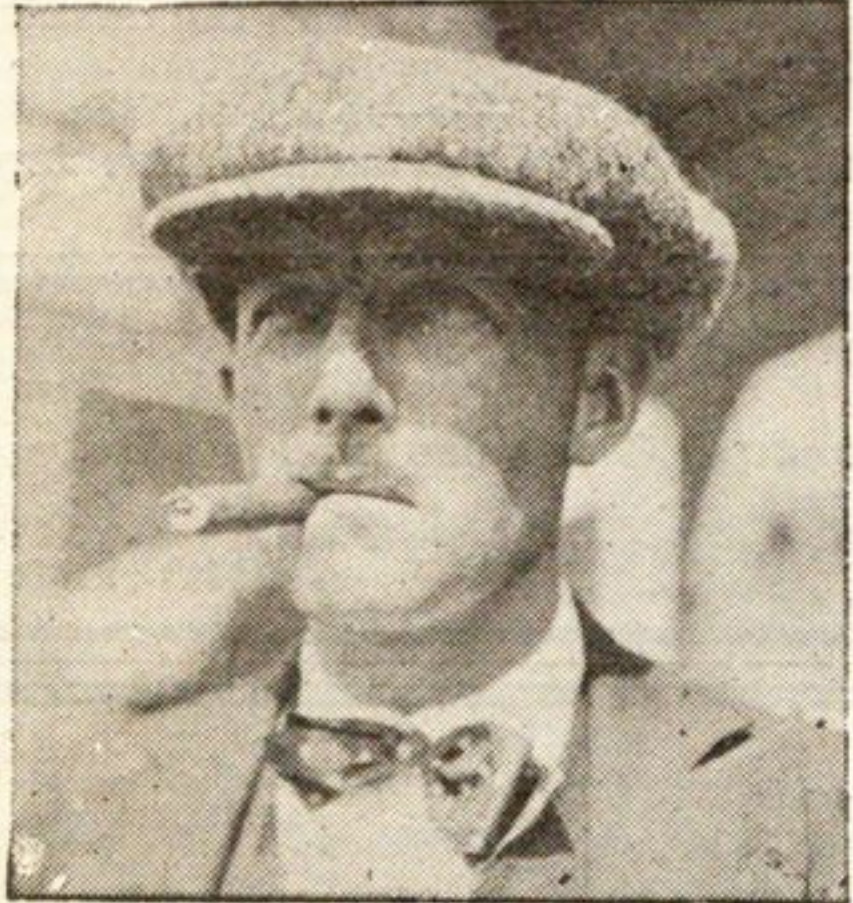


WHY I ADVERTISE IN THE TALK

"I fully believe the Winnetka Weekly Talk is one of the liveliest suburban publications around Chicago. It is not only full of interesting reading matter, but has an abundance of 'snap' and 'pep' which naturally forces a good, big circulation.

"For these reasons, as an advertising medium, it is bound to 'cash in' for the advertiser."

That is J. D. Mercer's opinion of the Talk, coupled with his reasons



J. D. Mercer

for employing these columns to advertise the merchandise offered by the Hubbard Woods Lumber and Coal company, of which he is manager.

The firm has been one of the most consistent advertisers in the Talk and Mr. Mercer's statement is in reply to the question put by the editor, "Why Do You Advertise in the Talk?"

Each week, the editor asks a Talk advertiser that single question. The response in each instance is set forth in the Talk. Watch for the next statement!

COMMUNITY HOUSE CALENDAR

WEEK OF NOVEMBER 20, 1922

Camp Fire Girls are planning a Food Sale to be held the Saturday after Thanksgiving, December 2, in the Assembly Room of Community House. Delicious home-cooked foods of all kinds will be on sale, and the housewives of the village are asked to keep this in mind and to plan to do some of their Saturday's buying there on that date. The girls are enthusiastically planning for it, not only to test their skill and raise money for the treasury—but to win the Camp Fire special Honor Beads which will be awarded for effort. Though the sale is two weeks away, you are asked to remember the date.

Monday, November 20

All-Day. Meeting of the North Shore Sewing Guild, Rooms 9, 10, 11.
 Afternoon. In the Gymnasium. Two classes for small boys, at 3:45 and 4:30.
 Camp Fire Girls. Hashatuyaya Group, Ceremonial Meeting Blue Birds. Rooms 4 and 9.
 Evening. In the Gymnasium, Young Men's Class at 7:30.
 Business Men's Class at 8:30.
 Royal Arcanum. Rooms 9, 10, 11 at 8 o'clock.
 North Shore Players, Rooms 4 and 5 at 8 o'clock.
 Triangle Club in Club Room at 8 o'clock.
 Community Players, Neighborhood Room at 8 o'clock.
 Folk Dancing in Assembly Room at 8:30 o'clock.

