

Winnetka Weekly Talk

ISSUED SATURDAY OF EACH WEEK
by

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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, OCTOBER 15, 1921

Columbus Day

Columbus Day is now a holiday in 32 out of 48 states. It comes at so pleasant a time of the year for out of doors activity, that it is becoming universal. A holiday ought to commemorate some hero or great event, and the man who discovered America made a record of courage and determination that can well be emulated by all ambitious people.

The group of men who first explored the savage shores of America were one of the most splendid examples of heroism that the world has produced. In these days of safe navigation, people have no conception what it meant to start out across the wild seas in the frail cockle shells of the 15th century. Many who tried these adventurous voyages never returned. Man seemed but an insect fighting against the terrific force of sea and storm.

Those who braved the terrors of the waves believed that the adventurous spirit could accomplish great things for human progress. Most of them did not get much personal reward. They opened the way for others who followed in their footsteps and took advantage of their toil. Modern progress was infinitely advanced by the labors and efforts of the original discoverers.

The opening up of America meant relief for the congested populations of Europe, and the development of new resources and opportunities. Eventually it led to a great free republic, so that we all owe something to the genius and devotion of Columbus and his associates.

There ought to be something of the spirit of Columbus in all our daily life. There should be a willingness to try new things, to hazard new adventures, to work for the great ends of human progress. If Columbus Day does have something to keep alive this great example of heroism and leadership, it serves a notable purpose in our daily life.

The Hunting Season

While the growing scarcity of game has made hunting less attractive, yet many men travel many miles for a little sport in the woods, and the automobile makes distant hunting grounds more accessible.

A good many people nowadays do not approve of hunting. They would prefer to see wild animals and birds to enjoy their life unmolested. Still hunting is so deep rooted an instinct, inherited from so many generations of primitive ancestors, that it will be a common practice for many years. If it is legitimate to kill a sheep for her luscious mutton chops, it must be equally legitimate to kill a deer or wild duck for use a food.

Hunting takes men out of the wearisome routine of their daily life, brightening up their wits by the necessity of matching their brains with the instinct of wild life. Most men return to their work refreshed by a hunting trip, with the strength of the hills and the restfulness of the woods giving tonic to their previously weary steps.

**Our Classified Ads
Your Clearing House**

LORD'S

The Nicest Store in Town.

Fountain Square --- Evanston

In the
MISSES
SECTION
A
group of
fascinating
FLAPPER
FROCKS
are on
display!



**FLAPPER
COATS**

designed exclusively for that delightful age — solve a difficult problem — our Misses section has them on display.

**SMARTLY
TAILORED
COATS
19.95 to 95.00**

In a price range so varied—naturally there are hosts of styles, and a great variety of fabrics, and we really believe you will find a number exactly meeting your requirements, suiting your taste and well within the amount you plan on spending.

Silver tones, bolivias, veltones, duvetyns and other fabrics lovely in texture are used to make many of them. Imported Polos and blanket cloths make the strictly tailored styles. The selection is a splendid one and you should see it.

Frocks for Street and Afternoon at Special Prices

19.95 to 79.50

Superlatives ala—crescendo, and bloomin' words could be used in this ad, to describe our stock—but we simply aren't that kind of a store—Instead we let Quality, Dependability, Fine Cut, and Tailoring, messages which our garments voice, convince you of the worth while-ness of our selection.

The new mode interpreted in silks and wools—the variety of models, the fact that there will not be a duplicate of any garment you may select—as we feature but 'One of a kind', are reasons why we believe if you make your selection here it cannot help but prove decidedly satisfactory.

Fur Trimmed COATS

35.00 to 150.00

The Fabrics! The Colors! The Lines! The Embroidery!

Causes for exclamations all of them, if beautiful clothes thrill you at all.

**To Describe
One at
150.00**

It is made of brown bolivia, an exquisite quality, and it has a perfectly gorgeous genuine beaver collar, and cuffs too. The sleeves are bell shaped with elastic shirred linings.

The waist and sleeves are entirely covered with embroidery; the lining is heavy brown satin.

**And
Another at
95.00**

Who wouldn't pay \$95.00 for such a coat? Its made of cinnamon brown Normandy cloth, the collar and bands of fur on the cuffs are genuine beaver. Embroidery trims the sleeves and goes down the sides to the very bottom. Brown satin lines it.



Where In Are Described A Few Frocks

*Priced Reasonably and
Styled Fashionably*

at 19.95

A navy blue Poiret twill made with a round neck, is cut down the front to the waistline; peeking thru this opening, is a scarlet duvetyn vest—the neck and sleeves are edged with black braid—there are two pockets and a tie belt.

at 29.50

Is this Poiret priced. It is cut on straight lines—the neck is round and gray canton crepe is used for piping down the front opening. The sleeves are short (as they should be) and have gray crepe cuffs trimmed with black braid.

at 39.50

Think of it! A really smart looking black canton crepe at this price! It has a round neck—three black roses hold a cape affair in its proper place which is in the back. The sleeves are loose flowing affairs, which have large cuffs. The skirt is a bit of mystery which intrigues one's fancy entirely.