

'GIVE THEM WHAT THEY WANT' -O.K.

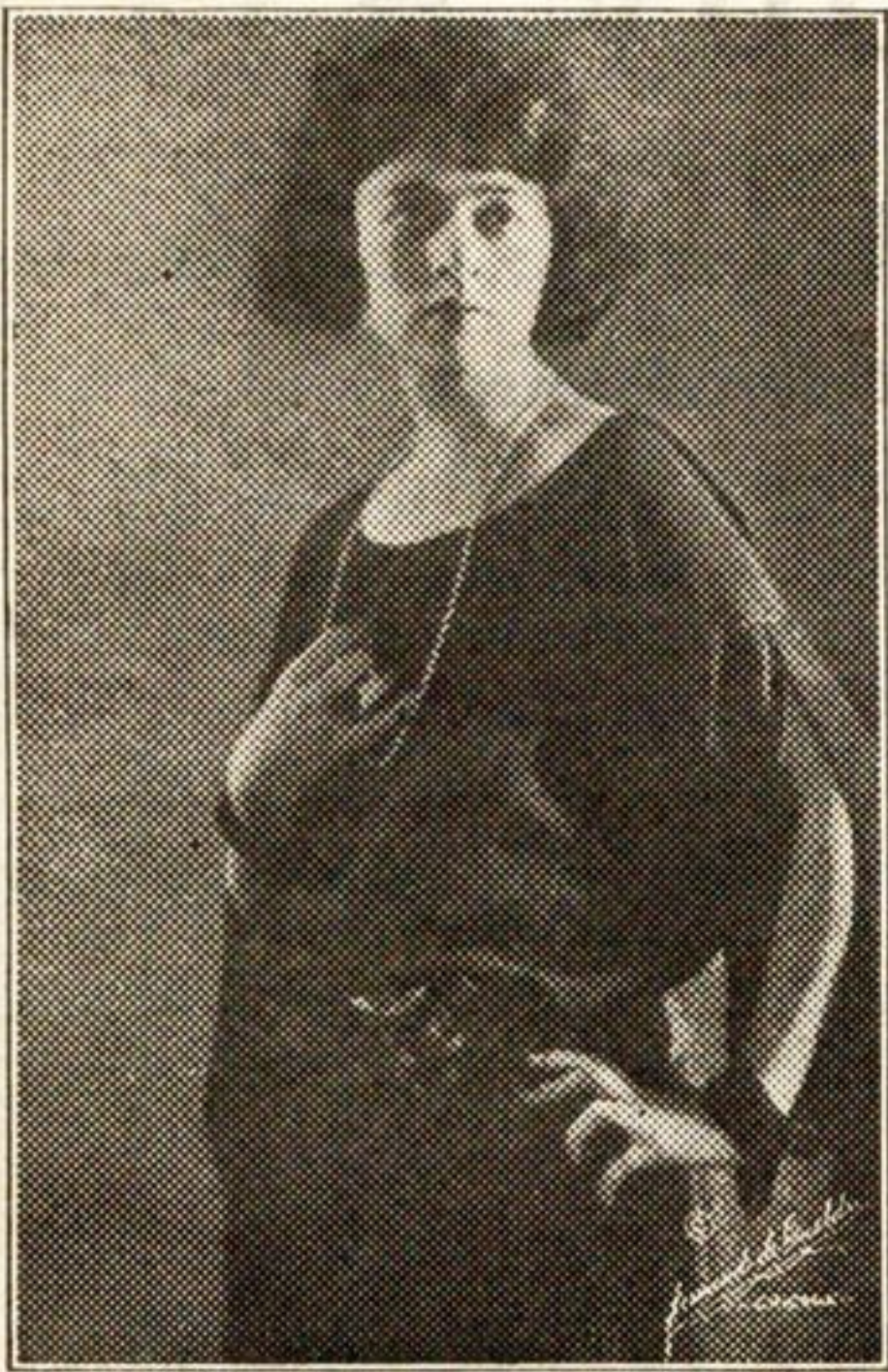
Barnum's Theory Applicable Today

By JESSIE ROYCE LANDIS

It has been said that the old showman, P. T. Barnum, attributed his great success in the circus business to the fact that he gave the people what they wanted. Sensationalism was in vogue at the time and Barnum was always ready to supply new sensations.

