

Winnetka Weekly Talk

ISSUED SATURDAY OF EACH WEEK
by

LAKE SHORE PUBLISHING COMPANY
1222 Central Ave., Wilmette, Ill.

Telephone Winnetka 388
Telephone Wilmette 1920

SUBSCRIPTION.....\$2.00 A YEAR

All communications must be accompanied by the name and address of the writer. Articles for publication should reach the editor by Wednesday noon to insure appearance in current issue.

Resolutions of condolence, cards or 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, MARCH 25, 1922

SWEET ADVERSITY

The southern farmer may be said to have arrived somewhere in the economic development of his business when he has awakened to the value of a system of co-operative marketing of his crops. Nothing more eloquently tells of the change which has come over the industrial life of the south than the working out of the plan by which the small farmer may find a market for his crop and send it there under the best financial conditions for himself.

It requires some imagination to see in the depredations that have been made in the cotton fields of the southern states by the boll weevil a blessing. Its disguise has been fairly perfect, even to those who have been most intimately concerned with it. Perhaps more effective there than for those who see with a wider perspective and hence a more comprehensive view.

The encroachment of the enemy of the cotton over greater and yet greater territory of the south has worked the wonder that nothing else would have accomplished in the same length of time. It has made the farmer turn his attention to other crops which were suitable to the climatic and soil conditions that exist in his locality. It has developed the varied farm industries of the south and made imperative the consolidation of interests that has taken the form of the co-operative marketing society.

"Sweet are the uses of adversity," indeed, when the loss of the main crop, to which a whole section of the United States has been devoted, productive of such potential gain.

SPRING

Consolation, for those who enjoy the making of gardens, lies in the brightly printed cover of the flower catalogue. What joys in anticipation of the beautiful rows of plants heavily laden with bloom! What pleasure in seeing in the mind's eye the stately stalks of hollyhock standing guard over the lesser flower folk within the fold of the garden wall!

Spring may come with halting tread to those who have no such means of anticipating all the things that Spring brings. But to the student of the flower catalogue there is always the hint of the budding leaf and the unfolding flower, no matter how the blizzard, untimely though of annual occurrence, may blow.

A net in which to catch swindlers of the too trusting in the general public would have to be ingenious, indeed, in its proportions and omnipresence if it is to be effective to protect those who seem always to be waiting for a chance to contribute their little all to the vendor of blue sky and his variations. Every catch that is made, however, in the effort that is being put forth to find the "Ponzis" in the country, will be so much gain. Provided, of course, anything is done with them to discourage others, who see an easy way to wealth in that course, from entering upon such a career.

FEMININE FINANCE

The women with her bank book has been the subject of many a successful joke. From the fair possessor of a check-book who refused to credit the polite notice from her bank that her account was overdrawn because she had "a lot of checks left in her book," to the one who could see no harm in absent-mindedly writing her husband's name to her checks when the banks knew that her checks were blue and his pink, the feminine financier has afforded immense entertainment.

But the most feminine of the women who fail to grasp the system behind the checking account is a creditable example of the able financier compared to the men who sit in Washington seeking to

find ways in which to award the soldiers' bonus without the expenditure of any of the public's money. One would think that for very shame they would acknowledge their incompetence or their insincerity and cease from the

futile effort upon which they are managing to expend their time so fruitlessly.

Yankee ingenuity has developed a machine for the writing of poetry, just when there seems to be no particular use for such a

device, since most of the rhyming, metre, even sentiment. It is a mechanical age, an age of the mediocre.

poetry which the times produce bears every evidence of having been ground out by a machine,

It Fits Your Arch

When you buy a pair of shoes, you tell the clerk, or he discovers, the length and width of your foot. Do you ever have a chance to feel that the shoe is fitting exactly to the shape of your arch?

Usually not. And yet the arch is one of the vital parts of your foot. Only a few makes of shoes are designed to fit particularly the arch of the foot.

One of these makes, the leader in its class, is the Cantilever Shoe.

The shank is flexible in this type of shoe, the arch is really arched just like the arch of your foot. Examine your foot and your shoe, and see if the shoe is shaped around the instep like your foot.



