

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 6, 1924

*Depress the Tracks.
Give the Business Men Fair Play.
Build a New Village Hall.
Enforce the Traffic Laws.
Build the Truck Road.*

POINTS OF VIEW

The sun is going south. We know this very well because we sit in such a place at the breakfast table that for the past couple of months the sun has been shining in our eyes while we were sipping our coffee and nibbling our bacon. But now he, meaning Old Sol, has gone so far south that his beams pass us on our extreme left. He will continue his southward journey until a little before Christmas, at which time he will stop to rest a little at the Winter Solstice and then saunter northwards. The days will begin to lengthen, and spring will—but let's wait a few months.

If you're tiring somewhat of this ceaseless back and forth motion of our chief luminary, you can experience the pleasure that comes from taking a new point of view. Don't think of the sun as moving. Take the heliocentric point of view. Imagine the earth rotating and revolving. You will not only feel the thrill which comes from looking at life from an unusual angle, but you will be taking a true view.

The next time we sit at the breakfast table we shall think of the earth as revolving, rotating, and tipping on its axis. Then the sun will not be traveling south but the earth will be leaning over as she—our big home—circles, more or less exactly, round the central member of our solar system.

DO IT EARLY!

Shop early and mail early. It goes double. Buy your Christmas gifts early and mail them early.

Wrap your Christmas package securely. Address it fully and plainly. Put your return address in the upper left-hand corner. Then mail the package early.

This advice is for everybody but especially for those who are sending gifts to far-off places like New York, San Francisco, and China.

Two splendid reasons for shopping early and mailing early. Here they come: (1) Your gift will reach its destination on time. (2) You will make the Christmas load lighter for the postal clerks and postmen. Maybe they will be enabled, by your co-operation, to eat Christmas dinner with their families.

CITY AND SUBURBS

There is danger that we who live in the suburbs may forget how the other nine-tenths live. Living in a home which is blessed with an abundance of sunshine and fresh air we forget that there are homes from which light and air are shut out by buildings and smoke. Not seeing often the little children of the poor we seldom remember them.

Christmas comes and reminds us of these city-dwellers whose needs are so much more pressing than our own. Thinking of our own families and friends we are touched more deeply by the

sight of these unfortunate children, existing, many of them, in hovels that we should think not fit for dogs. Going about our Christmas shopping busily and gaily we see two or three little boys and girls selling papers, and we feel a thrill of pity for them.

Yes, but are we planning to do anything for them? How are we going to help them? We can give them clothing and food. Are we pledging ourselves to bring to them some of that happiness of which we have so much?

Think of those who exist in cities and show them genuine Christmas kindness.

SAFETY FIRST!

"A train moving sixty miles an hour is coming at the rate of eighty-eight feet a second, and if when first seen, is a quarter of a mile away, will reach the crossing in fifteen seconds. A heavy train at sixty miles an hour takes 1,800 feet in which to stop, or more than a quarter of a mile."

Recently we saw a small boy ride his bicycle under the crossing gates and fall off beside a passing train. We called the attention of the crossing man to the boy. He remarked, "They do that dozens of times every day."

A man running across the track before a North Shore limited is also a common sight.

The next time you are about to cross the tracks before a train emphasize to yourself the fact that it is approaching you at the rate of eighty-eight feet a second.

OUR AIM

It is not our aim to make our paper the best suburban weekly in the world.

It IS our aim to make each issue better than its predecessor. We are working to make this paper better than last week's. It is our object to be continually surpassing ourselves.

We have good evidence that we are growing. We know it, ourselves. But what is more convincing, we have often been told so by others.

We have ideas as to what means will aid our development. More adequate knowledge of various events taking place on the North Shore, clearer and more interesting telling of this news, more pleasing arrangement of news and ads, more forceful, timely, and well-written editorials—we know that all these are means of improvement. And we are using these means.

