

Winnetka Weekly Talk

ISSUED SATURDAY OF EACH WEEK
by
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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.

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SATURDAY, JANUARY 8, 1921

Those Resolutions

Most of the New Year resolutions that were made in such high spirits are already laid aside. The few instances of heroic standing by the self-promise to stop some objectionable habit or to begin some desirable work remain to speak for the desirability for the New Year's resolution. Almost without exception there has already come the wreck that was confidently expected.

Generally speaking the New Year finds us in a penitential mood, brought on by the too generous indulgence in the holiday season. We are spent physically with the unusual round of activities. We are in lowered tone generally, and ready to begin penance for the rather foolish period through which we have come. With the return of normal strength and normal thinking the New Year resolution begins to look sickly and then comes the forgetting of it altogether.

But there will be other New Years and other resolutions. We enjoy admiring ourselves and being complimented upon our good intentions.

The Aftermath

The aftermath of Christmas is upon us, the January bills. By the sentiment that they inspire one can measure most accurately the quality of the Christmas spirit that induced the purchases there recorded.

It is a part of the pleasure of Christmas that it is possible to banish the thought of the harvest of January second so completely from mind. It is quite as much an essential to the enjoyment that the remembrance of the last year's offering of the postman can be so effectually forgotten. We are not so greatly given to reckless extravagance in giving pleasure to others that we can afford to eliminate even the foolish expenditures of the Christmas season from our catalogue of weaknesses. It is good for our souls, if not for our purses, to give without thought of cost on this single occasion of the year.

Busy And Happy

Children are happy again back in school with that "something to do" that they have been longing for all through the vacation period supplied without their having to ask for it. The busy child is the happy child, and school keeps them busy.

The great problem of happy childhood is answered in the provision of pleasant occupation for their free hours and the opportunity for them to find the answer to the multitudinous questions that comes to the mind of every normal child. This the school affords and the child responds with the happy face and eager step with which he hurries to the class room after the weeks of vacation.

If you don't meet a thing you don't have to contend with it.

Don't try to meet competition, rise above it, there is much room on top and that is where you find the best advertised merchandise.

Misfortune seldom comes to the man who safeguards his house against it. There is no surer safeguard to business than genuine advertising.

BUSINESS OUTLOOK IN EAST VERY BAD

B. E. Gage Says Eastern Business People Are Indigo, Not Blue.

"If people think they're blue over business conditions here," says Benjamin E. Gage, north shore automobile dealer and former village for-ester of Wilmette, "they're indigo down east."

Mr. Gage, president of the Gage Motor Sales Company, returned recently from a trip through the east during which he made a brief survey of business conditions in the eastern states.

Much Down Hearted

"They're very much down hearted over the business prospect," he said, "and there is not very much optimism concerning the future. In Springfield, Mass., practically all the larger industries have been compelled to shut down or curtail their productions. Typewriter factories and textile mills have been particularly affected and many industries are now compelled to run on two-day shifts.

"They haven't liquidated their surplus stocks yet as has been done among the wholesale houses in St. Louis and Chicago and after the first of the year they are bound to be caught for a big loss. The bankers realize this but on the whole are not much discouraged. They have seen this condition coming for some time and say that as long as they can keep their fingers on the business situation they have little fear but that they will weather it.

Talks of Crime Wave

"Chicago isn't the only city that is suffering a crime wave at this time. Pressure brought to bear on Mayor Hylan and Commissioner of Police Enright resulted in a big clean up of criminals in New York recently. Thousands of crooks were driven from the city and spreading out over the country have simply instituted a reign of terror. The night that I was in Worcester, Mass., there were eighteen holdups. Comparing the population that would be ten times that many in Chicago.

"Yes," he concluded, "the east has a great deal more right to be blue than has the west."

FIVE ADVERTISING POINTS

There are five points that every advertisement should possess:
It must be seen.
It must be read.
It must be understood.
It must be believed.
It must make the public want the thing it talks about.

CARD OF THANKS

We sincerely thank our friends for the sympathy, the beautiful floral offerings and acts of kindness shown us in our late bereavement in the death of our dearly beloved daughter and sister.
Mr. and Mrs. Alfred Nelson and family.
Adv.—T43-ltc

LECTURE SERIES

to be given by

Evangelist St. John

at the

Hoyburn Theatre

615 Davis St., Evanston

Beginning Sunday, Jan. 9th,
1921, at 2:30 P. M.