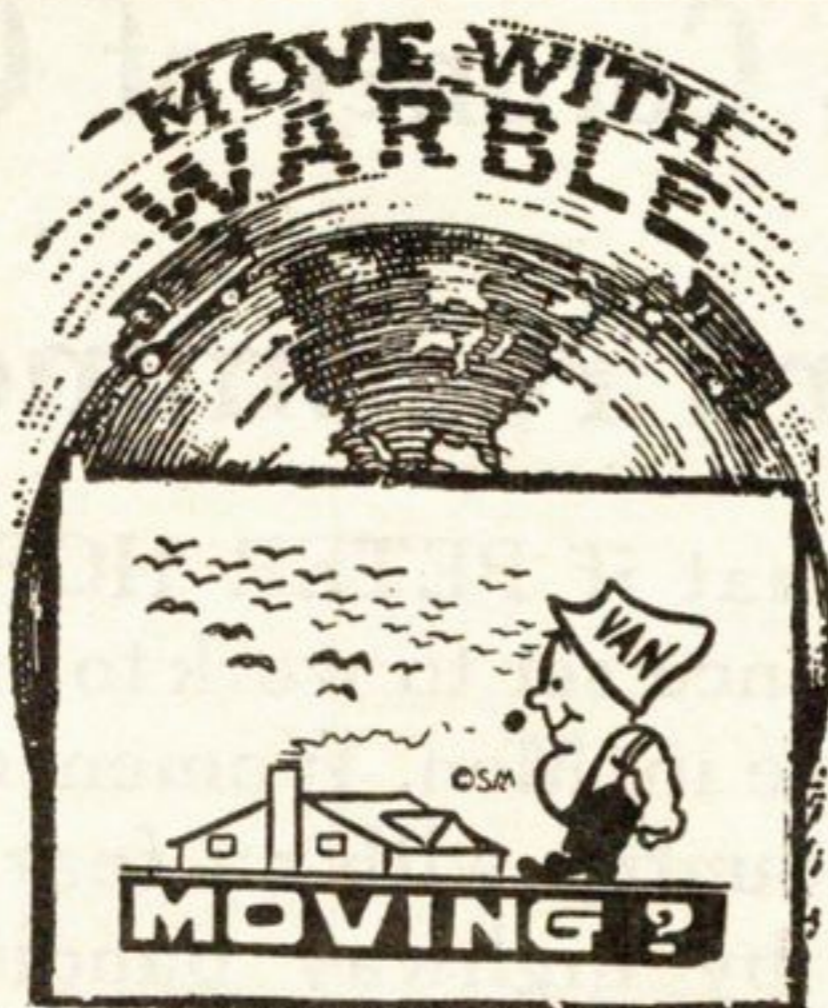
When you lace a Cantilever Shoe, the flexible shank rises and conforms to the undercurve of your foot. When you walk, the muscles have freedom to exercise and strengthen. So you walk with increased enjoyment. Your feet, being free, do not tire so quickly. The circulation being unrestrained, you feel a healthful glow which adds to your appearance.

If you have weak arches, the natural and healthful support afforded by the Cantilever Shoe, with its self-conforming arch, offers you the best opportunity to strengthen the arch muscles, without resorting to artificial appliances.

Light and flexible, comfortable and good looking, the Cantilever Shoe will please you as it has so many others. Sold on North Shore only by

NORTH SHORE BOOTERY

529 Davis St., cor. Chicago Ave.
EVANSTON Phone Ev. 6757



WATCH FOR VAN'S MOVES!

MAY FIRST

Yes, it will soon be here. Better have us reserve a date for you, if contemplating a move or storage. Our dates and our warehouse are filling up fast. Now is the time to have your furniture upholstered and refinished.

WARBLE STORAGE & FURNITURE CO.

Phones: Wilmette 32
Evanston 7317

This Primary is Important—

every primary is important, but this one is especially important because it means real representation on the County Board for the North End!

THESE problems are likely to come up for action by the new County Commissioners—they are of vital importance to every North Shore voter.

Much needed repairs and improvements of our highways, extension of the Forest Preserve and a Community Golf Course, foreclosure of a large accumulation of tax liens, a township zoning law.

This primary is our opportunity to express our choice to get real representation in the County offices to which we are heavy contributors in taxes. We can depend on these men to give us real, honest, eager representation.

WILLIAM BUSSE

FREDERICK W. PENFIELD

GEORGE A. MILLER

D. D. PIERSON

WILLIAM McLEAN

"That's the Ticket"

Our Paint Department

--was established five years ago. Each year we have been adding to our list of satisfied customers. Our workmanship is the best, and only the highest grade materials are used.

We cater to those who appreciate a good, lasting job, rather than the flash of color and varnish which disappears tomorrow. Our equipment is adequate, and is not to be compared with the ordinary small shop. Our dust-proof room, so essential to a good finish, is properly heated and well lighted.

Your inspection and suggestions are welcomed while your car is in our shop.

ESTIMATES GLADLY GIVEN



DODGE BROTHERS
MOTOR CARS

WM. T. WEHRSTEDT, Prop.
562 Lincoln Ave. Winnetka