

Winnetka Weekly Talk

ISSUED FRIDAY OF EACH WEEK
by

The Lake Shore Publishing Company
1222 Central Avenue, Wilmette, Ill.
Business Telephone..... Wilmette 1921
Editorial Telephone..... Wilmette 1920

SUBSCRIPTION.....\$1.00 A YEAR
Strictly in advance

Address all communications to the Winnetka Weekly Talk, Wilmette, Ill. Anonymous communications will be passed to the waste basket. The same applies to rejected manuscript unless return postage is enclosed. Articles for publication should reach this office by Tuesday afternoon to insure appearance in current issue.

Resolutions of condolence, card of thanks, obituary poetry, notices of entertainments or other affairs where an admittance charge will be made or a collection taken, will be charged for at regular advertising rates.

Entered in the postoffice at Winnetka, Illinois, as mail matter of the second class, under the act of March 3, 1879.



FRIDAY, OCTOBER 5, 1917

Red Cross in the Schools.

President Wilson's proclamation to the children of the public schools, announcing the organization of the Junior Red Cross and recommending to the boys and girls of the grades that they enter into the activities of the society through the school, as the center of their activity, brings to the teachers a new responsibility towards the children in their care.

More and more the public school is delegated to perform those duties which were once considered the office of the home. Teachers are becoming final authority in many matters with which parents were wont to concern themselves. Organization has taken the place of individualism even in the rearing of the children of the land, particularly in those matters which affect their future citizenship. And the reason is not far to seek.

All classes of our society are represented in the public schools of city and town. The children from homes of refinement meet with those of the ignorant immigrant, recently come to America, unfamiliar with our standards of life, unacquainted with the things which make for Americanism and for good citizenship. Both classes must be given instruction in the fundamentals of their social responsibility. Both must be submitted to the process of development which is designed for the child without home opportunities.

Midway between these two extremes of the public school group is the child which comes from the home in which there is plenty of money but a complete lack of parental influence upon the children. Nursemaids afford what ethical instruction the little people receive, instruction which may well be supplemented with the training in morals and patriotism, through the medium of the public school teachers.

There are obvious advantages in the placing upon the shoulders of the teachers of the schools the duties which the conscientious mother and father would prefer to perform, because of the greater number of the children who lack suitable home training. If these parents of the few concern themselves with the character of the training which is given on these matters only remotely related to the text books and mental development of the child, they will help to establish a higher standard of school-room work, secure for their own children teaching of which they approve, and for those others from the homes of neglect or ignorance the opportunity which they wish for their own

boys and girls. The lessons in patriotism which the youngsters are taught through the work of the Junior Red Cross are subject to this suggestion of surveillance upon the part of those parents that have properly developed ideas of the obligation of the citizen to his country and of the protected portion of the population towards those who go out into the training camps and thence into the trenches to fight for the common country of us all.

NOTICE OF APPLICATION TO CHANGE RATES.

To Patrons of the NORTH SHORE GAS CO.:

The North Shore Gas Company hereby gives notice to the public that it has filed with the State Public Utilities Commission of Illinois schedules which will change the rates for gas service in the territory supplied by it with gas, namely, the cities and villages of Waukegan, North Chicago, Lake Bluff, Lake Forest, Libertyville, Area, Highland Park and Deerfield, in the County of Lake and State of Illinois, and the City of Glencoe and Village of Winnetka, in the County of Cook and State of Illinois, and intermediate territory; that the said change of rates involves an increase of rates, to become effective on the first day of October, 1917, as follows:

New Rate.

First 10,000 cubic feet each month, at \$1.00 per M.
Next 30,000 cubic feet each month, at \$.90 per M.
Next 60,000 cubic feet each month, at \$.80 per M.
Next 100,000 cubic feet each month, at \$.70 per M.
Over 200,000 cubic feet each month, at \$.60 per M.

Gross Rates.

The gross rate is to be 10c per M. cubic feet to be added to the above rate.

Discount.

Bills to be sent out on or before the first of the month, and if paid on or before the tenth of the month, a discount of 10c per M. cubic feet would be allowed, making the net rates as shown in the above table.

Prepayment Meters.

All gas sold through prepayment meters to be charged at the rate of \$1.00 per M. cubic feet net.

Minimum Bill.

Minimum bill to be abolished.

Service Charge.

A readiness to serve charge to be

Painters & Decorators
J. F. ECKART 736 Elm St.
Phone 484



Take a trip along the North Shore. Stop off almost any place and go tramping through the woods and across the fields in search of wild flowers. There is the lake, sky-blue and sparkling in the sunlight. Walk along the bluffs and glimpse the beauties of nature all aglow.

