

ALASKA EMPLOYS CHURCH AD PLAN

Anchorage Churches Find Wilmette Co-operative Method Effective

INQUIRIES FROM EAST

Three New Jersey Towns Seek Details

Wilmette's Co-operative Church Advertising, a permanent feature of The Lake Shore News for the past two and one-half years, is the basis of similar advertising enterprises now in vogue or early prospect in numerous communities in the United States.

Renewed interest was lent the new plan of church publicity in word this week from Rev. Lansdowne, Episcopal clergyman of Anchorage, Alaska, to the effect that the three church organizations in that arctic community—Episcopal, Presbyterian and Catholic—had instituted the Wilmette Co-operative Church Advertising plan.

Plan Is Effective

Rev. Lansdowne read of the plan last July in the New York Churchman, a national church weekly. He soon after wrote the Rev. Hubert Carleton, rector of St. Augustine's Episcopal church of Wilmette requesting detailed information concerning the enterprise. Mr. Carleton responded by mailing several copies of The Lake Shore News containing Church Advertising and Announcements. The plan, Rev. Lansdowne reports, is working out effectively and is received with enthusiasm by the community.

Norwich, N. J. Interested

Requests for information concerning the Church Advertising Plan continue to be received by Wilmette ministers and the editor of The Lake Shore News as the result of nationwide publicity given the local enterprise through prominent religious magazines.

This week Rev. Carleton received a letter from the rector of an Episcopal church at Norwich, New Jersey, requesting business details of the Church Advertising Plan, including such questions as: "Who wrote the ads? What is the cost? How much space is taken, and for what period of time?" Rev. Carleton, an avowed enthusiast over the Church Advertising plan, immediately sent the inquiring rector six copies of The Lake Shore News, one for each of the ministers of the six churches in the New Jersey city.

The editor of The Lake Shore News this week received a letter from the Rev. Ross F. Wicks, pastor of the church of Newark, New Jersey, in which Mr. Wicks writes:

Another Pastor Inquires

"I have read about your paper and the page given over to Church News and advertising. Would be glad and thankful for sample copy."

Another communication relating to Wilmette Church Advertising was received by the editor this week in response to a letter sent to Charles H. Nuttle, secretary of a newly appointed church Advertising committee at Morristown, New Jersey.

In a previous letter addressed to the Rev. Francis Carr Stifer, pastor of the Wilmette Baptist church, Mr. Nuttle requested details of the plan and sample copies of The Lake Shore News. These furnished by the editor, Mr. Nuttle replied in acknowledgement:

"I am mighty grateful to you for your kindness in sending us so many copies of your paper which I shall pass on to our pastors here. I feel confident that the success of your work there will stimulate them to undertake something worth while in church advertising."

Winnetka Weekly Talk

ISSUED SATURDAY OF EACH WEEK

by LLOYD HOLLISTER, INC.
1222 Central Ave., Wilmette, Ill.

Telephone Winnetka 386
Telephone Wilmette 1920

SUBSCRIPTION.....\$2.00 A YEAR

All communications must be accompanied by the name and address of the writer. Articles for publication should reach the editor by Wednesday noon to insure appearance in current issue.

Resolutions of condolence, cards or 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.

Entered at the postoffice at Winnetka, Illinois, as mail matter of the second class, under the act of March 3, 1879.

SATURDAY, JANUARY 13, 1923.

NEW BUSINESS BLOCK FOR LINCOLN AVENUE

Issuing eleven building permits in the past week, the Winnetka Village Department of Public Works began the new year with a rush. The eleven permits granted in the seven days represent buildings which have an estimated cost of \$113,000.

The largest single permit was issued to McGuire and Orr, who have already started construction on a \$22,500 business block at 576-78-80 Lincoln avenue. The new building will be one story in height and will be constructed of brick and stone. A permit for the construction of a \$16,000 two and one-half story brick residence was granted to Zimmerman, Saxe and Zimmerman. The home will be located at 331 Sheridan road.

Two \$12,000 permits, authorizing the construction of two residences, were issued to Johnston Brothers. One house will be built at 859 Lincoln avenue and the other at 863 Lincoln avenue. Both will be brick veneer construction. A two-story frame and stucco dwelling will be erected at 315 Sunset road by H. W. Weld at an estimated cost of \$15,000.

Another \$12,000 permit was taken out by Mrs. M. Inbusch for the construction of a frame and stucco residence at 944 Euclid avenue. A. C. Perin, 512 Hawthorne lane, received two permits authorizing the erection of a garage and a two-story frame dwelling. The combined cost of the two buildings comes to \$12,000. At 636 Walden road the village authorities consented to the erection of a two-story frame and shingle dwelling by Joseph M.

PATRONIZE YOUR NEIGHBORHOOD TICKET AGENT

In making arrangements for your winter trip to California, Florida or railroad journey in any direction, let your Local Ticket Agent sell your railroad tickets, make your sleeping car reservations and check your baggage through to destination.

Make it a matter of neighborhood pride to patronize your home Ticket Agent, Chicago & North Western Ry. LTG10-4tc

Now for California

Enjoy a winter where you can get a complete change.


Surf bathing, deep sea fishing, motoring over perfect highways through fertile valleys—with palms, flowers and orange groves on every hand—camping in the mountains, or golf or tennis are some of the pastimes which may be enjoyed.

There is no better place for play, rest or sight-seeing than California. Every possible preference you may have in regard to living accommodations can be provided.

Chicago & North Western Ry. offers unequalled high grade train service with a wide choice of scenic and direct routes.

