOMATIC OIL-BURNING SYSTEM

Kleen-Heet is the perfected application of oil to home heating. Its reputation is established and it deserves your investigation because it—

Is Completely Automatic.
Requires No Oil Storage in Basement.
Is Simple and Substantial.
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Utilizes Low-priced Oils.
Secures Approximately 100% Heat Value.
Operates in Practically All Types of Heating Plants.
Is Endorsed by Thousands of Users.
Is Listed as Standard by Underwriters' Laboratories.
Is Sponsored by a Responsible Company.

Winter and zero weather are just a short way off. Don't delay your decision. Plan today to see a Kleen-Heet Automatic Oil-Burning System in operation at our North Shore Branch. Or write for the facts. But don't delay.

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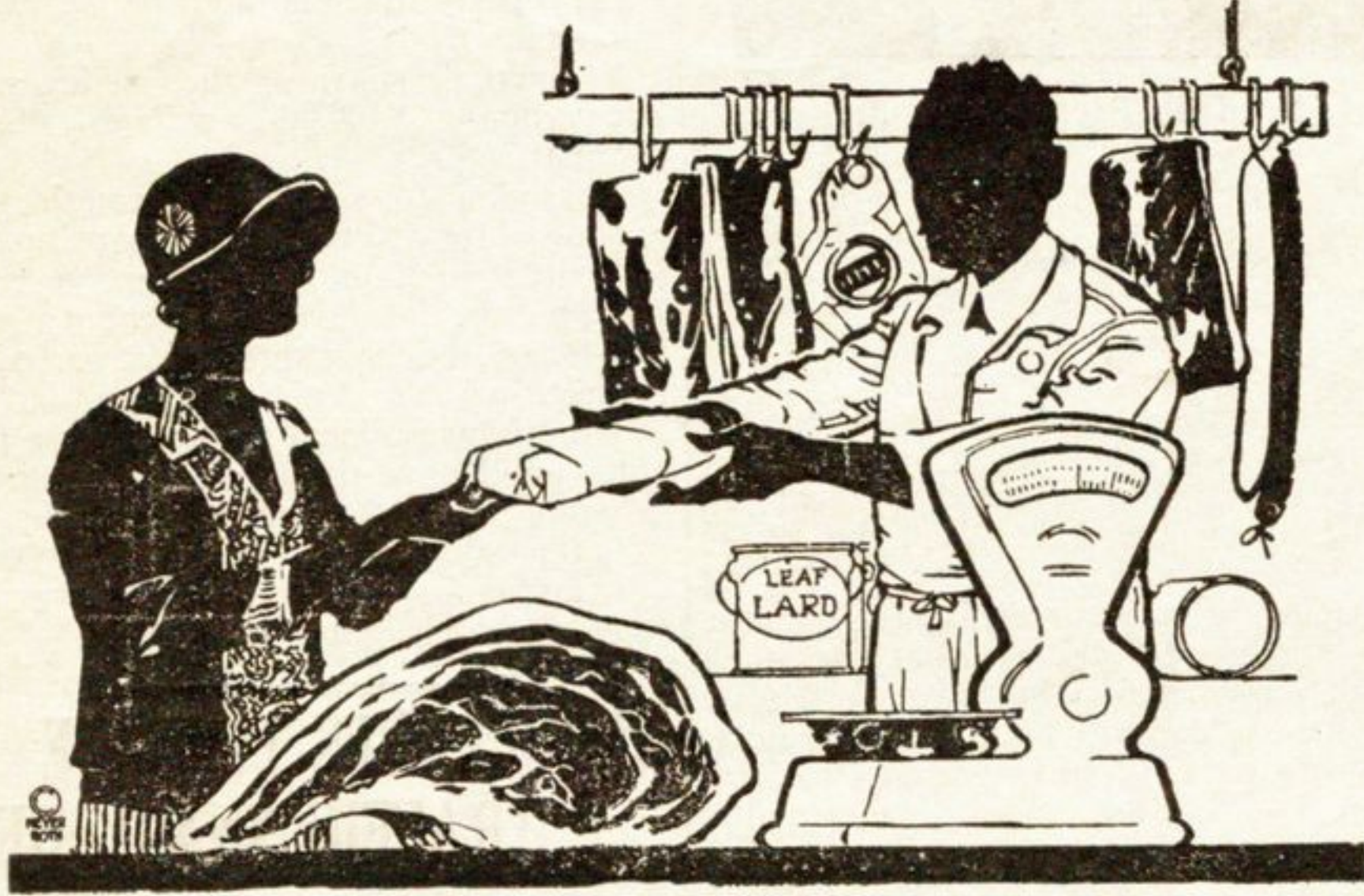
Safety All The Time

I carry a full line of Fire Insurance Companies—the best there are—Automobile Insurance that pays—The Old Aetna, the cheapest and best.

462 people killed in and around Chicago since January. You can't afford to ride without insurance.

CLARK T. NORTHOP, Agent

556 Center St.



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The choicest cuts obtainable. They are sweet, tender and juicy. Our chilling refrigerator keeps them in a sanitary condition. Meats of real quality. Come here for your meat orders.

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734 ELM STREET

Phone Winnetka 920-921-922



New Autumn Fashions

You are cordially invited to attend the formal presentation of New Autumn Fashions throughout the week beginning Tuesday, September 11th, 1923.

Lord's

Fountain Square

Evanston, Ill.