

Winnetka Weekly Talk

PUBLISHED EVERY FRIDAY

BY

The Lake Shore Publishing Co 20 Prouty Annex, Winnetka, Ill. Telephone Winnetka 388

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Subscription price \$1.00 per year in advance.

To insure publication, items should be in THE TALK office not later than Wednesday noon.

Entered March 1, 1912, at the postoffice at Winnetka, Ill., as second-class mail matter.

FRIDAY, FEBRUARY 2, 1917

INDUCING PEOPLE TO BUY

Any salesman will tell you a good many oddities of human nature. They find that it takes solicitation to get trade. A firm may use a certain line of goods right along, and it may have been getting them of a certain house. Yet, if some other salesman comes along, he can frequently get the order.

There is something attractive in human nature in the idea of being solicited. People like to buy of people that show an interest in having them buy. They regard people who solicit trade more actively as enterprising and as doing a bigger business. In this judgment the popular instinct is almost always correct.

Soliciting trade by advertising works just the same way. It spreads abroad the idea that people are more active. The store that advertises gets the trade, just as the manufacturer who sends out salesmen gets the orders.

"LEAKS" IN DAILY LIFE

The probable fact that large sums were made in the stock market through advance information of President Wilson's peace note, looks like a big abuse. Are diplomatic negotiations to be peddled about the street, and made to yield a profit to the bulls and bears? Yet many of the men who condemn such lapses most severely are themselves unable to keep their mouths shut about confidential business information.

The leakers are a large profession. Wall street is full of them, being, in fact, one big ear listening at keyholes. Fortunes are made by premature leaks about raising and lowering of dividends. In most cases, though, the leakers are led astray by false tips. In any event, the insiders get the cream, leaving the skimmings to the rest.

In ordinary business life, many a stenographer knows enough to ruin her employer if she talked about it. Those are wise who draw a distinct line between their office life and their outside life, and never let the two interests cross each other.

The successful business man keeps his mouth shut, and he expects his employees to do the same. But the big corporations must be hard put to it to keep their projects quiet. There are always listening ears of rivals, who would give much to learn what their competitors are planning to put over next.

There are some people whose natural instinct is to talk about all their observations, experiences, surmises and impressions. They babble artlessly and garrulously about their job, and the work that goes on under their eyes. Vital trade secrets are passed along "just between us." That kind of person does not get very far in business. Leakers are unpopular in the office. They are, sooner or later, replaced by silent, reserved sort of people, who have the gift of reticence.

The cruel Indians used to finish their victims right up with the tomahawk, while our modern civilized fighters merely chew them all up with explosive shells, after which they live and suffer for weeks.

Another favorite way to observe National Pay-Up Week is to positively promise to pay April first.

Domestic Science and Living Costs No. 3

The former attitude of women toward housework was much like the former attitude of the farmers toward agriculture. The farmers said that they learned all there was in farming from their fathers, and consequently did not need any further training. They laughed when the agricultural college experts came around and tried to tell them new ways of doing things. Now the farmers are learning that by attending scientific farming schools, taking short courses, reading bulletins of experiment stations, attending demonstrations, etc., they can greatly increase their production. Many of the Corn club boys can beat their fathers in corn raising.

Similarly, women said they learned all there was in housework from their mothers. Frequently, however, their mothers gave them no instruction in housework, preferring to give their daughters a free life in society. They thought the girls would pick up housework after they were married. Today many girls come home from Domestic Science schools and can show their mothers how a losing home can be run at a profit on the husband's income.

It seems wrong that girls are turned out from so many high schools and academies with their heads full of French, algebra and literature, yet knowing nothing about the basic tasks of the household, on the efficient performance of which their marital happiness will depend. Happily, classes in home economics are now being formed in many high schools and even the lower grades, to instruct girls in household tasks.

Also there is reported from the Domestic Science schools a great interest among factory and store girls in learning housework. Very frequently now classes are formed of girls who are engaged to be married, who will take a course of study in cookery and home economics. A prospective husband could well afford to pay high tuition costs to have his bride elect take this study.

TAXPAYER TAKES A STROLL.

To the Editor of the Weekly Talk:

Dear Sir:—Apropos of the editorial in the Messenger of January 18, demanding that the village authorities sand the sidewalks, in addition to plowing them, I would suggest that if our public spirited (?) citizens would cooperate with the authorities to the slight extent of removing from the walks the inch or two of snow which the plow must inevitably leave, the need for sand would largely disappear, and the sidewalks would be safe to use. A stroll through our streets shows that the vast majority of the residents regard their duties as completely fulfilled when they have shovelled the snow from the walks within their own property lines—and, beyond their fence, "the public be damned." And this applies most emphatically to the many wealthy ones who have from one to four or five men in their employ. And these would be the first to elevate their hands in holy horror if the grass in their parkways was not cut in the summer. Yet, in the winter, their walks are never cleaned.

My strolls also reveal the fact that there are only 15 to 20 householders in Winnetka who have sufficient self-respect and sense of obligation to the community to clean the walks abutting their properties. These spots loom up as havens of safety—oases in a desert of snow and ice.

If a little of the time and money so lavishly expended upon foreign affairs could be applied at home, home would, indeed, become an ideal place. Taxpayer.

It's hardly fair to call the Wall street speculating gambling, since it's a sure thing for the insider.

New York city must be crowded with the 200,000 population gained last year, but in that city any old closet under the stairs will hold two or three.

