

## GIVES ADVICE ON "GIVING"

**Charity Worker Tells Students To Give Discriminately To Poor**

**SUGGESTS MILK FUND**

**Christmas Charity Often Commercialized**

Last Friday the students at New Trier High school heard J. C. Bickem, a member of the United Charities of Chicago, speak in assembly upon the general matter of Christmas work among the city's poor.

Mr. Bickem opened his talk by telling of the great need for relief work in the city but cautioned against indiscriminate giving. He told how last year some 13,000 families were known to be wanting, and efforts were made to cover them all. After Christmas had passed, a check showed that over 30,000 baskets had been distributed by various organizations, and yet every family had not been reached.

This was all caused by people who gave liberally but blindly. Often the same house was visited several times, while other dwellings were neglected.

**Commercialized Charity**

Some people, it seems, commercialize Christmas charity, and use it to their own advantage. Last winter there was the case of one woman with many children. Shortly before Christmas she sent them far and wide, with instructions to put in a plea for aid at every club, church, school, or society that was planning goodfellow work. The result was that on Christmas Eve a long line of automobiles rolled up in front of this woman's home, and by morning she had accumulated forty baskets. On the following day she sold thirty-five of them for five dollars apiece, and then, with \$175 in her pocket, and five full baskets for her own supply, she felt that she had spent a very profitable holiday season.

Another evil of giving too freely was shown in a plea from a clergyman on the northwest side of Chicago. This

minister asked for aid for his neighbors, but warned that it should be given discriminately, for he said, "You are making beggars out of my people by your over-generous bestowals."

**City Thoroughly Canvassed**

It is to prevent such occurrences as these that large charity organizations are formed. Mr. Bickem explained. The United Charities, for example, has the entire city divided into many districts, in each of which is a divisional headquarters. Pleas for aid received at these headquarters are later compared, and all duplicates are discovered and thrown out. In such a manner every family can be taken care of, while no one group receives an undue proportion of gifts. If all goodfellows are working on their own plans would receive the addresses of families from a central source, much help would be rendered the large organizations.

**Suggests Milk Funds**

Mr. Bickem, in closing, said that although there were about 13,000 families in need of aid this winter, the same as last, that this entire number would be quite likely supplied with baskets. "The best thing you students can do," he said, "is to buy blankets or create milk funds with whatever money you have raised. These two items are needed badly."

This talk came at a very opportune time, for the various organizations at the high school were in the midst of discussions about how best to give help to poor families. Mr. Bickem's address gave the different clubs and division rooms ideas as to what to do, and by this time most of them have formulated some plans for spreading Christmas cheer among those who are less fortunate than they.

**OPEN NEW FRUIT STORE**

The new North Shore Fruit Market opened its doors this week at 812 Elm street. The opening adds another first class fruit and vegetable market to the Elm street business section.

Telephone 1098

**ALEC W. KYLE**

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GLENCOE, ILLINOIS

# Visit Winnetka's New FRUIT MARKET

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**SPECIAL SALE**

- Florida grape fruit, nice and juicy, 5 for.....25c
- California and Florida oranges, per doz. ....20c
- Extra large oranges, per doz. ....30c
- Fancy Jonathan apples, fine eating, 4 lbs. for .....25c
- per box .....\$2.75
- Baldwin, apples, 5 lbs. for .....25c
- per bushel .....\$1.75
- Fresh string beans, per qt. ....15c
- Head lettuce, .....5c, 10c, 15c
- California walnuts, special, per lb. ....35c
- Spinach, fine and fresh, per peck .....30c
- Celery, large bunches,.....15c and 25c
- Sweet potatoes, 3 lbs. for 25c, and 4 lbs. for .....25c
- Cranberries, 15c per lb., 2 lbs. for .....28c

**2 DELIVERIES DAILY**

## North Shore Fruit Market

810 ELM STREET

PHONE WIN. 2179

## Automobile Owners

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*A Convenience to be Appreciated*

Your own curtains are used. Takes about 2 hours to install. Quickly detachable in warm weather.

ARVIN HEATERS FOR FORDS \$1.75

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20 PROUTY ANNEX



Home, Sweet Home is the place where a well bred, well fed family get acquainted with each other. You should acquaint yourself with the wonderful food values of the meat we sell and with the satisfactory service shown in our shop.

## PETERS MARKET

A. PETERS, Prop.

734 ELM STREET

Phone Winnetka 920-921-922

## Save and Invest

There is a sharp distinction between saving and investing.

If you save and then spend your savings on some luxury, you have received no lasting benefits. If you save and merely hoard your savings you are not fair to yourself.

**A Sound Investment with a Satisfactory Return**

But if you save and invest as you save in a good sound security you are making your savings assist you to Financial Independence.

Your local gas company offers you an excellent means of investing and saving.

Your savings earn 7% with safety.

Let us show you our plan.

## North Shore Gas Company

North Shore Gas Company Local office.

Please send me information on your Investment Savings Plan.

Name .....

Address .....

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