

# WINNETKA TALK

ISSUED SATURDAY OF EACH WEEK

by  
LLOYD HOLLISTER, INC.  
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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 at regular advertising rates.

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## New—and Better

**W**ELL, here we are in our fine new dress. And we are quite sure that you will say that it is much better than the old.

When we appeared at your front door, you didn't know us at first, did you? With our convenient decrease in size, our smooth cover with its colored picture, our leaves all bound together just like a magazine; with all these changes in our outward looks you must have thought us a stranger. But we're your old familiar friend, WINNETKA TALK.

And now when you inspect the new form more closely, don't you find it more attractive? The pages are smaller, only four columns to each page; and each column is much shorter than it used to be. As you take it in your hand and turn the pages, you experience a real comfort and convenience.

If you are not only one of our readers but also one of our advertisers, you will see that WINNETKA TALK in its improved form will render you greater service than ever. The very fact that it is more attractive to readers will make it a better medium for advertisers. It will lie on the living room table longer and be looked at oftener than it used to be in its old loose condition. The cost of a full page will be in most cases less than heretofore and yet have just as much "show value."

## October

**A** MONTH of beginnings! The new season has begun. Every organization, except schools, that is still alive after the strenuous old season, and has survived the inactivity of the summer, resumes its activities in October. Churches, clubs, fraternal societies—all start again in this first coolish month. Football fights are on. Concerts and recitals will also initiate their series of performances within a few days.

The Sunday Evening club of Wilmette opens its year's program on October 4. The Artist-Recital series starts on the 12th. Dasch and his men play their very first number on the 13th.

We urge everybody, especially those who are somewhat down in the mouth, to catch hold and come along. Buy tickets for the affairs that you have any reason for thinking that you'll enjoy and then GO! We believe that one of the worst things a man or woman can do is to stay at home when there is something worth seeing or hearing outside of the home.

Remember that October is the month of beginnings.

It's always most important to get started right. What you do afterwards is of course worth considering.

## Discourage Mooching

**I**T brings a pleasant glow to the kind-hearted motorist to take in his car children who have stood at the side of the road waiting to be given a ride. Particularly at this time of the year are boys, and sometimes girls, given to this means of escaping the necessity to walk or to patronize some public means of transportation. But the really kindly disposed motorist will not heed the child seeking a lift, because the practice is a dangerous one for children and, but this is a secondary consideration, a nuisance to drivers.

We have in the recent past had more than one example of revolting crime which might easily have had for dramatis personae a strange person in a motor car and a child seeking a ride on his way home from school or elsewhere. There is no way even for the adult and discriminating to recognize the depraved from the kindly. Certainly the child cannot be expected to choose carefully the person with whom he asks to ride.

The only way of safety lies in the discouragement of the practice of mooching rides, both on the part of well meaning motorists and of parents of children who are given to that habit. Warning cannot be too seriously given of the possible results of entering the car of an unknown person, warning which can be strengthened by citing the recent experience of other children. The fact that a child, interested in intercepting a car going in the direction in which he wishes to go, may forget to keep out of the way of traffic, should be a sufficient argument against mooching. This added to the more serious one of possible kidnapping should be effective to stop it.

## Back to Normal

**B**ACK again to real Standard Time and how delighted we are! It seems like getting home after six months sojourn in a foreign land. No more juggling with two kinds of time—at least not until next spring. No more trying to settle which time is behind time. No more trying to decide at the last frenzied moment whether your train went at nine standard or nine daylight saving time.

And for half a year—thanks to the wise and powerful Chicago city fathers—you won't have to listen to that rot about saving daylight. It's hard enough to think straight under simplest conditions without attempting to persuade yourself that daylight can be saved by so simple a plan as setting the clock ahead.

We still think that it would be a good idea to pass an ordinance making a foot eleven inches long six months in every year. Think of the saving of feet!

## Our Advertisers

**O**UR advertisers make it possible for you to have a paper. It we depended merely on our readers we could not afford to print and publish this paper.

It is also true that our advertisers depend on our readers. If there were no readers there would be no advertisers. So there is a mutual interdependence between publisher, reader, and advertiser.

This new form of our paper is a joint publication. We're all responsible. It's a community enterprise.

All of us, however, are grateful to our advertisers for co-operating with us in making this paper possible.

# THIS AND THAT

## Until We Find a Title

### A FRAGMENT

*Not organs,  
Nor waves of mighty waters,  
Nor a thousand birds singing together  
Can hope to equal the song  
That beats in my heart  
With strong, insistent wines.*

(From an original by Abu Sa'id Ben Abu Pkhair of Mahna in Khorasan).

—THE PERSIAN.

### WE WARN YUH CONTRIBS!

We are pretty nigh all out of poetry and if you don't send some in we'll print some of our own verse as sure as Notre Dame's got a football team! Nuf sed.

### GOOD FOR YOU, JOHN Q.!

We wish to give three rousing cheers for our good friend and brother columnist, John Q. Saunterer of the Evanston Review! For after being crowded clean off the back pages of his paper—in fact, into the lost limbos of the hold-over and the hell box, from whence no copy ere returneth, he came right on to the Editorial Page where his Evanston Revue belongs.

We're right with you, John Q., for we haven't the least idea where we'll be in the new magazine form—if at all. Still and all you never can tell what will happen to a column! We went away on our vacation and sat up nights worrying for fear T. & T. would not appear in good condition, if at all, and we return to find that it not only came through O. K. but it was allowed to run over a column and leak into the next.

And seein' as how there aint no black cat crossed our path of late we'll just cross our fingers and shut our eyes and hope that we'll be right on the Editorial Page as per usual!

### A GOOD START!

New Trier 3—Lakeview 0.  
New Trier 13—La Grange 6.  
Keep up the good work!

### TO BEATRICE

*A voice like gentle rain in Spring,  
In woman 'tis a wondrous thing;  
Her face ev'r wreathed in half serious smiles:  
Small wonder such maid mankind beguiles!*

*With tresses half carelessly a-curl,  
A mouth so soft, yet chin so firm,  
And eyes with mischief, snap, and fire:  
What more could a man desire?*

—THE CAMPUS CRITIC.

### COLLEGE JOURNALISM

"Vets' Easily  
Defeat Frosh  
In Hard Tilt."

Asserts the Daily Northwestern recently.

### WE'RE AGIN THEM!

We read recently where Police Chief Wiltberger of the neighboring village (beg pardon, town) of Evington fired a copper for refusing to submit to his recently installed lie detecting machine.

All we can say is that if our Boss ever gets ahold of one of them there machines—well, we'll take steps regarding the matter—and they'll be long ones—away from this office.

### WE'RE MYSTIFIED

And speaking of the Charleston, we've seen so many strange, weird, fantastic, not to say contortionists antics labeled the Charleston, that we've begun to wonder just what it is. Will some one help us out by giving us a diagram? Or better yet, if it be a fair and graceful contrivance, come to our office any evening and demonstrate. Yes, we're here every night now. Got a night job and might as well as not get married—can't go out nights anyhow!

### WELL, HERE WE ARE

Right in the midst of our newer, bigger and better paper. And in accordance with the new policy, we have been allowed more scope, more space that we may broaden out. Yessir. We're a whole quarter of a column broader than we used to be!

—T. R. C.