

# NORTH SHORE NEWS-LETTER

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## YOU AND YOUR DEALER

One of our local Merchants hands us the following. It is good enough to print and we give it as written.

patronize the stores in your own town. Don't be tempted by catch penny bargains to send your money flying all over the country; keep it in circulation in your own neighborhood. When you see advertised something you want, ask your dealer to get it for you or write for samples. But always buy the goods themselves, through your home store. By doing this you will benefit three parties.

The Advertiser—He will get an opportunity to do business in your town and to work with your dealer.

Your Dealer—He will get his regular profit and an opportunity to broaden out his business.

Yourself—You will see what you are buying, the prices will be quite as little, perhaps less than if you buy by mail; and besides this you will have the great satisfaction of knowing that you have done your share toward supporting and encouraging local enterprise, upon which depends the growth and prosperity of your town.

## CITY COUNCIL

### THE OLD OUT—THE NEW IN.

A full meeting of the council marked the closing meeting of the year. After the reading of minutes a petition was presented by property owners requesting that the name of First St. north of Vine Ave. be changed to that of Green Bay Road, an ordinance was past agreeable to the petition the effect of which will be to extend Green Bay Road north and shorten that of First St. to the limit of Vine Ave. A petition was presented to request that the name Highland Ave. be changed to that of North Ave. and the change was made accordingly. By resolution the Board of Local Improvements were directed to employ an Attorney to obtain a ruling on the matter of the assessment role on file in the County Court pertaining to Street improvements known as the "North end system of Streets." Action was deferred in reference to the repairs and improvements on West Central Ave. After the passing of bills to be paid, the Council ordered the counting of the votes of the recent election and the Tellers reported as have all ready been published. After formal adoption of the Tellers report the Council adjourned and Alderman Turner and

Morton stepped out of the charmed circle into that of the ordinary citizen. The new Council was then organized with Mr. Geo. A. Mason, Mr. A. G. MacPherson and Fritz Bahr each taking their places as Alderman of the city. The new Council opened with an address from the Mayor, in which he referred to the harmony which prevailed in all the business of the year and thanking the Aldermen for their support to him. He welcomed the new members of the Council and solicited their cooperation in the future business of the city. The following officers were appointed. John C. Duffy City Collector Fred Greenslade Auditor, John Nelson Marshal, John Genest, Police. Frank Rectenwald, and Clem Merriman. Ed Nevins Foreman of Street work, Gus Krueger Supt. Water works, Alex Scott Assistant Supt. Water works, John H. Sheahan Chief Fire Marshal, Paul Gieser Ass't Fire Marshal, E. Farmer General Helper. Board of Health, the Mayor, Frank Fritsch, Dr. F. M. Ingalls, C. W. Aldridge. The Board of local improvements is the Mayor, Ald. Denzil and E.

ceived. A catch basin was ordered for Deerfield Ave. & west city limits. The Street and Alley Committee were empowered to act as to the condition of a culvert corner St. Johns Ave. & Sheridan Road.

Petition of Property owners on Rice Street asking that the portion of the cement side-walk ordinance which relates to between Cary Ave. & Roger Williams Ave. be repealed; referred to Street and Alley Committee. Complaint on condition of sewerage between Judson & Ravine Ave. referred to Street & Alley Committee. A resolution of the Ravinia Improvement objecting to the closing of Bronson street, referred to Street and Alley Committee to report at next meeting.

The City Clerks report on finances was referred to the Finance Committee.

## Our Outlook

### MORAL SUASION NEEDED.

The tendency of reformers in late years has been towards law. In every field looking for social and moral betterment, there has been strenuous effort for new and more rigorous law to suppress evil.

This is not to be deplored for many of our laws are so constructed that, as the great English statesman, John Bright, used to say, "it is easy to drive a coach and six through an act of parliament."

If therefore laws can be better constructed so as to aim directly at certain evils and be more effective for operation, nothing but good can come of it.

But the tendency has been to direct attention and energy to law-making to the neglect or exclusion of moral suasion and education.

Great activity has been displayed of late in seeking legislation on the various phases of social evil and the present trend, of almost all the discussions and aims of "purity" workers, is towards new and more stringent laws. Laws of suppression, laws for detection and punishment, laws for raising the "age of consent" and to meet this or that agency of evil—all these are urgent, and some of the proposals are wise and would be effective up to a certain point.

But the main forces of the crusade must be educational and persuasive if it is to turn the current of popular practices into

the channel of purity. We may suppress a dive, punish law-breaking, rescue one, here and there, from the limbo of a hell on earth; drive a nest of scoundrels out of the infernal business, but there remains the great mass of men and women still generating and perpetuating moral and physical evils that have their roots in depravity and ignorance.

