

WINNETKA TALK

ISSUED SATURDAY OF EACH WEEK

by
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Resolutions of condolence, cards of thanks, obituary, notices of entertainments or other affairs where an admittance charge is published, will be charged at regular advertising rates.

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

Meet your best friends at the First Congregational Church of Wilmette at Lake and Wilmette avenues next Sunday evening, October 3.

Sunday Evening Club

Why? That's the date of the opening meeting of Wilmette Sunday Evening Club, and Bishop Hughes of Wilmette and the United States will be the speaker. If you have ever heard the Bishop you'll want to hear him again. If you have never heard him, you'll have a delightful time next Sunday.

The Club and its very efficient president, W. Frank McClure, can take great and unusual credit to themselves for their eleven years of beneficial work. It has been a work of real community benefit. Of that there can not be the slightest doubt, for the programs provided have not been unusually entertaining, but also genuinely worthy. Perhaps the most remarkable feature in the club's work has been the continual maintenance of a very high level of value throughout all these years. No matter on what Sunday evening one might attend a meeting of the Club, he could be practically certain of being interested and improved.

The building of a large assembly hall in Wilmette for the meetings of the Club and kindred occasions would be a fitting recognition in this, the twelfth year of the Club's life, of the arduous and patriotic work of President McClure and his associates.

Rally Days are at hand, when live wide awake churches drum up renewed interest in the various branches of their work, especially in the Sunday School. During the summer, attendance has been rather slack, and the warm weather has wilted initiative and enthusiasm. Recognizing these facts enterprising church leaders know that the new year must start with an unusual burst of speed if the church and school services are to attract and hold the attention of the community. Any body of church people that thinks it can begin a banner year without some sort of rally will see its mistake when attendance at its meetings begin to fall off and their young people begin to go elsewhere.

Rally Day exercises in the Sunday School must be bright and snappy. Children and young people love activity, enter with vigor and program that promises to be exceptionally lively. We have observed that youth loves something doing, does not participate eagerly in humdrum work, no matter how important that work may be.

"Rally round the flag!" is a call not only to soldiers and patriots but also to members of all progressive organizations.

\$562,751,466!

That was our nation's fire loss in 1925, according to the National Board of Fire Underwriters, the country's authority on the subject.

Prevent Fires!

This loss, exceeding half a billion dollars annually, is what keeps insurance rates high.

These destructive fires—one dwelling house burns in our country every four minutes day and night!—are what make it necessary for the taxpayers to maintain fire departments. The national fire loss is a national problem. For that reason, President Coolidge has set apart the week of October 3-9 for public instruction as to the cause of fires and means of preventing them.

Be careful with matches, cigars and cigarets. Keep chimneys clean so that they don't throw burning embers upon roofs.

If you use gasoline for cleaning, use it outdoors. Confine sparks to the fireplace by means of a metal screen. Make sure that all electric wire connections are well insulated and tight. Keep your oil burning plant in perfect running order. Look up in your telephone book the number of your fire department, and fix it in your memory so that you can make a hurry-up call.

Prevent fires!

To George W. Maher north shore residents owe a debt far over and above the debt paid for his professional work. This debt, which cannot be paid in dollars and cents, is due him for the beauty and comfort his planning has added to the entire north shore.

George W. Maher

From Evanston to Glencoe his planning, materialized into buildings and village layouts, has given a quality to the north shore which has been of incalculable benefit.

The Patten gymnasium, the Dryden and Patten homes in Evanston, the entire village of Kenilworth, and many homes further north will stand as monuments to his ability and civic interest. As architect and village planner Mr. Maher has left his visible imprint. For many generations this imprint will remain to remind the coming citizens of the north shore of a man who made beautiful homes for beautiful surroundings.

Time was when children coming home from school looked in at the open door of the blacksmith shop. But what entertainment can they now get on their homeward way? We have no answer that fits every case. Many drop in at the movies. Most, we believe, go straight home, and after arriving, get a few messages off the air. Some day, however, the radio will follow the blacksmith shop. Then what?

It used to be thought that competition was the life of trade. But nowadays, co-operation is at least equally important. There may be in business an underlying current of competition, but the word most often emphasized in speeches before chambers of commerce and similar trade organizations is co-operation. It is now plainly apparent that it is better to work with than against.

SHORE LINES

WHEN YOU ARE KIND

*The cloudy days to me seem fair
When you are kind!
If rains descend with wintry blare
I do not mind!
I think of wondrous things you've done—
Your precious love I've almost won—
The clouds are breaking! See the sun!
When you are kind!*

*When Fortune turns away her face
I do not mind,
Tho Fate, grim visaged, takes her place.
If you be kind!
I laugh aloud with heartfelt glee—
My very soul is gay and free
Because of ever loving thee,
When you are kind!*

*When life for me at last is done
I will not mind,
If still I hold that love I won
When you were kind!
If at the bier you'll stand by me,
Through silent eyes I yet will see
That wondrous love you gave so free,
When you are kind!*

—H. A. MILLS—

With Dick Little building an ark and the skies still grey we suppose the football games will be cancelled and water polo contests substituted. Just one more week of rain and we will begin to sprout fins.

He Surely Must Be From New Trier

To the Slave:
If you dare set EMMY on my trail there'll be a bloody battle and I don't mean Maybe!!! I'm all dated up for the next three weeks.

—DAVY JONES, ESQ.
(The Other Column Conductor)

WE SET BACK THE CLOCKS

We set back the clocks
And are happy once more.
This daylight-saving time
Has sure proved a bore.

'Tis true that the golfer
An hour more could steal
From tired, sleepy children—
For them, I appeal.

And also for mothers
Who breakfast must get
For laboring fathers
That worry and fret!

The time before midnight
When rest is most sweet
We snatch from the morning—
Ah, hopeless defeat!

Pray, leave to the people
This trading of time—
A measure for war days
But now out of prime.

—LADY GRAY

Dear Slave:

I followed your advice and took my Northwestern coed date a box of candy. It was very sweet of me, it seems, but she didn't eat candy for fear of gaining weight. Also she was out for a team. So little sister got it. Also, she simply couldn't be out late. So we went to a movie and then to Du Breuill's. I tried to talk to her about this thing and that, including Wilfred Cross, the French attitude toward debt settlement, the Aimee McPherson case, "Show Boat," the latest shows in Chicago, the present political situation, the Dempsey fight, "The Big Parade" and finally, in desperation, the nebular hypothesis. She had never heard of any of them! Then I gave up trying to start a conversation and she spent the rest of the evening asking me if I knew John Jones, who is a Beta Gamma at Illinois, or Jim Smith, who is a Delta Xi at Chicago, or—on and on indefinitely through the four hundred. I didn't know any of them so odds are even—she's got about the same opinion of me that I have of her!

—THE JOKER

Well, the business now at hand is to go down to the stadium and watch the Wildcats trim South Dakota.

THE SLAVE.