

Winnetka Weekly Talk

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Lloyd F. Hollister.....Managing Editor
G. Edwin Secour.....Editor

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

FRIDAY, APRIL 13, 1917

The Motive for Enlistment.

Appeals for enlisting in the Navy, Army and National Guard are being issued by the Federal government and many of the states. The effort to get recruits is not new, and for years the Government and the militia have been working for more men. An elaborate system of recruiting offices is maintained. Although men are coming forward much better than they did, they are not being received in the numbers needed.

The newspapers are helping by setting forth the good reasons why young men should enlist. These arguments are read in cold blood, and men don't always act on logic and argument. They wait until the leaders of their own crowds act, and they then come forward with a rush. It takes the enthusiasm and spirit of a popular movement to bring them on.

Unmarried young men owe something to their country at a time like this. They have had the blessings of free and democratic institutions. Life has been made easy for them by popular government. Where in other countries they would be set at grinding toil at a precocious age, enfeebling them physically and dwarfing them mentally, in our land they get the chance to go to school and to make good in life. These blessings are the result of the sacrifices and heroisms of those that went before.

Every generation has its own problems to solve and the young men must solve them. If there is danger of a foreign war, the young men must stand in the gap as their fathers stood before them. To be less than that is slacking and shirking.

The unattached young man who is in a position to serve his country, but who declines to do so, will not look back on his course with satisfaction. He may have avoided some little risk, but he may be taking just as many chances every day in other ways. The fellow who "does his bit," who takes his turn in one of our military organizations, has a proud record to which he can look back all his life, and his children after him. It pays.

And Yet There Are Pacifists.

A newspaper story from Florida, recently published in the Chicago dailies, states that German agents have been active among the negroes in an endeavor to incite rebellion against the law and authority of the United States. The darkies were told that if the United States won the war with Germany they would be returned to slavery. On the other hand, should the Germans be victorious, the negroes would be given equal rights, including the privilege of intermarriage with whites.

And still the pacifists urge peace. Peace with a people who resort to any and all means to gain an end. Peace with a people who will deliberately play upon the ignorance and credulity of an illiterate race. Peace with a people who would turn over to the tender mercies of the blacks their wives and daughters, sisters and sweethearts; a people who would permit license unbridled to have full sway that they might extend their power and domain.

Those who so loudly talk for peace, who clamor blatantly for peace at any price—would they view the marriage of their women folk with men of another race and color in a calm and peaceful manner? Of a certainty, no. But—they would have the United States subjected to such humiliation in preference to war. Germany will be given an answer

to such proposals—an answer written with streams of fire and punctuated with shot and shell. The men of the South know what reply to make and when the day of reckoning comes that reply will be so vividly impressed upon the minds of the Huns that the lesson will endure for ages to come.

Patriotism.

Among the great virtues of life the world gives the highest veneration to patriotism. A man may have many faults, but if he has been loyal and courageous in his service to his country many defects are overlooked.

This is because patriotism is a generous ideal and it blesses and benefits everyone. Wherever men have risked their lives in the service of the country, they have helped build civic institutions and place them on a secure foundation. When they die their names live on monuments and in public records, where less generous lives leave no mark behind.

There are some of us who in a time of peril think only of money-making. We are reconciled to war if we think we see a dollar in it. If it is going to hurt our business or our jobs, we squeal. Patriotism is not shown merely by the splendid sacrifices of those who enlist for military service. It is also displayed by all who support the honor of our country, disregarding the effect it may have on our private interests.

Dining and Wining.

Even in the shadow of National peril, the high life continues to eat, drink and be merry. In our greater cities money flows in an unstinted stream for food and drink, largely the latter, with the accompaniments of high-cost dancers and vaudeville artists.

A portion of this is legitimate restaurant business, but much of it is mere dissipation and display and splurge. The amount spent for wasteful entertaining in Chicago alone would equip a great army and it would pay off the National debt in a year or two.

