

North Shore News-Letter.

PUBLISHED EVERY SATURDAY AT HIGHLAND PARK ILLINOIS
H. P. DAVIDSON, Prop.
PHONE 92

Entered at the Post Office Highland Park Ill. second Class matter

SUBSCRIPTION, \$1.50 A YEAR. 5c PER COPY.

SATURDAY, NOV. 12, 1910

Checks received for subscription are at once credited, and the date changed on the printed label within a week or two.

EDITORIALS

MAIL ORDER

ADVERTISING

The publisher who stands by his home merchants and refuses the advertising, usually at good rates, of foreign mail order houses, seldom gets credit for his stand. As a rule these merchants give little thought to the fact that the advertising columns are the publisher's chief stock in trade, but let him open his columns to mail order houses and you can rest assured his censure will be swift and sure. Otto J. Zander, editor of the Brillion (Wis.) News, and one of the Badger state's progressive publishers, refuses foreign mail order advertising of all kinds because Brillion merchants take all the space he cares to devote to advertising. In a recent editorial on the subject Editor Zander says:

"Chicago mail order houses are again making determined efforts to secure the vacant places in country newspapers that ought to be occupied by the ads. of home merchants. Although the advertising secured from the local merchants by many country editors is not enough to pay even for the setting up of the said editor's occasional tirades against mail-order houses, these said editors will, with ox-like stupidity, or magnificent patriotism, refuse to sell their space to these houses, even at higher rates than their own merchants pay. There was a time when the News belonged to unfortunate group of papers. That time is now happily passed. Our merchants now occupy all the space we can spare, and often clamor for more. While the rates we charge make it impossible ever for us to get rich from this income, we have the consolation at least of knowing that we are now impoverishing our merchants. We are earning a decent living and helping our neighbors. But we have there ourselves and when we get those tempting, purse-filling contracts from mail-order houses, knowing that many of our brethren with less enterprising merchants back of them are also receiving the same, our heart goes out in pity to them knowing that though their need be great these newspaper boys are going to stand by their home merchants, even though the home merchants may not stand by them. And they don't brag about it either, until the baby goes shirtless and ma must take in washing and their cup of bitterness actually fills to overflowing."—Auxiliary.

It is but a few days ago that we received from a Chicago Mailing House an advertisement to be inserted in the NEWS-LETTER, offering a large compensation for the same, but we declined to give it space, knowing we would not be doing justice to our home merchants.—NEWS-LETTER

China is making a very arduous use of the indemnity fund returned by the United States by employing it for the education of Chinese youth in American colleges. Fifty-three beneficiaries of the fund have arrived in this country.

THE BEST REAL "PULL"

Now that the summer is nearly over hundreds of young men who were graduated last June from colleges and high schools are entering the vocations which they intend shall be their life's work. Some are still seeking suitable openings. The young man without a "pull" may believe himself handicapped. He is likely to see instances where the employer gives first consideration to his son, his nephew or the son of a friend. But that is no more than right. The average business man recognizes the obligations of relationship and friendship, up to the point where they do not impair his material interests and those of his associates. His nephew and his friend's son must make good—his own son, most of all. His tendency, in fact, is to be more strict with his son than he is with any of his other employes, says the Cleveland Leader. If a young man thus favored with the first opportunity shows that he will be a failure in the work he is doing, he is removed. Family ties and friendship usually will not hold him. Then comes the chance of the young man who may have felt discouraged because he had no "pull." The best "pull" any young man can have in starting in life is honesty, industry and the determination to work for his employer as though he were working for himself. He should realize that, in fact, he is working for himself and that he has a financial interest in the business, to the extent of his pay. Such a young man is bound to succeed.

The difficulties of teaching astronomy even in its most elementary form, are, perhaps, only known to those who have attempted it. A London assistant school mistress stated some time ago that she was not fully convinced "of the inutility of attempting to instill into the minds of nine-year-old girls a knowledge of the more recedite branches of astronomy." She says that, according to instructions, she explained to her class the uses and purposes of the zodiac. Some days afterward she resumed the astronomy lesson, and, in order to test the recollection of the pupils, she asked, "What is the zodiac?" "There aren't none now, ma'am," replied one little girl; "it's bust up." "What's bust up?" asked the teacher, in great surprise. "The sody 'urk, answered the girl, "where they made the soda water; and father's been thrown out of work." Investigation showed that a soda water manufactory in the neighborhood where the girl lived had been closed through the bursting of a steam pipe, and the pupil had seen in this catastrophe the collapse of the zodiac.

Upon a Newport "arm" which cost a fortune the young owner lies ill of typhoid fever. A wealthy woman nearby suffers from the same "disease of dirt." In Manhattan last year there was a sporadic outbreak in the region of costly apartment houses. This year it is Brooklyn's turn, says the New York World. In this city, with its guarded water supply, it is likely that typhoid at this season is brought from insanitary summer resorts or incurred luring automobile runs. Every life lost by typhoid is a wasted life. It is absolutely preventable. People who live in marble halls without caring whether poison runs in the pipes behind them; the very rich who spend millions in display but neglect sanitation; college professors caught unaware by epidemics like that in Ithaca—these have themselves to blame if the disease occurs. Typhoid originating in any community disgraces it.