The Best of Everything

Our ticket agents and representatives will be pleased to submit an attractive itinerary, furnish illustrated booklets and full information regarding fares, train schedules, or in any other way help you plan your winter trip; or address

 J. L. Ferguson
G. P. A.
C. & N. W. Ry.
Chicago

GraceForbesFrocks

Making Remodeling Exclusive Models

Room 217 Hoyburn Bldg.
Davis Street, Evanston
Tel. Ev. 7467

Willys-Knight and Overland
Willys-Knight Sedan \$2,095
delivered

Overland 4 Door Sedan \$960
delivered

C. H. BRIGGS

Evanston 140
1549 Sherman Ave. Evanston

Barton. The residence will cost \$11,000.

Permits for the construction of private garages were issued to P. J. Schafehen, 706 Ash street, and to A. E. Bechtelheimer, 565 Fir street.

FIND BODY IN SNOWDRIFT

Peoria, Ill.—No investigation will be made of the death of Curt Scholz, whose body was found in a snowdrift here, unless asked by the dead man's brother, Oscar Scholz, officials asserted. It is believed by police here that the dead man committed suicide.

EVANSTON IRON LANTERN

HINMAN AND LEE STREETS, EVANSTON

Under the management of Laura Kennedy and Jane Parker of the IRON LANTERN, 619 Cass Street, Chicago

11:30 A. M. to 8:00 P. M. Daily

Sundays 12:00 to 2:00 P. M.

LUNCHEON — TEA — DINNER

Service a la carte and table d'hote

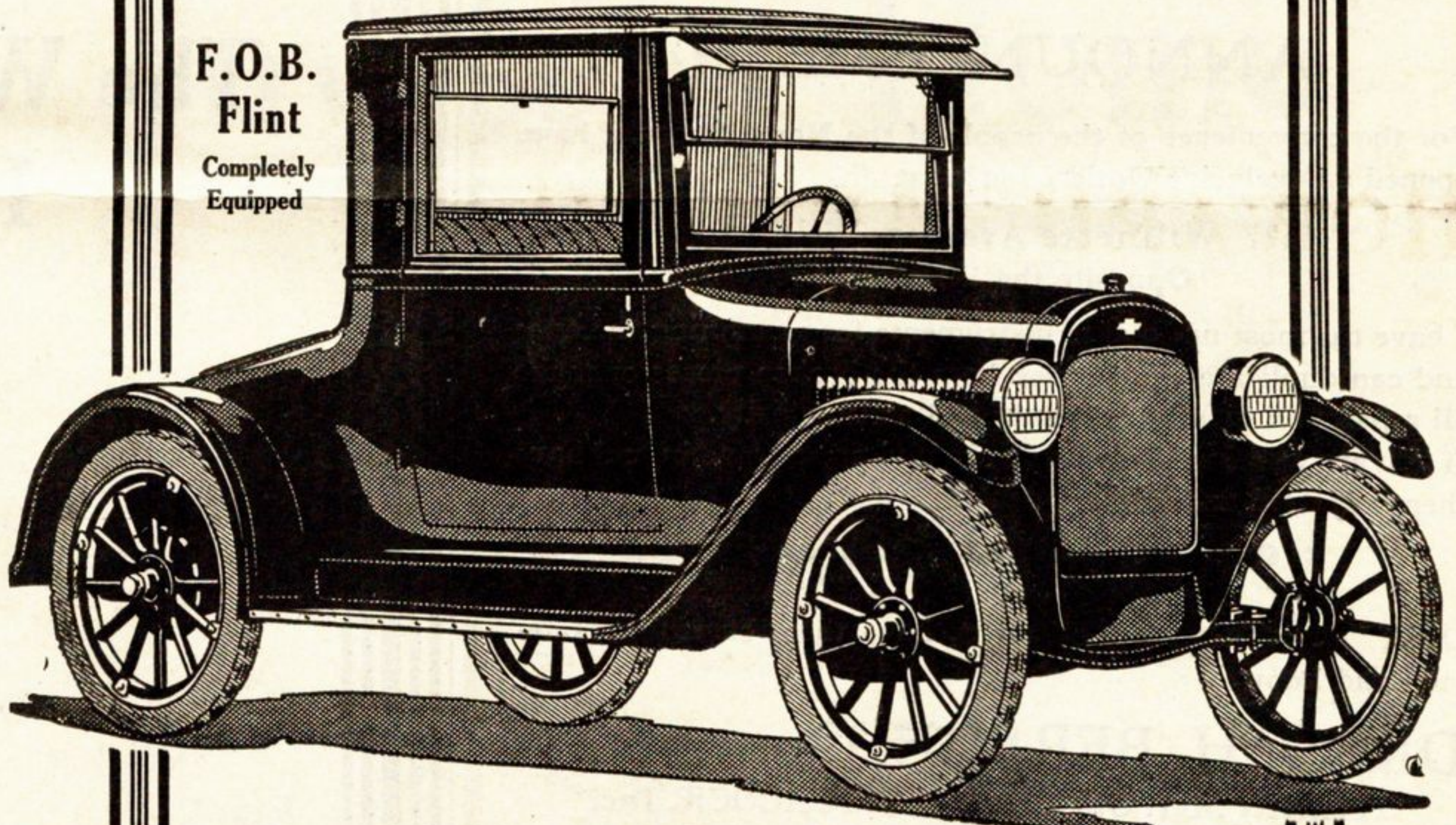
for Economical Transportation



The Car for the Better Salesman

\$ 680

F.O.B. Flint Completely Equipped



A Utility--for Commercial or Family Purposes.

Low First Cost--Low Maintenance--Complete in Every Sense --including Cord Tires.

Orders for Spring delivery booked now. Terms as you like.

Northwestern Motor Co.

Temporary Location
801 Greenwood Boul.

EVANSTON and NORTH SHORE

PHONE EVANSTON 4024