

Winnetka Weekly Talk

by
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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, DECEMBER 8, 1923

Depress the Tracks.

Give the Business Men Fair Play.

Build a New Village Hall.

Enforce the Traffic Laws.

Build the Truck Road.

WHAT IS THE CAUSE

The North Shore Line is conducting a campaign against reckless driving, especially against that sort of reckless driving that leads to railroad accidents. They are showing pictures of crossing-gates being smashed by speeding cars driven by human dare-devils. Over one of these pictures appears the question, "What can WE do?"

Recently the North Shore Line published a new safety-first advertisement containing the following thought-provoking statement: "Accidents do not just happen—They are caused."

What's the use of such a statement? Doesn't everybody know that there's a cause for everything, including accidents? NO, THEY DON'T! People give evidence of not knowing. A so-called "accident" occurs, and many people regard not only this "accident" as unavoidable but also all similar "accidents" as unavoidable. They act as if these "happenings" were disasters, sent by the gods. They say by their actions, "We're sorry that these poor women and children were killed, but such things can't be helped."

But they CAN be helped! How? By finding out the exact cause of the "accident," then finding out just how this cause can be prevented, and finally by taking measures to make the occurrence of this cause impossible. It's simple. If the cause does not occur, the effect will not occur. Remove the cause; that's the big thing.

Here's an example. A young man of about twenty drives a car through the gates; five people are killed. What is the real cause? Of all the factors contributing which should be treated as the real cause? Which element if removed would have prevented the "accident?" After the most direct cause has been found, then consider the practicability of removing it. Certainly if the tracks were depressed the outcome would have been different. But is that feasible just now? Maybe the nearness of a certain young lady to

the young driver made the essential difference. Remove the young lady next time.

"Accidents do not just happen. They are caused!"

MAY THERE BE LIGHT!

"Sit Lux!" That's the motto of the Winnetka Chamber of Commerce. At the top of its escutcheon you may read those words. They furnish an argument for the studying of Latin in the high school, which goes as follows: How can you know the meaning of this motto if you don't know Latin? It's quite evident that you can't. Therefore, study Latin. The using of a dead-language motto by so business-like a body as the C. of C. is a distinct testimonial to the value of a study of the classical tongues.

We presume that the adopting of this motto indicates a desire for an uncovering of the facts, even for a determination to go out and get the facts. If it means that the Chamber of Commerce is heading a movement to tell the plain unvarnished truth, then this body of men will become famous as friends of humanity. Real truth-telling, up to a certain limit, will surely benefit the world.

In the book of Genesis we read these words: "The Lord said, 'Let there be light'. And there was light." In the case of human beings, light will not come so immediately after the words. What we get we shall have to work for.

EPIDEMICS

The present typhoid fever epidemic on the north shore emphasizes the need of complete co-operation between citizens and health commissioners. Citizens must realize fully that the health officers of the various towns impose strict quarantine not for their own personal benefit but for the benefit of the other inhabitants.

Citizens ought willingly and promptly report not only definitely diagnosed cases of typhoid but even those cases that are merely suspected to be typhoid. They should also make no objection to the placing of placards on their homes.

Of course the law supports the demands of the health authorities; people must conform to regulations. If you oppose these officers you'll possibly be jailed; or pay a fine. But we're not pleading for submission to law; that would be a piece of gratuitous impertinence. What we are trying to do is to emphasize the value of cordial co-operation.

Work with your own public servants!

HELP THE HIGH-SCHOOL BAND!

\$418.75 now in the fund for N. T. Band uniforms!

The boys and girls in the high-school band depend on their friends for uniforms. They can't have these uniforms until the two thousand dollar mark is reached.

The contributions are coming in steadily in amounts of \$1, \$2, \$5, \$10, \$25 and \$50. Along with the money come letters expressing enthusiasm and hopes for speedy success.

Send in your dollars right away—care of Lloyd Hollister, Inc.—and help hasten the day when you'll see the band marching down the street all dressed up in their brand-new caps and capes!

WINNETKA PARAGRAPHS

Let's go up to the Camp Fire Sale at Community House some time to-day and give the girls the benefit of a generous portion of our Saturday shopping. We'll be sure of getting delicious biscuits, breads, pies, and cakes, and lots of other delectable home-baked foods.

Next Tuesday evening hear an informing talk on European conditions. The speaker will be a traveller who has just completed a very close study of the state of things in Germany, France and England, with an eye especially to their bearing on America's needs and duties. No charge for admission and the address will be given at the Winnetka Woman's club.

CHILDREN! If you're under 15 don't drive cars. Your fathers may have to pay good sized fines.

CHILDREN! Don't ride bicycles on the streets after dark without lights. And if you're over 12 don't ride on the sidewalks at any time.

BUY CHRISTMAS SEALS AND HEALTH BONDS!

You can buy them from school-children, club-women, and at many of the stores.

The deaths of 2890 people in Cook county last year from tuberculosis were preventable. If more seals and bonds had been bought many of these precious

lives might have been saved. With more money the Chicago Tuberculosis Institute, whose work is the prevention and curing of tuberculosis, would have added to its resources and remedial agencies and thereby reduced this appalling total.

Take your part in this great work. Buy Christmas Seals and Health Bonds!

To one who desires an attractive home on the North Shore—in or near beautiful Glencoe—where property is rapidly advancing—

We Offer at \$21,000

Your choice of: Colonial—Shingle—2 story, 6 rooms, 3 bd. rms., sun parlor, sleeping porch, 2 baths, ht. water ht. 75x137.

English Stucco—2 story, 6 rms., 3 bd. rms., 2 baths and maids lav., ht. water ht., garage attached. Unusually beautiful wooded grounds, ravine back.

\$25,000 SNAP

Colonial Stucco—2 story, 6 rooms, 3 bedrooms, sun parlor, sleeping porch, hot water heat, garage. Beautiful grounds 60x200.

We have other homes and homesites—less expensive—just as handsome—all along the North Shore.

Walter P. Smith & Co.

REAL ESTATE

332 Park Avenue, Glencoe, Ill

Phone Glencoe 410

NORTH SHORE LINE



Why

The North Shore Line

won the first

CHAS. A. COFFIN MEDAL

at the Convention of the American Electric Railway Association, October 11, 1923, Atlantic City, N. J.

2—Because of outstanding success in gaining the public good-will.

"Among the points cited contributing particularly to success in gaining public good-will are half-hour limited service where traffic hardly warranted it; refund of unused tickets and merchandise over-charges, promptly, and above all a general policy that economies are never made at the expense of the public."

From Report of Committee on Award

CHICAGO NORTH SHORE and MILWAUKEE RAILROAD COMPANY

Winnetka Ticket Office

Elm Street

Telephone Winnetka 963

A RARE OPPORTUNITY IN HUBBARD WOODS



G.D.J. & BRO.

This seven-room frame and stucco house at 1341 Asbury Avenue has a large living room, dining room, den and kitchen on the first floor; three bedrooms and a large bath on the second. Hot water heat. 1-car garage. Lot 60x159. Price \$13,500. Key at 564 Lincoln Avenue.

GILBERT D. JOHNSON & BRO.

North Suburban Real Estate

564 Lincoln Ave. Winnetka 314

Main Office—110 So. Dearborn St., Chicago

Branches—Winnetka, Glencoe, Highland Park, Deerfield