

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 20, 1920

Bad For The Children

The chairmen of the Chicago censorship commission protests that attendance at the movies is bad for children, a fact that most people are disposed to recognize as true, but fail to apply in their own particular cases. The movies are too convenient as a place to send children for them to be generally condemned by parents.

The idea of making the films shown in the motion picture theaters sufficiently harmless to be suitable for the children in the audience is being gradually abandoned. The insipid story on the screen, even though it has the virtue of being harmless to the child's physical and moral being is so unattractive to the adult that it is impracticable in a business that is operated for profit, just as other businesses are operated. Except in such cases as the sign "For Adults Only" can be counted upon to ensure an audience more fruitful in the box office receipts than a program that admits both children and adults, the program that is entirely suitable for children, or entirely suitable for grown-ups, is doomed to certain failure.

The movies, just as the legitimate theater, reflect the public taste and standards, at least as nearly as the manager can measure the public taste and standards. Improvement has to come through the improvement of taste and the elevation of standards, a development not to be expected from the adaption of the films to meet the demands of what is good for children, nor yet from the frequent enjoyment of the picture by the children who are to supply the standard of taste for the next generation of adult movie patrons.

A fruitful field to be cultivated by Mother's clubs and other organizations of parents is the exploitation of the idea of keeping the child away from the motion picture theaters except on those special occasions when the program is really such as to be beneficial to them. Such a home policy would increase the interest of the children in the lessons taught in the school by means of the moving picture, would add to the effects of a careful survey of the child's reading, would do more to create good taste in the drama as well as in other forms of art and literature. It is the only remedy for the bad effects of the movies upon children of which the chairman of the censorship commission complains. And its application must first be made upon the parents.

"Watch Sore Throats"

Warning is issued in Chicago to watch sore throats because of diphtheria. It is good advice always in the season of colds and throat affections.

The most important health lesson that the people of the United States need to learn is that of prevention. Neglect of what may seem at first to be unimportant symptoms sometimes occasions much suffering, endangering others besides the one first afflicted. "Watch sore throats" and refrain from close contact with others while the throat is sore, should

be the principle of each adult and imposed upon each child so affected during the winter season.

Common sense clothing, common sense habits, common sense temperature in the homes and the avoidance of crowds in badly ventilated places will prevent most of the ills to which the flesh of man is heir. It is a program that the careful household will adopt and adopt at once.

The Roll Call

Monday the Red Cross Roll Call began on the north shore.

At the time of the Roll Call during the period of the war the north shore gave something over fifteen thousand names to the membership list of the Red Cross. There is lacking today the public sentiment that made enrollment all but obligatory, but there is the same good argument for writing one's name with the members of the Red Cross.

This great organization of service ought not to be lost to the nation just because the emergency of the

war is over. There is an infinite variety of work ready for the hands of the Red Cross workers, a demand that can be counted upon to come out of the normal experiences of the people of the nation. The funds to provide the relief workers and the equipment and training of their task is a small part for the public to contribute. Your obligation to do your part is clear. Discharge it early and help to send the Roll Call off with a flourish.

GO TO CHURCH EVERY SUNDAY



The Smartest and Best Dressed Women in Chicago have their

Sport and Week End Skirts

THE WILSON SKIRT SHOP

"made with your own material"

Suite 1418 Stevens Building Randolph 3219

17 North State CHICAGO 16 North Wabash

Ritter Feed and Fertilizer

Sincerity Egg Mash . . . \$3.85 ^{100 lbs}
Rep Scratch Feed . . . 3.50
Shell or Crack Corn . . . 2.55
Pulverized Manure . . . 2.25

30 other kinds of Feed at lowest Market price. Your money refunded, if you are not satisfied. Give Street and Number for Free Delivery.

RITTER'S FEED STORE
LAKE FOREST, ILL. Phone Lake Forest 171

ADVERTISE IN YOUR LOCAL PAPER

CHANDLER'S

University Book Store CLEAN-UP SALE



Broken Lines of Stationery
at a BIG SAVING

25c

Lot No. 1

Initial Correspondence Cards. Values up to \$1. Your choice of the entire lot for 25c.

50c

Lot No. 2

Initial Stationery of choice quality. Originally sold up to \$1.50, now cut to 50c.

35c

Lot No. 3

Assorted Stationery. Many different styles to pick from. Was 65c, now reduced to 35c.

Getting Ready for Christmas

The following Christmas lines are now partly on display.

- Gifts from the Roycroft Shop.
- Largest assortment of greeting cards ever shown in Evanston.
- Several thousand boxes of gift stationery ranging from 50c to \$15.
- Beautiful selection of Christmas correspondence cards.
- Desk sets in Roycroft and other lines.
- Sealing wax sets.
- and thousands of other novelties.

Our Toy Department

on the second floor will soon be completely stocked for the 1920 season. Watch for announcement.

50c

Lot No. 4

Quality Stationery in plain white and colors. A regular 75c value, reduced to 50c.

60c

Lot No. 5

Fine Stationery in white, in colors and in borders. Was 90c to \$1.25, now 60c.

15c

Lot No. 6

2,000 packages of linen envelopes. Regular 25c value, now reduced to 15c.

75c

Lot No. 7

1,000 boxes Rainbow Stationery; 2 quires, 4 colors, with envelopes, reduced from \$1 to 75c.