

ELECTION YEAR BOGEY SCOUTED

North Shore Banker Foresees Year of Prosperity

By F. J. SCHEIDENHELM
(Wilmette Civic Leader and President State Bank and Trust Company, Evanston.)

Usually, at the dawn of a Presidential year, business is not quite sure of itself. The chances of the election, and of the attitude of Congress after the election, are so fraught with possibilities that business men are instinctively reluctant to risk decisive action, either in details of operation, or broad matters of policy. They do not feel quite sure where they stand.

There is a radical group in Congress which seems determined to embarrass the national administration. There are two great parties eagerly seeking for some advantage which they may capitalize at the polls. And if our own domestic difficulties were of no importance whatsoever, the European situation would still be an unsettling factor.

Roger Babson, statistician, is hinting at growing unemployment, and there are very many who will share his fears. It is easy enough to view the future through dark glasses.

But, despite all these factors, such men as Judge Gary of the Steel Corporation, Erskine, president of Studebaker, Irving Fisher of Yale, the Economics Department of Harvard, and such financial authorities as Barron of the Wall Street Journal—unite in promising a year of rising prices and booming business—and they ought to know. They point, with reason, to record production of oil and automobiles, to activity in building construction, to the volume of retail sales and freight car loadings, and to the enormously increased buying power of the farmers, who constitute by far the most important group in our national life. Their judgment can not but command respect and their forecasts make for confidence.

Under the circumstances, the safest position would seem to be one combining caution and confidence. There will be business, as always, for those who can deserve it on a truly competitive basis. Efficiency in production and in sales, care in credit extension and collections, economy in personal as in business life—these are essential to prosperity this year as every year. Considering the Nation's strong business situation at this time, they may well enable us to hold our own despite the imminence of the election.

The fact of the matter is that, although very few people take matters of government seriously enough, there are very many of us who take politics too seriously, and are too ready to sense disaster just around the corner. We forget that, although there have been a dozen elections in the last twenty-five years the value of our manufacturers has quadrupled, and so has that of our farm products, that production of pig iron and coal has trebled, and that of petroleum is ten times greater.

Today, with only 6 per cent of the world's population, we are producing 24 per cent of its wheat, 75 per cent of its corn, 67 per cent of its cotton, and 48 per cent of its coal and iron.

Pessimism in regard to America's future is out of the question in the light of these facts, and confidence is instinctive. It must be tempered with prudence, of course, but that is always the case. The prudent thing is to work hard and play safe. Nineteen twenty-four will be just as good a year as we can make it. It will be our fault if it is not a profitable and prosperous one.

Invite North Shore To Medill Lecture Course

Jane Addams of Hull House, Dr. Edwin E. Slosson, Robert Morse Lovett, Robert Bridges and other persons equally authoritative in their fields will participate in a new course of lectures to be given on the Evanston campus of Medill School of Journalism of Northwestern university during the second semester which opens next month. "Problems of Contemporary Thought" comprises a course being given during the current semester to the evening classes of Medill school in Chicago and so many have been turned away because of lack of room that Director Harrington organized the Evanston course for full-time students and north shore people in general.

The course was organized last fall to afford part-time journalism students an inside view of the world at large and is accomplished not only by the lectures but by round-tables on topics of science, art, philosophy and sociology. Among the experts who have participated in the course in Chicago up to this time are Professors W. Lee Lewis, Forest R. Moulton, Arthur I. Kendall, Delton T. Howard, Joseph Jastrow, Fay-Cooper Cole, Ferdinand Schevill and Herbert S. Philbrick. The Evanston course will be open to all schools on the campus and to others interested in the topics.

Kenilworth Happenings

An Hour of Song will be presented by Marie Morrisey (Mrs. Roy Keith) prima donna contralto, for the benefit of the Park Ridge School for Girls at the residence of Mr. and Mrs. Mark Cresap, 239 Essex road, on Monday evening, January 21. The list of patronesses for the occasion includes Mrs. James E. Keith, Mrs. Mark W. Cresap, Mrs. Sidney C. Eastman, Mrs. Percy B. Eckhart, Mrs. Vibe K. Spicer, Mrs. Sanger Brown, Mrs. Robert O. Berger, Mrs. John P. Oleson, Mrs. Craig Ketcham, Mrs. Clyde Ross, Mrs. Hugh Foresman, Mrs. Warren Pease, Mrs. Rufus B. Stolp, Mrs. Walter Shattuck, Mrs. Walter Noble Gillette, Mrs. Robert Watt, Mrs. John Benham, Mrs. Bently McCloud, Mrs. Karl B. Korraday, Mrs. James C. Murray and Mrs. Walter L. Launder.

Mrs. Henry Taylor, Jr., 431 Essex road, returned Tuesday from Barrington, Ill., where she was the guest of Mrs. Alexander F. Reichmann, for several days. Mr. Taylor is spending a fortnight quail hunting at the William M. Hoyt winter home at Green Cove Springs, Fla.

The Home and Garden club will meet for a social evening at the Kenilworth Assembly Hall on Saturday evening. Mr. Lionel Robertson will speak on "Interior Decorating."

Announcements come from Madison, Wisconsin of the marriage of Miss Katherine Fishburn, daughter of Mr. and Mrs. M. P. Fishburn to Seymour Nason, son of Mr. and Mrs. Frank C. Nason of Kansas City, formerly of Kenilworth. Mr. Nason graduated in 1922 from the University of Wisconsin and is a member of the Delta Upsilon fraternity. Miss Fishburn is a member of the Kappa Alpha Theta sorority.

One of every ten members of the faculty of the Pennsylvania State college is devoting virtually his entire time to research work.

