

Social Happenings on the North Shore by Ruth Risley

EACH YEAR entertaining on Hallowe'en, which comes on Friday this year, becomes more and more popular. Not only the "kiddies" look forward to such fun, but the grown folks seem to delight in frolics of a social nature on this occasion.

Like all festival days now having apparently only a secular interpretation, Hallowe'en had a religious origin. From time immemorial it has been the custom to celebrate the last day of October, Hallow Eve, or E'en. It is held in tradition that long before the wise men of the East proclaimed the birth of Christ a great festival was held on this day by Druid priests. As the nations became Christianized the day was called "All Hallow" because it preceded All Saint's Day. But the "Hallowe'en" has nothing churchly about it, and seems to be a relic of pagan times, or perhaps of mediaeval superstition. It was regarded as the time of all others when supernatural influences prevail, and as a night which was set apart for a universal walking abroad of spirits both of the visible and invisible world; for on this mystic evening it was believed that even the human spirit might detach itself from the human body and wander abroad. The especial sport of Hallowe'en is that of "ducking" or "bobbing" for apples set afloat in a tub of water.

The children of Winnetka will be interested to learn that plans are now underway for a Hallowe'en party in their honor, to be given on Friday evening, October 31, beginning at 7:30 o'clock, at Community House. Only residents of Winnetka are invited, and they may come in costume or en masque.

THE Winnetka Relief and Aid association has issued an appeal to the residents of the Village for donation of used clothing. Articles especially needed at this time are for youngsters of the school age. You are asked to scan your wardrobes for extra wearing apparel. Shoes are also needed. Send them to Miss Kate Dwyer, 858 Elm street, or telephone to Mrs. Lawrence M. Stein, Winnetka 170, and they will be called for.

A meeting of the Winnetka Woman's club is scheduled for Thursday afternoon of next week. The program, which is in charge of the Civics committee, under the chairmanship of Miss Elizabeth Gemmell, will include a talk and discussion of the "Laws Affecting Women and Children in Industry," by Miss Jeanette Bates, Assistant Attorney General, Illinois Department of Labor.

The Parent-Teacher association of New Trier High school gave an informal reception in honor of Professor Eston V. Tubbs, the new principal, last evening at the school. A musical program was presented by Bedlan's orchestra. In the receiving line were Messrs. and Mesdames J. H. Newport, E. J. Phelps, Frank Watt, Howard Durham, Frank Cherry, J. F. Porter, J. L. Hamilton, P. B. Kohl-saat, George B. Ogan, Marc Newman, Wallace W. Kerr, Alfred Washington, Sherman Goble, W. S. Hamm, William Shepherd, H. P. Williams, Louis K. Gilkin, Lyman Drake, Edward L. Scheidenhelm, W. J. King, Karl King, George Murdoch, William Schmedtgen, Dr. and Mrs. Richard Patillo, and Dr. and Mrs. E. F. Snyderacker.

A group of north shore young women who assisted in the serving of refreshments included the Misses Martha Stevens, Louise Durham, Jeannette Cherry, Ruth Watt, Joy Scheidenhelm, Margaret Pattison, Dorothea Schmedtgen, Isabel Pope and Edith Brigham.

The Four Corner Dancing club, a newly organized club in the Village, will hold its first meeting of the season this evening at Community House. The committee in charge have arranged to hold these parties bi-monthly, on the second and fourth Saturday evenings of each month, and from all indications one might judge that these informal affairs are going to prove very delightful. Mr. W. E. Shoemaker is president of the organization; Mr. E. A. Anderson, chairman of the membership committee; Mrs. Gertrude Thurston, chairman of the Social committee; Dr. Ralph Childs, chairman of the Music committee; Mr. Charles Van Deursen, treasurer; and Mrs. George N. Atkin, secretary.

A novel invitation was received this week by all the public school teachers and the members of the Board of Education, in the form of a double Hallowe'en pumpkin. The inside of the pumpkin was black and the following invitation was inscribed thereon in white ink: "There are some people at Skokie, They are not one bit pokie, They'll show you its true And prove it to you Next Tuesday afternoon at Four at Skokie."

