

Business Telephone.....Winnetka 1921
 Editorial Telephone.....Winnetka 1920
 Winnetka Office Telephone.....Win. 388
 SUBSCRIPTION.....\$1.00 A YEAR
 Strictly in advance

Address all communications to the Winnetka Weekly Talk, Winnetka, 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, cards 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, JANUARY 10, 1919

Nineteen-Nineteen

The year that has just opened will be a year set apart in our history for achievement of changes which will affect our whole future. It will be a year of re-organization, a year of fruition of the efforts of those who have spent their lives for the ideals that we have tried to achieve during the months of the war.

The change that will be effected during the next twelve months in Europe is typified in the common mind by the changes that will be made in boundaries and the new political relations that will be established between nations. But these will be but the visible symbol of a much more extensive reform, a change in the social systems under which men and women shall live, new governments, new national ties, new opportunity.

Weighty decisions will have to be made by every government during the reconstruction period of the next year. We shall have to determine just how far we are to go towards socialism, how much we are to take from the individual, how much we are to vest in the state. We shall have to find the way of right and justice between classes, not only in the old world where the lines of demarcation have been not only distinct but all but impassable. We shall, here in democratic America, have to settle the dividing line between capitalism and socialism, find where lies justice and establish the line there, and we shall have to help to establish similar conditions in those new nations that are to be born out of the war.

During the four years and more that men have been fighting and dying to "make the world safe for democracy" we have been too busy to work out principles that will establish the democracy that we have hoped to make safe. That is what remains for the Allied nations to do in the year now begun, a task more difficult to accomplish than that which has been concluded by force of arms. Just as it is always more easy to tear down than to construct, so shall we find that it has been easier to destroy the civilization that has existed and developed in Europe throughout the generations than it will be to establish new conditions upon a new foundation. But the one venture makes essential the other and we are as much bound to help to our utmost in the reorganization of the lives of the peoples of the earth upon the new basis of national self-determination, equality of opportunity for all alike, and the removal of the power of one individual or one group of individuals to plunge the world into war, as we were to bring our young strength to the rescue of those older nations of Europe which were near the breaking point under the strain of war.

The fighting has ended, but the whole benefit of the war is yet to be won. And largely it will be won in victory over ourselves, by the subordination of selfish national or class interests to the common good.

Italy's Case

What sort of neighbor she is to have on the eastern coast of the Adriatic sea may well concern Italy at this time when the boundaries of states in Europe are being planned and the establishment of new nations considered. Some light is shed

of which was the certainty of the establishment of an independent Balkan state, as well as recognition of the national rights of the Slavic peoples.

Nothing apparently has been decided as to the exact proportions or the system of government under which the new Balkan state shall be established and protected until such time as there shall have been developed capacity for self-government and self-protection. The right of people of similar traditions and similar racial inheritance to live under a government which satisfies their desire is to be protested and defended at the peace conference. The policy of holding people of diverse ambitions and character together by force is to be relegated to the past which we have cast aside as a result of the war. Development through self-determination is to be the policy of directing the course of the peace conference, even when the people concerned have no very definite ideas themselves as to what they wish.

This policy of self-determination is not going to be easy to carry out. Conflicting ambitions among nations more or less concerned with the disposition of the Balkan states and those others which have been loosely held together in the empires of Russia and Austria, will offer certain difficulty. The policy that has been practiced in Europe for generations of keeping these difficult portions of the contingent harmless because of continuous internal strife will continue to bear its bitter fruit in the future as in the past. A regime of education and readjustment will have to be instituted before there is likely to be any very deep peace in the quarrelsome people who are now to be united into national entities.

Send Them Home and Keep Them There

Among Americans there is not likely to be any clamoring against the suggestion that enemy aliens who have been interned during the period of the war, or for some part of it, be returned to their own countries, there to live the remainder of their lives.

These persons who have taken advantage of the hospitality of the United States to forward the interests of the enemy countries have earned little respect from the American people. They have, on the other hand, served well the royal master by whom they were employed. They have given service more valuable than that of the men who have been under arms; they have helped to bring death to those who were upholding the cause of democracy and fight against them. They have made their sacrifice for the "Fatherland" and they ought to be permitted to share in the privilege of enduring whatever else their countrymen may be called upon to endure. There is no reason for detaining them longer in a country with whose ideals they have shown themselves to be entirely and hopelessly out of sympathy. Let us send them home where they know the service they have rendered will be appreciated. And let us forbid them ever again to set foot upon American soil.

The Danger in Delay

Evidently Poland believes that possession constitutes nine points of the law and is intent upon having in Polish hands the territory that is considered to be rightly Polish. Perhaps there is foresight and justice in the course that is being taken by the Polish army; perhaps there will result only complication of the business of the peace conference.

