

Winnetka Weekly Talk

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by

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Resolutions of condolence, cards of thanks, obituary poetry, notices of entertainments or other affairs where an admittance charge will be made or a collection taken, will be charged for at regular advertising rates.

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FRIDAY, AUGUST 2, 1918

A National Trademark

It is suggested, and wisely, that there be evolved a national trademark with which to distinguish American made materials in the foreign trade which will follow the war. It is urged that the design be worked out by experts, that there may be the proper artistry and the proper national spirit displayed.

One of the few certain events of post war days will be the striving of all the nations to secure that trade which, before the war closed so large a part of the world's markets, belonged to Germany. Financial drain to pay the cost of the war will stimulate every nation to the effort to extend its trade facilities and all industry to provide materials acceptable in the world's market.

Since the closing of the German output to American dealers we have been developing along lines of our own, providing those things at first we were at a loss to produce. Experimentation and constant application have succeeded in putting the "Made in U. S. A." stamp upon many types of articles which at one time always bore the "Made in Germany" sign. We have had the opportunity to develop our skill and knowledge on home people during the period of the war. When that war is over we shall face a new need to extend our commerce. We shall have our millions of men returning to industry already filled with trained women, and, unless there is to be a most unhappy economic condition, we shall have to increase our industrial activity to care for all.

There has been the charge, sometimes, unhappily, merited, that the application of a national trademark for American made goods is made unnecessary by the inferior quality of the workmanship. America cannot afford to let this stand for the distinguishing mark of the American product when the time comes for the inevitable commercial rivalry which will follow the war. While we are working out the design for the "Made in America" product, we must be perfecting the quality of the article itself, in order that the new trademark may be made a matter of pride to us as well as an assurance of good quality and good workmanship to the other nations whose trade we seek.

LOAN BOND VALUES ARE EXPLAINED HERE

Bonds of the First and Second Liberty loans may now and until November 9, 1918, be converted into 4 1/4 per cent bonds. Bonds delivered upon conversion will have the same maturity as the bonds surrendered. In all other respects they will be identical with the bonds of the Third Liberty loan. This conversion may be effected through the subscriber's bank.

Holders of 4 per cent bonds of the First Liberty loan converted, pre-

ARDEN SHORE NEEDS FUNDS AND CLOTHES

Five Hundred Mothers and Children of Chicago Tenements Now Enjoying Sunshine at Lake Bluff

A month ago the Arden Shore board and its friends held their first picnic-lunch meeting at the camp. The purpose of this meeting was to plan for the maintenance of the camp during the coming months.

It was the beginning of the season and there were many pale and tired faces among the mothers and children who had just come out.

Two Weeks of Sunshine

Two weeks later these same people went back to the hot city. But were they the same? Certainly not in outward appearance. Good food, fresh air and sunshine sent them back refreshed and strong, the children sunburned and pink of cheek and the mothers rested and happy.

And they all wanted to stay longer or come back again. One woman arrived at the camp in the evening and the next morning at breakfast asked if she couldn't stay four weeks instead of two.

The mothers mend old clothes donated for that purpose and then are permitted to buy them, either for a small sum of money or in service.

Old clothes and shoes are two of the needs of the camp.

One of the older girls wore out her shoes and wrote home to her mother for a new pair, meanwhile wearing some borrowed ones. The mother wrote back that she couldn't buy her any just now and she would have to get along as well as she could. The rather slim stock of old shoes at the camp was looked through and a pair was found that fitted her. But just think what it would have been if the good friend who sent that pair of shoes to the camp had, instead thrown them away.

Interest in this good work has spread even among children as evinced by this appeal written by a little girl of twelve years.

What Arden Shore Does

Arden Shore is building up the next generation. That is, it takes in poor mothers and their children, teaches the mothers how to take better care of their children, and makes the children who are sick and weak, some half starved and in rags, strong and happy.

In winter the sick fathers come and are made well.

