

NEWS ABOUT PEOPLE

Mrs. L. P. Abel, 109 North Hancock street, who has been visiting for more than a week with Attorney and Mrs. A. T. Torgie in Mount Horeb, has returned to Madison. She is now spending some time at the Whitman cottage here.

Mr. and Mrs. Harry Albrecht, North Orchard street, Captain and Mrs. Fred L. Peabody and Mrs. Grace N. Thompson are home after an auto trip to Lake Wisconsin.

Miss Olga Helms of St. Louis, Mo., is visiting her cousin, Miss Florence Scherer, North Broome street, for a few weeks.

Madison relatives of J. Roy Germann, Lakeside street, have received word of his safe arrival overseas. He is the eldest son of Mrs. Edward Germann.

Mrs. Anna Gottstein, 1135 East Johnson street, and Miss Abbel Kort of Fort Atkinson, are in Monroe visiting friends.

Mr. and Mrs. Paul Graven and daughter, 124 North Butler street, have gone to Menomonie for a two week visit at the H. P. Graven home. Mr. Graven is supervisor of manual training of the public schools.

Tom Field of Black Earth has closed his blacksmith shop in that place and accepted a position in the Gisholt shops.

Miss Fern Helman has returned after visiting her parents, Mr. and Mrs. O. J. Halban in Baraboo.

P. O. Fish, the special fire representative from Madison, 413 Castle place, was a visitor in Appleton recently.

Mrs. Claire Parkin and children are visiting Mrs. S. Parkin at Mazomanie.

William Kozley is in Monroe, a guest at the home of Mrs. Ellen Bonney.

Mrs. Gertrude Starr and baby have returned to Madison after spending several weeks at the home of Mrs. Starr's parents, Mr. and Mrs. Cornelius Lucey in Mazomanie.

Mrs. F. D. Browne, 309 North Baldwin street, who was a guest at the home of her parents, Mr. and Mrs. A. M. Bickford in Prairie du Sac, has returned home.

Attorney Emerson Ela and three children, Ellen, Richard and Walter, and also Mrs. Ida Ela, 101 Grant street, motored to Rochester and will spend a few weeks at the Ela homestead. Mr. Ela returned the latter part of the week.

Miss Elizabeth Burns has gone to Cornell where she will visit with friends.

Mr. and Mrs. Ralph Ogden, Lakeside, South Madison, recently visited relatives and friends in Fond du Lac.

Mrs. H. E. Polley and daughter, Miss Grace Polley, 425 North Orchard street, have returned after spending three weeks in Rochester with Mr. and Mrs. E. A. Polley.

Mrs. Emma Baumgart, who for the past six years has been employed in the office of Dr. C. F. Hess, has resigned her position and returned to Prairie du Sac where she is the guest of her mother, Mrs. Clara V. Baumgart for the present.

Mr. Sam Gesme of Mount Horeb is spending a few days with friends and relatives in the city.

Mr. and Mrs. Victor Healy have returned from a brief call on friends in Fond du Lac.

Mr. and Mrs. George Nelson were in Mount Horeb last week visiting Mrs. Nelson's mother, Mrs. Turine Nelson.

Mr. and Mrs. Arthur G. Thompson, 516 East Johnson street, are spending a week in Mount Horeb visiting relatives.

Miss Belle Tyvand is spending a week's vacation in Mount Horeb with her parents, Mr. and Mrs. P. A. Tyvand.

E. J. Sump of the Bellevue apartments is in Pottsville, Pa.

Mrs. F. J. Endres of Rockford, Ill., who has been visiting at the home of Mrs. J. L. Menne, 1022 Erin street, returned home Friday night.

Mrs. Byron Stebbins and children will leave this week for Green Bay where they will spend some time visiting at the home of Mrs. Stebbins' parents, Judge and Mrs. P. D. Hastings. Mr. Stebbins will go east to spend several weeks visiting with his parents, Mr. and Mrs. George Stebbins at Little Falls, N. Y.

Miss Louise Burgess returned yesterday to her home in Albany, N. Y., after visiting for some time with Miss Betty Burgess, 116 North Livingston street.

Herbert Pomeroy, after spending two weeks visiting his mother, Mrs. Mary Pomeroy, 314 Park street, has returned to Norfolk, Va., where he is employed as military store keeper at the engineers' depot of the war department. He has been visiting here during his two weeks' vacation.

Mrs. J. K. Love and daughter, Mary, of Newcasille, Pa., are spending several weeks in Madison with Mrs. Love's sister, Mrs. H. Nathan, 321 West Wisconsin street.

Miss Virginia Lockwood of Muncie, Ind., is visiting Miss Sarah Nathan, 321 West Wilson street. She will leave for her home next week.

