

# A RETAILER OF MILES

Black & White Cab Co. is a Mile Merchant. It sells miles just as the retailer sells merchandise. The price to the public is based on the cost to produce—plus a reasonable profit.

This price to you includes, not alone good equipment, but reliable men, systematic cleanliness and safe conduct, to the place you want to go. It includes all known safety devices as well as a fare-register that is accurate.

It includes in its assurances to you organized responsibility and moral responsibility which must be behind every system of transportation of the public is to have confidence in it.

Black & White Cab Co. began on this basis 6 years ago, and it has never changed its plan or its system except to improve it. Every succeeding year, it has been a better cab company than it was the year before.

Though many other efforts have been made to give cab service, Black & White Cab Co. still stands without an equal. It has always been fair to its men and fair to the public.

Black & White Cab Co. knows that to perform its mission satisfactorily it has to be something more than a mere seller of rides. Every ride must be surrounded with safeguards. Every ride must be a quality ride—every cab a quality cab—every driver a quality man.

## BLACK & WHITE CAB CO.

Phones  
WINNETKA 72-73-74

### C. of C. Endorses Fund for War Memorial Here

The executive committee of the Winnetka Chamber of Commerce has sent a notice to all members of the Chamber, relative to the Memorial to the Winnetka men who died in the World war, saying:

"Your Executive committee in considering the matter, feel that this Memorial is an asset to the village and should represent the spirit of the entire community. They therefore, recommend that all members of the Winnetka Chamber of Commerce subscribe to this notable cause."

The members of the executive committee are, B. W. Blow, T. J. Lynch, W. T. Wersted, George Park, A. J. Pullom, R. W. Rapp, A. F. Peters, E. E. Adams, E. L. Weinstock and B. G. Eberle.

### Local Waltonites Help Boost Membership Drive

A membership of 500,000 in the Izaak Walton league by January 1 is the aim of the plans of the organization under the direction of Edward Philippi, national executive secretary. The present 200,000 members of the league have as their motto conservation as well as outdoor sportsmanship. The president of the Winnetka chapter is Dr. James O. Ely and the secretary is A. Montague Ferry.

### Mrs. W. Charters, Ph. D., Mother, Lectures Mothers

A series of lecture-conferences for mothers is being given by Mrs. W. W. Charters at the Children's School of Chicago Teachers college, 524 Barry avenue. Besides being a Ph. D. and the wife of a Ph.D. in psychology, Mrs. Charters has a family of four children, so that to the new erudition she adds the age-old wisdom of mothers.

### IN SECOND CONCERT

#### Four Artists to Be Features in Next Little Symphony Concert to Be Given Monday, November 15

The second concert by the Little Symphony orchestra of Chicago, comprising forty-five players with George Dasch conductor, will be given at New Trier High school auditorium, Monday evening, November 15, at 8:15 o'clock, under the auspices of the New Trier Township Orchestral Association, Glen-coe, Kenilworth, Wilmette and Winnetka, co-operating.

There are yet some season tickets for sale, despite the impression which prevails in some sections that they have been sold out. Admission is only by season tickets and tickets will not be for sale at the door.

The following program announced for the foregoing date, is planned to feature the work of four members of the orchestra who will be heard in solo parts:

- Overture, "Ruy Blas" (Opus 95) ..... Mendelssohn
- Symphony No. 5, E Minor, "From the New World"..... Dvorak
- Adagio—Allegro molto
- Largo
- Scherzo
- Allegro con fuoco
- Intermission
- "Tarentelle" for Flute and Clarinet with Orchestra ..... Saint-Saens
- Played by Alfred Quensel and Lillian Poenisch
- Prelude to "Le Deluge" (Opus 45) for Violin with String Orchestra ..... Saint-Saens
- Played by Herman Felber, Jr.
- Dance of the Nymphs and Satyrs from "Amor and Psyche" G. Schumann
- "Scene Religieuse" from Suite, "Les Erinnyes" ..... Massenet
- Violoncello Solo played by Theodore Du Moulin
- Malaguena from the Opera, "Boabdil" ..... Moszkowski

LET'S FINISH THE MEMORIAL FUND BY ARMISTICE DAY!



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Our phone number is <sup>Winnetka</sup> 2810 Make note of it

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