

## Winnetka Weekly Talk

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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 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.

Entered at the post office at Winnetka, Illinois, as mail matter of the second class, under the act of March 3, 1879.

SATURDAY, APRIL 12, 1924

*Depress the Trucks.  
Give the Business Men Fair Play.  
Build a New Village Hall.  
Enforce the Traffic Laws.  
Build the Truck Road.  
Vote at Every Election.*

### "NOW'S THE TIME!"

The best way to prepare for the future is to make the most of the present. Live as well as you can in the present, and you'll be assuring for yourself the best future. Those who do not believe that this is good advice must remember that we do not live in the future; we live only in the present. And the best kind of present living is the kind that takes account of the fact that the present is going to continue.

Men, women and children everywhere are laying too much emphasis on the future. Men are promising themselves that they will make much-needed changes tomorrow. Many women are afraid of the future; they think too much of the coming years. Children are urged to prepare. Too little is said to them about the value of the present days. Literature is full of exhortations to cherish ideals, to follow the gleam. More should be said about making the most of the present.

Just here attention should be called to a very common error: namely, the belief (and action upon that belief) that an aim is a future affair. It is not a future thing; it is a present process. It is something going on NOW. Every real aim operates in the present. It influences action of the present moment. If it doesn't, then it is not a real, bona fide aim.

According to one who is perhaps the leading philosopher in America today, John Dewey, we should so act as to increase the meaning of the present experience. If we could form this habit we should be well on the way to elect good public officials; we should also be doing much to prevent the recurrence of wars. Seize the PRESENT opportunity.

### AN APRIL PICNIC

A picnic in the Forest Preserve on Sunday, April 6.

It was a trifle cool, when the wind blew and the sun went under a cloud, but the steak tasted mighty fine and the hot coffee touched exactly the right spot.

I had said to my wife the day before, "Let's have a picnic dinner tomorrow." She agreed, and we invited some good friends to go along with us.

At noon on Sunday, we started west on Willow road, utilized the new stretch of concrete west of Hibbard road, crossed the Mayfair branch of the North Western, negotiated a piece of rather rutty country road, and then turned into a patch of forest preserve not far south of the Dundee road. We turned in all right but the ground being a little softer than it should have been, we came to a stop sooner than we had expected.

The ladies then disembarked, and the more muscular members of the party jacked up the car, put chains on the wheels, and after an hour's muddy but successful work the appetite of the auto-mechanics was equal to the dinner spread invitingly beside a fine old oak. How delicious was

every item on that silvan bill of fare!

After the meal and a hasty accumulating of the dishes we cooed ourselves in army blankets and listened to a good story of a hard-boiled human being who could hold only one job—prison guard. Some of the picnickers thought the story worth reading; others didn't.

Then we went back home having learned several things: namely, that it was best to be outdoors as much as possible; second, that in some places the country roads were badly cut up; third, that the sod was soft; fourth, that most food tasted best when eaten outside of a house.

### THE APRIL TICKET

It's a palish yellow. Ever see that word, "palish," before? It's a rare blend of "pale" and "-ish" and means sickly yellow, just like the brand of spring we've had up to the present.

March went out like a lion and April came in like an ass. The radiator cover that we had taken off we had to put back on again. We had thought of raking the leaves off the garden, but fortunately we changed our mind.

We were a little apprehensive about the advent of spring until we saw the greening of a neighbor's lawn. Then we glanced up and were surprised and delighted to notice how far the tree buds had advanced. And it was only a day or two later that we were awakened early by the musical chatter of the robins.

### RENTING AND OWNING

We have been renters and now we are owners.

For fifteen years we were renting a home. For the past ten years we have been buying a home. We know by experience the joys and sorrows of home-renter and home-owner. We asked our landlord to put wallpaper on six rooms and we got it on two. We had our house decorated inside and out, and spent two years in paying for it.

Our memory is not imagination. It is real, solid fact. We are, therefore, fairly well-equipped to give a little speech on Why I'd Rather Own Than Rent. "Lend us your ears."

When you're in your own home you feel thoroughly at home, even though the mortgage covers a large part of the house and lot. In your own home you feel free and are willing to be responsible. Like ourselves you can, with a little stretching, decrease interest and principal every year, whereas rent goes on forever and normally increases. A rented house belongs to somebody else. An owned house belongs to YOURSELF.

### A WRONG IDEA

"The business man is hard-headed and hard-hearted."

That's not true!

It's a common error to think of the business man as a man whose sole aim is to make as much money as possible; to think that all his counsels are guided by one ideal—to sell at as great advance over the buying-price as he can get away with. He is pictured as a hard-featured Shylock plotting some way to get ahead of his customer.

People who hold this mistaken idea say that the word, "service," often seen in business ads, is "all bunk!" "Service! about as much service as the cheap clothier gives when he rubs his hands and palms off on his victim a second-hand suit." But hold on there, my friend. Listen.

The business man is after all a MAN. He is not a devil or a shark. He's a human being. And he has the habits of a normal human being, one of which is the desire to do something good for another fellow-being. You have that desire, haven't you? Don't forget that he too is, like yourself, often impelled by good motives. Are you "hard-headed and hard-hearted?" No? Well, then, neither is he.

BE FAIR!

FOR ECONOMICAL TRANSPORTATION



Ten makes of Automobiles have already advanced in price. In spite of increased costs of materials, the CHEVROLET price is still the same.

HOW LONG—WE CANNOT GUARANTEE  
**BUY NOW!**

REMEMBER!—Chevrolet carries complete equipment at the original cost!

PRICES F. O. B. FLINT, MICH.

Superior Roadster .....	\$490.00	COMMERCIAL CARS	
Superior Touring .....	\$495.00	Superior Commercial Chassis .....	\$395.00
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Superior Sedan .....	\$795.00	Utility Express Truck .....	\$550.00
Superior 4-Passenger Coupe .....	\$725.00		

**WELLS-WESCOTT CO., Inc.**

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**NORTH SHORE  
LINE**

## What Has This Railroad Done for Your Town?

PERHAPS you have never given a thought to the forces that have made your community what it is today. Most people don't; they take growth and improvement as natural processes of evolution.

The North Shore Line has much to do with the progress of the North Shore today. It has brought a distinctive character to the towns of this territory.

By furnishing the kind of transportation that makes your town quickly accessible to the two great cities at either end of the road, the North Shore Line has been a vital force in building it into the sort of community in which you are proud to live.

The North Shore Line exemplifies a spirit of helpful co-operation with the towns it serves. North Shore improvements have been given impetus continually by the North Shore Line.

That the people of this territory have adopted the North Shore Line as their own particular railroad is not surprising, since the North Shore Line has pledged it the finest transportation service that it is able to give.

Fast, frequent trains from the center of Milwaukee to and through Chicago's Loop to 63rd Street on the South Side serve every intermediate community.

Chicago North Shore and Milwaukee Railroad Company

Winnetka Passenger Station

Elm Street

Telephone Winnetka 963