Capitalizes Offer

Many of you perhaps remember when Ringling Brothers heard of the baby elephant born in Barnum's zoo, they wired him an offer of a fabulous sum for this animal. Did Barnum sell? He did not! What he did was to post all of the towns with a monster facsimile of Ringling Brothers' telegram with the added heading—"What Ringling Brothers Think of the New Baby Elephant."



Jessie Royce Landis

That was what folks wanted at that time—sensations. The showman of that day was ever ready to cater to the masses, giving them what they wanted.

Theory Applies Today

The producer of today is just as eager to cater to the wants of his audience. The old sensationalism of the past is gone forever. The audiences of today demand clean amusements and instructive amusement. And the producer is just as eager to please as the showman of old—even more so.

Witness the success of the North Shore Players last season. Night after night they played to crowded houses. Many of the audience, it is true, came out of pure curiosity, but the sincere words of appreciation expressed to both performers and management after the performance left no doubt in their minds that they were giving the North Shore folks what they wanted.

Book Reviews

By John Philip Morris

The finest fragment of fiction that this season has sent forth is indubitably ONE OF OURS by Willa Cather.

It combines a woman's delicacy of colorings with the stronger psychological insight of a man and is a lexicon of what realism in fiction really is. True realism in which the stereotypes and things of every day are made into symbols significant of thoughts, matter made the interpreter of mind.

Like painting my Monet we find in what at first glance appears to be a landscape evolved solely from the use of greys and blues to contain each color provided on the palette and only seeming in monochrome thru the genius of the hand that combined them.

Here, just as in "Babbitt," do we read of common things performed in the common way but it is by the selection of the incidents and even more by the eliminations, that we can realize Mrs. Cather's genius.

The story is a simple, single thread in the life history of Claude Wheeler, a boy born and raised on a Nebraska farm who died fighting in France.

Claude plowed the fields and fed the beasts with his soul athirst for the better things of life and shoveled manure filled with the spirituality descended into him thru his mother the ex-school teacher.

With this as a primary handicap he struggled amid the filth and materialism of the family and the trap of his environment. With this he, of course, mismarried and it was this that sent him, one of the blinded idealists into the war.

If you would join issue for my calling a complete novel a 'Fragment of fiction.' I would answer that Mrs.

A Doll House Adventure

by Mrs. Harry G. Phillips

Anne, after a busy day shopping with her mother, had been sent to bed a whole hour earlier than usual, and lay looking at the shadows on the wall made by the street light outside.

Suddenly out of the very blackest spot in the shadow stepped a tiny fairy dressed in shiny things and carrying a real fairy wand.

"Anne," she said, "because you were a good little girl and went to bed when your mother sent you, without being cross, I am going to take you on a visit."

She waved her wand and, will you believe it, Anne felt herself getting smaller and smaller until she was just the same size as the fairy, then they stepped out of the window hand in hand. Just outside they met two other fairies whom the first fairy introduced to Anne as Idea and Kind Thought, and away they all went together.

After what seemed quite a long journey, they came to a darling little house, all painted white, with green shutters, and just big enough for such wee people as they. As they went up the steps the fairy took a tiny key out of her pocket and unlocked the door, whereupon all four went into the little house.

They found everything in beautiful order, and, after taking off their coats, the fairy invited them out to dinner. In the dining room the table was set for four people so they sat down and had a real fairy dinner. Then Idea told Anne how as one day she flew about she met a good kind man—maybe you know him—"just the man" she said, "to do it"—so she slipped into the man's mind the idea of this little house. The man worked and worked, day after day, and then because he had no little girl to give the house to, Kind Thought came along and slipping in beside Idea suggested that when the little house was done, he give it to the good people who made such a beautiful camp every for little children. Here Anne interrupted a moment—"I know, you mean

Cather has written but part of a book. Up to the moment of Claude's arrival in France her work is superb but either from lack of the first hand knowledge that was shared by all of us who shouldered a rifle or else because she is still blinded by her idealism, Mrs. Cather gives us an A. E. F. where privates and officers fraternize, where codies and blunders have alike no place, where the soldiers marched gayly singing to slaughter, an A. E. F. that would make Dos Passas laugh himself to death and would have left the dark brown taste that now fills the nations mouth.

Then too, the ending is weak. Death is the easiest solution to the problem of life and the grave is better than the divorce court and six feet of ground in France was dearer to Claude than his Nebraska acres. He has the fortune to die and to become to his family and wife an honored memory instead of a constantly irritating problem.

