

Mr. and Mrs. A. Foster, 912 Ash street, Mr. and Mrs. H. G. Hartshorne, 426 Linden avenue, Mrs. Eileen Bird, Mrs. Foster's sister and Mrs. P. Bird, Mrs. Foster's mother, have returned from a two-weeks' trip to Post Lake, Wis.

**Edna Franco Has Charge of Talking Machine Store**

Miss Edna Franco of 480 Rosewood avenue is again in charge of the North Shore Talking Machine company's Winnetka store at 554 Center street, which position she assumed a short time ago upon the departure of L. Thompsett, whose impaired health necessitated his retirement from business, temporarily, at least. Miss Franco was formerly manager of this store, a year or more ago.

Mrs. William Gold Hibbard, III, 972 Pine street, entertained at tea in honor of her mother Mrs. J. Borden Estee of Montpelier, Vt., Friday, September 3, from 4 to 6 o'clock.

Mr. and Mrs. William J. Carey, 883 Oak street, accompanied by Mrs. B. T. McGivern, 865 Pine street, took a short trip to the Dells, Wis.

Miss Louise Emmons of St. Paul, who has been visiting the Misses Lay of Edgewood lane for the past fortnight, has returned to her home.

**J. B. ANDERSEN**  
4 Prouty Annex  
DRESSMAKING  
COATS and DRESSES  
WILL FIT YOU TO NEW  
FALL STYLES

**LONG DISTANCE PHONE RATES TO BE LOWERED**

**Important Changes Effective October 1, Means Better Service and Big Saving**

Important late changes on messages to points outside the State of Illinois involving a general readjustment in long-distance rates, and in the evening and night period during which reduced rates apply, are announced by the Illinois Bell Telephone company. The changes are effective October 1, on messages from points in Illinois to points outside the state.

The company has filed an application with the Illinois Commerce commission for authority to make the same changes in rates between Illinois points. Notice will be later given to the company's subscribers when and if, such rates become effective.

These changes are to be made, the company states, for the benefit of users of long distance service and to eliminate service difficulties which the present schedule has brought about.

The net result of the readjustment in rates will be a saving to the telephones users of the country of approximately three million dollars a year. To points 150 miles or more distant the rates are substantially reduced. The greater the distance, the greater the reduction. - For example, from Winnetka to Detroit the basic station-to-station rate will be \$1.35 instead of \$1.60; to Pittsburgh, \$2.10 instead of \$2.75; to New York, \$3.40 instead of \$4.65; to San Francisco, \$8.25 instead of \$11.90. Long distance cables, carrier systems, vacuum tube repeaters, loading coils and other improved devices and methods, resulting from continuous scientific research and development applied to the telephone industry, have effected economics on the longer circuits, and have a share in making these reductions possible. A few rates for distances between 24 and 110 miles will be adjusted to make the schedule consistent throughout, but in these cases the increase of the basic station-to-station rate will be only five cents.

One of the interesting changes from the public's viewpoint is that by which one and a half hours have been added to the reduced rate period. Reduced rates on station-to-station calls will begin at 7 p. m. instead of 8:30 p. m., as formerly. Between 7 p. m. and 8:30 p. m. the discount will be approximately 25 per cent of the day station-to-station rates, and from 8:30 p. m. to 4:30 a. m., about 50 per cent of the day rates. These discounts will apply where the day station-to-station rate is 40 cents or more, with a minimum reduced rate of 35 cents. Because of the unsatisfactory service conditions which it brought about, the existing midnight discount is discontinued.

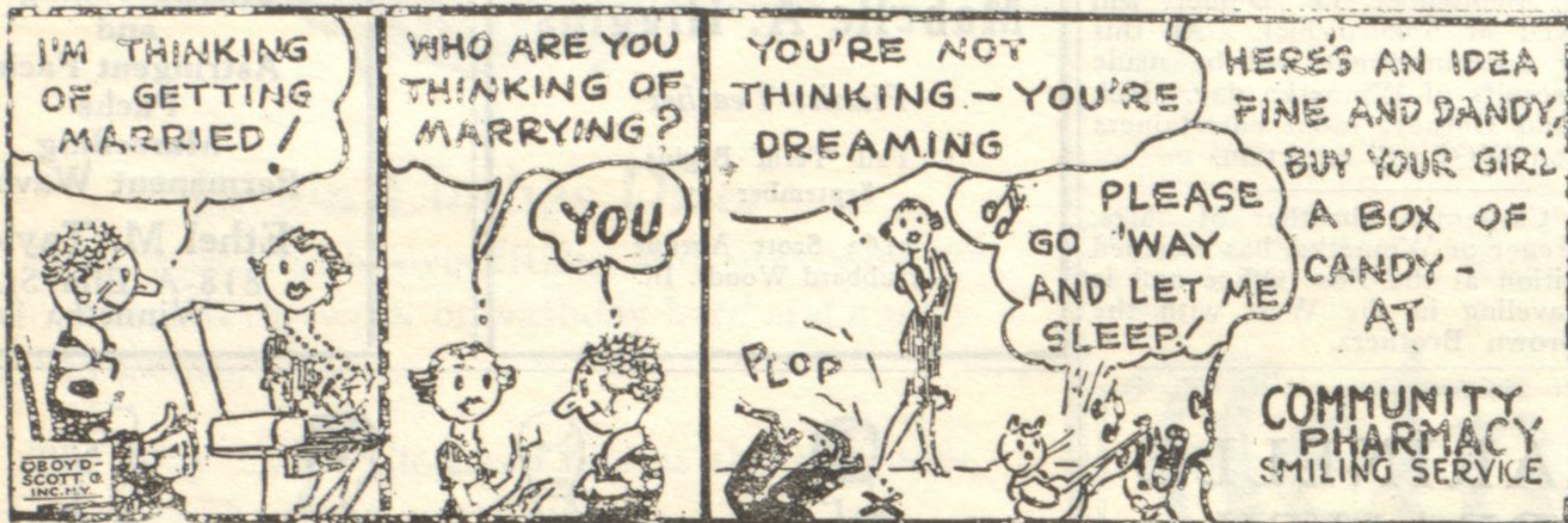
Under the new schedule station-to-station calls may be made at substantial reductions as early as 7 p. m., and persons wishing to take advantage of the lowest rates of the 24 hours may make their calls any time after 8:30 p. m. Thus, although the midnight discount is discontinued, the longer reduced rate period and the substantial reductions applying in basic rates to distant points mean that this change will make little difference in the cost of night calls.

By this move the company expects to improve service by eliminating complications at midnight which have resulted in delays and put a heavy burden on its facilities and employees.

Mrs. Carl Keith, and her daughter, Miss Cornelia, 310 Warwick road, Kenilworth, have returned from Big lake, Manitowish, Wis.

**WINNETKA FOLKS**

By C. R. Patchen



Keep her always thinking that you are always thinking of her. Select a box of candy or some other pleasing gift from our splendid stock. You need to know this store.

**COMMUNITY PHARMACY**

750 Elm Street

Phone Winnetka 164

**Auto Repairing!**

*Regardless of the make of car, or what the trouble may be, our skilled mechanics will repair it and repair it right. Service also plays a big part in our repair department. You will always get your car on time.*

**Washing - Greasing - Polishing**

**RICHARDSON'S GARAGE**

736 Elm Street

Phone Winn. 25