

Radiola Power Speaker

Model 104

Come in and hear this remarkable loud speaker.

THE new RCA Loudspeaker Model 104 is a revolutionary development in the loudspeaker field—revolutionary in performance and in mode of operation—marking a milestone in the amazing progress effected during the past four years in radio broadcasting.

Radiola Loudspeaker 104 is destined to prove the sensation of the radio industry, for it provides distortionless reproduction at volume equal to that of an orchestra or band playing at the broadcasting transmitting station, and does this with fidelity of tone unexcelled by anything heretofore produced.

Model 104 employs a rigid Cone, which is energized by a powerful electro-magnet. The source of driving power for the Cone is Radiotron UX-210, a super-power amplifier which permits very large volume without distortion.

OPEN EVENINGS—CONVENIENT TERMS

North Shore Talking Machine Company

712 Church St.
Evanston
Univ. 4523



554 Center St.
Winnetka
Winn. 1793

Radio—Orthophonic Victrolas—Records



Business Says
"Go North!"

SOME of the largest concerns in their respective lines have recently located along the North Shore. Evanston, with its new Carlson Building, offers superior business advantages that you, too, can have.

An office within a few minutes' drive of your home saves hours of time for work or play.

Tel.
Greenleaf 500
Sheldrake 500

The
CARLSON
BUILDING
Library Square-Evanston
Church Street at Orrington Avenue

Mac Draft Blows in to Blow Soot Out of Chimneys

Mac Draft, with his funny hat and horn, literally blew into town the other day and, like the Pied Piper of old, had all the children from every section of the village on his trail in short order. His trumpet was the signal for the biggest parade since last Decoration Day.

Mac's calling card announces him as a professional chimney sweep, "sole agent for wind in chimneys and furnaces." He comes fresh and sooty from daring exploits on several score Evanston housetops and is prepared to get the draft working in proper fashion in every ailing furnace and chimney in town.

Headquarters for Mac's business in Wilmette will be at the fire station, for he is, in fact, the personal emissary of the fire prevention movement and comes highly recommended by the state fire marshals of Michigan, Wisconsin, Indiana and Illinois, as well as by scores of fire chiefs in all sections of the Central West.

Sooty furnaces and chimneys are responsible for the greatest percentage

of fires, Mac says, and his work in other communities, we are told, has had the effect of materially reducing the number of fire calls, thus also entailing a material saving of the taxpayers' money.

Mac—his real name is W. F. Stoll—seldom uses a ladder and in his acrobatic cavortings atop the households has established a record rivalled only by such experts as Doug Fairbanks and Harold Lloyd. In the summer months he takes things easy by doing such modest chores as renovating church steeples and flagpoles.

Mac learned his profession in Switzerland where the chimney sweep is a traditional and picturesque personage. He is the only trumpeting sweep in all these United States. If business warrants he promises to make yearly calls to the village.

Mrs. Harold Ickes Will Preside at Club Jubilee

Mrs. Harold Ickes of Private road, president of the Chicago Woman's club, will preside at the Golden Jubilee celebration of the organization which will be held on the evening of February 15, in the Gold room of the Congress hotel

The late Mrs. W. H. Winmarth, mother of Mrs. Ickes was an ardent promoter of the interests of what has been termed the most characteristic Woman's club in the country.

A very unique program has been arranged for this interesting occasion which will be preceded by a banquet. Prominent Chicagoans will speak.

HEAR BOOK REVIEWS

Parents of the fourth grade of the North Shore Country Day school held a meeting at the home of Mrs. Frank Bersbach, Monday, when Mrs. Clarence Burley and Mrs. Lawrence Stern gave carefully prepared reviews, the former of John Dewey's book, "School and Society," and the latter of Eugene R. Smith's "Education Moves Ahead."

Miss Kathryn Adams, daughter of Mr. and Mrs. George M. Adams of 1241 Ash street, has been at home from Rockford college for her mid-semester vacation. She entertained a group of Chicago, Evanston and Winnetka Rockford girls at an afternoon bridge at her home Monday.

FOR RENT Furnished Home in Wilmette

April 1 to Nov. 1; 8 rooms; 2 baths; sun and sleeping porches; garage; yard and flower garden; near lake and transportation. \$225.00 a month, which includes one day a week services of man in our employ for seven years.

Tel. Dearborn 5014

Beauty Lies in Healthy EYES

It's not so much the size or color of the EYES that makes them beautiful. Rather, it's the glow which radiates from them. Unless kept always clean and healthy, EYES lack this alluring lustre.

Millions of women throughout the world promote EYE health and beauty with *Murine*. It cleanses EYES of irritating particles and keeps them clear and bright. Contains no belladonna.

Our illustrated books on "Eye Care" or "Eye Beauty" are FREE on request.

The Murine Company
Dept. 33, Chicago

MURINE
FOR YOUR
EYES

NEW MARMON

Sales and Service Station

6017 Broadway, Chicago

Marmon North Shore

Ph. Longbeach 6428

Open Evenings and Sunday