Tuesday, November 21

Morning. Gymnasium Class for women at 9 o'clock.
 Afternoon. Basket Ball for High School Boys in the Gymnasium, 4:00 to 5:30.
 Camp Fire Council Meeting, Room 4 at 4 o'clock.
 Evening. Young Ladies' Gymnasium Class at 7:30.
 "Friendship Circle" Party in the Neighborhood Room at 8:30.
 Classes in English for Foreign Men and Women at 8 o'clock.
 Men, Room 2, Women, Rooms 4, 5, 6, 7.

Wednesday, November 22

Morning. Tennis in the Gym at 9 o'clock.
 Afternoon. Social Dancing in the Assembly Room, at 4:00 and 4:45.
 Evening. Base Ball League Game in the Gymnasium.
 Enter Nous Club, Room 5 at 8 o'clock.
 Community Players, Rooms 9, 10, 11 at 8 o'clock.
 Men's Bible Class in the Neighborhood Room at 8 o'clock.

Thursday, November 23

Morning. Gym Class for Women at 9 o'clock.
 Eurythmic Expression Class, Assembly Room, 10-12.
 Afternoon. Camp Fire Girls, at 4 o'clock. Helothi Group, Room 5, New Group, Room 9.
 Fancy and Aesthetic Dancing for girls in the Assembly Room, 2 classes, at 4 and 4:45.
 Evening. Boy Scouts, Troops 1 and 2 in the Gymnasium at 7:30.
 North Shore players, Rooms 4 and 5 at 8 o'clock.

"Larson's Syncopators", Room 5, 8 o'clock.
 Triangle Club Orchestra, Club Room, 8 o'clock.

Friday, November 24

Afternoon. Motion Pictures in the Gymnasium at 4:15.
 Camp Fire Girls, at 4 o'clock. Sukatari Group.
 Evening. Motion Pictures in the Gymnasium at 7:15 and 8:45.
 Community Players, Neighborhood Room at 8 o'clock.
 O. T. R. Boys, Room 4 at 8 o'clock.

Domestic Science Sale to Boost Department Fund

More than \$70 was realized by the Domestic Science departments of the Winnetka Public schools by a sale of food stuffs at a meeting of the Parent-Teacher association held at the Skokie school Thursday, November 9. All of the food was cooked by pupils in domestic science under the direction of Miss H. R. Beals, head of the department. The profits of the sale will be turned back to the department to aid it in its work.

Social Happenings

Miss Lois Coffin will be presented to society by her parents, Mr. and Mrs. Arthur S. Coffin, December 29, at a tea from 4 until 7 o'clock at their residence, 841 Prospect avenue.

The Hawthorne Lane circle will meet on Tuesday, November 21, at 11 a. m. for an all-day meeting with box luncheon at the home of Mrs. Delbert Poff, 562 Hawthorne lane.

Mr. and Mrs. Marshall Forrest of 783 Foxdale avenue, have returned from California.

The Lincoln Avenue circle will hold an all-day meeting on Tuesday, November 21, at the home of Mrs. J. Parker Gowing, 739 Lincoln avenue.

Dr. and Mrs. Delbert W. Poff, 562 Hawthorne lane, had as their weekend guests last week Mrs. Doring and Mrs. Moneyer of Los Angeles, Cal.

Mrs. and Mrs. Forrest A. MacGibbon, 738 Lincoln avenue, have taken an apartment at 1200 Sherwin avenue, Rogers Park, until May 1.

Mrs. J. Allen Hames of the Ambassador is leaving early next week for the east to attend the football games. Mr. Haines will join her in Boston for Thanksgiving.

Mr. Francis Wyck Mason and Mr. Charles C. Mason, who were called home last week by the death of their father, Dr. Francis Payne Mason, have returned to Harvard.

Beautiful Tea, Candy Shop Locates in Hubbard Woods

Thanksgiving time will witness the formal opening of the Hearthstone Tea and Candy Shop at 942-44 Linden avenue, in the new Aitken block.

The name Hearthstone is not based upon merest fancy, but has real significance in the fact that the attractively appointed tea shop will contain a spacious hearth designed to lend a cheery atmosphere to the interior during the colder months of the year.

Of course, above all else, there will be delicious and wholesome food, delectable home made candies, a complete line of party favors, score cards, greeting cards, place cards and other novelties. In short, the Hearthstone promises to fill a distinct need in the thriving Hubbard Woods district.

