

Winnetka Weekly Talk

ISSUED SATURDAY OF EACH WEEK
by
LLOYD HOLLISTER, INC.
1222 Central Ave., Wilmette, Ill.

Telephone Winnetka 385
Telephone Wilmette 1926

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, FEBRUARY 24, 1923

POLITICS AND BROOMS

Because the hand that rocked the cradle was wont also to wield the broom, this piece of the household equipment is placed by common masculine consent in the hands of the woman who interests herself in politics. It is likewise a favorite symbol for the woman orator, because she knows that her feminine audience will appreciate what she means.

But every housewife knows that the broom is only an auxiliary in cleaning. It may be used quite energetically and nothing good come of the effort. Without a free circulation of air, without the previous cleaning and covering of household furnishings and articles of decoration the flying dust arising from the strokes of the broom will do far more harm than good. Even germs that had decided to remain quiescent on the floor and in the remote corners are sent flying on dust aeroplanes into the noses and mouths of those hapless members of the household who chance to be in their way.

The clean sweep in politics requires also some preliminary provisions for the safety of the general public. It is no good to begin making the dust fly until there has been achieved those necessary processes to make the sweeping business effective and beneficial. Bits of political dust must be dislodged from the accessories of the political household. Dark corners must be peered into and cleaned before the major portion of the undesirable matter in the obvious center of the floor is attacked. Enthusiastic political housecleaners will do well to remember the order of the process of the domestic semi-annual upheaval. Otherwise our eyes will only be clouded by dust and our last estate be worse than our first.

LOST FRIENDSHIP

Friendship that appeared genuine in its nature was developed during the war period between the peoples of the Allied nations. Americans felt that they had never realized the nobility of the French. The British discovered that there is much to admire in the American character. Under the surface we were all found to be pretty much alike, actuated by much the same motives, holding much the same ideals, serving much the same gods. No people has changed in the character of its people and yet the friendliness of four years ago is gone. Each government is suspicious of the other. Everybody is selfishly looking to his own financial and economical advantage, lacking the vision to see that all must prosper or none. All the good feeling of the war time has faded away. England and France are all but at each other's throats. British coal mines supply to Germany the fuel with which to carry on industrially the while France seeks coal by force of arms in the occupied territory.

We are rather fond of heaping upon the head of the motorist all the crimes that are committed by reckless drivers. We cite the humble pedestrian as the constant sufferer from the heartlessness of his fellow man who rides, forgetting that the man at the wheel will presently have parked his car somewhere and become one of the pedestrians, and that the pedestrian,

who has to scamper for his life, may be on his way around the corner to get his own machine and join the motorists. We are all one and the same in this day of inexpensive cars, now motorists, now pedestrians.

INCOME TAX

The revenue act of 1921 provides that an income tax return shall be filed by every person, married or single, whose gross income for the year 1922 was \$5,000 or more. Broadly speaking, gross income includes all income received by the taxpayer during the year from salary or wages, or from "business, trade, profession or vocation," dealing in property, or the transaction of any business carried on for profit. Net income, upon which the tax is assessed, is gross income less certain specified deductions for business expenses, losses, bad debts, taxes, contributions, etc.

Among the most important items in the returns of many taxpayers are the deductions for business expenses. In the case of a storekeeper, they include a reasonable allowance for salaries paid employees, amounts spent for advertising, premiums of insurance against fire or other business losses, the cost of water, light, heat and fuel used in his place of business, drayage and freight bills.

A professional man, doctor or lawyer, may claim as deductions the cost of supplies used in the practice of his profession, expenses paid in the operation and repair of an automobile used in making professional calls, dues to professional societies, subscriptions to professional journals, office rent, and the cost of fuel, light, heat and water used in his office, and the hire of assistants.

The farmer may deduct all amounts paid in the production, harvesting and marketing of crops, including labor, cost of seed and fertilizer purchased, cost of minor repairs to farm buildings (other than the dwelling, which is personal expense) the cost of small tools used up in the course of a year or two. Rent paid for a farm also is an allowable deduction.

Deduction of personal or living expenses such as rent paid for a dwelling, hire of domestic servants, education of children, etc., is expressly allowed by the revenue act.

Says Cost of Education Is Not Really On the Increase

If one bought a peck of potatoes for 40 cents, and then some time later bought a bushel for \$1.00, he could not say that the price of potatoes had gone up 400 per cent. In the first instance he paid four times as much money, but he got four times as many potatoes.

On similar principles, President David Kinley says that the cost of education at the University of Illinois has not gone up. It's because more young men and women are getting an education.

Grace Forbes Frocks

Making
Remodeling
Exclusive Models

Room 217 Hoyburn Bldg.

Davis Street, Evanston

Tel. Ev. 7467



PROTECT YOUR CHILD'S SIGHT

This is a suggestion of grave importance and deserves serious consideration.

Be on the safe side as to your little one's eyes. An early examination is the advisable solution.

Wrong glasses or the lack of them now, may cause endless trouble in later life.

Our Ability Is Your Assurance of Satisfactory Service.

Dr. O. H. BERSCH
Optometrist

Formerly Mgr. Opt. Dept. C. D. Peacock, Inc.

1177 Wilmette Ave., Wilmette, Ill.

For Appointment Phone Wil. 2766
or Residence Wilmette 1707

The percentage of increase for educational purposes, says President Kinley, is far less than the increased percentage of enrollment. The expense is not increasing as fast as the increase of the number of boys and girls desiring a college education.

TALK ON "ALPS"

Le Circle Francais at New Trier High school is to hear a lecture on Alps, by Professor Glace, instructor "The Alps," by Professor Glace, instructor in French, March 1.

Read the Want Ads

WILLYS-KNIGHT—OVERLAND

\$1,235.00 F. O. B. Toledo \$525.00

SALES-ROOM
1540 SHERMAN AVE.
Phone Evanston 140

SERVICE-STATION
1324-26 SHERMAN AVE.
Phone Evanston 745

C. H. BRIGGS

THE ATLAS OIL BURNER

Gravity feed—no noise, no dust, no ashes.
Ten years in successful operation

925 Central Avenue North Shore Sales Agency Phone Wilmette 2302

Four Reasons Why You Should Buy Your Ford Car This Month

I.

The unprecedented demand for Ford Cars throughout the winter months has taken the entire output of the Ford plants, indicating that the demand this Spring will be far in excess of the production limit.

II.

Requirements for February, the month when preparations are under way for Spring business, called for 148,407 Cars—MORE THAN 24,000 IN EXCESS OF THE NUMBER THAT CAN POSSIBLY BE PRODUCED.

III.

Ford dealers are already specifying future delivery dates on Ford Products because there are no reserve stocks.

IV.

Your order placed now will protect you against delay or disappointment later on—IT IS THE ONLY WAY YOU CAN BE ASSURED OF REASONABLY PROMPT DELIVERY.

We consider it important to give you these facts, so that if you are planning to purchase a Ford Car this Spring or Summer, you can list your order at once and take advantage of our first opportunity to make delivery.

A Small Deposit and Easy Payments If Desired

RELIABLE DEPENDABLE CARS CUNNINGHAM

AUTHORIZED DEALER

FORD and LINCOLN

810 Church Street

Sales Manager
H. P. LOUEN

Evan. 4884
Phones " 6949
" 1842