There are five hundred mothers and children there now and it takes money to feed and care for them.

Arden Shore needs money and in these times it is hard to get it.

If we close up Arden Shore there will be many boys and girls who will die, or grow up sick and weak, unable to do the duties required of them. The girls will not be strong enough to do the work which the lack of men has made it necessary they should do and the boys will not make strong enough men to join the army or navy.

So those of you who have a few dollars to spare, won't you send them to Arden Shore and help with the good work?

The next, and last, of the picnic lunch meetings will be held at the camp on Wednesday, August 12, at 12:30 o'clock. It is hoped there will be a large attendance.

senting them for conversion on or before November 9, 1918, will receive in exchange, without an adjustment of interest, 4 1/4 per cent Gold bonds of 1932-47 bearing interest at the increased rate from June 15, 1918.

Holders of 4 per cent bonds of the Second Liberty loan, presenting them for conversion on or before November 9, 1918, will receive in exchange, without an adjustment of interest, 4 1/4 per cent Gold bonds of 1927-42 bearing interest at the increased rate from May 15, 1918.

Holders of Coupon bonds may receive at their option either Coupon bonds or Registered bonds; but Registered bonds only will be delivered upon conversion of Registered bonds, and such bonds will be registered only in the same name as the bonds surrendered for conversion. When Registered bonds are presented for conversion, they should be assigned to "The Secretary of the Treasury for Conversion", on the form appearing on the backs of registered bonds. Such assignments, however, need not be witnessed.

All unmatured coupons must be attached to the bonds presented for conversion, and all matured coupons must be detached.

Holders of 3 1/2 per cent bonds of the First Liberty loan, presenting them for conversion on or before November 9, 1918, will receive in exchange 4 1/4 per cent Gold bonds of 1932-47, bearing interest at the increased rate from June 15, 1918, but such holders must pay the United States Government accrued interest at the rate of 3/4 per cent of 1 per cent per annum from June 15, 1918 to the date of conversion.

David R. Lazier who is in the Aviation Signal Corps has been transferred to Dallas, Texas.



WINNETKA TRUST and SAVINGS BANK

Fire—

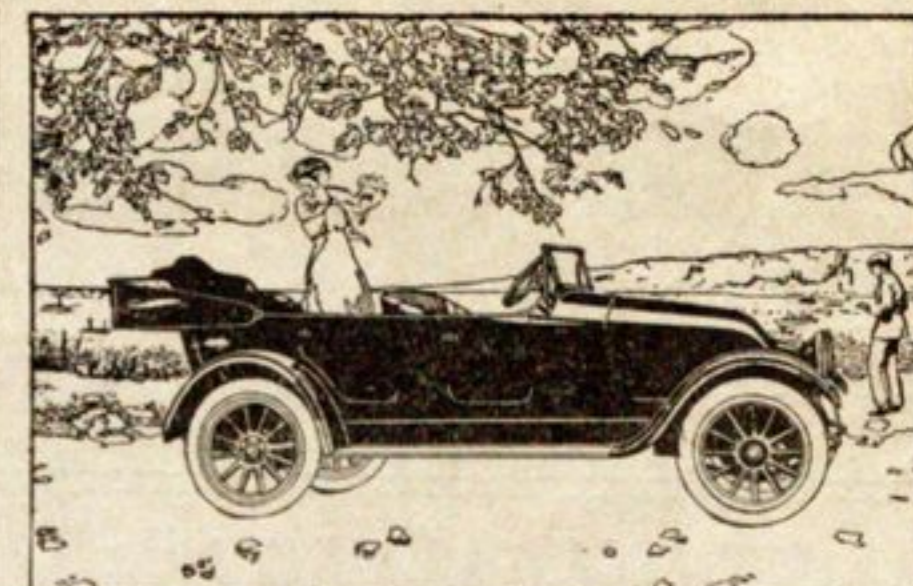
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