

GO EAST

Mr. and Mrs. Sidney Ball and Miss Paisley Ball, Hill road, Indian Hill, left Wednesday for the East to be gone about ten days. Mrs. Ball and Miss Paisley will first visit their alma

mater, Wells college, New York, of which college Mrs. Ball is a trustee. They expect to meet Mr. Ball in New York City and attend the Princeton-Yale football game. Webster Ball is a freshman at Princeton this year.

CELEBRATE ANNIVERSARY

Mr. and Mrs. E. C. Kohlsatt, 777 Bryant avenue, left Thursday for New York. They stopped at Vassar for Suzanne and Cynthia, their daughters, and met their son, Edward, in New York, to celebrate their wedding anniversary on Friday. Today they will attend the Yale-Princeton football game.

The North Shore Dancing club is having a formal dinner and dance this evening at the Winnetka Woman's club.

VITAPHONE AND MOVIE TONE

will be at the

ALCYON THEATRE

Highland Park

COMING SOON

WATCH FOR DATES

A Long Distance Call Is a Simple Matter

PERHAPS there are still a few persons who believe that making a long distance call is a long-drawn-out, complicated and expensive procedure. Such is by no means the case. It is very easy to make any kind of a long distance call.

To make a station-to-station call, you merely call "long distance" and when the operator answers you tell her the number of the distant telephone. If you do not know the number, give the name and address under which the telephone is listed. The charge begins when the called telephone answers.

To make a person-to-person call, you tell the long distance operator the name and telephone number or address of the person to whom you wish to talk. The charge begins when communication is established with that person.

If you wish to know the rates or any other information, the long distance operator will help you.

"Earnings must be sufficient to assure the best possible telephone service at all times and to assure the continued financial integrity of the business. . . . Earnings in excess of these requirements must either be spent for the enlargement and improvement of the service furnished or the rates charged for the service must be reduced."

—From an address by Walter S. Gifford, President, American Telephone and Telegraph Company, to National Association of Railroad and Utilities Commissioners.

ILLINOIS BELL TELEPHONE COMPANY**BELL SYSTEM**

One Policy - One System - Universal Service



Winnetka Retailers Get Helpful Hints About Advertising

F. W. Bond, 899 Ash street, in an address on "Retail Advertising," given before the Winnetka Chamber of Commerce last Monday evening, told the members that newspaper advertising should be the background for a follow-up with a barrage of special mailing advertising and personal salesmanship.

"Your advertising," he said, "must be good looking or attractive, or it will not be noticed; it must be interesting, or it will not be read; it must be simple or it will not be understood; it must be true, or it will not be believed; it must be convincing, or it will not get action."

Mr. Bond is president of the F. W. Bond company of Chicago an advertising concern. His talk conveyed to his listeners in convincing manner a carefully analyzed outline designed as a helpful guide to the retail merchant.

It was the regular monthly meeting of the Chamber, held at Community House. The business session was preceded by a dinner, served at 7 o'clock.

"In business, things do not just happen," Mr. Bond said, "they are made to happen."

"Things that go upward must be pushed, and things that go downward, run themselves."

"Business lives by selling," he declared, and "advertising is systematized selling."

The talk bristled with interesting and valuable statistics relative to retail business and advertising, which were also clearly set forth in a chart of many pages to which the speaker made frequent reference as his message on "Retail Advertising" was related.

People's Symphony Gives Fourth Concert Nov. 18

The Chicago People's Symphony orchestra will present the fourth concert of its third season Sunday afternoon, November 18, at 2:45 o'clock at the Eighth Street theater, 741 Wabash avenue. The soloist for the concert is Minna Krokowsky, violinist, who attained nation-wide reputation at an early age. Minna Krokowsky made her debut at the age of ten, when she was pronounced by musical critics a child prodigy. She is a graduate of the Institute of Musical Art, New York, having studied under Hugo Kortshak and the late Fritz Kneisel. Doris Nelson and Arvesta Parrish, contraltos, are also on the symphony orchestra program this Sunday.

Mrs. Wirt Farley, 800 Bryant avenue, recently entertained her mother, Mrs. A. S. Putney of Waukesha, Wis., as her houseguest for a week.

ANTIQUES

An unusual opportunity to obtain Early American Antiques of all periods at exceptionally low prices, is offered by M. Segal of Washington, D. C., located here for the months of November and December only.

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