Mrs. M. W. Werner, Bellevue apartments, is entertaining Mr. Werner's mother, Mrs. Louise Werner and daughter, Miss Linda Werner, of Avoca, Iowa.

Mrs. A. B. Lamboly and children, Charlotte and Arthur, Jr., 116 South Blue street, are visiting relatives in Racine for a week.

Mr. and Mrs. E. O. Bird are visiting Mrs. Bird's mother, Mrs. J. Richards, 132 Lathrop street.

Mrs. W. L. Miller and children, Janet, James and Lowell, are visiting Mrs. Miller's sister, Mrs. Edward Seaman of Dixon. They expect to return to Madison about September 1.

Mrs. Robert Bligham and daughter, Gretchen, 208 South Bassett street, returned home last night after visiting a week in Prairie du Sac.

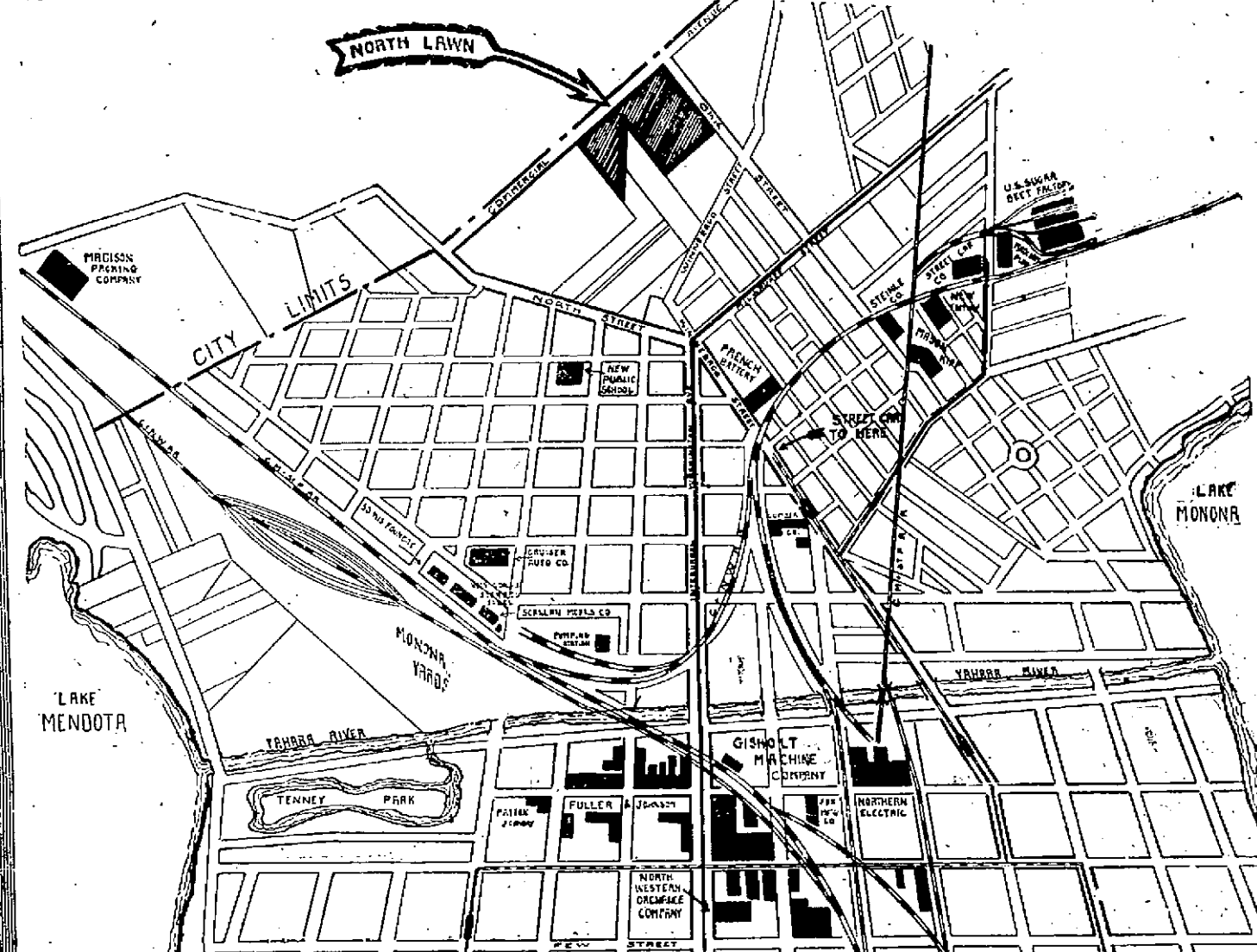
Mr. and Mrs. John R. Wolf of Milwaukee, who have been camping on Lake Mendota with Madison relatives for the past two weeks, returned to their home yesterday.

