

Four Words Tell Story of the Newer Dodge Car

"Now Drive the Car." These words which have just made their appearance on the well known blue and white bulletin boards and in the most prominent magazines and newspapers are arousing widespread interest in the results secured from recently announced improvements in Dodge Brothers Motor cars, according to William T. Wersted, Dodge Brothers dealer.

"The simple invitation to try the car and note the results," he declares, "is typical of the advertising policy of a manufacturer whose statements have always enjoyed implicit public confidence, thanks to a twelve year old reputation for avoiding extravagant or spectacular advertising claims.

"It is an inflexible policy at the factory that the reputation of Dodge Brothers Motor car for dependability, long-life and endurance must be upheld. Everyone of these changes, in fact, means increased manufacturing cost—they were adopted for the sole purpose of giving the owner a quieter, smoother running car.

"Although I have watched a succession of refinements for the last twelve years, I confess that I had no conception of the surprising change that these major advances could make in the operation of what was before a quiet, easy-riding, thoroughly satisfactory car.

Winnetka P. T. A. Seeks 100 Per Cent Membership

The Winnetka Parent-Teacher association, in its drive for members, wishes it understood that a one hundred per cent membership is its goal and not the amount of money received. It has a sliding scale of membership for this reason, so that everyone can join.

The receipts for the Parent-Teacher memberships have been printed by the Skokie school boys, for which the group expresses its thanks.

Mrs. John Cordner West of 937 Gordon terrace, has returned to her home after spending three weeks in the hospital.

Four Day Bazaar for St. Francis Hospital

A bazaar for St. Francis hospital will be given at 355 Ridge avenue, Evanston, Wednesday, Thursday, Friday, and Saturday, October 27, 28, 29, and 30. The sale will open with a dinner in charge of the staff doctors' wives, at 6 o'clock, Wednesday evening. The following afternoon at 2 o'clock, the hospital auxiliary will be in charge of a card and bunco party. The student nurses will give a play Thursday evening, and the following night, the St. Francis alumnae will entertain. The closing night the student nurses will be in charge of a reception.

Special motion pictures of local appeal will be given each night, and a door prize will be offered every evening. There will be no admission charge.

Mrs. A. J. Smith president of the hospital auxiliary, is general chairman of the committee in charge.

Mrs. Theodore Coyne of 597 Provident avenue was hostess on Thursday to the members of her reading club. After a buffet luncheon was served, "Porgy," by Du Bose Heyward, was read and reviewed.

"When You're in a Hurry"

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WINNETKA BUILDING NEWS

Vol. 1
Winnetka, Ill.
32

There are still a few hitching posts here in Winnetka. Have you noticed 'em?

—

E. R. Cole has under construction a very attractive common brick house on Jackson Street, Glencoe, just east of Vernon. This house will be of Italian architecture, thoroughly insulated and should prove to be very popular.

—

A big thick head of nice brown hair Had little Tessie Sonia.

A barber now has Tessie's hair, While Tessie has pneumonia.

If you have a problem of any kind that seems to associate itself with our business we wish you'd come in and talk it over. We may have information that you can use. If we have it's yours.

—

We just heard of another "human dynamo" — everything he had on was charged.

—

Thorsch and Co. are again building in Winnetka; this time for M. R. B. Faxon, at Berkley and Cherry Sts. These homes under the able supervision of

Mr. B. Gataas have made a decided hit on the North Shore.

—

Come on now, roll up your sleeves, Get yourself busy raking leaves.

—

You will soon save enough on your coal bin to pay for storm doors and windows. They keep the heat in and the cold out. We have just received a supply of them.

—

We know a man who wears a grouchy look all the time but who is a dandy good fellow when you get to know him.

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