

NEW TELEPHONE BOOK ISSUE OUT THIS WEEK

Material Improvements Noted in Arrangements of Volume— Classified Section

The new issue of the telephone directory of the Illinois Bell Telephone company is being distributed this week in Wilmette and Kenilworth.

The classified business section has been re-arranged to render a more complete telephone number and buying service, and new methods of indexing and classifying are used to aid the user.

Business Supplement

"The new telephone directory is a very great improvement over any previous issue," Manager H. B. Gates asserts. "This new arrangement will facilitate easy references. It really provides a supplemental telephone listing for all business users of service, and will be a greater convenience to the general public.

"The first two pages of this classified business section sets out in detail the methods of indexing and the grouping of listings and shows how all this information is segregated and treats the display matter with an improved type setting.

"The ease with which a telephone number of a business subscriber can be

located is demonstrated in the set-up. All branches of business are listed under their respective headings and supplemented by sub-headings. In many cases, these are cross-indexed and cross-referenced.

Valuable Class Listings

"The new set-up is of particular interest because it has been arranged in a form to render a more complete service to the public in the finding of a particular subscriber desired. The general improvement includes products and services sold and informational listings bearing particularly on the class of business. The display has been so arranged as not to break up the sequence of subscribers' listings on any one page.

"This form of classified section will be put into general circulation with the new directories that are being issued over the entire state, and is the result of contact and conference with the communities themselves, that they who use telephone service shall have the best general directory set up in the most convenient form possible."

Miss Julia Keenan, of Berkeley, Cal., who has been visiting in Winnetka, is leaving Monday with the group of Winnetka girls who are going to "Chief" Davies' camp.

Dr. and Mrs. Z. E. Patrick of Winnetka left Wednesday to spend the summer at their cottage on the Wabash river, in Indiana.

This Beachmaster Shows Prowess in Journalism

V. Joyce Brabner Smith, 2027 Ridge avenue, Evanston, of class '28, Illinois Wesleyan university, Bloomington, Ill., was recently awarded a gold fob for the best feature and news article published in the Wesleyan paper, The Argus.

The award was made by a committee of Bloomington newspaper men, who reviewed all press work done throughout the previous college year. Mr. Brabner-Smith also was in charge of the organization of the Wesleyan college year book. He is beachmaster at Wilmette and will return to Illinois Wesleyan in the Fall.

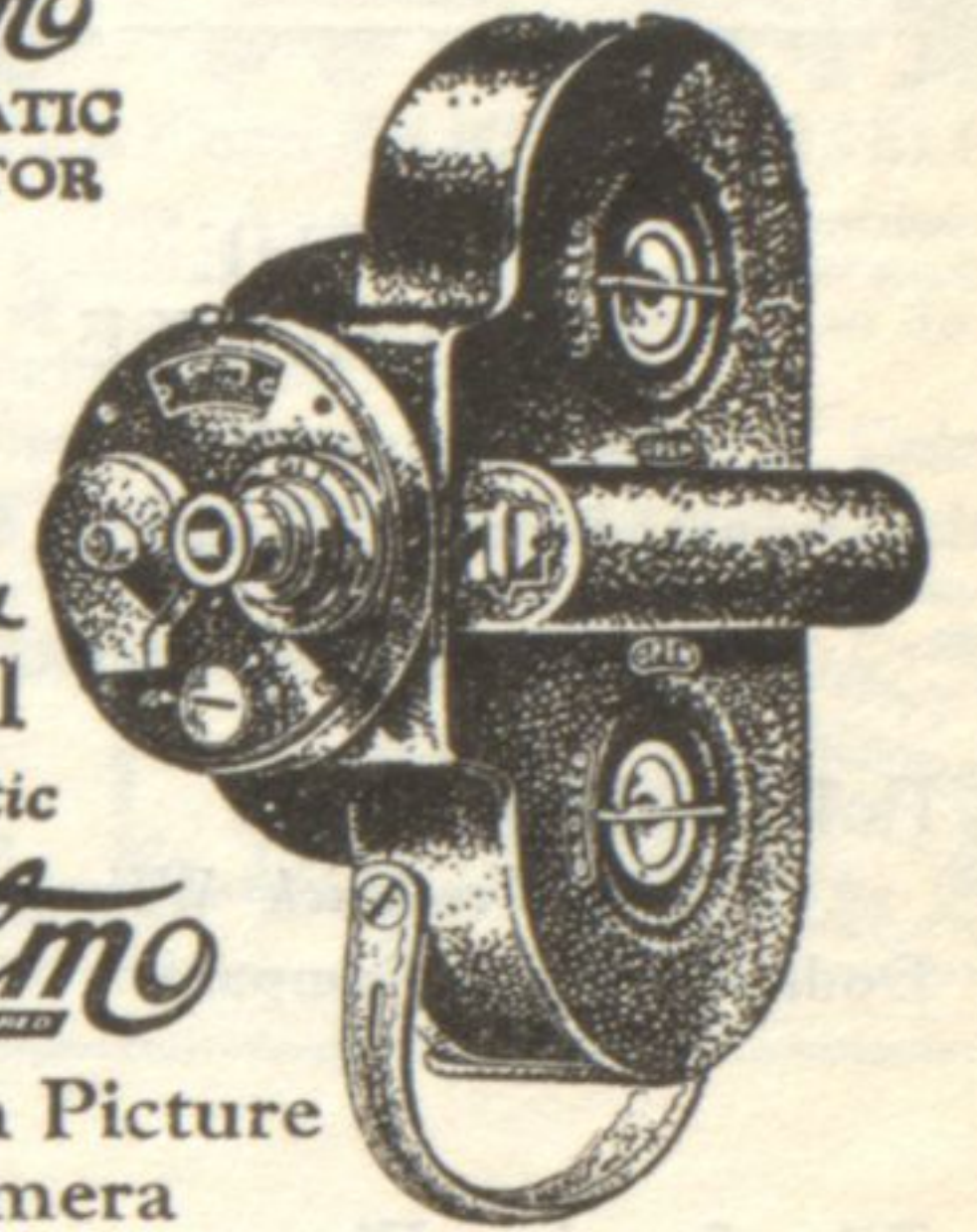
Miss Rachel Foster of 596 Maple avenue is visiting Bryn Mawr college friends in Baltimore, New York, and Boston. She expects to return to Winnetka about July 15.