It was Germany at the conclusion of the war that suggested that the new boundaries of Europe be determined by the war map at the close of hostilities. It does not require a great deal of thought on the part of any one of the Allies to see the fallacy of such argument, for such a determination of the boundaries of the nations would leave in German hands the property of people who have no desire in the world to be subject to German domination, not

By William H. Rankin
 (Chairman Newspaper Division American Association of Advertising Agencies.)

Never before has advertising so thoroughly proved itself to be exactly what it is—an asset and not a liability—an investment and not an expense—as during the war times now almost past.

It is the contention of wise advertising and business men that every dollar expended in judicious advertising is an investment in public good will and has, therefore, a capital value. A well advertised trade mark, for example, has a dollar value that can be definitely estimated in relation to both the money invested in the advertising of the trade mark, in good will and the sales of the product.

Necessary to Sales

It is axiomatic that advertising is necessary to sales, but it has not been generally recognized until of late that advertising is more than merely a silent salesman. It is more than merely a salesman. It is an investment value in public good will that can be exactly determined.

The government's relation to the people of the nation during the war has emphasized this point, that advertising is a builder of good will. Instance that, the government was puzzled in the beginning as to how most efficiently to reach the public mind for the flotation of the first liberty loan. Of course, the newspapers came to the front handsomely and loyally with the news of the loan in their regular news columns. But a news story is not a selling story. A news story is an expression of facts; a selling story is an expression and argument from a certain sales standpoint, and this sales story can best be told as a full page advertisement. The government fell back, as was the inevitable and logical end, on advertising in the public press in order to reach the eye and brain of the public. Here again, the newspapers were most largely the medium for reaching the attention of the nation. The result was that intelligent, forceful advertising helped to carry the first loan considerably over the top. So too with the second and the others.

Ads Sold Them

And not only the liberty loans, but the various war drives. They, too, realized that the one way in which they could sell their needs was through advertising.

President Wilson himself has always been a staunch believer in and a real friend of advertising and advertising men.

Now—with particular reference to the government liberty loan advertising—what did the government get back?

First—It got the necessary money represented by the sale of liberty bonds. But it received far more than mere dollars. It received an amount of public confidence from the people that could not be measured in dollars and cents. It won and secured public good will. In other words, the advertising which was done for the various liberty loans represents an investment for the government in building national good will, which in military terms is called morale. And that good will or national morale represented a total of many billions of dollars in popular loans and the aggressive support of the individuals and the industries of the nation, of the government's efforts to win the war.

Of course, the individual work done by bankers and salesmen, and liberty loan workers really did the big job of putting over the liberty loans, and, of course, advertising's part was to help make these men's work easier, just as manufacturers use advertising to reduce the cost of selling.

Sold Billions of Bonds

An investment of perhaps ten million dollars by patriotic advertisers in advertising space for the four liberty loans for the government helped to sell billions of dollars of liberty bonds and a good will interest on the part of the public represented in thirty odd million investors and an added interest in the affairs of the nation which could be secured in no other way.

If any business man would take the trouble to think carefully along these lines as indicated by the government's advertising campaigns for the

even German domination under a new and democratic system of government. National boundaries cannot now be determined by conquest.

It is this disposition of the nations involved in the settlement of the geography of Europe and Asia that makes an early meeting of the conference so desirable, for delay serves no good purpose and offers opportunity and temptation for compromising agreements and alliances that will make its work harder and, it may be, less satisfactory.

liberty loans, he must necessarily draw the conclusion that advertising in his mind will henceforth never be regarded as an expense, but as a definite investment.

In these days of reconstruction when competition is going to be much more intensive than we have ever known before—not only within our own national borders but between nation and nation—the manufacturer (or the country) that does the most intelligent, consistent, and persistent advertising is the manufacturer (or the nation) that will win supremacy out of this terrific competition. And that supremacy will represent the dividends on advertising investment.

America unquestionably leads the world in advertising. We have made it almost an exact science and for that very reason the competition within this country is going to be even keener than in any other country.

But One Conclusion

So that, there is only one conclusion to draw; just as a nation on the threshold of war has to prepare for military warfare, so has the manufacturer to prepare for the competitive peace times that are at hand. And these competitive times call for a new attitude of mind in regard to advertising. It requires an attitude of mind that sees clearly that an advertisement is his salesman, and the

sales will be made.

Nineteen nineteen will be the greatest year in all history for those houses who advertise intelligently, persistently and successfully—and the advertising men are ready to turn their thoughts to peace achievements in the same way which they so well served during the war.

Good advertising is good salesmanship—an investment and not an expense!

Portuguese Cemeteries

Instead of headstones and monuments, the cemetery of Lisbon shows rows and rows of tiny chapels ranged in long avenues bordered by cypress trees. The Portuguese are reluctant to bury their dead out of sight, and these chapels serve as mortuaries for the coffins, which are placed on the shelves within. Through the iron grills the eye discerns small altars and flowers gleaming through the subdued light of the interiors.

Mr. and Mrs. Percival Hunter of Erie, Pa., are the guests of Mr. and Mrs. Hoyt King, 711 Forest avenue.

