

# Winnetka Weekly Talk

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by  
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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 performance as a horse is.

STANLEY steam cars are just as easily driven and are easier to take care of.

STANLEY cars are therefore the safest automobiles.

They have no starters, clutches or gears to shift.

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STANLEY sales & service  
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### Always in Stock

Roofing material and Wall Board

EDWARD HINES  
LUMBER CO.

Church St. and Maple Ave.  
Evanston, Ill.

Evanston 42 Wilmette 132

Cornell Wall Board  
Exclusive Distributors

"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.

Sizes 14 to 16



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  
bought this at Lords: This  
one cost us \$3.95

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

# Lords

INCORPORATED A.H. ULLRICH  
FOUNTAIN SQUARE EVANSTON

## 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 rub-  
ber---Slip-on style, perfo-  
rated at the top for  
ventilation. 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 . . . . **1.95**

"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 col-  
lar 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.