

Winnetka Weekly Talk

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"My Country 'Tis of Thee, Sweet Land of Liberty."

FRIDAY, MARCH 30, 1917

People who can't get their names in the paper any other way can always sign a patent medicine testimonial.

The Menace in the East.

Newspapers report the purchase from Japan by the Carranza government in Mexico of ammunition and other war material costing some two millions of dollars. The same report states that twenty-seven Japanese gun experts sailed for Mexico on the steamer carrying the war supplies.

Other reports are reaching this country of the forming of a German army beyond the Mexican border for the purpose of making war upon the United States. Recruits have been enlisted within the United States and furnished transportation across the boundary line. It is claimed one thousand German reservists have entered Mexico each day of the past week.

Mexico and Japan, Mexico and Germany, or Japan, Germany and Mexico? Which? Neither of the three are improbable. All are possible. Japanese and German agents have been active in Mexico for some time past. Several years in fact. That activity has not been of a character favorable to the United States and it certainly has not been unfavorable to either Germany or Japan.

It is time for the people of this country to awake from Rip Van Winkleism. It is a time for the people of this country to give heed to the thousand and one signs that point unerringly to what is in preparation. It is time for the people of this country to give attention to the West as well as to the South. It is time for this country to PREPARE. To prepare to battle for its principles, its honor, its lifeblood. For its very existence.

Regardless of protestations of good will, of friendliness, of kindness; regardless of misleading and misguiding protestations of any and all character, prepare. Remember the words of the immortal Brete Harte—and PREPARE.

Are They Traitors?

What construction can be placed upon the actions of men and women who deliberately attempt to tie the hands of the National Government at a time of grave crisis? What classification can such citizens (if they are citizens) be listed under? By what proper appellation may they be designated?

In the days of the Revolution they were called Tories. During the stirring time of the Rebellion copperhead was the title applied. Today the Tories of the Revolution and the copperheads of the Rebellion are just as much in evidence, but under a new name—pacifists.

The Tories were considered traitors to the cause of the Colonies. The copperheads were looked upon as traitors to the cause of emancipation. Why should not the pacifists be considered traitors to the cause of right and justice?

The world is at war. Two nations, three nations, would embroil the United States in that war. To such extent have the attempts been carried that but one thing remains—to uphold the honor of the Nation. It is no time for equivocation, it is no time for hesitation. Action is demanded. And such action that once and for all time it will be firmly impressed upon those who turn toward this country with envious eyes and clutching fingers that the people of the United States of America are a people of spirit and determination. A people not to be lightly considered

and not to be treated otherwise than with respect.

Pacifists have right to but one name, the true name, the correct name—TRAITOR. Let them be so called and so treated.

Small Items and Large.

A woman picked up a copy of this newspaper the other day, turned to the social columns and, after reading them, said she was through with the paper. At the same time there was real news in that issue other than on the social page; but argument then would have been of no avail. Here, however, are a few points for the consideration of the reader:

Social and personal items are an important—a very important—feature of this newspaper, as they are of every village newspaper. But they are not everything. All local news does not consist of social and personal items. Not by a long sight. Much of it goes under headlines.

And then there is the local comment and semi-local comment and many other news items, all printed with a view to making an interesting newspaper that will prove of value to readers and subscribers. And there are the advertisements, all local in the sense that they apply and appeal to local people.

Social and personal items are very, very important. But they make up only a part of the newspaper.

Spring Advertising.

There is good argument for advertising at every time of the year, but at no period is it stronger than in the spring. Everyone then wants something new. People are tired of eating the same old thing, and new delicacies and novelties appeal to them. It is a great time for promotion for the sale of new lines, or to introduce any kind of a product to people who don't know about it.

In dry goods and clothing lines, everyone is buying. In household furniture and supplies it is a time of renewals. But people do not spend all this money aimlessly. They feel keenly the high prices, and are looking around sharply to see where they can get the most for their money. Bargains advertised in the newspapers get the bulk of the trade. And the merchant that advertises gets his name before the public, and they feel interested to try him out.

Grammatical Errors.

Frequent amusement is caused by folk who pretend they can find grammatical errors in the newspapers.

Recently a local man pranced around in glee because he thought he had detected a grammatical slip in a publication he held in his hand. Inquiry, however, elicited the fact that the alleged grammatical error was not of a kind to excite anyone looking for fact or logic in an article.