Houren Advises Care Concerning Brush Fires

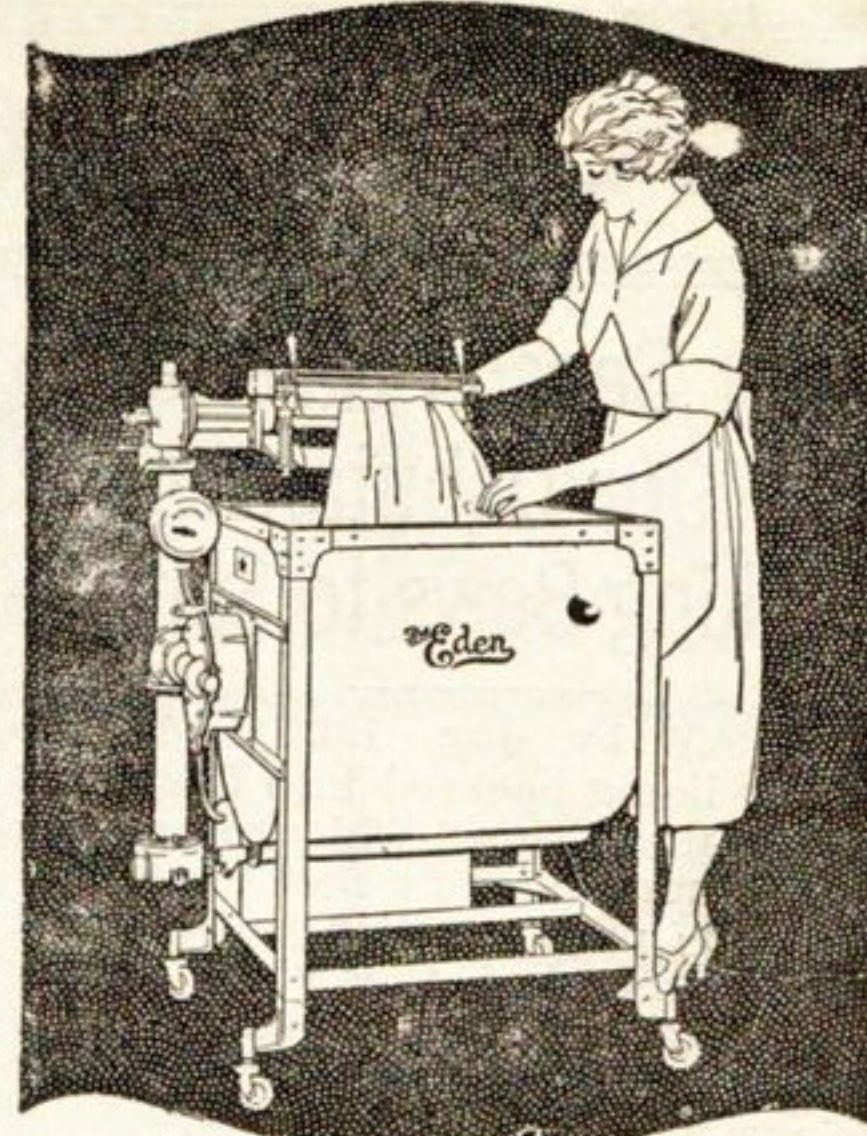
In commenting on the number of brush fires with which the Fire department has had to contend this season, Chief G. M. Houren this week asked that residents pay strict attention to fire rules and regulations.

"People who start fires to burn off grass or brush, and who intend to keep a careful watch of the fires they start, should notify the Fire department. Such action will make it unnecessary for the department to answer calls coming from that neighborhood concerning the fire in question," said the chief.

Chief Houren also pointed out that it was against the law for people to burn rubbish or other material unless the material to be burned was placed in the proper incinerator provided with a cover which will prevent escape of burning embers.

Zipf and Bachman Directors of Forest Preserve Course

Village President Edward Zipf and Village Trustee Harry M. Bachman have been named Wilmette directors of the proposed Forest Preserve Golf course on Harmes road southwest of the village.



The Eden

The Electric Washerwoman

The EDEN is the quickest of all household labor-saving devices. It is dependable and reliable; washes thoroughly, quickly and cleaner than any other method, with a minimum amount of energy on your part.

Two simple levers control the operations of EDEN washing and wringing. The EDEN is economical to operate; simple and safe. All working parts enclosed. Self lubricating; no oiling or adjusting necessary.

The EDEN has many exclusive features, including the famous Sediment Zone which insures clean washing water.

We also have the THOR, BUTTERFLY and EASY WASHING MACHINES, SIMPLEX and THOR IRONERS, EUREKA and HOOVER VACUUM CLEANERS.