Pulpit, press, platform and school all ought to be brought into line, each in its own way, teaching the laws of pure and true life and fitting us to be a nation of good fathers and mothers that our sons and daughters may take higher moral rank, and that the future homes of America may come from nobler character, as water from a pure stream

### THE PLEDGE FORGOTTEN.

Along this line, it is quite fresh in the minds of many of us that the whole strength of the temperance movement

to the platform and the school. The moral suasionist was the man of the hour. The W. C. T. U.—the gospel temperance orator, the pleading advocate—the John B. Gough's and Frances Murphy's were the leaders and examples of temperance forces and the whole of their ammunition was turned towards winning men and teaching the doctrine of total abstinence in its relation to life health and morals.

In the course of events all this is laid aside. The gospel temperance meeting is no more, the temperance pledge is almost forgotten, the Good Templars are not in evidence, the good old Sons of Temperance is a historic body, and even the teaching of the physiological effects of alcohol is in danger of being ruled out of our schools.

### "LEST WE FORGET"

We are just now in grave danger of forgetting the necessary relation between law and practice. Unless the rising generation are taught to practise temperance it will call the saloon back into power. This is not a note of pessimism—it is just plain common sense. The use of alcohol is already being transported from the saloon to the drug store. Millions of bottles of the poison are sold under the name of medicine, and unless the children are taught that alcohol is alcohol under whatever name or color, the next generation will not have moved far forward in the direction of sobriety.

Is there not a mighty sound of a trumpet call to the church in these facts. Whether the old temperance pledge is revived or not the old prophets words "Look not upon the wine when it is red, may be proclaimed again "lest we forget."

### BRYAN'S BAD TASTE

It is an offence against good taste and "peerless" leadership, according to Representative Rolenberg, for William J. Bryan to advertise a bull for sale in the "Commoner." At least we are to suppose so if we judge by his speech at Washington on April 28 when he roasted the democratic leader as a "disciple of the gospel of despair." The News Letter is not a democratic paper but we must confess that we have seen only the optimistic note in Bryan's speeches.

## Wants, For Sale, Rent, Ect.

Insure your property with W. E. BRAND.

FOR RENT:—A seven room house with basement. West Laurel Ave. Apply H. P. DAVIDSON 134 Ravinia avenue.

DRESS MAKER. 146 Bloom Street. New York fashions Five minutes walk from the Moraine Hotel. 17 t f.

TO RENT—Unfurnished. Two large, attractive houses, every convenience. One 7 and one 8 room cottages. One large 8 room house, moderate rent. Furnished houses from \$75 up, Mrs. ALDRIDGE. Highland Park.

A nice little six room flat heated, modern equipments, also furnished rooms. Tel. 2532. Apply to Mrs. ALDRIDGE.

WANTED—Girl for general house-

FOR RENT 8 room House, bath room, laundry. Hardwood finish through the whole house 514 Lincoln Place. 18-

FOR RENT New 2 story House. Modern All-Conveniences, Eight Rooms and Bath. Address 514 Lincoln Place.

BARN FOR RENT One block from the Depot Apply at this office.

FURNISHED HOUSE to rent direct from owner to couple without children, or two friends. Young woman owner offers greatly reduced rent if permitted to reserve one room and live with occupant. Highland Park Box 607 18 c

HELP WANTED Couple Wanted without children to give wife services in Cooking, and caring for family of 3 in return for home for both. Highland Park Box 607 18 c

LOST—Black and white setter male dog. Finder return to H. K. Coale and receive suitable reward. t f c j 9

FOR SALE—At a bargain, a Sterling Piano. Apply to Father O'Neil. 19 t f

ALL THE FIXTURES in the former Erskine Bank are for Sale. Apply at the New Bank Building. 18

WE CAN PRINT Anything from a Visitors Card at 50 cts. a hundred to a thousand page volume. North Shore News Letter. 16 Laurel Ave. Phone 92.

### SERMONETTES.

Be good; it is the only safe investment that pays ten per cent on the dollar.

Be careful; otherwise trouble may follow in your wake, the con man will sell you gold bricks and the promoter will brand you as an easy mark.

If you smoke smoke good cigars and fewer of them.

If you drink, go the limit—on temperance drinks and stop there. No man ever built a success on the basis of moderate or immoderate drinking of intoxicating liquors. To trifle with them is more dangerous than trying to count the teeth of a buzz-saw in action.

Don't overeat. Success, money or fame never brought a worn out man a new stomach.

If you can afford good clothes, wear them; otherwise be happy in what you can afford. No matter your income, select the quiet garb of a gentle man. No man was ever heard very far by the loudness of his costume.