

Winnetka Weekly Talk

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by

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FRIDAY, MARCH 1, 1918

Calling a Spade a Spade.

Whether it be virtue or vice, the most common American characteristic is the habit of calling a spade by its own name. The resort to camouflage has not been an American subterfuge, not even since we have become possessed of that very useful word to express what we used to call, much less gently, "four flushing."

Our politicians, to be sure, have been given to a little disposition to paint the lily of the perfections of their party, a disposition which really has profited them little, for everybody knew exactly what they were up to and what they were trying to hide. But that has been a class and not a national trait.

It is only recently that we have begun to have things seriously called something which they were not. We had our season of heatless days, which were in reality only workless days in their intent. We have had numerous examples of the transfer to the war of responsibility for conditions which are only remotely connected with it. Doubled, or even trebled, prices are excused because of the war. Inferior quality, substitution, adulteration, endeavor to step backwards in reform movements, whatever needs an excuse, finds one today in war and war conditions.

There will come a time, and it is to be hoped that it will come soon, when the American people will no longer maintain their "tranquility" in the face of imposition upon their credulity, when responsibility for conditions will be placed where it belongs, not consigned to that indefinite quarter, the war.

What Have We Learned From the Heatless Days?

The immediate necessities of the fuel situation have been met, but the question is no more nearly settled than it was before we entered upon the regime of heatless days, with all the loss of time and money which that program involved.

Whether or not we have conquered the fuel situation will be shown by the application which we make of the things which we have learned by the experience of the winter in the season which will open in about a month from this time. If we have discovered the faults in our program of last summer and have worked out a plan to avoid the same mistakes in the year which is about to open, we have begun to conquer the fuel problem. If we are going to let the same situation develop next winter by fol-

lowing this year the tactics of last, we are exactly where we were before.

The outstanding lesson for us to have learned by our experience with the coal shortage is the need to distribute fuel during the months when railroad traffic is least interfered with by weather conditions, when there is least demand upon it, when there is time to provide a surplus to make it safe to enter the winter, with its possibilities of blizzards and impaired traffic.

Before the next coal year opens early in April, we must develop plans to effect equitable distribution of coal, means to prevent hoarding, a system of continuous production which will make the transportation of coal a constant factor, not an emergency condition to be met on short order. We must effect a plan by which distributing centers, such as the large metropolitan coal corporations, are able to accumulate a surplus stock with which to meet emergency conditions which result from impairment of traffic by storm or floods.

We have emerged from the fuel famine with heavy loss, both of time and money. As we pointed out in our editorial of last week, it has cost the manufacturing and industrial plants \$289.35 a ton for the coal which was saved by the eight heatless days, a high price to pay for coal even in these days of unexampled values, and we have nothing but experience to show for it, for we have not been able to create even a small surplus of fuel. But if we put that experience to use, the loss will not have been borne to no purpose, for we shall then provide against the recurrence of the condition in another year.

The question is, will we?

* * * * *

They Are Seven.

The seventh state has been added to the roll of those which have ratified the federal prohibition amendment, a considerable showing since the eighth of January when Mississippi endorsed the reform.

The advocates of a Dry America are not resting after their strenuous campaign to secure the federal amendment. They are not thinking of the years in which ratifications may be secured, but are bending their efforts to bring into the prohibition column every state at as early a date as possible.

It is this policy of keeping constantly "on the job" which has brought national prohibition to the point of a federal amendment. It is this same policy which can be depended upon to secure the necessary numbers of states to ratify it to make it a law of the land, and that before the expiration of the time limit set in the resolution passed by Congress.

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A Venture in Advertising.

It is an interesting feature of the campaign for prohibition which has been undertaken by the Federal Council of Churches that a series of advertisements has been prepared and is being provided to temperance organizations or individuals who may wish to contribute to the success of the cause by helping to extend public education in the facts concerning the liquor problems of America.

The spread of prohibition territory seems to indicate that the existence of the saloon will be co-incidental with the existence of public ignorance as to the results of the habitual use of liquor by the individual and the effects upon the nation whose people are addicted to it.

The adoption of the means of spreading information which every business firm employs, the display

advertisement, suggests the going about the spreading of information about alcohol and the beverages which contain alcohol with a realization of the fact that the way into the minds of the people is the same in one matter as in another. If people will learn to use a certain brand of baking powder through an extensive advertising campaign, they will learn in the same way to avoid the use of a material whose evil effects are kept constantly before them.

One of the advertisements furnished by the Federal Council of Churches makes the appeal to the public to "Strengthen America." It points out that the strong points of a nation at war are Food, Labor, Life, and shows that liquor wastes all these. It is a convincing message, it will appear in many places, will be seen by many thousands of eyes, will bring home in a way through which people are accustomed to receive impressions, the evil which the use of alcoholic beverages is to a nation which is at war.

The advertising campaign of the Federal Council of Churches offers an opportunity for the advocates of prohibition to meet the liquor manufacturer and dealer on his own ground. The saloon man advertises his wares generously. An equal campaign of informative advertising to offset it, offers a more effective defensive weapon than has yet been devised against it.

Lighthouse Service.

Several employees of the United States Lighthouse Service have received letters of commendation from Secretary of Commerce Redfield for courageous acts performed under conditions which were more than ordinarily hazardous on account of the severe weather of the present winter season. Skillful seamanship was required, lives and property were preserved.

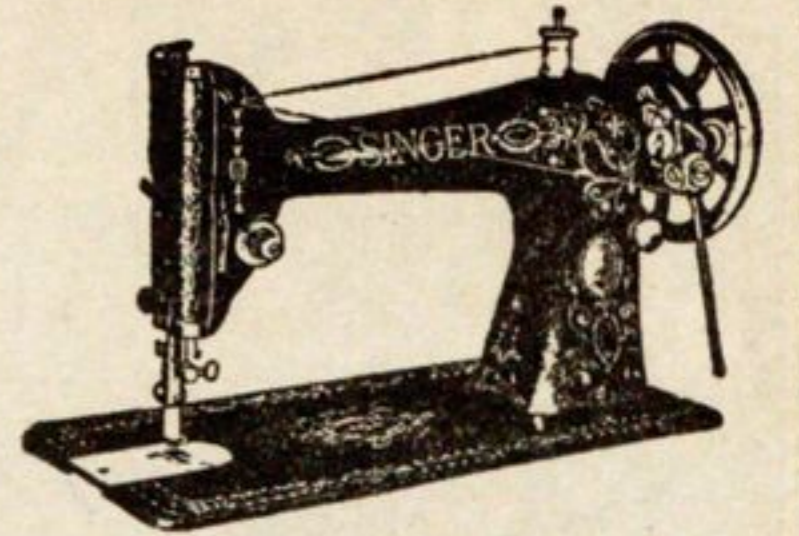
Protects Soldiers.

Secretary Lane has recommended a bill for the future protection of men engaged in the present war who prior to entering the service had initiated claims on public lands.

Veterinary Corps.

Men who are capable of handling horses are still wanted for the Veterinary Corps. They must be physically fit and not of selective-service age.

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