Despite these two defects the book is the best that Mrs. Cather has written and the best that has been published this fall. We can look eagerly forward to the time when it is reprinted in England and we can proudly claim Mrs. Cather as ONE OF OURS. John Philip Morris.

MILAN LUSK GIVES RECITAL NEXT WEEK

Milan Lusk, the violinist, returned last Thursday from Belvidere, Ill., where he gave a concert with great success. The Belvidere Republican speaks among other things about "his modest and pleasing personality, a tone of appealing sweetness, and brilliance of execution."

For Thursday evening, November 2, Milan Lusk has arranged a very popular program for his recital in Chicago at the Lyon & Healy Concert hall. The program will open with a trio in which the violinist will have the assistance of one of the well-known cellists from the Chicago Symphony orchestra, Mr. Walter Brauer. Among other novelties, there is listed one of Mr. Lusk's transcriptions on a Bohemian folk-song, which he has recorded recently for the Victor Talking Machine company.

10 Speeders, 3 Motor Cops, Magistrate Mickey, Fines

Ten speeders were fined in Magistrate Daniel M. Mickey's police court last week. Four of the arrests were made by motorcyclist Henry Brautigam, four by Clement C. Ley, Kennilworth officer, and one by motorcyclist George Schaefer.

Those who paid fines were: R. H. Phinney, St. Paul, \$25 and costs for going 35 miles an hour on Sheridan road. E. F. Molting, 318 Woodland, Ravinia; 37 miles an hour on Sheridan road, \$10 and costs. Raymond Thrope, Chicago; 32 miles an hour on Sheridan road. \$10 and costs. John Yonkers, 911 Sheridan road; 30 miles an hour on Lake. \$10 and costs. H. T. Rich, Chicago; 33 miles an hour

Arden Shore Camp, do you not—I've heard Mother tell about it"—and Kind Thought smiled—"Yes I do" she said. Then she told Anne how she suggested that these good people sell the little house and use the money they received for it, to send many little girls and boys, who had never been out in the woods, to this lovely camp. "So the man, after six whole months, finished the work, and here it is," said the fairy—and a more charming house you just could not imagine.

After dinner they went into the living room, where they sat about on chairs exactly like the grown-ups sit on, while Idea played on the darling little piano. Presently the grandfather clock in the hall struck eight. That was bed time so up the stairs they all four went. Idea and Kind Thought slept in the guest room, where there were the cunningest twin beds you ever saw with a bedside table and a tiny lamp on it between.

Anne and the fairy slept in the other room in a four-poster bed—"Just like Mother's," Anne thought. As she fell asleep she made up her mind that in the morning she would have the finest bath she ever had in the bath tub in the little white bath-room between the rooms.

But in the morning Anne found herself in her own little bed and when mother came to waken her she told her all about her wonderful visit. "And, Mother," she said, "the fairy said just before we went to sleep, to keep my eyes open and I would see that same little house, some day, in the village and I'm going to watch for it. I know I'll see it, and I'm going to tell all my friends to watch for it, too, for you never did see anything so cunning."

So the little North Shore boy or girl who reads this story must keep his or her eyes open also and maybe—some day—he'll see the very house I've told you about, where Anne went visiting. I suspect it will be in Wilmette first.

on Sheridan road. \$5 and costs. P. J. Wagner, Chicago; 35 miles an hour on Sheridan road. \$10 and costs. Harry Sbrigia, Chicago; 35 miles an hour on Sheridan road. \$15 and costs. R. R. List, Chicago; 35 miles an hour on Sheridan road. \$10 and costs. Dorothea Huszagh; 35 miles an hour on Sheridan road. \$10 and costs.

Glencoe Youth Arrested on "Railroading" Charge

Charged with the offense of operating a motor vehicle without the owner's consent a warrant was sworn out for the arrest of Henry Behrens jr., 667 Bluff street, Glencoe, last Tuesday.

Complaint was lodged against Behrens by Alfred F. Voltz, 589 Vernon avenue, Glencoe. Voltz claimed that Behrens had used his car without his permission in Gross Point on September 4. Behrens promised to make amends but continued failure to do so led Voltz to swear out the warrant, according to the police.

The Voltz car was completely wrecked in the escapade.