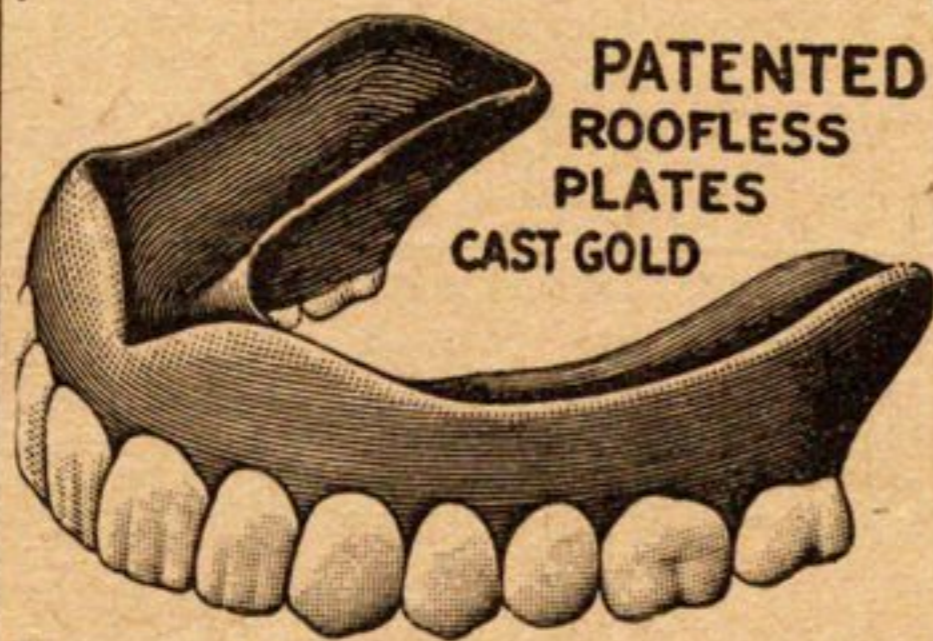
Do not Miss the Key Lecture
"Are 'Sunday Blue Laws'
Scriptural?"

Admission Free Special Music
EVERYONE WELCOME

IF ALL TEETH ARE LOST WEAR A
Sanitary Metal Plate
EXPERT MECHANICAL DENTISTS

We are thoroughly experienced in supplying teeth on metal plates.

Gold, Silver, Aluminum, "Watts" Metal
Cast Gold Plates, Gold Lined Plates
Our X-Ray will locate your hidden tooth troubles



PATENTED
ROOFLESS
PLATES
CAST GOLD

Set of Teeth—Save Half \$5 to \$25
\$10 Gold Crown \$4 to \$7
Bridgework, per Tooth \$6 to \$10
Carefree allowed to parties living
within 40 miles of city.

Boston Dental Parlors
135 S. State St., Chicago



H. C. S. AUTOMOBILE

Designed and manufactured by
HARRY C. STUTZ

Sales and Service
ALSO
Auburn, Scripps-Booth & Maxwells

C. H. BRIGGS
1549 Sherman Avenue
EVANSTON
Telephone Evanston 140

Sell Through Want Ads

CONSULT

R. W. BARTELMANN CO.

FOR

Frames, Sash, Doors and Interior Finish

910-912 Weed Street, CHICAGO
Near North and Clybourn Aves.

Phone Lincoln 7012-3

Phone 2491

1215 WILMETTE AVENUE

Carl E. Sterner Co.

Interior Decorators and Furnishers

SUGGESTIONS, DRAWINGS, ESTIMATES
:: :: CHEERFULLY SUBMITTED :: ::

In our Store we carry a full line of WALL PAPER and
PAINTS for Home use.



Why Telephone Rates Are Increased

ON July 19, 1919, the Telephone Company petitioned the Public Utilities Commission of Illinois (Case No. 8672) for an increase in rates for telephone service in Wilmette.

This was to obtain the necessary revenue to pay operating expenses and provide net earnings sufficient to attract the large amount of new capital which must be obtained to pay for additions to the property required to meet the demands of this community for additional service.

The Commission rendered its final order December 20, 1920, authorizing an increase in certain rates, but reducing substantially the rates asked for by the Company.

The new rates authorized by the Commission became effective January 1, 1921, and, while it is estimated that the revenue which will be derived from these rates will produce less than a fair return on the reasonable value of the property devoted to the service of the public, the Company will give them a fair trial, and do its best to make them suffice.

New Rates

One Party Business	\$6.00 a month
Two Party Business	5.00 a month
Eight Party Business (Rural)	3.00 a month
Business Extensions	1.25 a month
One Party Residence	3.00 a month
Two Party Residence	2.50 a month
Four Party Residence	2.25 a month
Eight Party (Rural)	2.25 a month
Residence Extensions75 a month

Residence rates are unchanged except an increase of twenty-five cents per month on four-party line service and eight-party rural service.

ILLINOIS BELL TELEPHONE COMPANY

