

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
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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.

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Entered at the postoffice at Winnetka, Illinois, as mail matter of the second class, under the act of March 3, 1879.

SATURDAY, NOVEMBER 19, 1921

Early Holiday Shopping

Retail stores in many places are already putting notices in their windows saying "Do your Christmas shopping early". This year there is a very strong added reason for such a policy.

Formerly a great deal was said about the severe pressure brought on store clerks and mail and express employes by the habit of buying Christmas presents during the brief period before the holiday, and then sending them all in a heap. It is a most inhuman and preposterous practice, and all that has been said previously applies now.

This year, if people would start right in today and buy their Christmas stuff, it would do a lot to help trade. Many factories are still running on short time. If the merchants could by the first of December clean up a good share of their holiday trade, it would enable them to go ahead and buy new stuff. This would set to work a lot of people who otherwise would be idle or employed only on part time, and would help them get through the hard times of winter.

There is bound to be more activity in trade after Christmas anyway. The big holiday rush always turns a lot of goods into money and permits renewed buying and sends a thrill of energy into the work of manufacturing production all over the country.

Now the question arises whether the country will get that new impulse of activity in January as the result of a big clean-up of goods in December? Or can it come in December, as the result of a big clean-up of goods in November? If a lot of people who have been finding fault with poor business would simply get busy and buy now the things they will buy anyway next month, it would produce a big business revival at once, and bring prosperous times one month nearer. Any merchant on the north shore would tell you that a rush of buying in November would permit him to place new orders for stuff a month earlier than he otherwise would.

The Cost Of Crime

The thieving business is lively. Crooks got \$1,500,000 by robbing a mail wagon in New York the other day. Many people who carried payroll money through the streets have been robbed, and the carnival of crime still goes on unchecked. More guards will have to be provided when cash is transferred through the streets. The easy going times when big sums could be sent from one business place to another and through the mail trains without much protection, have gone by.

There are too many vultures lying in wait, hoping to make easy money by threat of murder, or through some one's negligence. The cost of adequately protecting valuables from the growing ranks of criminals is becoming very considerable. And this is only one of the minor items of the cost of crime. There are also the bills for police, jails and the courts.

Some day people will wake up and conclude that if they would spend more money on schools, less would

have to be spent on guards and police and jails. For criminals are largely uneducated people.

The Home Owners

It is commonly said that the United States is becoming a nation of people who live in rented dwellings and have no homes of their own. In large cities, anyway, wandering tribes of

nomads drift around from one apartment to another. But as a whole there are more home owners than some of us have realized.

The 1920 census figures show 10,866,960 who own their homes, compared with 12,943,598 who rent. The farmers and other country people, are a class that still provide many home owners. There needs to be more effort to induce people to own their

dwellings, through loan associations and otherwise. When folks acquire a stake in the soil, they begin to make permanent improvements and work for community improvement.

REVERSED ORDERS

Buck privates had the pleasure of seeing former commissioned officers doing kitchen police at an American Legion banquet at Terre Haute, Ind.

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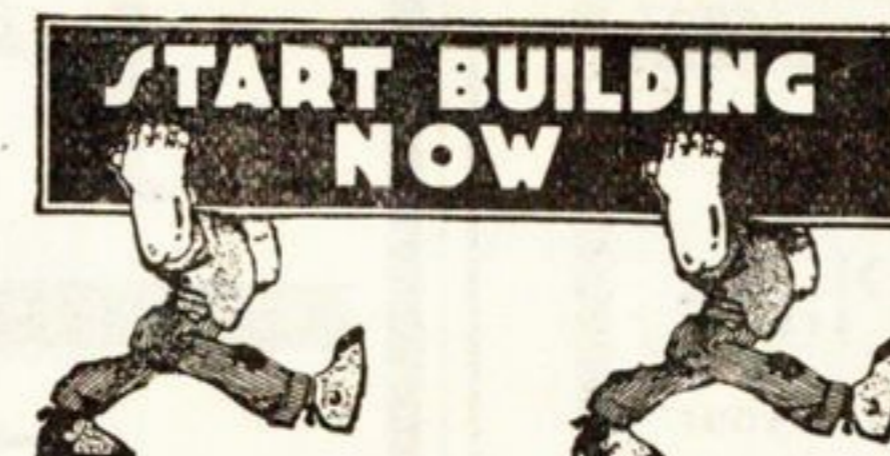
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