

NORTH SHORE NEWS-LETTER

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ANOTHER THEATRE HORROR

The latest theatre holocaust has cost fully 170 lives. The little village of Boyertown, Pa., is under the deepest gloom of sorrow, for death has effected almost every home.

The lesson will again call loudly for

traps in the shape of halls, and theatres with one narrow stairway exit are still existing in hundreds of our cities is well known.

But after all the most needful lesson is that of self possession in times of alarm. We do not know any building, however well constructed with exits that would not involve a sacrifice of life as hundreds of people lose self control and madly push each other to death.

HOW TO MAKE IT KNOWN.

Every business man who has something to sell must make it known.

Merely opening a store and stocking it with—say, shoes, will not sell the shoes, unless the fact is made known that you have shoes to sell,—that they are good shoes and the price right.

When you went into the wholesale market to buy, you did not go haphazard into the first big warehouse that you came to. There were three things attracted you: 1. Name. 2. Goods. 3. Price. You enquired of all these three, you consulted the advertisements and price lists; you took note of special articles that were well advertised and you were guided by all these things in your selection and purchase.

Now that is precisely what people do who buy at retail. They want to know something of three facts, viz: 1. You; 2. What you sell; 3. The Price you sell at.

If the first is made known without the other two you may catch a stray customer. If the first and second are made known you will secure the custom of some who go direct to a given place to buy. If all three are made known you will get a full share of the entire public.

Advertising is of little value which only mentions your name and address. If you name the goods you sell it a little better, but if you give the price you sell it at you will get the people who are seeking goods at fair or low prices.

Let any local merchant watch the domestic buyers of his own home and he will observe that the big city paper is sought, more to see what new

lines of dress or other goods are advertised and at what prices, than for any other purpose.

Listen to their exclamations as they read that a fifteen dollar garment is advertised at thirteen ninety-nine, and the very latest style of this and that is now only \$1.50,—regular price \$2.00

That is what they want to know, Mr. Merchant. Have you any new goods? Are you clearing your shelves of the season's stock at lower prices? Have you groceries, fruits and meats at similar prices to those in the big city? Say so! Name the goods in your local paper and give them a price. We know a Highland Park merchant who has been selling a certain article of provision at a price that can match the cheapest department store in Chicago but he only

it would pay him better to sell four times as many of the same article but the public does not know of it. He does not advertise!

OUR SOLDIER BOYS.

Our Fort Sheridan correspondent calls attention to a prevalent feeling which borders upon contempt on the part of some people toward the soldier.

We think this is not as strong as the average enlisted men think. There are of course a few people who because of their ignorance do not know how to act toward a man in uniform. Policemen in our great cities are subject to this same thing. But we are greatly mistaken if the public feeling generally is not that of pride in the men who stand for defence in time of national danger.

Our correspondent indeed has put his fingers on the real weakness. Ignorance and narrow-mindedness are twins and insults to soldiers are not likely to come from people of intelligence.

Of course it must always be true that the public will deprecate a man's vices,—not less because he is a soldier and if our young men of the army would command our respect they must learn to guard their actions among others.

For ourselves we have been acquainted with many enlisted soldiers who possess the finest sense of dignity and respectful conduct.

We have no right to expect that young men who are deprived of home comforts and domestic felicities will be paragons of moral conduct. We should therefore be all the more ready to recognize their good qualities, rather than to emphasize the bad.

So long as the world needs soldiers we must give them the place and honor due them.

After all, is not much of the ignorant prejudice against them due to the fact that they have less money than others? The world places a false estimate on what men possess. So long as a soldier has only 85 cents a day pay, ignorant people will estimate him at that price, instead of counting his value on a basis of character and courage.

Our Outlook

IS JESUS A MYTH OR A FACT?

It has become fashionable in recent years to dispute the very existence of certain great historic characters as well as the authenticity of the works attributed to them.

We do not know that Socrates, or Plato or the more modern Shakespeare or even Milton ever lived. Nobody now living ever saw them or can take oath that they saw them write the books attributed to them. And so, every once in a while, somebody disputes the facts and builds up a theory.

"Resolved that the Jesus of the New Testament is an Historical Character." That is the question upon which Dr. Crapsey and M. M. Mangasarian are to debate.