North Shore Line

Roomy, easy-riding all-steel equipment. Parlor and dining-car service. Quick, clean, comfortable, convenient. Thirty limited trains daily; frequent local trains; low rates of fare.

Elevated Evanston Express Trains

make immediate connections with North Shore Line limited trains at Central Street, Evanston. Ask any Elevated ticket agent for descriptive folder and time card.

City Ticket Office
137 South Clark Street
Phone Central 8280

The Electric Way
—TODAY!

made each consumer at the rate of 70c per month, in addition to the charges as shown in the above table.

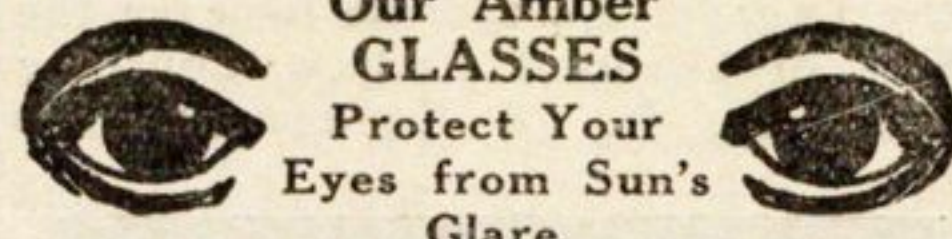
All parties interested in this proceeding may obtain information as to time and place of hearing upon this matter, by addressing the Secretary of State Public Utilities Commission at Springfield, Illinois.
NORTH SHORE GAS COMPANY.
By EVERETT L. MILLARD,
T2t—Adv. Its President.



28 to 32 No. 5th Ave.
Near Madison Street, Chicago

Ten Course Table d'Hote Dinner Sundays and Holidays.

Popular Price Restaurant
Vocal and Instrumental Music



BORSH & CO., Optician
118 South Dearborn St. CHICAGO

After Monday Sept. 10th, I Will Open My Gown Shop At 1402 Chicago, Evanston. Where I Will Appreciate Your Future Patronage.
Madam M. A. Hadlock
Phone Evanston 627 For Appointments

EMBROIDERY—PLEATING—BUTTONS
HEMSTITCHING
10c a yard—all colors
BRING YOUR WORK IN BEFORE SHOPPING, READY WHEN YOU GO HOME.
Mail Orders Given Prompt Attention
LOUIS J. WROBLE
135 So. State St., corner Adams, over Peacock's
PHONE RANDOLPH 6975

WANTED Bargain in
7 to 9 room
house in North Shore Suburb up to \$18,000

Have cash for quick deal, if real bargain.