DR. DON C. McCOWAN

Physician and Surgeon
 Office Prouty Bldg., Winnetka, Ill.
 Telephone Winnetka 85
 Office hours 8 to 9—2 to 4—7 to 8

The Cemetery Beautiful

PLANTED amidst nature's own beauty, man has created a beautiful park cemetery. The sunken gardens, the winding paths, and the imposing chapel makes this spot a vision of beauty. It is indeed a fitting final resting place for our beloved ones.

MEMORIAL PARK CEMETERY and ANNEX

Gross Point Road and Harrison St., 1/2 Mile West of Evanston

We want you to visit this cemetery. You will find it interesting and attractive. You should reserve for yourself a family lot—all lots in Memorial Park are sold with full perpetual care guaranteed. Suitable easy payments—no interest. Don't miss this opportunity.

YOU ARE INVITED

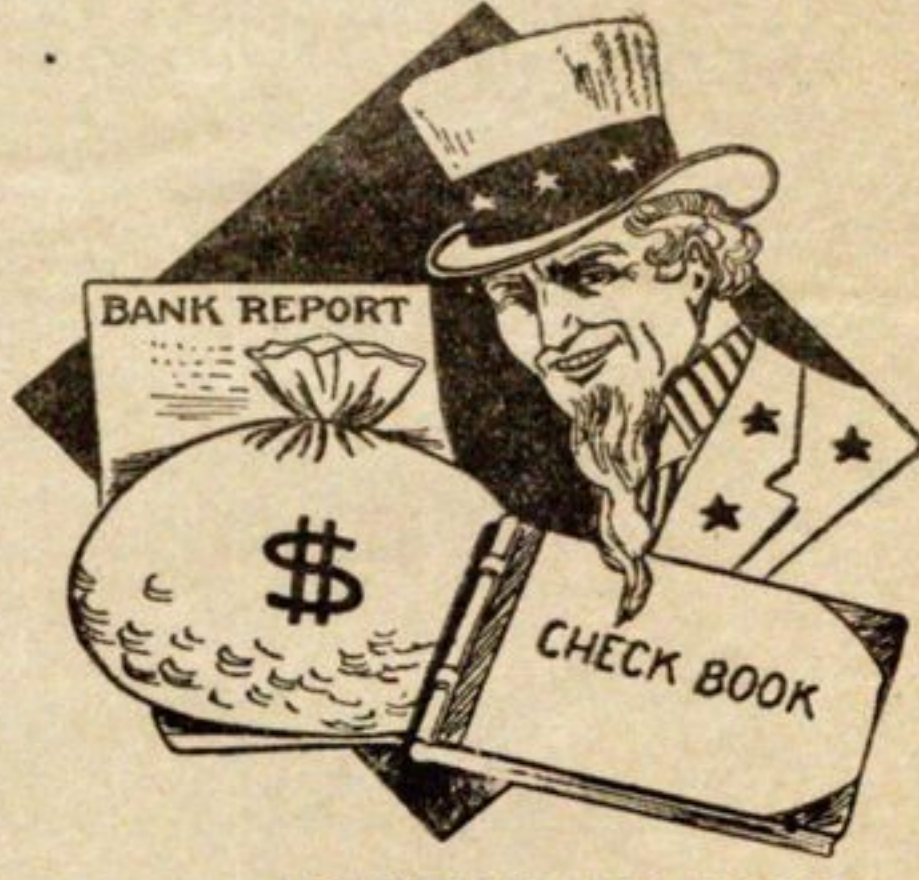
to call or write to the main office, 703 Marquette Bldg. and make appointment to have one of our representatives call for you in an automobile to take you to and from the cemetery. No obligation. Investigate NOW!

Central Cemetery Company
 703 Marquette Building, Dept. 8611 Chicago

Our perpetual care funds are on deposit with the Trust Department of the Central Trust of Illinois.

UNCLE SAM IS BEHIND US

That means a whole lot to a depositor. When you draw your check on us, the money will be here to your credit. There's no scheming or high-financing going on inside our doors. We accept nothing but gilt edge collateral for our loans. Safety is the watchword.



WINNETKA TRUST and SAVINGS BANK

CAPITAL \$35,000.00
 Formerly BANK OF M. K. MEYER
 Established 1894

WINTER SPECIALS

PERFECTION OIL HEATERS four sizes
\$5.65 \$6.70 \$8.15 \$8.50

Galvanized Snow Shovles, strengthened by strong iron braces, at before the war prices, small, 18 inch, \$1.25 large, 21 inch, \$1.50

E. B. TAYLOR & CO. Winnetka, Phone Win. 999

WINNETKA TIRE SHOP 723 Oak Street, Winnetka
 TELEPHONE WINNETKA 1565

Vulcanizing - Repairing

Hood, Mason and Firestone Tires Monarch Perfection Red Tubes
 MILLERAD-ON-A-TREAD PUT ON YOUR OLD CASINGS