All this extravagance would seem in poor taste even in peace time, when the money might do so much good in relieving misfortune and setting worthy young people on the road of self-support. How much worse it is in time of war, when a suffering people are starving, when wounded men are dying for lack of good hospital facilities, and when our own people are in need of war equipment for their own defense. It would seem as if the Nabobs and Croesuses should realize this situation and discontinue this folly.

"Hollering."

The man who has a thing to sell, And simply tells it down a well, Will never get so many dollars, As the one that climbs a tree and hollers!

The foregoing little ditty is homely, but it conveys about as much business truth as was ever put together in a sentence of 30 words. It is according to human nature, that the more publicity a thing has, the more interest it excites in the mind of the people.

You cannot promote an enterprise without pushing it and telling people about it. If you give an entertainment in a public hall, and merely open the doors relying on word of mouth to spread the news, you will have a handful of people in attendance. It is no one's business to spread the news about it, and the great bulk of the people never hear of it.

Moreover people may hear about it, but if a thing is not pushed and advertised, they get the idea into their heads that it is not of much account. It is necessary to create a certain amount of noise and stir before people will believe it amounts to anything or is worth their attention.

The same thing applies equally to a business enterprise. If it isn't advertised and pushed and talked about in the newspapers, people will say that it is a one-horse concern, doing a small business, that can't afford to spend money on publicity, or they will argue that the concern lacks confidence in its proposition. People will walk right by the place day after day and never look in the windows.

The moment a place begins to advertise, that moment people begin to wake up about it. "Guess X—must be doing some business the way he pushes it," they say, and they come around to see what is going on.

About this time of year the sporting writer begins to look with condescension on the unimportant functions of the editor-in-chief.

Who would think to see the old hen stepping about the yard in her dignified way, that she had recently committed the joy stunt of laying those colored Easter eggs?

SUBMARINE SLAMS

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

Smiles should be a part of ourselves every day of the week. Do you not esteem those persons who greet you with a smile and a kind word? A community composed of individuals who always look upon the bright side of everything would be an ideal community in every way. What is needed in this life is sunshine, and a great deal of it.

Chicago barbers contemplate increasing the price of a shave from fifteen cents to twenty cents, because of the war. It is presumed baldheaded men will now be charged double rates for a hair-cut.

The United States having declared war, it is up to those who love the Kaiser better than Uncle Sam to betake themselves to more congenial surroundings.

The persons who went to church to see the spring hats, Easter Sunday, are convinced that millinery is what draws everybody.

When the local restaurant doubles up on the price of stewed prunes it is time for the bachelor brigade to call a strike.

And village husbands should not forget that the next healthiest thing to operating a garden is to beat carpets.

There are strategic retirements made in this village every day, when, at six p. m., tired and hungry mankind hikes for home.

It is suggested that the ushers at the moving picture theater refrain from disturbing those seated just to fill up the row, especially when half the seats in the house are vacant.

There are any number of people who expect the local newspaper to hand out gratis boosts and puffs of extantiments but invariably forget the location of the office when a job of printing is to be ordered.

The best sauce for any meat is cheerfulness. Never grumble while eating; laughter aids digestion.

Shoe dealers say the price of shoes is still going up, or will go up, or may go up; but they will never catch up with some of the skirts seen in the village.

The telephone girl at the local exchange maneuvered for the desired number wanted by the party on the line.

"Line's busy," she said sweetly. "Thank you," came the answer. And then the doctor was called.

Green appears to be the stylish color for young men this year. And at that some of them in this village are not as green as they used to be—to hear them talk.

The best merchants advertise all of the time. The others some of the time.

One local wiseacre announces that what the allies want to do in Germany is to make it dry.

When you get something for nothing it is worth just about that much.

Some of the jokes that appear in the public prints are pretty bad, but they are not in it when compared with printing office wit that never gets into print.



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It's a good thing for the country that patriotism does not depend upon the display of the American flag. The average householder in this village, it seems, has not an American flag or is too busy to go to the trouble of displaying it. That does not signify, however, that the village is not jammed full of patriotism.

