

**Winnetka Weekly Talk**  
 ISSUED SATURDAY OF EACH WEEK  
 by  
**LOYD HOLLISTER, INC.**  
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All communications must be accompanied by the name and address of the writer. Articles for publication should reach the editor by Thursday noon 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 at regular advertising rates.

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SATURDAY, AUGUST 11, 1923

*Depress the Tracks.  
 Give the Business Men Fair Play.  
 Build a New Village Hall.  
 Enforce the Traffic Laws.  
 Muzzle the Dogs.  
 Build the Truck Road.*

**NEW TRIER DAY**

Thursday, August 23.  
 That's New Trier Day.  
 At Gross Point.  
 Free bus transportation from Wilmette, Winnetka, and Glencoe to the scene of the festivities.  
 They'll have a big baseball game, a wonderful parade, trap shooting; all you'll have to do is to bring a basket or two full of food.  
 There come times in every good man's life when he must have a "kick-up". He must get relief from the so-called "hard grind" of every-day life. If he doesn't go on a picnic of some kind every so often, he will be an octogenarian at fifty.  
 Then, too, he ought to get better acquainted with his fellow-citizens. And by all odds the very finest way is to romp with them at a picnic. He'll learn that the butcher and the coal-man, and banker, and the lady that keeps the "beauty-shoppe," are just as human as he is; more so, perhaps.

Many men and women are afflicted with false dignity. They're afraid to unbend for fear of breaking that false dignity. What they need is really to try to unbend. They'd find that after the first few alarming signs, there wouldn't be any more. They'd see that their dignity was merely superficial, a thin veneer. They'd see that they were regular human beings.

So take out your red pencil and make a nice big forget-me-not cross on the date of New Trier Day—Thursday, August 23!

**COURAGE AND GENEROSITY**

"On what virtues did the American soldiers in France lay the greatest emphasis?"  
 We put this question to a Y. M. C. A. secretary who had seen long service near the front in the late war. He had come into unusually close contact with the doughboys, and was by profession a writer. His views were therefore valuable.  
 "Courage and generosity. Those were the virtues the soldiers prized most highly. You can see why they thought so much of courage. But they really valued generosity as highly as courage."  
 "They didn't think any less of a fellow who had served a term or two in the guard house. But if he received a box from home and didn't distribute the contents he might as well have been born in Cologne or Stuttgart."

**"DO IT YOURSELF"**  
 If you object to an assessment go before the court yourself and state your objection. You don't need a representative. Don't engage a lawyer. Tell your own story.

It's not an uncommon practice for a shrewd but unprincipled lawyer to call upon taxpayers on whom an assessment notice has been served. He urges them to fight the assessment through him as their representative. He charges a contingent fee.

This is a questionable practice, and in some cases, illegal.  
 Why entangle yourself in a business that may put you in the clutches of the law?  
 Make your protests in person!

**MUNICIPAL OWNERSHIP**

Mr. Woolhiser's article in the Illinois Municipal Review for July on the Winnetka Municipal Electric Utility, is a strong argument for municipal ownership of certain public utilities. The original investment in the municipally owned electric plant in 1900 was only \$17,000. The present value of the entire plant is \$258,643, or fifteen times as much as twenty-three years ago.

During the year ending March, 1922, the plant made a net profit of \$52,901, or about 40 percent on the gross revenue.

Mr. Woolhiser concludes that the plant is as profitably operated as if it were a private enterprise. And since as a publicly owned business it gives greater satisfaction to the municipality itself and to the consumer, it is on the whole an improvement.

**COMMUNITY DUTIES**

It is one duty of every citizen to go to the polls on election day and vote. It is also a duty of every citizen to care for his garbage properly. A bad citizen doesn't vote and doesn't care for his garbage properly. He discharges neither function as a good citizen ought to.

The garbage regulations are simple. In substance, they call for two suitable cans, one for garbage, the other for ashes, bottles, and other refuse. They urge that the cans be placed where the collector can easily get them.

No songs have yet been written about collection of garbage. No one has yet classed the proper care of garbage among the civic virtues. But though it is a homely, perhaps unpleasant, duty, still IT IS A DUTY!