An interesting incident at the convention of the National Association of Master Bakers in Baltimore was the reading of a paper by a Washington lady dealing vigorously with the methods of bakers and pleading for home-made bread both for sanitary reasons and as a matter of economy. The bakers were gallant enough to allow

the may to have her say, and if her objection to some of the practices mentioned are well founded doubtless there will be reform.

Official figures show that since 1901 there have arrived in the United States 9,771,512 aliens. This enormous immigration means that the accessions to the country from foreign sources during that period have exceeded the combined populations of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, Delaware and New Jersey. The statement helps to explain the remarkable growth revealed by the latest census.

Burglars who broke into a house in Chicago stole a supply of ham and eggs and left the family jewelry undisturbed. Trust an up-to-date burglar to recognize valuables at a glance.

"Do something for the girls" is a moving plea. The best possible thing to do is to marry them.

Jump from a moving car if you want to be foolish.

DOCTORS OF PUBLIC HEALTH.

The Journal of the American Medical Association comments upon the fact that while much interest is taken and much good work done in public health matters, yet the public has only recently come to realize that such work should have the services of a specialist. Too often the city or village health officer, for instance, is a man with little or no professional training. The community is fortunate if he is not a mere politician selected for the number of votes he is supposed to control at election time. What are called the sanitary sciences have made rapid strides in recent years, says the Cleveland Plain Dealer. The public is immeasurably wiser concerning conditions that make for individual and community health than it was. The high importance of health as a factor in social progress is coming more and more to be recognized. Manifestly these changed conditions ought to be met by a more intelligent treatment of health problems by the constituted authorities. Harvard university now offers a new degree called doctor of public health (D. P. H.). The courses leading to the degree will be for training in public health work. The step is likely to be taken by other institutions as the value of the new courses becomes apparent.

A part of the theory touching the nature of matter is that the ions, which are the constituents of atoms, are not only in constant motion, but that this energy is working toward a lower quality of matter; that is, that gold is developing toward copper or toward some other kind of metal of less value. So of silver and the diamond. These precious metals never transmute upward, but always downward. The changes may not be observed in centuries, but in millions of years they will manifest themselves. This disintegration of the atom and its transmutation into the base metals suggest two inferences—either the advance of civilization in the eradication of gold and other precious metals, or that the so-called base metals are of greater value and use in the social economy. Of course, long before the eradication of gold through this process, mankind will disappear from the planet, yet the lesson is left by this scientific discovery that in the great plan of nature, copper and iron are more to be esteemed than gold or silver.

The day of a doze is no more—that delicious moment as the day breaks, when the sleeper wakes and rolls over in a half dream and yields himself to a drowsy spell that gives to joy a sort of real existence—well, it is no more. These days of advance have blotted it out. Invention and rapid life are too many for it. When a person wakes, he wakes. No lotus-eating for him. No floating away on a silvery mist out into the land of forgetfulness. Listen to that motor cycle running from away down the street, spluttering, cracking and crashing as it comes, rushing past your window as the very devil himself would; and then, that snorting, ripping and slashing clamor sweeping by in the form of an automobile—good-by, old Somnus and Momus, and all ye divinities of night and sleep, farewell, says the Ohio State Journal. Some day we may meet again, but in some other world or some other time when the long, lingering doze at dawn may be looked upon as one of the sacred rights of mankind.

AUTOMOBILE EXTRAVAGANCE.

Both the automobile and its owner are coming in for very serious preachment these days. The machine itself is held up as the direct cause of much unhappiness and suffering, and a vast deal of ethical denunciation is hurled at it from many sides. It would seem that there are only three classes of people who are at all justified in railing against the machine itself, says the Washington Post. They are the man who gets run into, or nearly run into, by one; the farmer whose horse is afraid of "the pesky thing," and, most of all, the man who cannot get one. Those who are outside of one of these classes really mistake the thing they condemn. What they mean to get at is the extravagant, irresponsible, spendthrift habits of a limited number of automobile owners, of which the machine is only the outward and visible sign. They forget that if it is an automobile, it will surely be something else. Of the man who can well afford to own and maintain an automobile there is nothing to be said; it is wholly his own private business. If a man mortgages his house to buy one, that is entirely within his own right, and if he chooses to own an automobile rather than to have a house, it is not at all clear that he has committed any breach of ethics or morality by the exchange.

A year ago a tipless hotel of the first class was opened in London. The management "positively announced" that no gratuities to waiters, porters, maids or other employes would be permitted or suffered. The "experiment," as everybody called it, seemed extremely interesting, but the result was considered doubtful. Skeptics said: "Wait a month or two." The hotel is now a year old. The public is assured that the no-tip policy has been enforced to the letter, that the establishment has prospered beyond all expectations, and that there has been no trouble whatever in getting employes—and good, well-mannered employes, too. This is very gratifying news indeed, says the Chicago Record-Herald. Presumably the hotel pays wages and salaries that compare favorably with those of hotels where tips "go," or run riot, at all hours of the day and night. Mere prohibitions, where temptations exist, will not eradicate an abuse. But if everybody is satisfied at the tipless hotel there is no reason why its policy should not succeed permanently.