ROOFING over the Old Shingles

ESTIMATES FREE
NORTH SHORE ROOF CRAFTERS

Incorporated
3201 Emerson St. Evanston Phone 7026
342 Park Ave. Glencoe Phone 166

Whatever the Circumstances
the same courtesy—the same helpful service in managing all perplexing details—are accorded you whether you desire an unlimited expenditure or whether circumstances suggest that you refrain from undue costs.

Wm. H. Scott
UNDERTAKER

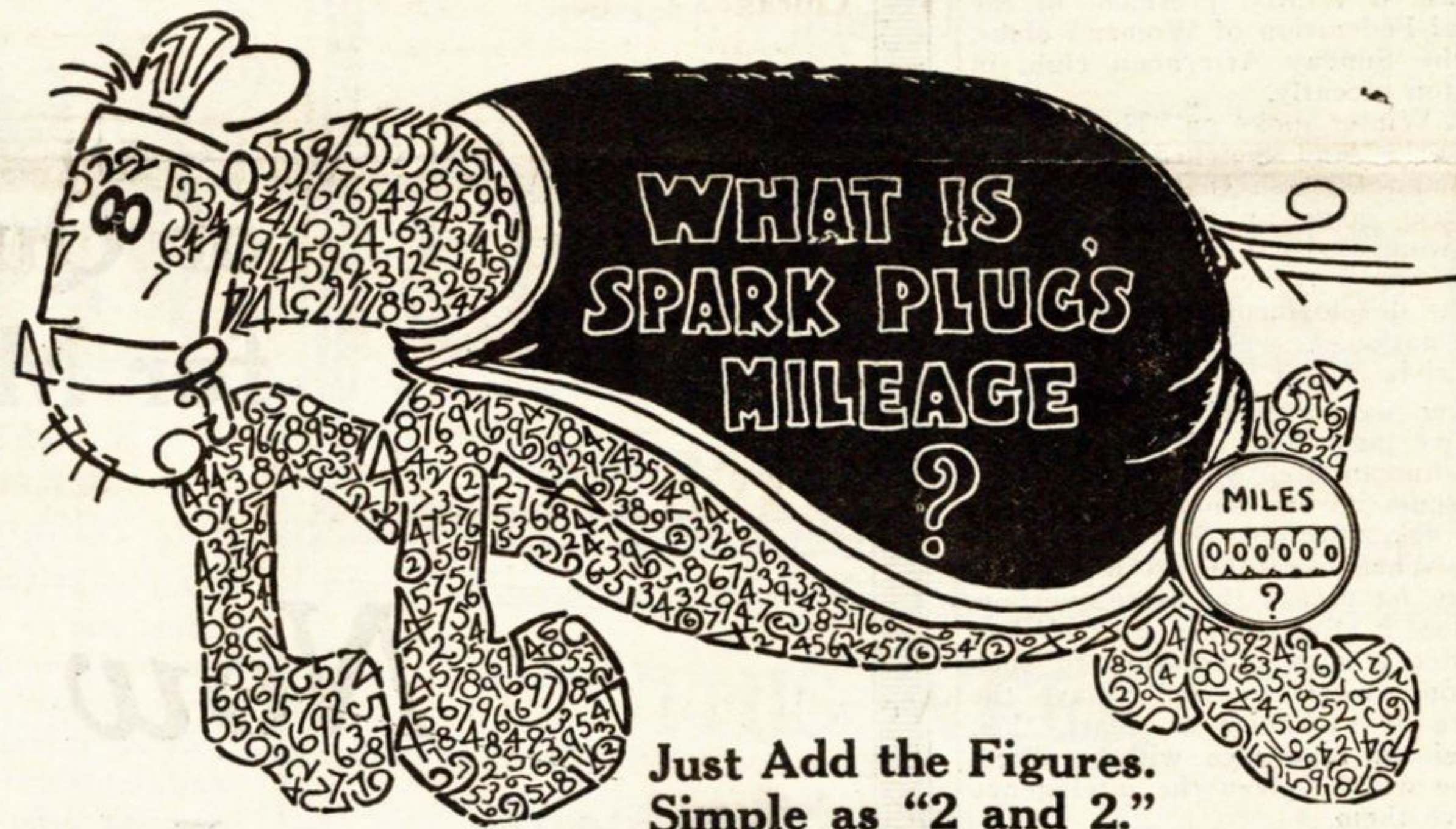
1124 Central Ave.
Phone Wilmette 654
Wilmette

\$5,000 In Cash!

Big Cash Awards Every Week

No Tiresome Waiting!
No Tedious Delays!

If You Can Figure Out---



Start Next Sunday and Win!

HERE'S THE IDEA

IN the Sunday Herald and Examiner of January 13 (next Sunday) will be printed the first of a series of "Spark Plug Puzzles." The puzzle consists of a picture of "Spark Plug," drawn entirely in figures—numerals which, added together, give a sum which is the answer to the puzzle. A new puzzle, with new sets of figures, will be published each week for 12 weeks. Big cash prizes will be awarded each week.

Bigger Grand Prizes will be awarded at the end of the series of 12 tests.

The contest is open to everybody, without restriction, (except employees or attaches of Hearst publications).

Start Next Sunday. You MUST Enter at the Beginning to Have an Equal Chance to Win One of the Grand Prizes

A Delightful Pastime For Old and Young Alike

Entertaining
Instructive
Fascinating
Remunerative

Someone Must Win
Why Not You?

Tell Your Friends About It!

Tell Your Local Newsdealer TODAY to SAVE YOU a COPY of NEXT SUNDAY'S CHICAGO

HERALD and EXAMINER