**GLENCOE TO DUNDEE**

Last Sunday we motored out to Dundee on the Fox river and back again to the north shore. The round trip was sixty-six miles. The Ford consumed about three and a half gallons. The total gas expense for three people was about seventy-seven cents.

Nothing exciting happened en route. We went by way of Barrington and found the road from Barrington to Dundee somewhat rough and stony, but the broad views over rolling grain fields and meadows compensated for the occasional bumps.

We recommend this as a delightful four or five hour easy ride.

**CITY-BOUND**

Never to see the blue hills again  
 Meeting the blush of the rosy morn,  
 Or smell the breath of the dew-drenched fen

Sweeping along with the scent of corn;  
 Only the drab apartment wall  
 And the raucous chant of the ice-man's call.

Never to hear the hermit thrush  
 Wooing his mate in the forest's deep,

Or see the rabbit's startled rush  
 Rousing the dogs from their noon-day sleep;  
 Only the auto's sullen roar  
 And the thud of feet on the upper floor.

Never to know the thrust of the plow  
 Or the beat of wind on a sun-tanned face,  
 Or the plaintive call of the mother-cow

As the bleat of her last-born hastens her pace;  
 Only the great crowds scraping by  
 And the narrow bar of a smoke-dimmed sky.

KESUS.

Got the cocaine habit at six! It seems unbelievable. A drug addict at six! A suicide at thirty! How dreadful those twenty-four years in between must have been. No wonder that John Doser—what's in a name?—hanged himself in the Evanston police station.

Every man complains of his memory, but no man complains of his judgment.

It is a great sign of mediocrity to praise everything moderately.

**Mortgage Loan Talks**

If you are one of many persons buying your home under a land contract, we have a plan enabling you to borrow up to 6 per cent on a first mortgage.

This may be enough to pay off the existing mortgage and the balance of the contract.

In addition to the satisfaction which every one feels at having the title to his home in his own name, you have one obligation instead of two.

Is our plan not worth investigation?

**George H. Taylor**

**Real Estate Mortgage Co.**  
 Imperial Building  
 312 South Clark Street  
 Telephone Wabash 1246  
**CHICAGO**

Chicago Real Estate Mortgage Loan, Correspondent The Prudential Insurance Company of America, Newark, N. J.



**To the Men of Wilmette On the Way to Business**

Stop in and order the roast or steak the wife wants for dinner or lunch. We'll see that she gets it in time and just as she would have it if she came in person to select it. We have only ONE GRADE of MEATS here, the choicest we can get. We have only ONE SCALE of PRICES THE VERY LOWEST POSSIBLE.

**SPECIALS FOR SATURDAY, AUGUST 18**

Hams, all the best brands, whole or half ..... 27 1/2c  
 Bacon, Hetzels' whole or half slab ..... 28c  
 Sliced, 3 lbs. .... \$1.00  
 Pot Roast, native beef .. 19c

**Specials for Wednesday, August 22**

For that New Trier Picnic Basket. Our famous one pound packages of Assorted Cold Meats, only 49c, regular price 59c.

Bulk pickles, cheese and sandwich dainties, home made veal loaf.

Thursday, August 23, we are closed all day.

**White Cash Market**

1189 Wilmette Ave.  
 Phone Wilmette 2779

We deliver in Evanston, Wilmette, Kenilworth, Indian Hill, Winnetka

Our Phone Orders Receive Careful Attention

**BLACK DIRT**

and

**FILLING**

Whether your needs are one load or a hundred, we are now in a position to make prompt deliveries.

*Lime for the lawn*

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*and the balance may be spread over a period of Two Years*

We can make this offer because:

- 1 We are so sure of Nokol performance that we can allow you to use it for nearly three heating seasons while you are paying for it.
- 2 Because Nokol is so successful and is established on such a firm financial basis that it can now be sold under the same terms as any other standard household device.
- 3 Because Nokol service is so clean, convenient, and reliable that once a home owner has Nokol he never goes back to coal.

This offer is but another in a long list of proofs of Nokol's unquestioned leadership. It makes Nokol available to every home owner. You can now enjoy its comforts while you are paying for it.

The coupon below will bring you full information. Sign it to-day. Do away forever with the dirt and labor of coal.

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 The New Nokol Is the Quietest Automatic Oil Heater Made

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