Now do come up to the Skokie, Don't you dare to be pokie, Just sign up below So we will all know We'll see you that day at Skokie."

Lieutenant Henry Laird of the Marine Corps, an instructor at Quantico, Va., was the guest of his sister, Dr. Ida Laird Barrcll, 389 Ridge avenue, last week.

The Lincoln Avenue Circle will hold an all-day meeting at the home of Mrs. W. S. Dillon, 814 Prospect avenue, on Monday of next week.

Mr. and Mrs. De Fores Custer have returned from their wedding trip and are now at home at 270 Scott avenue, Hubbard Woods. Mrs. Custer was formerly Miss Winifred Hamm.

The Rosewood Avenue Circle will meet with Mrs. Charles O. Aspenwall, 1195 North avenue, on Tuesday, October 14, at 2 o'clock. A full attendance is desired.

Professor Bertram Nelson of the Chicago University will open a public speaking class at the Winnetka Woman's club beginning Monday afternoon, October 13, at 3:30 o'clock.

Miss Alice Baker, formerly one of the physical directors in the Win-

netka public schools, will re-open her dancing classes at the Winnetka Woman's club on Wednesday and Friday afternoons of next week. Miss Baker gave up her position here in the schools last February, in order to do reconstruction aid work in one of the hospitals for wounded in Texas.

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DOES THE BUYER THINK?

Throughout the history of automobiles you will find the large car manufacturer has experimented, demonstrated, tested his car at the expense of the buyer. Every year a new model is produced attempting to eliminate errors and misfits in the last model. Some were compelled, by lack of sales, to produce as many as four distinctly different cars in one single year and tag them in appearance and name as the original present year's model. Inconceivable mistakes were paid for by the unfortunate buyer.

More than twenty manufacturers have now attempted to produce a car at about or a little above the price of a certain popular car, and all have learned that their manufacturing facilities, buying power, overhead expense and selling cost will not permit of such a price if they produce a satisfactory car. Those who did not fail financially proceeded to manufacture the car and offer it at prices ranging from \$600 to \$1,200. Looking over the financial statement you will find a few of these companies in excellent condition and others on the verge of a reorganization. Notice that the good companies manufacture but one or two models and practically the only difference is in the style of body. On the other hand, the company manufacturing many models and constantly changing never has had a satisfactory car and depends mostly upon body lines and attractive ads to sell the car.


Now, is it reasonable to believe that a company which finds it necessary to produce eight or ten models to sell their production and has failed to show a single model which has proven satisfactory for more than six months—is it reasonable to assume that such a company with millions in outstanding bonds, millions invested in machinery especially adapted for only large cars, could at one stroke stop short and during these times of high prices produce a satisfactory car at about or a little above the price of the Ford car?

Do you care to spend your money to test the car and then see a new model of the same car produced within a few months after you buy yours? Have you ever attempted to obtain a repair part for one of these orphans? Have you ever asked the price of such parts as can be found?

The Ford Motor company have manufactured the present model "T" Ford chassis for 12 successful years, and if you have a 1908 Ford car the present parts will fit it.

The car won its way to the top by its proven value. This could be gained only after the Ford car had proven by all the tests that time and the greatest number and variety of uses and abuses can impose "its superior worth." It had delivered to users what they demand in a motor car.

Why consider taking a chance? Order your Ford car today. The factory is oversold and we are taking orders for future delivery. —Adv.



