LLOYD HOLLISTER, INC.

1222 Central Ave., Wilmette, Ill. Telephone ..... Winnetka 2000 Telephone ....... Wilmette 1920 \$2.00 A YEAR SUBSCRIPTION

All communications must be accompanied by the name and address of the writer. Articles for publication should 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 Win-netka, Illinois, as mail matter of the second class, under the act of March 3, 1879.

SATURDAY, APRIL 12, 1924

Depress the Tracks. 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 you can in the present, and you'll radiator cover that we had taken of the present. Live as well as 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. we are owners. Children are urged to prepare. Too little is said to them about renting a home. For the past the value of the present days. ten years we have been buying Literature is full of exhortations a home. We know by experience to cherish ideals, to follow the the joys and sorrows of homegleam. More should be said renter and home-owner. We about making the most of the asked our landlord to put wallpresent.

called to a very common error: orated inside and out, and spent namely, the belief (and action up- two years in paying for it. on that belief) that an aim is a Our memory is not imagination. future affair. It is not a future It is real, solid fact. We are, thing; it is a present process. It therefore, fairly well-equipped to is something going on NOW. give a little speech on Why I'd Every real aim operates in the Rather Own Than Rent. "Lend present. It influences action of us your ears." the present moment. If it When you're in your own home doesn't, then it is not a real, bona you feel thoroughly at home, fide aim.

haps the leading philosopher in In your own home you feel free 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 oppor-

tunity.

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

AN APRIL PICNIC

before, "Let's have a picnic dinner tomorrow." She agreed, and we invited some good friends to Shylock plotting some way to go along with us.

west on Willow road, utilized idea say that the word, "service," the new stretch of concrete west often seen in business ads, is "all of Hibbard road, crossed the bunk!" "Service! about as much Mayfair branch of the North service as the cheap clothier gives Western, negotiated a piece of when he rubs his hands and palms rather rutty country road, and off on his victim a second-hand then turned into a patch of for- suit." But hold on there, my est preserve not far south of the friend. Listen. Dundee road. We turned in all The business man is after all a right but the ground being a little MAN. He is not a devil or a softer than it should have been, shark. He's a human being. And we came to a stop sooner than he has the habits of a normal we had expected.

dinner spread invitingly beside a then, neither is he. fine old oak. How delicious was BE FAIR!

Winnetka Weekly Talk every item on that silvan bill of

After the meal and a hasty accumulating of the dishes we cocooned 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 reach the editor by Thursday noon to 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 icicle. The 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

For fifteen years we were paper on six rooms and we got it Tust here attention should be on two. We had our house dec-

even though the mortgage covers According to one who is per- a large part of the house and lot. 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

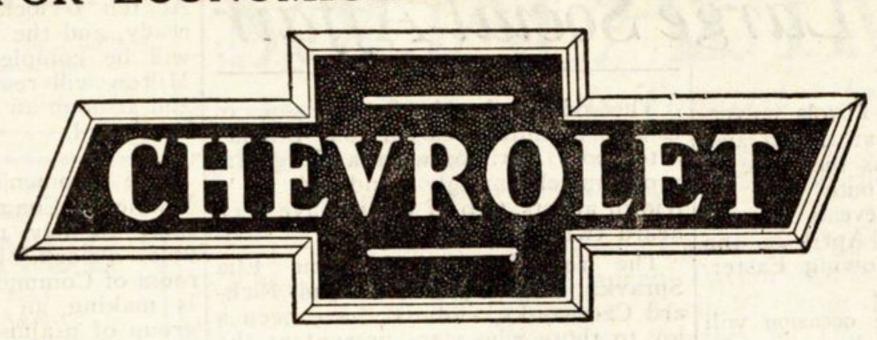
"The business man is hardheaded and hard-hearted." That's not true!

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 buyingprice as he can get away with. He is pictured as a hard-featured get ahead of his customer.

At noon on Sunday, we started People who hold this mistaken

human being, one of which is the The ladies then disembarked, desire to do something good for and the more muscular members another fellow-being. You have of the party jacked up the car, that desire, haven't you? Don't put chains on the wheels, and forget that he too is, like yourafter an hour's muddy but suc- self, often impelled by good cessful work the appetite of the motives. Are you "hard-headed auto-mechanics was equal to the and hard-hearted?" No? Well,

## 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

REMEMBER!—Chevrolet carries complete equipment at the original cost! PRICES F. O. B. FLINT, MICH.

Superior	Roadster\$490.00	COMMERCIAL CARS
Superior Superior	Touring	Superior Commercial Chassis\$395.00 Superior Light Delivery\$495.00 Utility Express Truck\$550.00

## WELLS-WESCOTT CO., Inc.

1103 Chicago Ave.

**EVANSTON** 

Phones 8856-8857

# What Has This Railroad Done for Your Town?

ERHAPS 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.

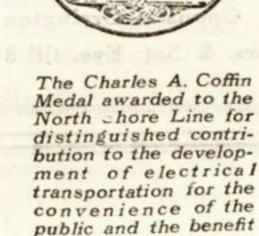
The North Shore Line exemplifies a spirit of helpful co-operation with the towns it serves. North Shore improvements have been given impetus continually by the North Shore Line.

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 Telephone Winnetka 963



of the industry.

Elm Street