

# Winnetka Weekly Talk

by  
**LLOYD HOLLISTER, INC.**  
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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, JANUARY 31, 1925

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

### FIRE HAZARDS

Fire hazards must be reduced to a minimum. Some of the causes of fire are carelessness in the handling of matches, inadequate insulation of electric wires, faulty building construction, overheating of heaters of any kind, incorrect installation of oil-burners. Whatever the cause, these possibilities of fire must be decreased to a minimum. An agent of destruction so speedy and fatal as fire must be given no chance of operating.

At the present time installation of oil-burning plants is meeting with severe criticism. Legal regulation of installation is being demanded in several quarters. We believe that such restrictive regulations will be of value not only to householders and business houses but also to the companies selling and installing oil-burners. These companies very naturally do not desire to have loss of life and property associated with oil burning.

Oil burners as heaters are a great convenience and have come to stay. With them as well as everywhere our motto should be "Safety First."

### THE LADIES!

Perhaps the majority of advertisers will tell you that by their ads they primarily desire to influence the ladies. If they can persuade the women to think favorably of what is offered, their advertising is successful. When they compose ads they have in mind especially these members of society who do most of the retail buying.

So what the advertiser needs to do is to find out what kind of an ad appeals to the ladies. Not what ought to appeal to them, but what actually does. If the ladies like good-looking ads that's the kind they like, and there's an end to all discussion on that point. If it's true that the so-called "gentler sex" is moved by flattery, it should make no difference to the merchant whether he himself is or is not; it will be prudent for him to mix with the copy a little soft soap.

One thing, already mentioned, must be emphasized; that is, the appearance of ads. The feminine eye is more sensitive to mere appearance than her brother's. Print a handsome ad and you will please the woman.

Women are good judges of ad values.

### HITCHING BEHIND

Under the caption, "Flirting with death," we insisted sometime ago that the practice of hitching on sleds behind automobiles was most dangerous and should be prohibited. We had in mind several serious or fatal possibilities—the swinging of the sled and its human load over to the opposite side of the street into the path of oncoming cars, the breaking of the rope and the consequent probability of being run over by a following car. A new danger has been called to our attention, namely, the deadly effect

of breathing the exhaust gas from the car, that is pulling the sled.

Dr. Bradley of the University of Illinois Chemistry department believes that bob-sleigh riding behind cars should not be permitted unless the exhaust pipe is extended to the top of the car and the carbon monoxide be allowed to escape above the riders on the sleigh. There is no likelihood that car owners will make this change. Therefore the practice should be prohibited by law.

We are pleased to notice that the Winnetka council is contemplating such a prohibitory ordinance.

### CO-OPERATION

Attendance at business and social meetings of any organization is the greatest factor in the success or failure of that organization. Ninety to one hundred per cent attendance may almost be regarded as certainly assuring the prosperity of a society. On the other hand scanty attendance spells degeneration and ultimate dissolution.

Lack of attendance indicates lack of interest. Increase of attendance will do more than any other one thing to increase interest. When a big crowd is at a meeting, enthusiasm runs high, and important projects are launched.

If delinquent members would realize that their failure to attend meetings was unfair to those few who are present, say at weekly luncheons, we are confident that they would improve their own attendance.

Show your interest by attending.

### MODERN

The method adopted this year by the Winnetka Congregational church of presenting its annual report was not only amusing but also economical. That the dinner, play, and paper were entertaining goes without saying. A good dinner always arouses agreeableness in normal human beings, and there were 400 such present. The playlet, specially made for the occasion, and made by advertising men, was of course short and snappy. The very title of the paper, "Squawk," indicates fun, fast if not furious.

But the method was also economical. It saved much time and energy. Annual reports are noted for their dryness, almost never of interest to anybody except members of the various committees, and even they are often bored. Figures and facts do not stimulate the imagination, usually. But dress up these same dull details in the pleasing apparel of the dramatic and humorous, and they become almost attractive. At any rate they are attended to with open eyes and ears. The time spent in attending to them is not begrudged and so economy is achieved. And certainly it took little effort to receive them.

