

**WINNETKA WEEKLY TALK**

ISSUED SATURDAY OF EACH WEEK

by

LAKE SHORE PUBLISHING COMPANY  
1222 Central Ave., Wilmette, Ill.  
556 Center Street, Winnetka, Ill.

Telephone ..... Wilmette 1920

Telephone ..... Winnetka 388

SUBSCRIPTION ..... \$2.00 A YEAR

All communications must be accompanied by the name and address of the writer. Articles for publication should reach this office by Thursday 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 at the postoffice at Winnetka, Illinois, as mail matter of the second class, under the act of March 3, 1879.

SATURDAY, NOVEMBER 6, 1920

**Getting Cheaper**

Cheaper eggs, milk, flour and sugar are promised, a lower price upon those commodities that enter into the daily menu of every family.

No very conspicuous reduction is to be expected, but the appearance of any recession of price is encouraging to the housewife that better times, are ahead for her; that it will, in time, be possible for her to supply her family with wholesome food for a price something like what she had learned to consider proper in the days before the war.

Milk is to drop because of a decrease in the consumption of condensed milk, a fact that furnishes the clue for the housewife. Decreased consumption is the road to lower prices in the case of every commodity, and a materially decreased consumption can be brought about merely through the exercise of a closer economy than prevails in the average menage. The great American sin is wastefulness, a sin that we in some measure sought to correct during the months of the war. But we have backslid pretty generally into the old and easy way of letting the little economies go and crediting the increase in the bill for the household maintenance to some other cause. There has been no time since the whole structure of household economics was overturned by war conditions in which the practice of the strictest sort of economy in the purchase of all the essentials of life will be so productive of good effect upon the family purse. This is the time to go back upon the wartime standard of buying and using.

**SELL TWO AUTOS**

The Winnetka Motor company reports the sale of a Willys-Knight sedan to Dr. Walton-Ball of Wilmette, and a Briscoe car to H. H. Trego of Winnetka.

**Social Happenings**

The members of the Gamma Phi Beta sorority of Northwestern university will hold a bazaar at the Evanston Woman's club Saturday, December 4, for the benefit of their building fund. Many attractive articles suitable for Christmas gifts will be on sale. In the evening there will be a dance in connection with the bazaar.

There will be a Klever Klub dance at the North Shore hotel, Saturday evening, November 6, with Miss Mildred Peirce and H. M. Peirce, Jr., in charge. Music will be furnished by Herbert Mintz.

Mr. F. F. Parsons of 518 Hawthorn lane, left Tuesday for California and Washington on a business trip. He will return home at Thanksgiving time.

The Pine Street Circle will meet with Mrs. David Hallinan of 1050 Spruce street, on Tuesday, November 9.

The East Willow Street Circle will meet with Mrs. Harry I. Orwig, 548 Willow street, next Tuesday afternoon at 2 o'clock.

Mr. and Mrs. Lawrence Lappin Doty of 833 Elm street, announce the birth of a daughter, Elizabeth Ann, on Thursday, September 30.

Mr. and Mrs. J. Allen Haines of 854 Prospect avenue, moved into town Wednesday to take apartments in the Webster hotel.

**Municipal Column**

Edited by the Village Manager

**What Zoning Is**

Zoning, in relation to city planning, is action by the state, or by the city under the authority of the state, to control, under police power:

- The heights to which buildings may be erected;
- The areas of lots that must be left unbuild upon; and
- The uses to which buildings may be put.

**Zoning**

Those who live in the smaller cities will be more concerned with the regulation of uses, probably, than with the regulation of height and bulk. People often think that while it may be important to exclude nuisance businesses from the densely built up part of a city, that is the extent to which such regulations should go. It is because they have often suffered themselves that they so think; their eyes have not been opened. When I say it is because they have not suffered themselves, I do not mean necessarily that these lessons have to be brought home to us in our own proper person, in our own property; because, if our minds are open and our eyes see, we are just as much concerned when we see the property of another injured by some unbecoming thing.