But there are other means which you, our readers, can suggest to us. You look at our work from your own point of view. You see blemishes that we overlook. Won't you tell us what we can do to improve? Tell us our faults.

DUTIES OR RIGHTS?

In the New Testament it is plainly stated that man was not made for the Sabbath but that the Sabbath was made for man. Man was not to be regarded as a means but as an end. The Sabbath was to be dealt with as an instrument for advancing the good of man.

Is it not also true that rights come before duties? Are not duties to be thought of as not fundamental in themselves but as a means of producing benefits for man? Rights are primary. Duties are secondary. A man owes something to others because the discharging of the obligation brings good to the individual himself.

Would you owe thoughtfulness to others if it could be proved that the being thoughtful to others brought you no good? Of course kindness and all the social acts do as a rule react favorably on the doer. But if they did not we should not be under the necessity of performing them.

This is not a popular belief, but to us it seems sound. To find out what a man ought to do we must first find out by psychological analysis what his true nature is.

Otto Dovidat
Ladies' and Men's Tailoring
794 Elm Street
Over Vollmann's market. I am in the new building and ready to serve you as before with the very best made to order clothing; also cleaning and pressing. A specialty is made of Ladies' Tailoring and Fur work.

North Shore's Only Exclusive
Optometrist
1177 Wilmette Avenue, Wilmette

DR. O. H. BERSCH
OPTOMETRIST

To be able to enjoy life, to get all you can out of it, to enjoy your work as well as your recreations, you must have keen vision free from strain. Enjoy the approaching holidays by treating your eyes to a new pair of glasses or having the satisfaction of knowing your old ones are correct. Our examinations are scientifically perfect.

For appointment, Phone Wil. 2766

MOTION PICTURES OF THE FAMILY

Now Watch Me Hit Him Again, Daddy!

THIS Filmo moving picture outfit—Father's Christmas gift to the family—is already producing big dividends of pleasure. Mother enjoyed taking the picture Christmas morning—the kiddies enjoyed acting—and now comes the supreme pleasure, a few days later, when they all see their first picture.

And think what a priceless treasure such pictures will be to them in ten or fifteen years. An evening at home is a real joy in this family now. They have a dozen films they want to make right away. Mother is already planning to surprise her club by showing some of her own films. Father has thought of a dozen uses for his own moving pictures in his business.

The Filmo is produced by the largest manufacturer of motion picture cameras in the world. Over 95% of the pictures you see in theatres were photographed by a B. & H. professional camera.

Drop a line to the address below or telephone Wellington 3419, Filmo Division, for all particulars regarding this wonderful moving picture outfit. We will either refer you to a dealer conveniently located or arrange for a demonstration. Act now—in time for Christmas.

BELL & HOWELL CO.
1801 LARCHMONT AVE. CHICAGO.

NORTH SHORE LINE

Maintaining The Right of Way

When you travel on the North Shore Line your safety is in good hands. The Maintenance of Way department, for instance, is composed of men who thoroughly know their business. It is the duty of this department to constantly inspect every foot of North Shore track from Chicago to Milwaukee—to keep the 100 lb. rails and rock-ballasted roadbed in first class condition.

Classes are held after the day's work on every detail of maintaining tracks. For foreign-born employees, there are classes in language and American citizenship. North Shore section men are literally specialists in their line of work. Safety instruction is given by a Safety Director in a lecture car which travels over the line.

Chicago North Shore and Milwaukee R.R. Co.

Winnetka Passenger Station
Elm Street Telephone Winnetka 963

North Shore Merchandise Despatch

Over-night service for shippers between every important point on the North Shore Line. Through service to Sheboygan, Burlington, Watertown and all points on the Milwaukee Northern R. R. and T. M. E. R. & L. For rates, deliveries, etc., write or telephone local North Shore agent, or Traffic Department: Chicago office, 72 West Adams Street, phones State 5723 and Central 8280; Milwaukee office, 403 Security Building, phones Grand 990 and Grand 2762.