

WILMETTE LIFE

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LOOK AT THE PRETTY CARS!

No one traveling the boulevards and highways today can help being impressed by the large number of beautiful new automobiles that come into and quickly pass out of view. As one meets them, or as they silently pass one still riding in his 1932 model, the conclusion is reached that practically everybody is driving a new car. And, now that the latest models are crowding the showrooms, the procession is likely to become still more impressive. A question may arise as to how so many people can afford new cars, with times so hard and money so scarce. Strange as it may seem, the answer lies, not in the buyers, but in the sellers of cars. The automobile industry is today giving more car and better car for less money than at any time in its history. If you doubt it, a ride in any car of the low price class should convince you. If not, then take a look at what is offered among the aristocrats of automobiles. That will certainly be convincing.

The automobile industry is now recognized as the leader in the procession moving slowly toward economic recovery. And the reason it is out in front is because it has recognized the sound principle that the only way to attract business is to give more value for the public's dollar. Improving quality, increasing comfort, adding to the beauty of design, all these contribute to increased sales, but the fundamental cause lies in the greater value built into the cars and the lower prices at which they are sold. Because of this policy on the part of manufacturers sales for 1935 will outstrip any year in the industry's history, with the exception of 1929. It has been accomplished through improved methods, better management, fair wages, increased efficiency and recognition of the right of the public to the best product that can be made, at the lowest price at which it can be sold. No automobile manufacturer pulled that principle out of a hat, and there is no patent on it. It is, perforce, a direct contradiction of the "controlled economy" upon which the federal government has been depending to bring the country out of the depression. It is the competitive system, pure and simple, and it has worked for the automobile industry as it has always worked for every industry.

HOME ACCIDENTS

If 100 people were asked the source of the greatest number of accidents throughout the year in America, probably 99 of them would say "automobiles." Most people are astonished when told that almost twice as many accidents occur in the homes or on the farms than on the highways. The American Red Cross has taken cognizance of this situation, and has undertaken a nationwide campaign of education to make the home at least as safe as the highways. In this endeavor it is calling upon local communities to take an active part, in the belief that those in closest contact with the situation will be able to handle it most effectively.

The uninformed naturally ask how it can be possible for so many accidents to happen in homes, and what may be the cause of them. The Red

Cross, in its usual thorough manner, has prepared charts and statistics giving definite information on the subject. It therefore is not speaking without being in possession of the facts. Burns, falls and asphyxiation (or suffocation) top the list of causes of fatal accidents. Others are poison, gun shot wounds, fires, and farm hazards, which include accidents from farm machinery, horses and other animals.

The analysis then goes on to segregate the 30,000 home fatalities in 1933 into age groups, showing the number and cause of death in each. According to this analysis, falls seem to be the most prolific cause of home accidents. Of the 14,100 fatalities from this cause, 450 were in the age group up to 4 years; 450 in age group 5 to 14; 3,250 in age group 15 to 64, and 9,950 among people over 65 years of age. This reveals the dangerous age for falls as above 65, and clearly indicates the field for intensive education among elderly people, if the death rate from falls is to be lowered.

In the case of death by poison, the figures read: In the age group up to 4 years, 500; age group 5 to 14, 150; 15 to 64, 650, and 65 or over, 200. In the lower age bracket carelessness on the part of guardians, parents or others, is indicated, and the need for warnings and education again indicated.

In this manner the whole range of home and farm accidents is covered, so that local Red Cross committees, working in cooperation with the national organization, can proceed along a charted course, leaving nothing to imagination or guesswork, but attacking the problem according to a definite plan evolved through authentic information.

While the Red Cross is working in harmony with other safety groups to reduce the toll of deaths on the highways due to the automobile, it has wisely concluded that America should be made conscious of the dangers that beset every individual in his everyday home life, as well as in his occupation. To accomplish this, local Red Cross committees are being provided with the necessary data to bring the seriousness of the question vividly before the citizens, upon whose participation the success of the campaign will depend.