Address 12-C Lake Shore News

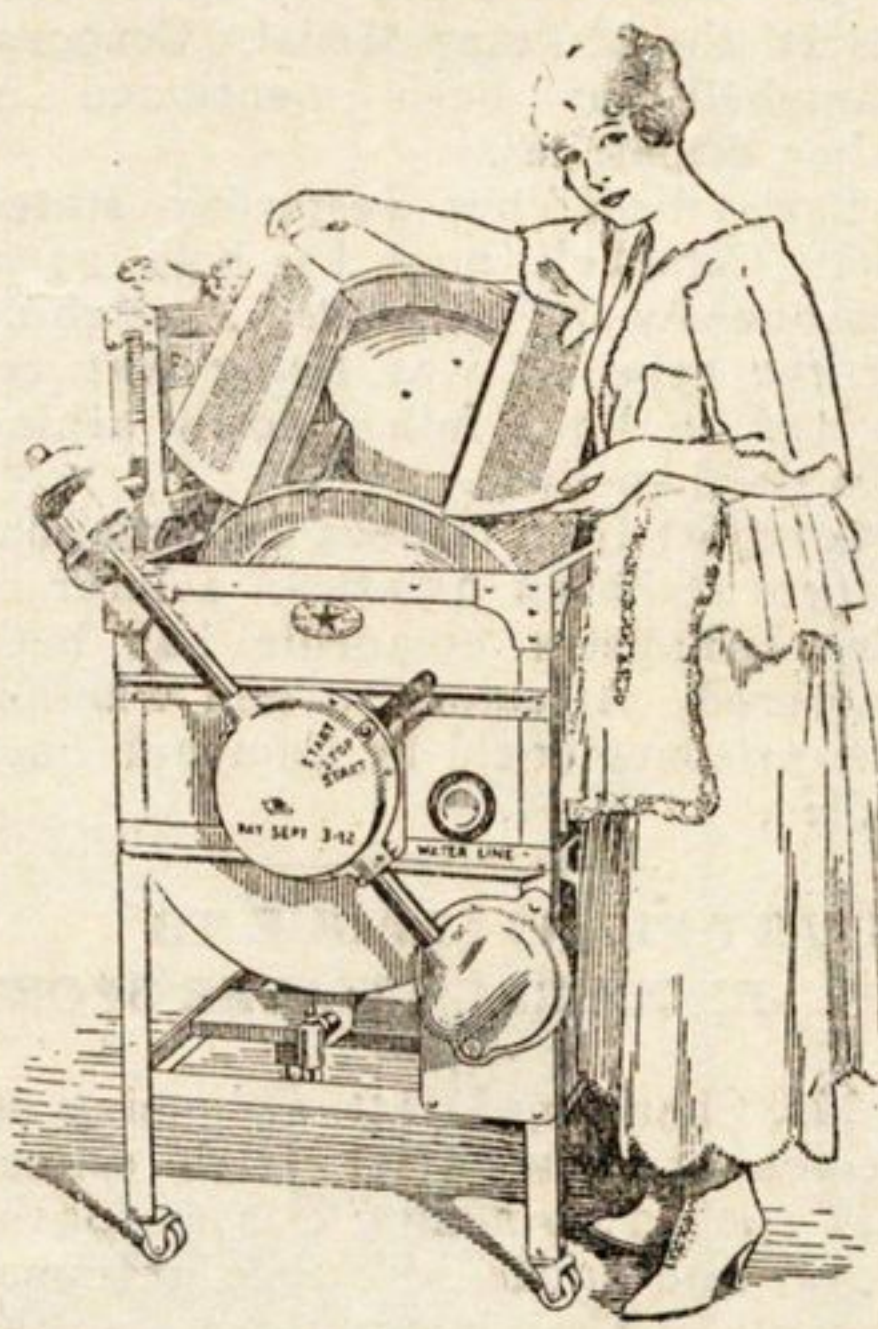
Calumet 424-425-426
DESIGNERS AND BUILDERS
OF INDIVIDUAL AUTOMOBILE
BODIES

CHICAGO COACH & CARRIAGE CO.
Established 1886

General Repairing and Painting of
Exceptional Quality

1223 South Michigan Avenue
CHICAGO, ILLINOIS

Why Use a Washboard
or Pay High-Priced Help?



Must reduce overstock of Electric Washing Machines—Edens, Federals, Geysers, Easy Washer with Gas Attachment.

Special terms and discount if taken at once.

Also Simplex Ironers and Vacuum Cleaners, Electric Irons, etc.

Phone for demonstration.

F. A. DARBY ELECTRIC SHOP

2163 Lincoln St. EVANSTON
PHONE EVANSTON 2230

NORTH SHORE AGENCY for DODGE BROTHERS CARS

We take great pleasure in announcing that we have added the Dodge Car to the line heretofore handled by this agency.

It is, of course, well and favorably known in this territory as well as in all other parts of the country.

For those who wish a car costing in the neighborhood of a thousand dollars, there is nothing that can compare with the Dodge.

The number of those who wish a Sedan for all the year driving is steadily increasing. The price is \$1265 at Detroit.

Dodge Touring Cars and Roadsters are \$835 at Detroit.

If you are not personally familiar with the Dodge ask your friends about it and then come in and let us demonstrate.

C. E. Bridges Evanston Franklin Car Co.
510 Davis St., Evanston Phone 5886

Willys Knight and Oberland Cars

WINNETKA MOTOR CO.

TIRES, SUPPLIES, PAINTING,
GENERAL REPAIRING

Bell System

Three Hundred Forty-Seven Telephone Calls Every Second!

IN THE BELL SYSTEM on an average every time the clock ticks, day and night, three hundred forty-seven new telephone calls are being made.

THE REQUIREMENTS for service for use in the all-important work of National Preparedness are many and urgent. The need to avoid waste is pressing, and in the interests of National Efficiency the lines must be kept as free as possible to handle the abnormal amount of "traffic" used in the many war-time activities.

JUST ONE MINUTE SAVED on each telephone call made in the Bell System every day means a saving of fifty-seven years of productive time each day!

You can save time on every call you make

By looking in the book to make sure you call the right number and thus avoid the delays in "wrong number" calling;

By talking clearly and distinctly, directly into the telephone, so that repetition of parts of the conversation is not necessary;

By answering all telephone calls promptly with your name or the name of your company, so that time is not wasted in uncertain inquiries and introductions.

CHICAGO TELEPHONE COMPANY