

## THE NEW PATRIOTISM—AND THE SLACKER

What is the New Patriotism? How do we stand, individually in relation to it? Is the war developing character and strength in every man, woman and child, or do we feel that our limited effort is not going to help enough to be worth while? Do we realize that what each one of us does and gives, multiplied by 100,000,000 makes a formidable sum total? Those who think they are busy enough, those who stand back and let others do all the giving of strength, time, money—not to mention the real sacrifices of husbands, sons, brothers, sweethearts are slackers indeed.

In communities like Wilmette, Kenilworth, Winnetka, Glencoe—the north shore from Chicago to Waukegan—the easiest thing to give is money.

We are all learning the luxury of giving and lending. We are also learning how easy and pleasant it is to do without many non-essentials. The time saved in shopping is apt to be given to the Red Cross by the women. The money saved by our improving habits of thrift goes in the same direction after paying the increased cost of living. These two savings are considerable and admirable—but we can do more. The great sacrifices are made by those whose men folks go to the war.

Between the two extremes of giving up what we don't need and giving up what is dearer than life itself are innumerable degrees of sacrifice. Men, women and children are expressing their new patriotism by turning aside from important business affairs or even from favorite occupations to devote valuable time to the service of their country—our country.

We have north shore men in the dollar-a-year positions—we have them in the ranks of the four-minute speakers—we have them in the less spectacular but equally devoted khaki clad ranks of the Home Guards.

We have north shore women planning their home duties so that more and more of their time can be given

to government service. They are learning new lessons of devotion and sacrifice day by day. Even that sainted relic, the good housekeeper is being torn from her pedestal and bidden to close her eyes and turn her back to some of the dust, and get out of her home into the great enterprise of the new patriotism.

We are not too old to learn. We have been loyal to our homes, to our home towns; to the United States for a long time. Now we must get out into the open and show our devotion to all mankind.

We must be more pliable—ready to assimilate Government orders more quickly and carry them out more faithfully. As the government punishes men who fail to register for the draft, so should public opinion punish women who fail in their duty toward the nation.

We have seen what the woman power of England can accomplish—is accomplishing. Shall we make as good a showing when we really get into our stride?

It is truly said of us that we are a country but hardly a nation—certainly not a race. Is it possible that when the war sufferings become really acute—when we become aware through agony that we are at war—we shall become a nation in the full sense of the word?

Then may we hope that Brother Jonathan will be father of a race worthy to take their place among the great people of the earth.—L. K. S.

### This For Soldiers' Families

Allotment checks for relatives of men in the service will not be forwarded in the future outside of the city to which they are addressed. Persons making permanent removal from the delivery of the post office address should send their change of address immediately to the Bureau of War Risk Insurance. This does not include those temporarily absent from home nor those moving from one section of the city to another.

and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and that this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information required from daily publications only.)

THOMAS J. WILLIAMS,

Sworn to and subscribed before me this 9th day of October, 1918.

W. D. LEARY,

(My commission expires September 27, 1919.)

### VILLAGE OF WINNETKA.

#### NOTICE.

Winnetka, Ill., October 11, 1918. NOTICE IS HEREBY GIVEN that sealed bids for the construction of a storm outlet in Provident Avenue from and connecting with the present storm sewer in said Provident Avenue at the north line extended of Ash Street to Willow Street, and thence in Willow Street to a point seven (7) feet west of the west line extended of Rosewood Avenue, including manholes, Y branches, connections to ditches of Leust Street and of Rosewood Avenue, together with end walls, and the lowering of th outlet ditch in Willow Street to Lake Street, including all labor and materials, all in the Village of Winnetka, County of Cook and State of Illinois, said improvement and assessment being otherwise known as Winnetka Special Assessment No. 337,066 in accordance with the ordinance heretofore passed therefor, will be received by the Board of Local Improvements of the Village of Winnetka by or before 8 o'clock P. M. on Tuesday the twenty-second day of October, A. D. 1918, at which hour all bids will be opened at a meeting to be held in the Council Chamber of the Village Hall, in the said Village of Winnetka, Cook County, Illinois.

The specifications of said improvement are on file in the office of the

Clerk of said Village of Winnetka. Contractors will be paid in bonds bearing interest at the rate of five per cent (5%) per annum for all estimates approved by the Board of Local Improvements, in the sum of One Hundred (\$100.00) Dollars and over when the amount of balance due on any estimate is less than the sum of One Hundred (\$100.00) Dollars, the same will be paid by time warrants. In addition to the usual bond for construction and maintenance in the sum equal to the amount of the bid accepted by the Board of Local Improvements, the successful bidder will be required to furnish an indemnity and defense policy in some reliable com-

pany, indemnifying the Village of Winnetka against loss from liability for damages on account of injury or death suffered by reason of the performance of the work required to be performed by the said contractor, by any person or persons, including such liability imposed under the employers' liability and workmen's compensation law of the State of Illinois, and the amendments thereof, in the sum of Five Thousand Dollars (\$5,000.00).

W. M. D. MCKENZIE,  
President of the Board of Local Improvements of the Village of Winnetka.  
FREDERICK DICKINSON,  
Village Attorney.

