

## Winnetka Weekly Talk

PUBLISHED WEEKLY

BY

THE WINNETKA WEEKLY TALK CO.  
22 Prouty Annex Winnetka, Ill.  
Telephone Winnetka 388

A. H. BOWMAN . . . Managing Editor  
EARLE S. BARBER . . . Associate Editor  
LLOYD F. HOLLISTER . . . Local Manager

Subscription price \$1.00 per year  
in advance.

Entered at the postoffice at Winnetka,  
Ill., as second-class mail matter.

SATURDAY, JULY 26, 1913.

### BUY IT IN WINNETKA.

Nearly half a year has now elapsed since the present management of THE WINNETKA WEEKLY TALK assumed editorial and business control of the publication. During these months the editors have tried to make a good local newspaper, one which would describe the business and social conditions of this village. Today we publish the most ambitious issue we have yet undertaken, a twelve-page affair, which, we think, reflects in its news columns the social and industrial affairs of the community as surely as the advertising columns reflect its business activities and indicate the confidence which the merchants are rapidly coming to have for THE TALK as an advertising medium.

This is but the first of a series of similar issues which it is hoped to put forward during the remainder of the year, and the fact that the paid circulation of the newspaper is constantly and steadily growing is ample proof that the advertisers will find the purchase of space in these columns a paying investment. None realizes more readily than the management of the paper that there must be a healthy relationship between the purchasing public—another term for the word "subscribers"—and the business men of the town, if those who spend their money for space are to get the reward which must come to them if they are to continue the liberal use of our advertising space.

For that reason we bespeak of the public on the part of the advertisers a careful study of the weekly business announcements, and suggest and urge the policy of "buying it in Winnetka."

### CHOIR BOYS GO CAMPING.

The members of the Christ church choir left Monday under the management of Choirmaster Ellis E. Chase for their camp at Berrien Springs, Mich. Those making the trip are: C. L. Day, Horton Meyers, Theodore Cox, James Weart, Daniel Noe, John Rankl, Samuel Kennison, Ellis E. Chase, Charles Weart, Paul Martin, Andrew Day, Lloyd Odh, Charles Balot, James Carpenter, Myron Erickson, Oscar Martin, William Blasius and Jerome Farrell.

### TO MAKE INTERESTING TOUR OF THE WEST

Mrs. John Orson Barber, Church road, left Thursday for St. Paul. She has planned a most interesting trip. After staying indefinitely at Banff, Lake Louise, and Glacier National Park, she will proceed to Vancouver, B. C. Taking a Puget Sound steamer she will go to Victoria, the city that is more English than London. While there, she will make various side trips, perhaps the most interesting being to Bellingham, by tug, where she will visit the famous salmon canning factories. The salmon are still running and the industry can be seen from "catch" to labeled can. Later, Mrs. Barber will go to Seattle, Portland, Tacoma and other coast cities. After remaining on the coast six weeks she will go to Pueblo.

This trip, as planned, will take about three months, the travel will be by daylight as far as practicable, and resting, en route, as desired. In this way the greater part of the grand scenery of the Canadian Rockies can be seen.

### TOWN TALK

Albert Buscher has been appointed special policeman in Hubbard Woods. A baby boy was born to Mr. and Mrs. Francis Butler Wednesday.

The Friendly club of the Congregational church held a beach party Thursday evening.

A girl was born to Mr. and Mrs. Roland Whitman of Maple avenue Wednesday.

Tomorrow, Sunday, July 27, Rev. F. G. Budlong will preach at Christ church at the 11 o'clock service on the new novel, "The Inside of the Cup," which is creating so much comment of late.

Mr. and Mrs. Horace K. Tenny and Mr. Kent Tenny are in England and will remain there until September.

The engagement of Mr. Frank Kultchar, son of Mrs. N. R. Kultchar, to Miss Emily McLoughlin, of Columbus, Ohio, has been announced.

Mr. and Mrs. Edwin S. Fechheimer are in England for a few weeks.

Mrs. Warren Springer of Chicago has leased the L. M. Johnson home on Sheridan Road for three months.

Mr. August Butzow has taken a permit to build a dwelling on Provident avenue.

Mr. W. E. Seatree has returned from a trip to England and is staying at the Skokie club until the return of Mrs. Seatree and children the latter part of September.

Mr. and Mrs. W. G. Baxter and Miss Baxter are away for a few weeks' trip.

### ADVERTISED LETTERS.

July 22, 1913.

Mrs. Baker.  
Mr. M. J. Corboy.  
Mrs. Willis J. Chamberlin.  
Mrs. E. L. Donx.  
Mrs. Adam Strohm.  
Miss Pauline Schwartz.

A. M. Kloefer,  
Postmaster.

# Why We Have SUCCEEDED

FROM the start we were fully convinced that the public could judge what was best, and in order to secure their continuous patronage we added every known facility, regardless of cost, which enables us to give our customers the fullest satisfaction. In handling nothing but the highest grade of merchandise and selling at the lowest possible profit, we confidently hoped for satisfactory results.

*A trial will convince  
you that we can sustain  
every assurance we offer*

## Winnetka Mdse. Co.

KARSTEN & LIPS, Managers