MADISON'S INDUSTRIAL BOOM IS ON BUY NOW AND MAKE MONEY

More money has been made in buying low priced lots in a growing factory district than in any other form of investment. Investors in cities like Gary, Detroit, Cleveland, Chicago and Toledo have made big profits by getting in on ground floor prices at the start of the industrial boom. You have missed other chances.

DON'T FAIL TO INVESTIGATE THIS PROPERTY NOW

STUDY MAP BELOW—NOTE LOCATION OF NORTH LAWN ADDITION



YOUR INVESTMENT IN NORTH LAWN Is Backed By Over \$5,000,000 In East Side Industries

LOTS IN NORTH LAWN ARE WITHIN EASY REACH OF ALL BIG SHOPS—Gisholt, Fuller & Johnson, Scanlan Morris, Madison Sugar Beet Factory, Madison Kipp, Northwestern Ordnance Co., Four Lakes Ordnance Co., Madison Street Railways Co., Steidle Mfg. Co., Madison Packing Co., French Battery, Madison Plow Co., Burgess Laboratory Co., Curiser Automobile Factory. All of these industries are growing very rapidly. Over 5,000 men are now employed within a few blocks of North Lawn.

Men who work in all these factories must have homes. New homes must be built. Vacant ground will be occupied. This means increase in land values in North Lawn. Every dollar spent in this district is a permanent asset to your lot. Lots within three blocks of this property are now selling for \$500 to \$1200. Your own foresight will tell you that North Lawn lots will sell for more next year. Take advantage of this opportunity now—protect yourself against the future—a profit comes to only those who act. ACT NOW.

What Will The Growth of Madison's Industries Mean To You? They have increased values for others. They will make money for you

You can profit by their growth. If you had bought property near these factories a few years ago you could now sell at a profit or own your own home close to your work. A better chance is offered you now than before. Take advantage of it—thereby paving your way to future independence. You cannot make a large amount of money by labor alone. Wise investments together with a small sacrifice on your part is the only way which you can accumulate an income sufficient to make you independent.

COME OUT SATURDAY OR SUNDAY

AGENTS ON THE GROUNDS—2 P. M. UNTIL DARK

Buy now while the price is \$195. North Lawn is the most promising sub-division ever offered in Madison. People have heretofore made the mistake of buying high priced property, instead of buying LOW PRICED PROPERTY NEAR HIGH PRICED PROPERTY. If you follow this rule, you can't help but make money by the natural growth of the city. Madison's industries have just started to grow. Madison can grow Eastward only between the lakes. Imagine the value of these lots in a few years, then you will see this opportunity.

\$195 All Lots Within City Limits
\$10.00 DOWN Over 50 Lots Sold In 2 Weeks
 Cash Discounts of 6%, 10%, 15% **\$195**
\$5 MONTHLY

HOW TO SEE THIS PROPERTY
 Take street car to end of Winnebago Street car line. Walk East on Winnebago Street to North Street. Follow North Street to North Lawn Addition. Better yet. Phone us and auto will call for you. Free transportation whether you buy or not. See this property now. Agents on the grounds Saturday and Sunday afternoon. Drive out in your car.

A TIMELY SUGGESTION
 You will never accomplish anything big in life but that your friends will urge you to do differently. To make money you must think for yourself. On all sides there are people ready to give advice. Before taking their word, ask yourself if they have succeeded by following their own advice. THINK FOR YOURSELF, then you are ready to act. While you are thinking this over, others are securing the choice lots. REMEMBER, WHEN 75 LOTS ARE SOLD PRICE WILL BE ADVANCED. Remember over 50 lots are already sold. Get your lot now.

E. J. FISHER Sales Manager **North Lawn Realty Co.** **TENNEY BLOCK**
 Phones 1458-741

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BE SURE TO EAT AT

The State Capitol Cafe
 "UNDER THE DOME"
 of Wisconsin's beautiful capitol building

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 U. S. Certificates of Indebtedness
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We offer the public CERTIFICATES OF INDEBTEDNESS (4 months U. S. Government 4 1/2% note), in denominations of \$500, \$1000 and \$5000.

These certificates are exempt (up to \$5000) from normal federal income tax. The owner of these certificates has the option, on October 24, 1918, of receiving cash (par and accrued interest at 4 1/2%).

We recommend them as an ideal temporary investment.

Central Wisconsin Trust Co.
 Madison, Wisconsin