T30-1t

## The Cemetery Beautiful

PLANTED amidst nature's own beauty, man has created a beautiful park cemetery. The sunken gardens, the winding paths, and the imposing chapel makes this spot a vision of beauty. It is indeed a fitting final resting place for our beloved ones.

## MEMORIAL PARK CEMETERY and ANNEX

Gross Point Road and Harrison St., 1/2 Mile West of Evanston

We want you to visit this cemetery. You will find it interesting and attractive. You should reserve for yourself a family lot—all lots in Memorial Park are sold with full perpetual care guaranteed. Suitable easy payments—no interest. Don't miss this opportunity.

### YOU ARE INVITED

to call or write to the main office, 703 Marquette Bldg. and make appointment to have one of our representatives call for you in an automobile to take you to and from the cemetery. No obligation. Investigate NOW!

## Central Cemetery Company

703 Marquette Building, Dept 8606, Chicago

Our perpetual care funds are on deposit with the Trust Department of the Central Trust of Illinois.

8617

## SIX RULES TO COVER CHRISTMAS SHOPPING

State Council of Defense Auxiliaries Called Upon to Enforce Them in Illinois

Rules to govern Christmas shopping throughout the United States this year have been agreed upon by the retail merchants of the country (officially represented by their trade organizations), and the War Industries Board at Washington.

The purpose of the Christmas shopping rules is to release man power and transportation for war work. The rules, as promulgated by the Council of National Defense, are, in effect, as follows:

Every patriotic citizen is expected by the Council of National Defense, Washington, to co-operate with the merchants of Illinois as follows:

1. Spread Christmas shopping over the months of October, November, and December. Do not wait. Start now.
2. Shop during the early hours of the day.
3. Buy useful gifts (this does not apply to toys.)
4. Send before December 5, all Christmas packages which must go by mail or express.
5. Avoid giving bulky articles, if they must be sent by mail, freight or express.
6. Carry home your purchases when possible, and do not request special deliveries.

The Commercial Economy Administration of the State Council of Defense has been delegated to put the above rules into effect in Illinois. To do so, it must have the co-operation of all sincere war workers.

Therefore all members of State Council committees are called upon to agitate for observance of the Christmas shopping rules in their respective communities, by publicity in their local papers and all other possible means.

### R. D. CUNNINGHAM TO SPECIALIZE NOW ON AUTO SERVICE WORK

With the end of his supply of new cars in sight, R. D. Cunningham, distributor for Ford cars and Oldsmobiles, is now specializing on service work for all kinds of cars. He is sending out letters to prospective customers and is putting up road signs on the thoroughfares leading to Evanston.

His foreman went to the Ford assembling plant to engage a staff of gas engine experts. The service plant in Church street is especially well equipped to do overhauling work and is now doing an average of five or six jobs of this kind every week.

The Ford assembling plant in Chicago closed down, presumably for the period of the war. Cunningham was able to get from it two Ford sedans,

one of which he sold to Mrs. John J. Stream, 1617 Hinman avenue, Evanston. Two or three men are trying to buy the other sedan which is probably the last new Ford car which will be sold here during the war.

The price of all Oldsmobiles went up \$300 last week. No more new sixes will be supplied and only two more new sedans and two more new coupeslets.

Statement of the Ownership, Management, Circulation, etc., Required by the Act of Congress of August 24, 1912, of Winnetka Weekly Talk, published weekly at Winnetka for October 1st, 1918.

State of Illinois, }  
County of Cook, } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Thomas J. Williams who, having been duly sworn according to law, deposes and says that he is the Business Manager of Winnetka Weekly Talk and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:  
Publisher, Lake Shore Publishing Co., Wilmette, Ill.  
Editor, Erwin Weber, Evanston, Ill.  
Business Manager, Thomas J. Williams, Evanston, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)  
A. H. Bowman, Evanston, Ill.  
E. R. Ladd, Evanston, Ill.  
Lloyd F. Hollister, U. S. Army.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)  
E. R. Morgan, Chicago, Ill.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge



## Have One More Day in the Great Outdoors

via the

# North Shore Line

Before buckling down to a hard winter's work, and before the real severe weather sets in, take a day's outing into the beautiful outdoors along the North Shore Line. Take the family and friends with you. The tang in the air is just enough to put a glorious zest into your ride.

### See Beautiful Root River Falls

That is just a short ride north of Racine and another beautiful nature pictures that are to be found along the North Shore. They are really worth going many miles to see. Take a day off and take them in. A clean, pleasant trip that will renew your store of health and energy for months ahead. The small total expense will be nothing compared to the benefits you derive.

Leave Winnetka at 6:28 A. M. and every hour thereafter until 11:28 P. M. On Saturday at 6:28 A. M. and every hour thereafter until 11:28 A. M.—then every thirty minutes until 8:28 P. M.—then every hour until 11:28 P. M. On Sunday at 6:28 A. M.—7:28 A. M.—8:28 A. M. and every thirty minutes until 11:28 P. M.—then 12:28 a. m.

For further information apply at nearest ticket office of the

## NORTH SHORE LINE

Chicago Ticket Office:  
137 South Clark Street  
Phone Central 8280

Winnetka Ticket Office:  
Passenger Station  
Phone Winnetka 963

Milwaukee Ticket Office  
187 Second Street  
Phone Grand 1136