Royal Arcanum News

Plans are now working smoothly and well for Winnetka Council R. A.'s big Bunco Party and Dance; and with the active co-operation of a large group of members working hard for its success and backing by all members, we are going to have one of the biggest parties of the year at Community House Tuesday, Nov. 28, 1922. Tickets are now on sale and going fast. On the program will be dancing ALL evening, bunco games with quality prizes, music, refreshments, card games, a good time for young and old all evening. The affair is being held to promote the Council's Athletic fund. Basketball, indoor and bowling teams are now in the field. For information, call 1575.

VILLAGE OF WINNETKA IN THE SUPERIOR COURT OF COOK COUNTY, ILLINOIS.

GENERAL NUMBER 383608

SPECIAL ASSESSMENT NOTICE

NOTICE IS HEREBY GIVEN TO ALL PERSONS INTERESTED that the Village of Winnetka, Cook County, Illinois, having ordered the construction of a Portland cement concrete sidewalk five (5) feet four (4) inches in width, four (4) inches thick at the edges and five (5) inches thick at the center, laid on a six (6) inch layer of cinders, including the corner stone, all grading, preparation of the subgrade, engineering during construction and all labor and material, along the north side and west side of Lot Eleven (11), Block Four (4), of Allens' First Addition to Winnetka, all in the Village of Winnetka, County of Cook and State of Illinois, the ordinance for the same being on file in the office of the Village Clerk of said Village, and the said Village having ap-

plied to the Superior Court of Cook County, Illinois, for an assessment of the cost of said improvement according to the benefits, and a special assessment therefor having been made and returned to said Court, General Number 383608, the final hearing thereon will be held on the thirteenth day of November, A. D. 1922, or as soon thereafter as the business of the said Court will permit. All persons desiring may file objections in said Court before said day, and may appear on the hearing and make their defense. Said ordinance provides for the collection of said assessment in four (4) annual installments with interest thereon at the rate of six per centum (6%) per annum.

Dated, Winnetka, Illinois, October 27th, A. D. 1922. HARRY I. ORWIG, Person appointed by the President of the Board of Local Improvements of the Village of Winnetka, Cook County, Illinois (and such appointment approved and confirmed by the Superior Court of Cook County, Illinois), to make said special assessment. FREDERICK DICKINSON, Village Attorney T33-2tc

NOTICE GENERAL NOTICE IS HEREBY GIVEN that at a Special Meeting of the Winnetka State Bank, a corporation, duly organized and existing under the laws of the State of Illinois, held at the office of the bank on the 7th day of September, 1922, pursuant to notice given as required by law, a resolution was adopted by votes representing more than two-thirds (2-3) of all of the stock of the corporation providing for the increase of the capital stock of such corporation from the sum of Twenty-Five Thousand Dollars (\$25,000), consisting of Two Hundred and Fifty (250) shares of the par value of One Hundred Dollars (\$100) each, to the sum of Fifty Thousand Dollars (\$50,000) consisting of Five Hundred (500) shares of the par value of One Hundred Dollars (\$100) each.

H. R. HALE, President. SANBORN HALE, Cashier. Date, September 7, 1922. T33-3tc

PUBLIC NOTICE IS HEREBY GIVEN that at a regular meeting of the Council of the Village of Winnetka held on the fifth day of September, 1922, the following ordinance was passed by three-fourths of the members of the said Council: The Council of the Village of Winnetka do ordain:

SECTION 1. That the following described real estate, to-wit: Lots Ten (10), Eleven (11), Twelve (12) and Thirteen (13), in Block Five (5), of Jared Gage's Subdivision, being a part of the East Half (E 1/2) of the Northwest quarter (NW 1/4), also part of the West half (W 1/2) of the Northwest quarter (NW 1/4), fractional Section Seventeen (17), Township Forty-two (42) North, Range Thirteen (13) East of the Third Principal Meridian; also part of the East Half (E 1/2) of the Southwest Quarter (SW 1/4) of fractional Section Eight (8), Township Forty-two (42) North, Range Thirteen (13) East of the Third Principal Meridian, as shown upon the plat of said subdivision recorded in the office of the Recorder of Cook County on the 8th day of February, A. D. 1872, as Document 12837, in Book 1 of Plats, at page 25, all within the Village of Winnetka, County of Cook and State of Illinois.