Mrs. Barrett Conway and her daughter, Louise, of 387 Linden street, will return the first part of next week from a week's trip to St. Paul and Minneapolis.

Mr. and Mrs. C. H. Coppel and their son, Herbert, 1534 Washington avenue, accompanied by George Coggsell of Winnetka, left recently for Idlewild cottage, Lakewood, Wis. Mr. Coppel returned to Wilmette Tuesday, but Mrs. Coppel and Herbert may remain there all summer.

About MOVIES in your own home easy to take yourself and show

FILMO
AUTOMATIC
PROJECTOR



Bell & Howell

Automatic

FILMO

Motion Picture
Camera

When you entertain at home you will find that FILMO Movies add a welcome variety to the unusual routine. The movies can be those you take yourself, or the many interesting subjects you can choose from FILMO Library at little more cost than raw film.



Taking movies with FILMO CAMERA is simpler than taking snapshots. Only two easy operations required: (1) Look through spy-glass viewfinder; (2) Press the button—and "What You See, You Get" FILMO PROJECTOR shows the pictures just as easily. Come in for a demonstration

FILMO

Cameras and Projectors
Convenient Terms

NORTH SHORE TALKING
MACHINE CO.



712 CHURCH
STREET
Evanston



Open Evenings

**7 Joyful Days
Guise**

\$77.50
MEALS & BERTH
INCLUDED

On **4** Great Lakes and Georgian Bay (30,000 ISLANDS)

C. D. & G. S. T. CO.

A Chance
To Visit

Mackinac Island.
Parry Sd. Can.
Detroit
Cleveland
Chicago
Buffalo—
with a full
day at
Niagara Falls

A JOYFUL, interesting trip of over 2200 miles of beautiful waterway—the entire length and return of Lakes Michigan, Huron, St. Claire and Erie—plenty of amusement, new experiences, and enchanting scenery en route.

The Great Oil-Burning White Liners North American and South American

are comparable with the finest Atlantic Steamers—large comfortable staterooms and parlor rooms—all outside with windows or port holes. Excellent meals. Deck Games, Entertainments, Music and Dancing. Our social hostess will get you acquainted.

Sailings from Chicago every Tuesday and Saturday, June 25th to August 30th, inclusive. R. R. Tickets between Chicago, Detroit, Cleveland and Buffalo will be honored for transit upon additional payment.

For illustrated pamphlet apply any R. R. Ticket Office or Tourist Agency or write
W. H. BLACK, G. P. A.

Chicago, Duluth & Georgian Bay
Transit Company

110 W. Adams St. Phone Ran. 0226



Hot Weather Specials

Our menus will solve your eating problems this warm weather.

Cold meats and salads are always ready to be served—they're stimulating and refreshing.

The Wilmette Cafe

Opposite Village Hall

Meals that satisfy

Established 1854

C. H. JORDAN & CO.

Funeral Directors for 72 Years

Wilmette Office Phone Wilmette 3354

CHICAGO

200 E. Erie St.

Phone Superior 7709-7710