EXPANSION JUSTIFIED

If any evidence were required as to the wisdom of the expansion of Wilmette Sunday Evening club into New Trier Sunday Evening club, it was liberally provided by the splendid audience that assembled to enjoy the opening program. The gymnasium, with a seating capacity of 3,500, opened its doors to a crowd estimated at 2,500, on an evening of inclement weather when the natural inclination of most people would be to remain by their own firesides. That so many citizens of New Trier township availed themselves of the opportunity to share in the splendid entertainment that has for years characterized the programs provided by the club foreshadows a successful season in the wider field.

A ONE-SIDED VOTE

The referendum on continuance of the AAA crop and hog reduction plan, held by the Department of Agriculture on October 26, attracted very little attention in the urban communities of the country, for the probable reason that only farmers, who are the beneficiaries of the plan, were permitted to vote. Yet every urban resident, whatever his station in life, has a vital, pocket-book interest in the outcome, for he it is who is taxed to pay benefits to those agriculturists who sign contracts to not raise a certain amount of corn or wheat or cotton, or a certain number of hogs. On every trip he or his wife makes to the meat market or the grocery store, a portion of the money left there goes toward a process tax to be paid directly, in cash, to farmers who cut down their production. The procedure, strange to the experience of Americans, amounts simply to taxation without representation, which principle once caused a war.

NEWS-COMMENT

Milwaukee's epidemic of bombings seems to have been brought to a definite end when the bomber was blown to smithereens by one of his own bombs. No happier conclusion of the terrorism could have been planned.

Every time a new official comes into the New Deal we get a big laugh. First thing he does is to talk a lot, and say that he is going to straighten everything out pronto. Then, like all his predecessors, he gets the talking habit, and finally drops out of the picture. Then comes another, and so on, ad infinitum.

Two minor hitchhiking Wisconsin girls were kidnaped by five men who held them captive in a Morton Grove farmhouse and brutally assaulted at least one of them. A justice of the peace permitted the men to plead guilty to disorderly conduct and fined them \$60 each. The state's attorney promises a full investigation. All right, state's attorney. But don't forget to investigate the justice of the peace.

Mother Nature, chief enforcer of the immutable law of compensation, is still doing her stuff. With the north Pacific coast lashed by a terrific storm; with the earth tap-dancing in Montana and fan-dancing along the Atlantic; with seventeen states, mostly eastern, gripped by the jitters because Terra Firma won't stay put, and with Florida swept by a 120-mile an hour gale, Los Angeles sits purty in the midst of her glorious climate, smilin' her sweetest and wondering what all the fuss is about. Of course, she occasionally has a flood that washes away half her houses, and a fire now and then, not to mention earthquakes, but these are mere minor annoyances that only momentarily interrupt her principal occupation of enjoying the sunshine.

Chicago's city council voted Monday for year-round daylight saving. Oh, well, nuts will be nuts—especially when there is something in it.

It's always a pleasure to commend a democratic office-holder, besides being a novelty. And so here's to County Clerk Alford of Waukegan, who put a crimp in that town's gin marriage mill by laying down a rule that marriage licenses would be issued only between 8 a. m. and 5 p. m., and up to noon on Saturdays. None on Sunday or during the night. And are the police magistrates and justices of the peace mad!

Bill Borah blows bitter blast at Bolivar. If the republicans permit him to name the 1936 candidate, the doughty senator indicates, the party will win. Otherwise, it's headed for the junk pile. Others besides Mr. Borah have imagined they constituted the republican party.

The Frenchy who sounded "Cease firing" in 1918 repeated the call Sunday. Must be old stuff, for it didn't bring out a yard of ticker tape or a pound of confetti.

If you have any doubts about 13 being an unlucky number, note this: The week-end automobile carnage in the Chicago area netted 13 dead and 113 injured.

The Soviet Union is not so much, according to our favorite radio jokesmith. They're bragging, he says, because they finished their five-year plan on time. But Mr. Dionne, he adds, completed his in one year. So what?

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