Tripping up in bits of grammar is nothing to worry over. Our language is so filled with inconsistencies, "broken rules," and idioms that our greatest writers, editors and statesmen stumble frequently.

Usually the grammatically perfect have minds revolving in a groove that leads to small details and are not of the type of mind that initiates and executes large plans.

High School Movement Grows.

Announcement has been made by the American Defense Society that the Junior American Defense society, members of which are students in senior and junior high school classes, is growing daily. Aid of mayors, school superintendents and principals is being enlisted in the movement started by the defense body to prepare high school youths physically for Universal Military Service. Plans for the direction of the junior society are in the hands of Dr. C. Ward Crampton, director of physical education in the New York public schools and chairman of the military training committee of the American Defense society.

Germany doesn't seem a bit afraid of the toy pistol that our military power is pointing at her.

Some people claim that women are not fit to be lawyers, but that would not be because of any inability to talk to the jury.

The list of unclaimed baggage for the week includes the Czar of Russia. Several more European kings should be also included.

The most beautiful sight the landscape gardener can produce in our back yards this summer will be a little plot full of flourishing potatoes.

There is nothing new about those food riots in New York city. The chorus girls have long suffered unutterably on account of failure to find anyone to give them lobsters.

SUBMARINE SLAMS

Torpedoes Topical and Typical Suggested by Periscope Observations Taken from Within the Editorial Conning Tower.

Any man in this village can get rich in a hurry by inventing a hair-cut that will stay cut.

To brag about one's patriotism raises the question as to why bragging is necessary.

Mexico is Uncle Sam's back yard; unfortunately, there is nothing in it but thorns and Carranza.

Spring operations are being speeded up in New Trier township, just like on the western front.

Another of those pleasures that we give up in Lent is entertaining our Sunday school class of active boys.

If the European war could be settled with argument, it could have been brought to a close in any village barber shop long ago.

No wonder American soldiers are such good fighters. Consider the number of printers in the Army, all of whom are used to handling lead.

Some local chaps congratulate you roundly whenever something favorable happens. But these "roundly" congratulations sometimes are not on the square.

If a man is seen on the street in a battered condition, these days, it is doubtful whether he has been attending a peace society meeting or a local harmony dinner.

To talk well one must occasionally think, intones a newspaper philosopher. Perhaps that is why some of us in this village don't talk when others are thinking.

Among the people who think the Lenten observance is all foolishness are the many who are unfitting themselves for business success by their late hours and high living.

It's getting so nowadays that after a man eats something that tastes like potatoes, he sends out and asks the cook how in blazes other stuff can be made to taste like that.

Don't argue—when the other fellow is more headstrong than you are. It is as difficult to argue sense into some people as it is to sell a book of travels to the Wandering Jew.

A gentleman in the village has been improving on Benjamin Franklin, who said, "A word to the wise is sufficient." This local oracle says that sometimes even a word is unnecessary.

After listening to sundry conversations around and about the village, the conclusion has been reached that some folk wag their tongues too much and do not use their brains enough.

Isn't it about time for the sale of the guaranteed lawn seed which will raise hay, oats, barley, rye, iron weed, burdock and every other known variety of growing thing except grass in your front yard.

Heard in a local restaurant—"If that guy that runs the submarine trys any more chow-chow stuff on muh I'm goin' to shoot 'im a tub o' rattail chop suey the nex' time 'e yelps for clam chowder." Lead on, Mac-Duff. The truth will out.

Spring has arrived. This is a statement of fact. Not because of the robins and bluebirds, but because one of our infallible news gatherers reports the boys of his neighborhood are flying kites, shooting marbles and playing baseball. What better proof does one want?

What has become of the old-fashioned man who used to take a dozen kinds of medicine every spring to get his system tuned up for the summer's wear? About all the overhauling his son does is to send the family flivver to have its valves ground and the connecting rods tightened.

"I'm dreadfully worried," confided the lovely Sheridan road maiden, her violet eyes large with concern. "I overheard mother tell the paper-hanger that she wanted the living room fixed up with a drop ceiling. It may be safe enough, if he fixed it right, but I'm so afraid the thing will slip, drop too far, and hurt someone."

The Russian people overturned in a day the dynasty that has existed for centuries, but in this country they can't rally a few hundred votes at the polls to tip over a local boss.

It is self-evident from watching the careers of many men, that they frequently need advice more than money.

The spring poets are hereby reminded that our office cat is unusually hungry this year.

It may be an accident but, nevertheless, "ink" rhymes with "think."

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