

"NUMBER PLEASE," NEW PLEA AT POST OFFICE

Failure of Residents to Place Street Numbers on Letters Causes Mail Delays

BY OBSERVER

When you want to make a telephone call, what do you do?

You consult the telephone directory, ascertain the number representing the party you wish to call and transmit that to the telephone operator.

You don't say, "Please give me the O. B. Joyful residence or the O. H. Hurry market," indeed you don't

If you did, "Central," that independent individual at the other end of the line, would just keep repeating, "Number please, number please," until you gave her a number. They know only numbers and give you service only when you call by numbers and not by names.

But, how is it when you address a letter for delivery in Winnetka?

Don't you often post your letters without placing the street number on the envelope, along with the remainder of the address?

Postmaster E. E. Adams says there are a lot of people who do this, and adds he is quite certain that if they only knew what a lot of inconvenience it often occasions—even delay in making delivery—they would be as careful to place the house number in the address as they are to give the telephone operator the number of the call they wish to make.

Hardship on Clerks

It is true, Mr. Adams says, that every carrier knows the people who receive mail on his route. But there

are twelve carriers and it is impossible for the clerks to memorize the residence numbers and the names of people associated with each of those numbers on each of the twelve routes.

Therefore, it must be perceptible to the general public, Mr. Adams, feels, that they might aid materially in the post office work, if, when they address a letter, they place the house number in the address. If you can't, for the moment recall it, what do you think the postoffice clerks will do when they receive for sorting the letters thus dispatched?

As Postmaster Adams says, they have to stop to look up the residence number, the very thing that should be done by the person who posts the letter.

Won't you assist Uncle Sam's faithful servants by doing this hereafter, when you post mail?

HOLD BUSINESS MEETING

Sunday, November 14, at the close of worship, a postponed business meeting of the Winnetka Congregational church will be held to resume consideration of the proposal to amend the by-laws providing for the annual election of officers by mail.

Mr. and Mrs. William Sherman Hay of 645 Sheridan road will return the latter part of November from a trip abroad. They sailed from Europe the first of the week on the Berengaria, and expect to arrive in Winnetka about November 23.

EASTERN STAR Members—

We are now taking orders for your White Dresses.

UNIQUE STYLE SHOP

B. COPLAN, Prop.
1126 Central Avenue
Phone Wil. 2403

EXCITEMENT

If You Want
"CAPTAIN APPLEJACK"
The Respectable Englishman Who Turns Pirate
NEW TRIER AUDITORIUM, SATURDAY, NOVEMBER 20

You, Too, Should Have a Charge Account at Rosenberg's

Shopping with a Charge Account is shopping with the greatest convenience. It simplifies buying, automatically gives you an accounting of your expenditures and proves its worth in numberless ways. We invite you to enjoy this convenience.

Credit Office—Third Floor

Personal Christmas Cards Are Being Ordered Now

So interesting and so varied is our selection of cards that everyone is finding it a joy to choose from among so many when each seems more expressive, more beautiful than the last.

You can have your name engraved to harmonize with the message on the card—and the cost is very moderate.

Stationery—First Floor

The First Snow Finds Rosenberg's in Complete Readiness With Rubber Footwear For Everyone

Rosenberg's has looked not only to your health and comfort, but also to your individual tastes in the rubber footwear service here offered. You can expect to find the finest and at the same time, the smartest rubber footwear here in the interest of your comfort during these inclement cold months.



Rosenberg's Streak Gliders for Women \$5.00

They are one-and-off in a second. Designed of black jersey uppers in high and low style. Also new tan and grey tweed uppers in the low style.

Women's Zippers, \$5.50

Genuine Goodrich zippers that you know so well. In black jersey or grey and tan tweed, high or low cut, colored lining.

Children's Zippers

Sizes	Sizes
6 1/2 to 10 1/2	11 to 2
\$3.50	\$4.00

These black jersey zippers offer the best protection from cold and water.