The discussion will probably prove attractive as a sparring match of the

But of what value can it be? If Dr. Crapsey succeeds in convincing himself and his sympathizers that Jesus did really live no one will be one iota the better for it.

Dr. Crapsey's portrait of Jesus eliminates all the supernatural qualities which accounts for the Jesus of the New Testament and which alone explains his marvellous influence upon the world of today.

It matters very little whether Mangasarian's view of Jesus as "a myth" or Crapsey's view of Jesus, as an amiable man of ordinary human character, prevail with the Orchestra Hall audience.

What is of importance is that each person should for himself answer the question: "What think ye of Christ?"

COUNTERFEITING VERSUS SUNDAY-LAW BREAKING.

If illustration were needed to show the dangerous tendency of a false standard of action in regard to laws affecting public morals it may be found in the contrast in the recent cases of the Rev. J. R. Kaye, convicted of counterfeiting, and the saloon Sunday-law breakers of Chicago.

Mr. Kaye denies all intent of counterfeiting and it was shown in his trial that there were good explanations for the use of the moulds he made and that so completely removed from his thoughts were any acts of illegal use of them that he carelessly left the moulds in the house from which he removed as he might have done any old pieces of junk. Yet, so jealously does the law guard coin making that the Court and jury were both against him and he is sentenced to seven years imprisonment.

On the other hand the Sunday-law breakers at Chicago admitted the offence, there was no pretence that

do business contrary to law, and the Court showed that this was in direct violation of the State law, yet the jury returned a verdict of not guilty in evident sympathy with Mayor Busse's edict that the law ought not to be enforced unless it can be proven to be ordered by the will of the majority of the citizens of Chicago.

OUR CHIEF NATIONAL DANGER.

The supreme danger of the United States is not from without. Rumors of war and international jealousies are but trifles compared with the common contempt for law. It is a notorious fact that, in no other civilized land in the world is there such a widespread disregard for law as in our own. Laws, we have in great

numbers and every year, in Congress, and in every State Legislature, new laws are passed and then utterly ignored.

If this contempt were confined to what are called "the criminal class" who come to regard the police as their natural enemies there would not be any thing unusual about it. But any law which, in any way, restricts the liability of men is not seriously intended for enforcement is the prevailing thought of half the people.

And this pernicious and anarchistic doctrine is openly endorsed by the most responsible men.

Former Mayors of San Francisco and Omaha and the present Mayor of Chicago, not only refuse to enforce the State laws which are included in their oaths of office, but actually declare that certain laws ought not to be enforced.

And this attitude toward law has reference to that very class of law-breakers which are the most disastrous to good order and morals, viz:

The Mayor of Chicago does not say that the burglar or the shop thief should have any special dispensation. Such offenses are directly against personal property and are not condoned.

But gamblers, brothel keepers, saloon-keepers and Sunday traders are all treated with special deference and the chief citizens of some of our great cities are advocates for them.

One of the most pernicious doctrines which can be possibly applied to these law-breakers is that it is not proven that the majority of citizens approve of the laws which they break and therefore they ought not to be enforced.

Let this argument be admitted as a principle, and all law may be disputed and the beginning of our national disruption has already set in.

If law were made subject to the objection of interested people on the ground of a democratic principle of government then such a government would be certain of early downfall.

A SERIOUS BACKWARD STEP.

The system of paroling prisoners guilty of minor offences, which did so much toward lessening the proportion of confirmed criminals in France, was well on the way for a trial in Chicago.

Judge Cleland of the Maxwell Street Court adopted the system of paroling prisoners convicted of minor offences, holding the penalty over them on their good behavior.

The plan was already bearing fruit in that it not only gave these persons a chance to reform but it also saved the city the burden of maintaining them.

But for some reason the system was not popular in legal circles and Chief Justice Olsen has removed Judge Cle-

land and placed Judge Hines, who will not continue the parole system.

This step backward is greatly to be regretted. There is no time in the history of a possible criminal when any opportunity to reform would be so likely to bear good fruit as when individuals are convicted of first offences.

Of all persons subjected to the law the young offender is generally the least guilty. Often his offence is that of folly or error rather than intentional crime.

It is to the interest of the whole community as well as of the incipient criminal that he be given a chance to recover himself. Instead of this, however, it may be fairly said that in the police courts of our