The buying of foodstuffs by weight is being agitated as a plan to affect the cost-of-living problem in favor of the housewife and enable her to come nearer getting the worth of her money. If it will do either, or both, it should be adopted without delay, providing it entails no incidental hardship that would offset its benefits. But would such a plan produce these results? Theoretically, one is inclined to answer yes, for it does seem that one would be paying for what he got by buying by weight and not measure, or article, says the Omaha Bee. Yet in places where the plan has been in vogue has it accomplished this? California has always bought by weight even potatoes, fruit—nearly everything in the edible line—and yet the people of California have been caught by the high-cost-of-living wave along with the rest of us. In Cuba, it is said, the plan works with good results, it being applied even more thoroughly there than in California. Eggs are bought by the pound in Cuba and the American advocates of the plan propose that we buy eggs the same way.

The official census-statistics give Chicago a population of 2,185,293, a gain of 486,708 in ten years. This is doing very well, as the returns show Chicago to be the second city in the United States in number of inhabitants, ranking next to New York both in population and in rate of increase. Yet Chicago is not satisfied. The metropolis thought it should have at least 3,000,000. Apparently the only way to get such a total is to annex some more of the outlying territory.

Cable reports that in Berlin during ring bouts a band always plays lively airs, and many boxers not only keep time with their feet but seem to take their hitting and sidestepping cues from the music. This is magnificent, but it is not boxing. Over here there's no music required save the thud of the padded glove and the contestants have to move lively enough.

FOR CLEAN FOODS.

Addressing the American Health association in convention at Milwaukee, Prof. James O. Jordan of Boston, chairman, pointed out the need of protecting foods from contamination not only by dirt, dust, insect life, dogs and cats, but also from handling by human being, says the Buffalo Express. He must have had in mind careless masses to whom the rules of cleanliness are practically unknown. The effort of the day, among civilized people is generally for clean food. Restaurant ants are sometimes accused of being less particular than they should be, but local health officials can keep them up to the standard or have them discontinued. If such power is not accessible by any health officer, legislation should provide for such an arrangement. Professor Jordan spoke also for milk, saying: "Less money spent on millinery and beer and more devoted to procuring clean milk will yield health dividends more than commensurate with the capital thus invested." It is hardly necessary for the individual to forego much beer or much millinery to provide clean milk. The task is the community's. Only one class of milk should be tolerated, and that, clean, reasonably rich, and delivered in cleanly vessels and vehicles.

Statistics are always more or less interesting and especially is this true of those statistics based upon the figures now being given out by census estimators and the government census bureau, says the Manchester Union. Aside from speculations as to the possible growth of one municipality or another, it is interesting to note the status of the native-born American in connection with the birth and death rates and even a most casual investigation will disclose figures little short of alarming. According to the estimates of competent authorities the population of the United States should be found this year to be in the vicinity of 90,000,000 souls. Deduct from this the immense flood of immigration which, since 1900, has closely approximated 9,000,000, and the increase in population meanwhile to have been something like 14,000,000, as far as native-born Americans are concerned. This is an increase of but six per cent. over the figures of the former decade, as against 21 per cent. for that just preceding. Thus it is seen that the rate of internal increase has fallen off fully fifty per cent.

The octopus is a creature of more or less-dreadful reputation. And now a gentleman who modestly describes himself as "a genius and an inventor" comes forward in a letter to Major General Wood, chief of staff of the army, proposing to put the octopus idea into effect as a method of destroying an enemy's warships. He says he can construct a diving boat with wings or extensions on the octopus principle. In a battle the boat would dive under an opposing vessel, come up underneath, wrap the wings around the craft, octopus fashion, and then sink again, carrying down the ship and drowning all hands. It seems delightfully, not to say tragically, simple. But the probability is that the scheme is much more likely to go up than the invention is to take warships down.

Apparently it is not safe for brides to giggle when the prospective bridegroom dislikes giggling—at least, it is not safe until after the bridegroom has been "kissed." Because his fiancée, snickered when the two applied for a license at Taunton, Mass., the man in the case refused to have the marriage ceremony performed. Probably the girl had a fortunate escape. A fellow who is such a churl as that was not likely to make a very agreeable "hubby," anyway.

An army of 700,000 children awaited the opening of the schools in New York city for the fall term. The census statistics recently given out showed that the big city is not suffering from race suicide, and the school returns emphasize that truth. But the fact that 50,000 pupils will have to be put on part time indicates that the authorities have not allowed sufficient margin for increase in the school population.

Mexico has unveiled a monument in celebration of the one hundredth anniversary of its independence. But the best monument that Mexico has to show is its own condition at the end of the hundred years.

AN EASILY

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