Dirt, I believe, is defined as matter out of place; earth is a thing of beauty in the field where it is plowed and harrowed and made fit for the crops of the coming spring; but you put it on the sidewalk of a city street, it is not where it belongs, it is a nuisance and an obstruction. A factory may be a thing of beauty, even though it is planned with the utmost economy; we all rejoice in a factory that seems to give adequate light and ventilation for those who work in it; that seems to be so placed that it does not damage any neighboring owner. We rejoice at it as something conceived for the benefit of us all, but when that factory is planted among people's homes, where it never was planned for, it shocks us because we know that it destroys the comfort, the well-being, of those homes.

A public garage is a very necessary institution; there ought to be adequate place for a sufficient number of them, but the place should be where they will best serve the needs and not damage other people. We are in danger, in the planning of our suburbs, that we do not fully extend our zoning system to the regulation of the uses of the land for many miles about large cities.

The best zoning calls for the appropriate use of the land bordering railroad tracks. No one, if he can help it, wants to live within a hundred feet of a railroad track. There is no objection to putting a factory within one or two hundred feet of a railroad track, for that is where the factory naturally belongs, in order that, by a spur track, it may take in the raw material it requires and send out its finished goods. The time has come when less dependence is placed upon the railroads than in times past; the use of the motor truck has come to be so economical that in some cases goods are sent to markets for hundred of miles by motor truck, and the manufacturer of many kinds of things can disregard proximity to a railroad if he has good streets for his motor trucks to use between the railroad and his factory. A motor truck in its right place, performing its function as it should, is again a thing of beauty. As I thought of that, it occurred to me that we have passed the time now, almost, for the old horse-drawn fire engine. I think I have rarely been so thrilled by material things as when, in the days gone by, I have seen a great fire engine weighing many tons drawn by three powerful horses, all of them on the gallop and going to the fire through a city street. Everything has to get out of the way, because here is a great emergency that calls for the saving of human life, and in that emergency all our common conveniences are put to one side. We say this is fit and proper; it is the function of the city street to carry that engine to its destination as quickly as it may go there; but we would not have our ordinary merchandise carried through a city street by three horses at a gallop, and no more should we carry our merchandise on the great motor trucks that have taken the place of the horse-drawn wagons through our countryside, that part of it intended for other uses, at 20 miles an hour. The motor truck roads should be planned just as our steam railroads should be planned, and the country so regulated by zoning ordinances

**PAINTS**

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that a motor truck highway may be where it is needed and its neighborhood may be of such character that the motor truck highway does no harm.

I am told that in some of the beautiful suburbs of Philadelphia there have been placed, or may in the near future be placed, factories in the midst of rural surroundings, where people have built their homes in the hope that they would have quiet and peace. There comes near them a factory, and for transportation of the goods from the factory to the city or to the railroad, motor trucks are used. Those motor trucks drive through streets of width insufficient for the purpose, at an undue expense for motor trucking and to the very

great damage of all the people who had hoped to have their peaceful homes at that place.

We live in a world of compensation, under laws that are universal, immutable, implacable, and yet beneficent; for without these eternal, immutable laws there would be no progress. If we build so that our building is on sand, the building falls and we learn a lesson. If we build the buildings in our city so that they destroy the health and the safety of our people, we shall learn our bitter lesson. If we plan our lives and our cities so that they shall be fit for the purpose for which they are planned, this immutable, implacable law will yield us all its beneficent fruits.

**The Man Who Borrows**

The man who borrows gets the habit. And it's a bad habit. The chronic borrower is shunned by his friends, and soon becomes his worst enemy. The best way to keep from borrowing is to have a savings account at the bank. Then, if you need money, draw it and you are under obligations to no one.

*Most men and women make a fizzle of saving, because they put a great deal of thought into earning of money and none at all into the saving of it.*

**WINNETKA TRUST and SAVINGS BANK**


**SELZNICK PICTURES**

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