Winnetka Weekly Talk ISSUED SATURDAY OF EACH WEEK

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All communications must be accompanied by the name and address of the writer. Articles for publication should reach this office by Thursday afternoon to insure appearance in current issue.

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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SATURDAY, MAY 21, 1921

The Hoover Price List

Secretary Hoover makes announcement of the forthcoming publication of price lists to tell what should be charged by retail merchants for the materials that they sell, figures based upon the cost of production and transportation. It will afford an interesting set of figures for those who are given to scanning such columns, but it will be effective to lower the cost of living only if the housewives of the country make it a daily habit to look over the information furnished and have the understanding to apply that information to the conditions that prevail in their own shopping points.

During the war no man gave better service to the country than Herbert Hoover as food administrator. He was able, through some element in his personality, to enlist the voluntary aid of housewives generally, so to impress the duty of conservation upon the public as to make it even fashionable. This enthusiastic co-operation with the head of the food administration was an even greater element in the exercise of economy in the use of food materials than the federal regulations governing prices and amounts that could be brought, for it stimulated the women in the homes to the practice of their utmost in ingenuity and skill in the preparation of the family meals.

In his present plan of enlisting the support of the housewives to effect the lowering of food costs through acquainting them with the approximate cost of his stock to the merchant, Secretary Hoover has the considerable asset of the confidence of the women and an almost personal liking for him because of the relationship that was established through the food administration. It should be a wonderful help in making the price list mean something to feminine readers and secure from them a co-operation that would not be accorded to another man.

A woman 5 feet 2 inches in height may properly weigh 113 pounds; 5 feet 3 inches, 119 pounds, and 5 feet 4 inches, 130 pounds.

STANLEY steam cars are just as naturally endowed with perfect road perfor-mance as a horse is.

STANLEY steam cars are just as easily driven and are easier to take care of. STANLEY cars are therefore the saf-

est automobiles. They have no starters, clutches or gears to shift.

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"The Nicest Store in Town"



The world is so full of a number of things! But---

I'll bet only Lords have such smart blouses for wee slender. young things.

Styles similar to this made of batiste are \$3.95 and \$4.25

Checked gingham ruffles some of them they are \$3.95 each.



I ask you!

Why does a fella have to go to bed when they're all dressed up like me in new sleepers? Mums says they're blss'n crepe.

(What ever that is) They're so white an pretty—

They got a pocket too. We bo't'em at Lords - - They only cost \$1.50.

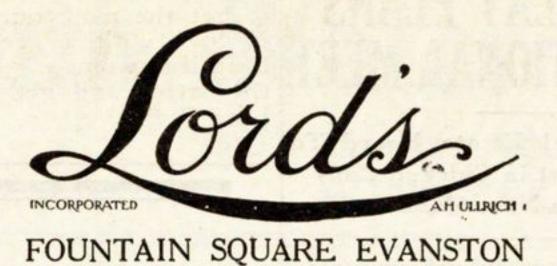


Course I'm a great, big boy now! Why?

Well can't you see I've got a Oliver Twist Suit--

Me 'n my Daddy just This bought this at Lords: one cost us \$3.95

But they've got others from \$2.95 to \$5.50



Children's Shop

Is another of our dreams realized----

It Is a Complete Store for Children

Not a shop of odds and ends.

The baby, the growing girl, the young miss and growing boy can be outfitted in as practical or elaborate a fashion as desired from our selections. You will find it decidedly the "right" place to shop.

For the Baby

A pair of "Tidy Didy" Panties---Made of white rubber --- Slip-on style, perforated at the top for yentilation. Spec'l at 39c

For the Girl Graduate

The daintiest Princess Slips are shown---Lace-trimmed models are 1.75, 2.50 and 3.95.

Strap top models, lace and embroidery trimmed are 2.50, 3.50 and 4.50.

For the Boy Graduate

The dandiest white Madras Shirts in several sizes and combinations of stripes are here. They are sized 12 to 14 neckband. The price is 2.00.



This demure little Miss is wearing a

Black Sateen Chin Chin Frock

her mother finds it saves washing and makes her little girl look adorable too, which is all one really demands.

Around the neck, bloomers, edge of skirt and sleeves white satin is used most affectively as trimming. In sizes 2 to 6.

The price is

"The Nicest Store in Town"



"As I've always said" remarks the young lady with the tennis racket,

There are Middies and middies but none so trim and smart as Jack Tars—

Lords is the only place in Evanston where you can get them. They have such good looking ones. Prices are \$2.50 to \$5.95



Gee Whiz!

I like this sweater! It's got two pockets, big nuf for my hands.

'N I can put a coat on over it if I want without Mums help-she doesn't have to tuck the collar in 'cause it's just the right size.

Mine's blue but Lords got them in green, brown and rose. They are \$7.50



Who could help but want to play when dressed in a Jack-Tar Frock--such as this.

They're wear proof and so cunning the Kiddies love them.

In cadet blue braid and emblem trimmed. Sizes 2 and 3 are \$4.50 Khaki in sizes 4 and 6 are \$3.95.