Step in today for a demonstration

NORTH SHORE ELECTRIC SHOP

JOHN C. WELTER, Proprietor

554 Center St. Phone 44 Winnetka

"If Electrical and Good, We Sell It"

PHONE WINNETKA 110

HARRY PORTER

Furniture Moving

Expressing

Shipping and Packing

SPECIAL TRIPS to CITY

MOTOR SERVICE

845 SPRUCE ST., WINNETKA

Reasonable Prices

LADIES' TAILOR
GEORGE J. EBER

Excellent Workmanship

TAILORING - REMODELING - REPAIRING
1202 CENTRAL AVE. Phone Wilmette 18

COMMUNITY HOUSE

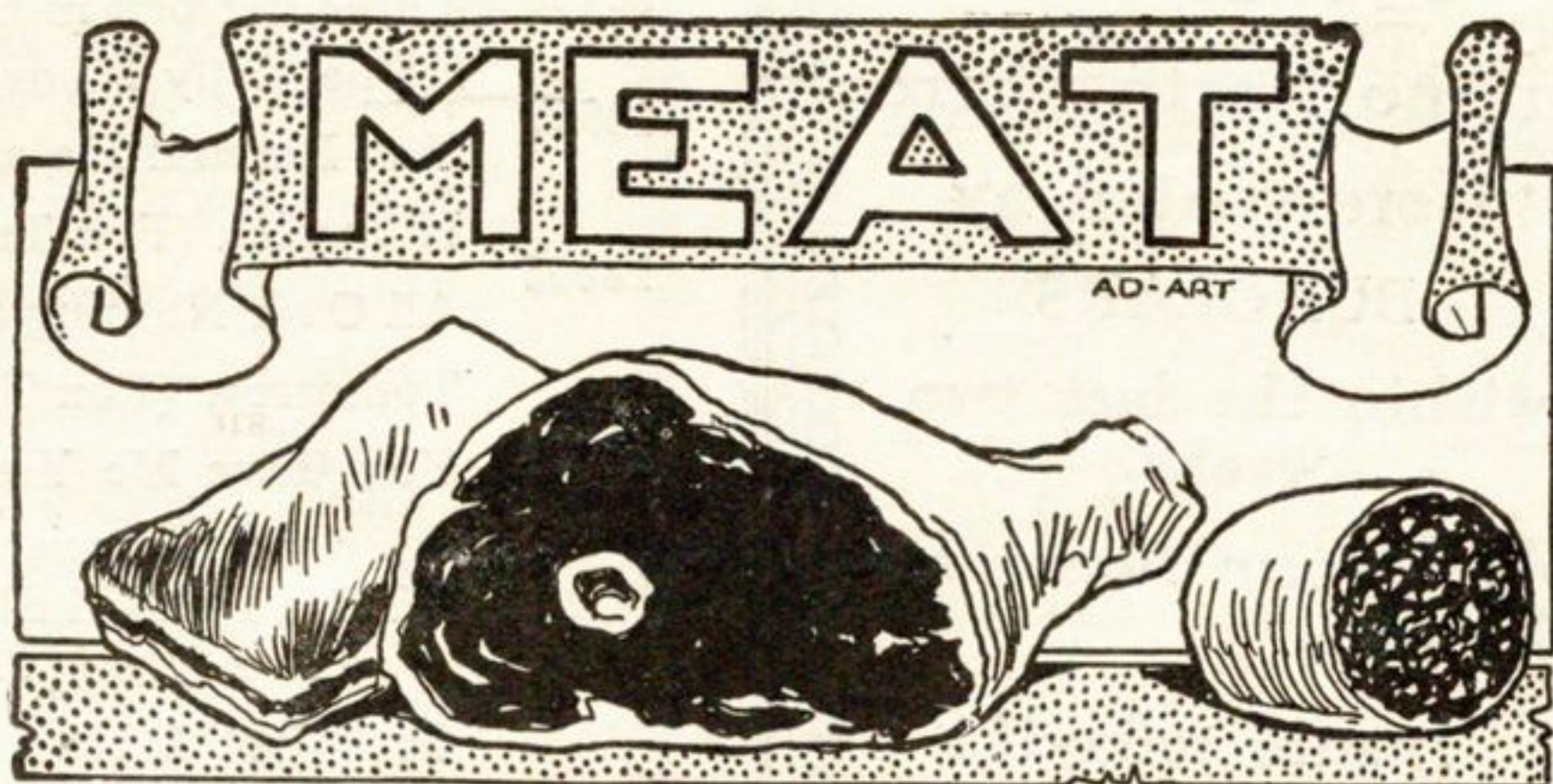
Motion Pictures

Friday, Nov. 24.

HAROLD LLOYD

—IN—

"Grandma's Boy"



You Can't BUY

BETTER MEAT ANYWHERE

PETERS MARKET

A. PETERS, Prop.

Phones 920-921-922

734 Elm Street

WINNETKA

8-HOUR BATTERY SERVICE

Where?

BATTERIES LEFT BEFORE 9 A. M., CAN BE CALLED FOR AT 5 P. M.