This is the modern way. And a very ingenious way. It is a transforming of the useful into the lovely. Augustus found Rome stone (We think it was stone) and left it marble. The parish advertisers found the facts bare and left them beautiful.

Once we were on an auto tour with a very good friend. About the middle of the afternoon the sky clouded over and the sun was completely hidden. We turned, as we thought, towards home. Our driver stepped on the gas and we certainly made speed. But we soon found by very clear signs that we were not getting home. Our speed was a disadvantage. *What boots running if one is on the wrong road?* Postscript: We got home.

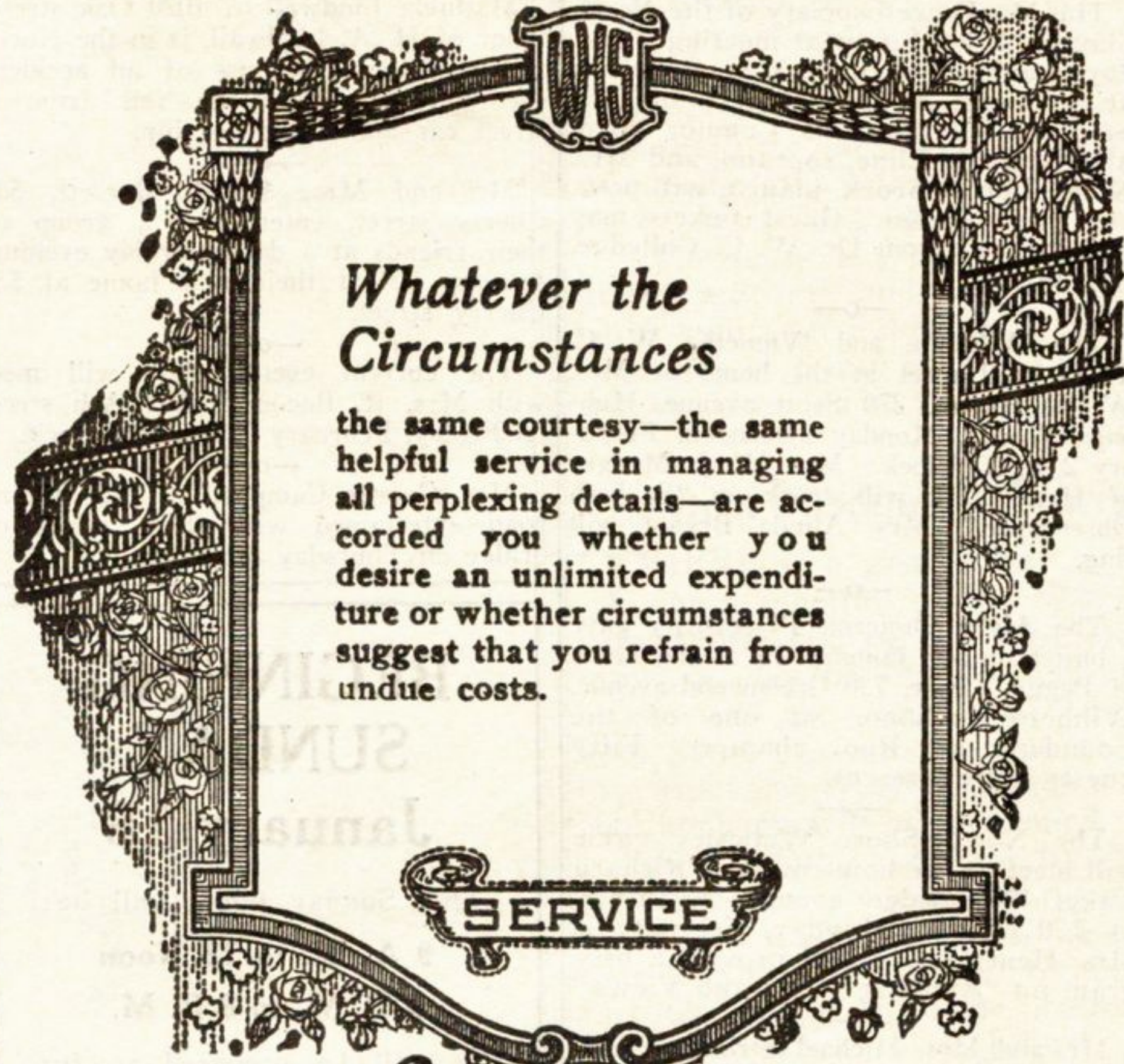
In our own home towns you will often meet individuals who don't really know the value of money. What they use they don't earn: they take it from some one else. To all such one might say *Woe!* You know what money is? Go borrow some.