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From Saturday, Oct. 11, to Friday, Oct. 17, at the
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With a \$3.00 order or more (no sugar, butter or eggs included) 2 1/2 lb. of Ceresota, Pillsbury, Gold Medal or Rich-
\$1.73
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Flour without above order, 2 1/2 lbs. \$2.00
Best Potatoes, per peck 57c
Sweet Potatoes, 5 pounds for 25c
Lenox Soap, 10 bars 49c
Armour's Light House Soap, 10 bars 63c
Classic Soap, large bar, 10 bars 65c
Amber Soap, per bar 8c
Ammonia, quart 15c
Bluing, quart bottle 17c
Fairy Flakes, package 9c
Argo Starch, 5 lbs. 47c; 3 lbs. 28c; 1 lb. 10c
Gold Dust, large pkg. 27c; small, 2 for .9c
Lewis Lye, 2 cans for 25c
Lux, package 11c
Parowax, 2 1-pound packages for 25c
Mason Jars, quarts, dz. \$1.00; pints, dz. 90c
Jelly Glasses, flat or tall, dozen 50c
Jar Rings, dozen 10c
Lard, pound 35c
Crisco, pound can 35c
Mazola, Douglas or Wesson Oil, pint 40c; Quart 75c
Safety Home Matches, regular price 7c; 5 packages for 28c
Brooms, reg. price \$1.00 for 75c

Carnation, Pet, Libby and Richelieu brands evaporated milk, tall can 15c
Blue Label Assorted Pure Fruit Jams, 1 pound jar for 40c
Corn Flakes, package 12c; 2 for 23c
Ralston Wheat Food, package 14c
Tissue Toilet Paper, roll 10c
Crepe Toilet Paper, 6 rolls for 25c
Richelieu Salad Dressing, pound jar 33c
Yacht Club or Wright's Salad Dressing 33c
Campbell's Soups, can 10c
Sam Lucas Tuna Fish, 1/2 lb. can for 28c
Black Pepper, Paprika, Cinnamon, 10c size 3 for 25c
Richelieu Strawberry or Raspberry Jam, 5 pound stone crock, regular price \$2.50 for \$2.25; 3 lb. size for \$1.35
Manhattan Jellies, assorted, jar 18c
Vinegar, gallon 50c
Bingo Chinook Salmon, flat can 32c
Richelieu Tall Salmon 37c
Richelieu Flat Salmon 38c
Richelieu Salmon, 1/2 lb. size 23c
Armour's Red Alaska Salmon, regular price 40c for 33c
Arm & Hammer Brand Baking Soda, 1 pound package 10c
Kingsford Corn Starch, package 14c
Monsoon Brand Peas, reg. price 25c for 21c
Monsoon Peaches, No. 2 1/2 can, regular price 50c for 40c or 3 cans for \$1.05

Boulevard Brand Extra Fine Sifted Peas, reg. price 30c, 25c
Richelieu Small Peas, can 25c
Richelieu Tel. Peas, can 20c
Chili Sauce, 8 oz. bottle for 26c
16 oz. bottle for 45c
Quaker Oats, 3 pound package for 30c; small package 14c
Manor House Coffee, regular price 60c, per pound 53c
Honey Sweet Peas, can 15c
Snowball Pop Corn, pkg. 15c
Chase & Sanborn Coffee, lb. 53c

Chase & Sanborn Bulk Coffee, TRY IT, pound 40c
Yellow and White Corn Meal, Package 14c
Minute Tapioca, pkg. 13c
Swansdown Pancake Flour, Package 40c
Aunt Jemima's Pancake Flour, Package 16c
Richelieu Pancake Flour, Package 15c
Richelieu Coffee, regular price 60c, pound 53c

Quality Guaranteed Tomatoes, No. 2 1/2 can, reg. 25c can 2 for 35c
Matinee Sardines, in pure Olive oil, can 22c
Arcadia Brand String and Wax Beans, can 12 1/2c; 2 for 25c
Reina Olives, 8 oz. jar 34c
Big Woods Sugar Corn, regular Price 25c; 2 for 35c
All National Biscuit Co. goods small pkg. 8c; large 16c

Bakers have raised the price of bread to me but I still sell at the old price. WEDNESDAY, OCTOBER 15, and FRIDAY, OCTOBER 17—Be sure to call. I have a special sale of fruits and vegetables. I refund your money if your purchase is found to be unsatisfactory. Eggs and Butter are always sold here 4 to 5 cents cheaper than at most stores.

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Eyestrain may very easily be aggravated by driving a car. The attempt to focus the eyes on objects which you are passing rapidly irritates the already strained eyes.

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Begin by letting us examine them to find out what causes the strain. Good sight is too valuable for your success and comfort to run the slightest risk of impairing it.

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