MEN'S ZIPPERS, \$4.75

4-Buckle Artics In Vivid Colors, \$4.75

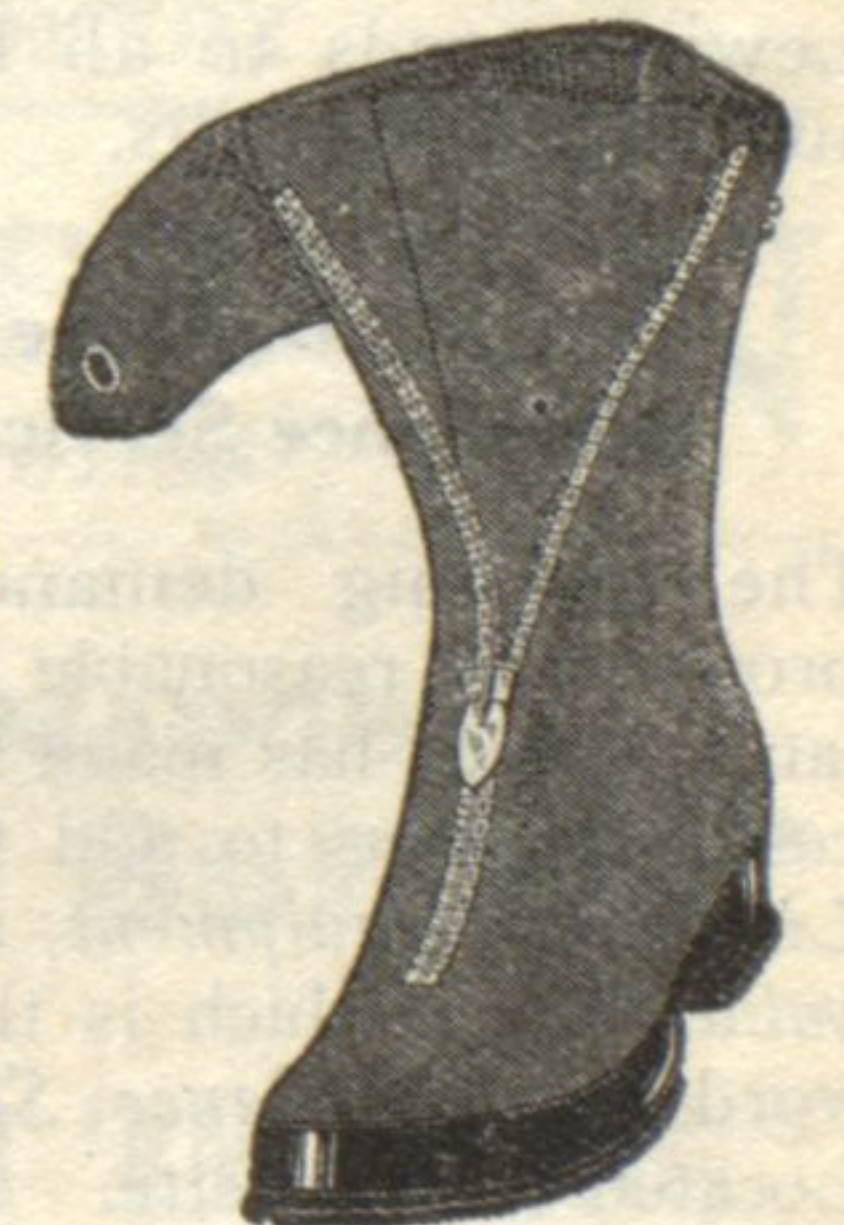
These artics will match your slickers in colors. In blue, green and red.

Boys' Rubbers, \$1.25-\$1.35

Children's Rubbers, \$1.00

Men's Dress Rubbers, \$1.65

Women's Toe Rubbers, \$1



Rubber Footwear—First Floor



SIT NOW For Your Christmas Photographs

In November we can render far better service than during the Christmas rush.

We can accommodate you in every way possible—hold the pictures for delivery until the week before Christmas and generally be of greater satisfaction than if you "put it off until the last minute."

Stanton Wilhite
743 Elm Street
Winnetka
Phone Winnetka 210

Rosenberg's

Davis Street—Downtown Evanston