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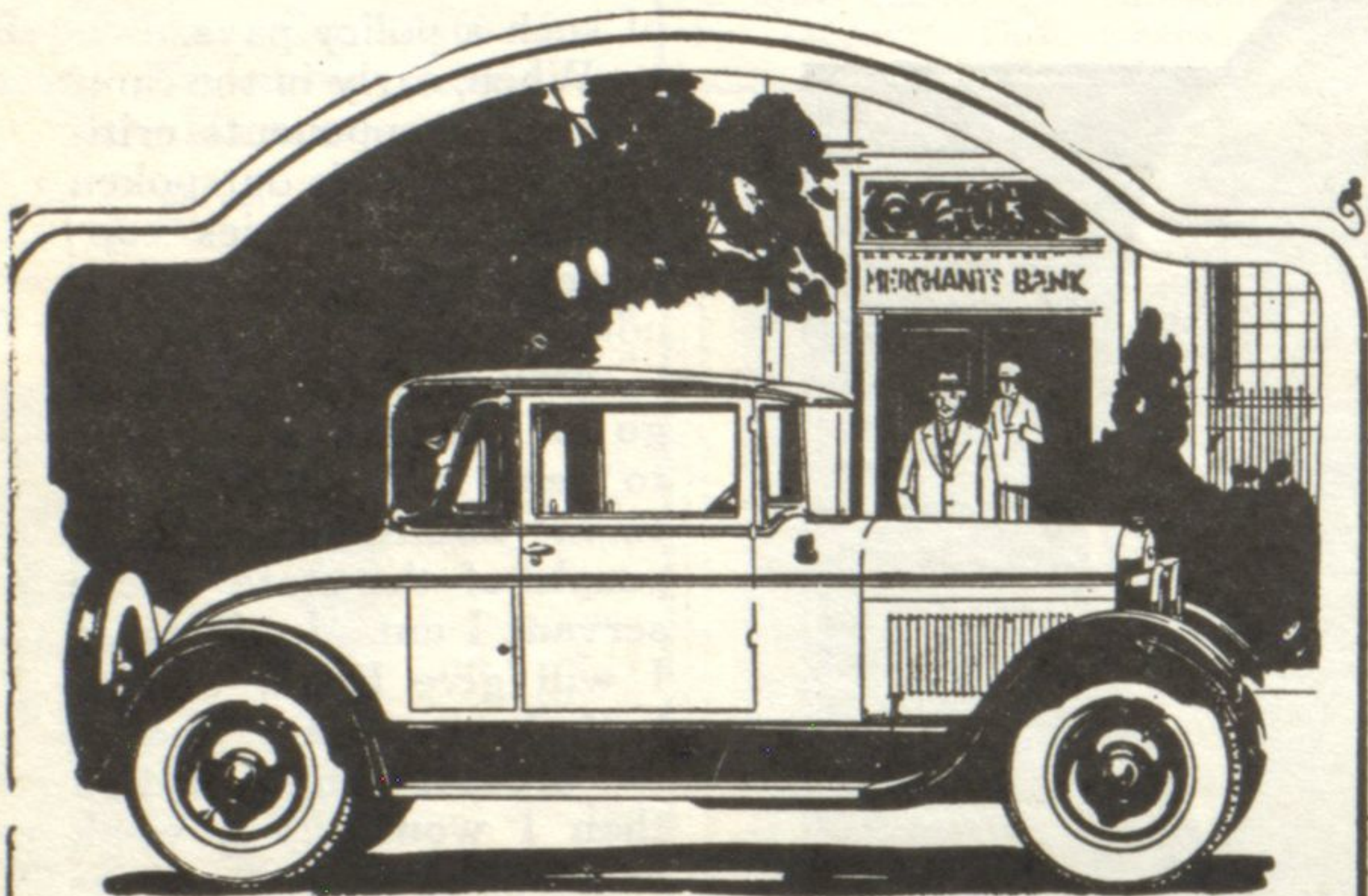
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MOTOR car values such as the new Reo coupe at its present price do not simply happen.

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REO MOTOR CAR COMPANY

Lansing, Michigan

Winnetka Man Takes High Commercial Post

At the March meeting of the board of directors, George B. Everitt, 1035 Dinsmore road, Winnetka, was elected vice-president and general manager of Montgomery Ward and company. For the past three years Mr. Everitt has been vice-president in charge of operations.

Montgomery Ward and company, has had a remarkable growth during the past five years, sales increasing from \$75,000,000 in 1921 to \$185,000,000 for 1925. Today with over 15,000 employes and annual sales of \$200,000,000, Montgomery Ward and company, is one of the three great general merchandising concerns of America, Woolworth and Sears, Roebuck and company, being the other two.

ATTENDS HAIRDRESSER MEET

Miss Ethel M. Taylor, owner of the Indu Beauty shop on Elm street attended the banquet, coiffure review and dance given Tuesday of this week by the Chicago and Illinois Hairdressing association at the Sherman hotel.

Of interest to Winnetka folk is the announcement of the birth of a son on Easter Sunday at the Chicago Lying-In hospital to Mr. and Mrs. T. Philip Swift of "Swiftcroft," Lake Forest. Mrs. Swift was Mae Elizabeth (Betty) Hoyt, daughter of Mrs. Phelps B. Hoyt of Sheridan road.

Anita Willets Burnham gave a talk on the "Balearic Islands" before a large group of women of the Travel club in Kankakee last Wednesday, April 7, at the home of Dr. and Mrs. House.

Mr. and Mrs. C. H. Barnard, 410 Cedar street, are leaving about May 1, for French Lick Springs. They expect to attend the Derby while there.

North Shore Man Chosen Mayor of Town in Italy

Guilio (Bing) Matteoni who was formerly associated with his brother, Gene, under the firm name of Metteoni Brothers, in the candy and ice cream business at 742 Elm street, Winnetka, which is being conducted by Gene, is back from Italy on a visit with his relatives and many friends. He expects to remain in this country about six months, during which time he will make a trip to California and the West coast.

"Bing" went back to his home town, Luca, Italy, about two and one half years ago and about eighteen months ago was honored by the citizens of that village by being elected mayor thereof. When he arrived in this country on his way to Winnetka, for the present visit, he was met at New York by a large Italian delegation.

Bing says the town of Luca is only twenty hours from Paris, and has issued an invitation to all members of Winnetka Post, American Legion, who are going to attend the National convention in Paris in 1927, to visit him at Luca, where he says they will be given the key to the city and be welcomed royally by all the population.

He also explains there are many men in Luca who served in the American army during the war.

Mr. and Mrs. Morton Maddox, 705 Oak street, will entertain a group of friends at bridge this evening for Mr. and Mrs. Lincoln Pacey of Ash street, who are leaving May 1, for their new home at Lac du Flambeau, Wis.

Robert Clark, son of Mr. and Mrs. Edwin H. Clark, who are now stopping at the Orrington hotel, is at home from Yale university for his spring vacation.

Announcement

We wish to announce that we have recently added a new Invalid Coach (more commonly called Ambulance) to our equipment.

Aside from its beautiful and dignified appearance, its most pleasing feature is the *side door loading*, where the patient is placed into the Coach through the large side door, as in a private limousine, instead of through the rear door as in the old style ambulance.

The Coach is equipped with full sized balloon tires and the cot is supplied with an air mattress which adds to the riding comfort of the patient.

It also contains a Doctor's emergency cabinet, electric fan, etc., all of which add to the safety and convenience of the patient.

Attendants Uniformed

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