EXCEPT that part of each of said lots lying Northeastly of a line extending from the Northwestly line of said Lot Ten (10) to the Southerly line of said Lot Thirteen (13) and fifty (50) feet Southwestly from and parallel to the Easterly line of said Block Five (5), and

EXCEPT that part of said Lot Twelve (12) described as follows: Beginning at a point on the Southwestly line of said Lot Twelve (12), said Southwestly line being also the Northeastly line of Linden Avenue, twelve and one-tenth (12 1-10) feet southeastly of the Northwestly corner of said Lot Twelve (12) as measured along said Southwestly line of said Lot Twelve (12), thence Southeastly and East along a curved line tangent to the said Southwestly line of said Lot Twelve

(12) at said point of beginning, convex Southwestly, having a radius of seventy-seven (77) feet to a point fourteen (14) feet North of the South line of said Lot Twelve (12), said South line being the North line of North Avenue, and forty-one and seven-tenths (41.7) feet East of the said Southwestly line of said Lot Twelve (12) as measured along a line parallel with and fourteen (14) feet North, as measured at right angles to the said South line of said Lot Twelve (12), of the said South line of said Lot Twelve (12), said curve line being tangent to said last mentioned line at the said last mentioned point, said last mentioned point being seventy-three and three-tenths (73.3) feet distant on a straight line Southwestly from said point of beginning, thence East along a line parallel with and fourteen (14) feet North of the said South line of said Lot Twelve (12) measured at right angles to said South line of said Lot Twelve (12), to the Southeastly line of said Lot Twelve (12), thence Southwestly along said Southeastly line of said Lot Twelve (12) to the Southeast corner of said Lot Thirteen (13), thence West along the said South line of said Lot Twelve (12) to the Southwest corner of said Lot Twelve (12), being the intersection of the North line of said North Avenue with the Easterly line of said Linden Avenue, thence Northwestly along the Southwestly line of said Lot Twelve (12) fifty-eight and four-tenths (58.4) feet to the point of beginning, and EXCEPT that part of said Lot Thirteen (13) described as follows: All of that part of Lot Thirteen (13), Block Five (5) of Jared Gage's Subdivision lying south of and adjoining a line fourteen (14) feet north of and parallel with as measured at right angles to said South line of said Lot Thirteen (13), said South line of said Lot Thirteen (13) being the North line of North Avenue, and extending from the Northwestly line of said Lot Thirteen (13), east to a line drawn parallel with and fifty (50) feet Southwestly from as measured at right angles to the Northeastly line of said Lot Thirteen (13), situated in the County of Cook and State of Illinois,

is no longer necessary, appropriate or required for the use of the said Village or profitable to the said Village, nor is its longer retention by said Village for the best interests of the said Village, and that the said real estate be sold pursuant to the statute in such case made and provided.

SECTION 2. That a copy of this ordinance, together with a proposal to sell the said real estate, shall be published in the Winnetka Weekly Talk, a newspaper published regularly in said Village on Saturday of each week, for a period of not less than sixty days after the taking effect of this ordinance, which proposal to sell shall state that all bids received for the said real estate will be considered and opened at a regular meeting of the Council of said Village on, to-wit: November 21st, 1922.

SECTION 3. That this ordinance shall be in full force and effect from and after its passage by a vote of three-fourths of the members of the Council of the Village of Winnetka, its approval and posting,

and that bids for the purchase of said property will be received by the Village Clerk, up to eight (8) o'clock P. M. November 21st, 1922, which bids will be duly opened and considered at the meeting of the said Council to be held November 21st, 1922, in the Village Hall of the Village of Winnetka, at eight (8) o'clock P. M. All bids sent to the said Village Clerk shall be marked on the outside "Bid for real estate." The said Council reserves the right, pursuant to statute, to reject by majority vote any or all bids. The said real estate will be conveyed by the Village of Winnetka by proper and sufficient deed to the bidder whose bid shall be accepted, and who shall duly pay or secure the purchase price therefor to the Village of Winnetka.

VILLAGE OF WINNETKA, JOHN S. MILLER, JR., President. T27-10tc

This Is the Third Week of the

KEY KONTEST

But it's not yet too late to start collecting keys, one of which is going to win this Beautiful Community Plate.

Sells for \$125.00 Guaranteed 50 Years

Given to the holder of the key that will open the lock displayed in our window.

Keys are given with every 50c purchase and with all the monthly Money Saving specials.

Double Keys on Tuesday and Double Keys with Candy on Saturday.

Not only do you save money on the goods you buy, but you have a chance of winning the prize.

ADAMS PHARMACY

PHONE 2 WINNETKA PHONE 2