After the ball players join the union, they will have to knock off for closing time even if a fly ball is up in the air.

The fact that the business places in a village are satisfied with wood structures with false fronts badly needing paint, does not prove that they can get along any more without marble government postoffices.

If the people who are hard up for cash would only worry as much as the income tax payers do, the grocer wouldn't have so many bad bills.

THE NEW TRIER BULLETIN

By Harry B. Kirtland.

Monday, February 5.—Girls' Glee club practice at 3:05 p. m.

Tuesday, February 6.—Faculty meeting at 3:05 p. m.

Wednesday, February 7.—Meeting of the Student Council at 3:00 p. m. Tech meeting at 3:10 p. m. Victorian meeting at 3:05 p. m.

Thursday, February 8.—Orchestra practice at 3:00 p. m. sharp. Senate meeting at 3:05 p. m.

Friday, February 9.—Zenobian meeting at 3:05 p. m.

The Senate.

The members of the Senate are starting the new semester with new and greater vigor and enthusiasm. They are preparing to give the Zenobians a hot race at the annual debate, in April or May. They have not been able thus far to defeat the Zenobians, but are sure they will break the monotony this year by getting an overwhelming victory.

Athletics.

The annual Joliet Tournament will be held, February 23-24. There will be twelve districts or one hundred eighty-five teams competing in the tournament. This is the largest number of teams that have ever been in the tournament. Six years ago there were six districts, last year nine and this year twelve. Although the districts increase in number every year it does not signify that there is less chance for our teams to win, because they increase in efficiency every year. The New Trier teams have only one defeat thus far this season, which signifies that they will have a good opportunity to make a showing for their school in the finals.

Athletics.

The swimming meet at Detroit, Mich., for the Central States championship has been postponed from this week, Saturday, to the seventeenth. Next Friday, at 7:45 p. m., the New Trier swimming team will meet the Oak Park team in their home tank.

This Saturday night, the New Trier basketball teams will meet the Morton High school teams on the latter's floor, at 7:45 p. m.

Mr. Cotton is busily thinking up some clever words to put to a very pretty tune he has composed for a new school song. Those that have had the pleasure of listening to any of his own music are sure of a good, lively song, with lots of school spirit.

The librarian has been considerably annoyed by the students using the library and her knowledge of the studies as the last resort to cram for the exams.

Chicago, North Shore & Milwaukee Railroad

EVANSTON

(Church Street)

TIME CARD

In Effect Sept. 15th, 1916

Table with 4 columns: Leave Evanston, Arrive Station Indicated, Leave Evanston, Arrive Station Indicated. Rows include A.M. and P.M. times for various routes.

M—Milwaukee. W—Waukegan. H—Highwood. L—Limited Train. †—Daily except Sunday. S—Sunday only. ‡—Saturday and Sunday only. B—Carries baggage. X—Connects with Libertyville Division. †—Connects with Milwaukee Local at North Chicago Junction Saturday and Sunday only. Z—Connects with Milwaukee Local at North Chicago Junction.

WINNETKA SHOE STORE.

Established four years ago. Sells for cash only.

5 Per Cent Discount on Shoe Sales.

We can equal any shoe store in Chicago on price and Quality. First-class repairing. Neolin Soles for the best wear.

Give us a trial and convince yourself.

H. LUENSMAN, Proprietor Phone 694

804 Elm Street, Winnetka, Ill. —Adv. 11-123-tfc

The Woman's society of the Congregational church will hold a luncheon, Wednesday afternoon, in the rooms of Community house.

Advertisement for Lucas VELVO-TONE FINISH. Includes an illustration of a woman sitting at a table and text describing the product's benefits for furniture.

Winnetka and Glencoe school children are searching for a dark brown Scottish terrier, which was lost Tuesday in Glencoe. Notices were read in the schools announcing that a reward of \$25 will be paid by Mrs. Augusta Crawford, 2735 Sheridan road, Evanston, for information leading to the recovery of the dog.

The Pine Street circle will meet, Tuesday, February 13, in the Neighborhood room at Community house.

Painters & Decorators J. F. ECKART

PLEATING BUTTONS COVERED HEMSTITCHING. We guarantee the best work and service to be had anywhere. Evanston Hemstitching Pleating & Button Shop. Phone 5651 823 Davis St.

Special Assessment Taxes NOW DUE

Your taxes are now due and payable at my office in the village hall, down stairs, near the Ash street entrance. Mrs. Preston, who has been collecting taxes for the past several years for the village, is in my office and will receipt for your taxes and give you all necessary information. Much time and worry can be saved by paying taxes here. THEODORE FLYNN Special Assessment Tax Collector

Advertisement for Six-One-Nine Dry Cleaners. One Dollar will pay for Dry Cleaning a Lady's Suit or a Lady's Coat of any description, from February first to February fifteenth. Our name is our telephone 555 LINCOLN AVENUE.

Advertisement for Mrs. Emily Pratt Gould. Richmond Hill, N. Y. will be at Blackstone Hotel Chicago Two Weeks, Feb. 5th to 17th. With Quaint Frock and Waist Patterns particularly designed for the coming season. Negligees in Silk and Wool, in delicate shades of pink, blue and violet. Boudoir Pillows, Caps, etc. Also accessories suitable as gifts for the new or expected baby.

Advertisement for BANK OF M. K. MEYER. MONEY TO LOAN at 6% on First Mortgages on Winnetka Improved Real Estate. ESTABLISHED 1894. TELEPHONES 97-98.