Why say we are unprepared for war when we have been playing football, celebrating Fourth of July, and speeding automobiles assiduously for many years.

It is surprising how many people with big feet don't feel comfortable until they get a conspicuous pair of white shoes on.

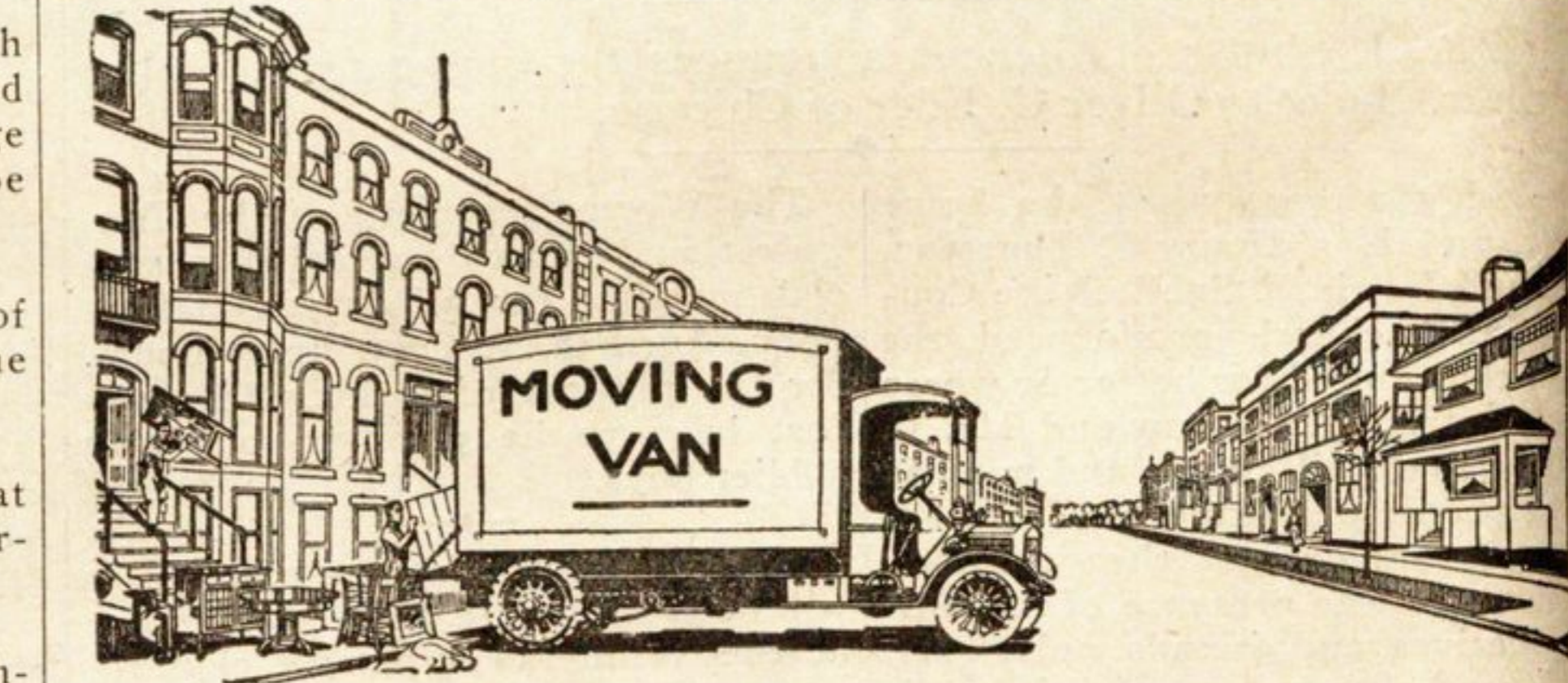
It is surprising how quickly the crowd scatters when it is learned that the supposed foreign spies are merely the wire gang looking up pole locations for the telephone company.

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