

Winnetka Weekly Talk

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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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SATURDAY, JULY 16, 1921

The Logical Candidate

Friends of the Hon. Henry R. Rathbone are urging him to announce himself a candidate in the April primaries for nomination as congressman-at-large to succeed William E. Mason, recently deceased. It is a choice entirely in the interests of the people of the state, for Mr. Rathbone is generously endowed with those qualities that make for success in public life, and is possessed of ideals so high as to ensure the serving of the public weal in his discharge of the business of that office. It is hoped that he will be "sufficiently urged" to warrant his standing in the election and residents here will wish to be counted with those friends who are trying to persuade him to take that step. Born just around the corner from the White House, with the heritage of New England tradition, the son of a man closely associated with Lincoln during the period of the war, Mr. Rathbone would be only finding his natural place in the Halls of Congress. He is a lawyer of wide reputation, an exceptional orator, an honest man. The Republicans of Illinois could ask no more of the man who seeks their votes. The Lake Shore News is proud to be listed among the friends of Mr. Rathbone who are seeking to persuade him to undertake the contest for election to Congress.

ADVERTISE LIKE YOU BREATHE, DON'T STOP, SAYS JOURNALIST

"There is no such thing as an advertising campaign. Either you advertise or you don't," Harford Powel, Jr., editor of Collier's Weekly, said recently in speaking before the National Electric Light Association convention in Chicago.

Here is his explanation: "Campaigns mean advertising by fits and starts and they do not produce a finished effect.

"You might just as well start a breathing campaign. Breathe hard for a while and then quit breathing and let your lungs rest. There will soon be more of you at rest than your lungs.

"Begin an eating campaign and then stop eating. Or start a bathing campaign and then quit bathing for a while. The results of your campaigns won't be lasting."

Mr. Powel advised the electric men to "keep at advertising" and if they do not believe their ads get results, to consult with their local newspaper editors who are experts in advertising and obtain help from them in the preparation of their copy. He pointed out that newspaper editors are just as anxious that advertisements in their papers "get results," as are those who pay for the advertising.

AVOIDS MUNICIPAL BEACH AND PAYS WITH HER LIFE

Tillie Fandrake, 19 years of age, recently employed at the P. F. Landis home in Kenilworth, was drowned in Lake Michigan, Thursday evening, July 7, at the foot of Hamilton street, Evanston.

The young woman had been spending the day with her sister in Evanston and late in the afternoon went alone to the Hamilton street beach. The body was recovered late in the evening by friends who conducted the search. The beach at Hamilton street is rarely frequented and there are no life guards at that point, it is said

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(Publicity Committee Evanston Bargain Day)

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