

# NORTH SHORE NEWS-LETTER

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## LOCAL OPTION IN WAUKEGAN

Local option as applied to saloons in Waukegan Township is to be made an issue on the ballot in the coming township election. From the Waukegan

cal option leaders in Waukegan township, enough signatures to their petition have been secured to warrant a vote on the saloon question at the coming spring election, under the new law.

"Those who are making the fight for local option are optimistic that when the matter comes to a vote in the spring election that it will carry by a safe majority. They say that they have been feeling the pulse of sentiment in the city and that they have been surprised at the great number that are in favor of having the city go dry.

"Why some of the worst drunkards are among those who have signed the petition and they say that they will vote for it when it comes to a vote in order that the temptation may be removed from them," stated a local option worker. "They say that as long as the saloons are here they must drink because they cannot resist the temptation but that they would give their right arm if the temptation were to be removed."

Speaking further of the matter one of the workers declared, "Why when we started into this campaign many of the saloon keepers laughed at us and said that they would sign the petition out of sympathy for us. Those same saloon keepers are laughing out of the other side of their mouths now."

With all these things considered it would seem that when the local option comes to a vote next spring that it will create one of the hottest fights that has ever been waged in the city.

## SUPPORT THE LOCAL TRADE

Returning to the subject of the Business Interests of the North Shore no one will blame local merchants for making every legitimate effort to advance the home trade.

In some places known to us there have been formed Associations for developing the local interests; and we agree with certain of our merchants that nowhere is this more to be desired than in the towns of the North Shore.

But there are certain questions involved that must be agreed upon among the merchants themselves. Of course we are all aware that a considerable percentage of the retail trade goes to the larger city because there is a larger and more varied

choice carried in the bigger city stores.

But what is needed is to convince local people that, quality and convenience considered, they can do better at the home store for ordinary, every day goods, than they can in the great city.

To this end—the first thing necessary is to make that a fact. It ought to be the rule that the weekly expenditure of the average home for groceries and provisions can be as economically and as profitably made in Highland Park or Lake Forest as in Chicago.

Then—if this is assured—the fact should be made known. If "the butcher and the baker and the candle-stickmaker" of the home town

little more that the cost and trouble of going or sending to the city is not worth while,—then it is of great importance that the people should know it.

## CUSTOM HOUSE PENALTIES

No one questions the general ability of Uncle Sam as a business manager. Great interests are in his hands and are sustained and carried forward with surprising efficiency.

And yet some of these vast interests have been cared for after certain fixed rules and usages without any thought of changing conditions and ever increasing demand for adaptation.

At no season of the year are people so generally annoyed and inconvenienced at the Custom House regulations as the Christmas and New Year. Thousands upon thousands of packages, often of more value as expressions of sentiment than as articles of intrinsic worth, are held up; ruthlessly opened and appraised, and then held until the party for whom they are intended can go and pay for them at the respective Custom House.

We are not now discussing the question of the right or wrong of taxing such articles, what we protest is that the post office should be made the collecting agents for these sums so that the articles in question may be delivered as addressed.

We should certainly lose faith in Uncle Sam's business head if we could be made to believe that he cannot devise means to collect the duty through the post offices to whom any package may be addressed.

Think of a poor woman residing in Lake County receiving an intimation that a parcel lies at the Custom House, Chicago, the character or value of which she is not informed of, nor from whence it comes; that there is the sum of a dollar or two duty to be collected, upon payment of which at Chicago she can have the parcel. Finally when she gets the package, she finds it is some home made token from a relative in another country which article is rendered useless by the delay. This is not a fiction. It is a fact many times repeated.

## NEWSPAPERS TO BE ON CASH BASIS

Postoffice Department Says Renewals of Subscriptions For Dailies Must Be With- in Three Months of When They Expire. Weeklies Within One year.

The most radical change made in the postoffice department in recent years is contained in instructions issued to the postmasters of the country recently. This change affects the publishing business most seriously in that beginning Jan. 1st, 1908, it forces advance subscription payments.

Under the new rules advance payment of subscriptions becomes necessary. It automatically puts the subscription business on a cash basis.

The order of the postmaster general is as follows.

"Ordered. That the postal laws and

regulations be amended, effective Jan. 1, 1908, as indicated below:

"A reasonable time will be allowed publishers to secure renewals of subscriptions, but unless subscriptions are expressly renewed after the term for which they are paid, within the following periods:

"Dailies, within three months.

"Tri-weeklies, within one year.

"Monthlies, within four months.

"Bimonthlies, within six months.

"Quarterlies, within six months.

"They shall not be counted in the legitimate list of subscriptions, and copies mailed on account thereof shall not be accepted for mailing at the second-class postage rate of one cent a pound, but may be mailed at the transient second-class postage rate of one cent for each four ounces or fraction thereof, prepaid by stamps affixed."

used to say that the business man who pays \$1,000 for rent should spend at least \$2,000 for advertising.



The most successful of all the great business concerns in the world are the men who advertise.

The large houses of every great city pay salaries from

**\$2,000 to \$10,000 a year**

to experts to write and conduct their advertising.



North Shore merchants do not need this.

The News-Letter is in the advertising business for north shore people. We sell our space and

**give our brains and experience**

We can give you a tip! The most successful of the recent holiday business in Highland Park was done by firms that advertised freely in the News-Letter. This is not said for effect; the facts and names can be furnished.

If you write your own ads do not write just to suit your own views. Get the point of view of the buyer. But better let us write them for you. That is our business. Just tell us what you have to sell and we will fix it up.

A page in the News-Letter is as good for north shore merchants as a page in a Chicago daily for Chicago merchants.

**North Shore News-Letter,**  
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