## For Cleaning and Repairing Rugs

Call

Phones  
 Wilmette } 727  
 Winnetka }  
**JOHN NAZARIAN**  
 Plant 578 Lincoln Ave.  
 WINNETKA

Special Prices During January



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.

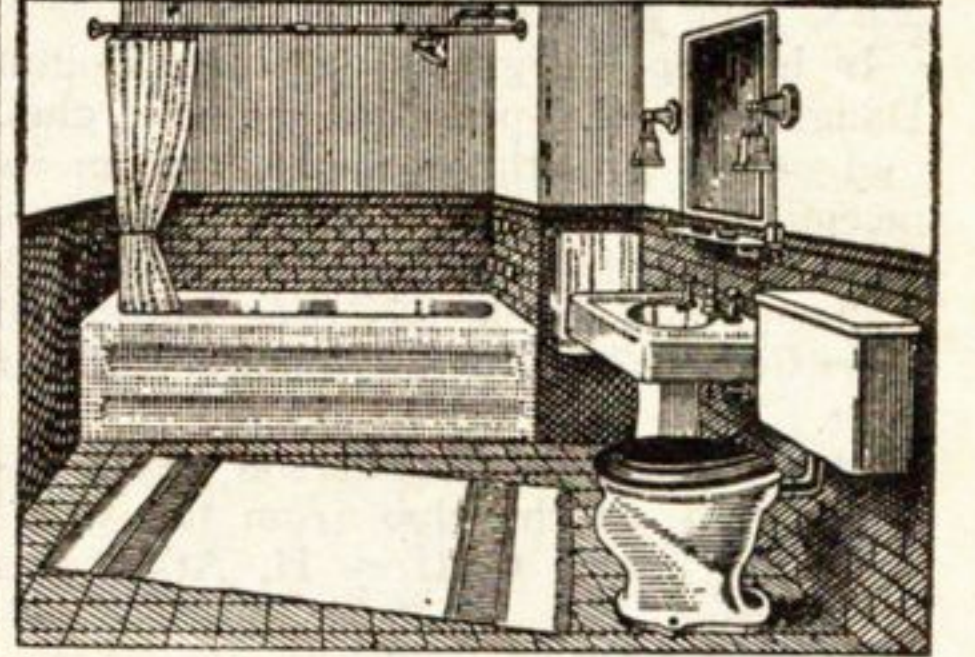
SERVICE

**Wm. H. Scott**  
 UNDERTAKER  
 Phone Wilmette 654  
 1124 Central Ave.  
 Wilmette

## Watch Plumbing Uncle Sam Cautions!

Hoover Issues Standard Code

Washington, D. C.—The Department of Commerce have approved a "people's plumbing code" with the hope that it may be adopted by states and municipalities, it was announced. The bill is for the protection of the public "from insanitary plumbing, the use of defective and cheap material and improper installation." The code was prepared by a special committee appointed by Secretary Hoover and headed by William C. Groeniger of Cleveland.



## Bath Room Outfit

Complete as Illustrated

\$140

One of the wonderful bargains of B. KAROL & SONS CO., the most economical plumbing supply house in the West. You can buy all plumbing supplies and home heating plants cheaper from KAROL and

**Save up to 40%**  
**Buy at Wholesale Prices!**

Material is all of superior quality, made in the very highest class manner—made to last as long and well as the most expensive sold and all new from factory.

FREE DELIVERY—TIME PAYMENTS

For Home Owners. KAROL Gives Service. We carry a large reserve stock and make immediate deliveries. No disappointments—no discounting—no used, defective or inferior equipment or material used or sold by us. All goods made to conform to the Hoover principle.

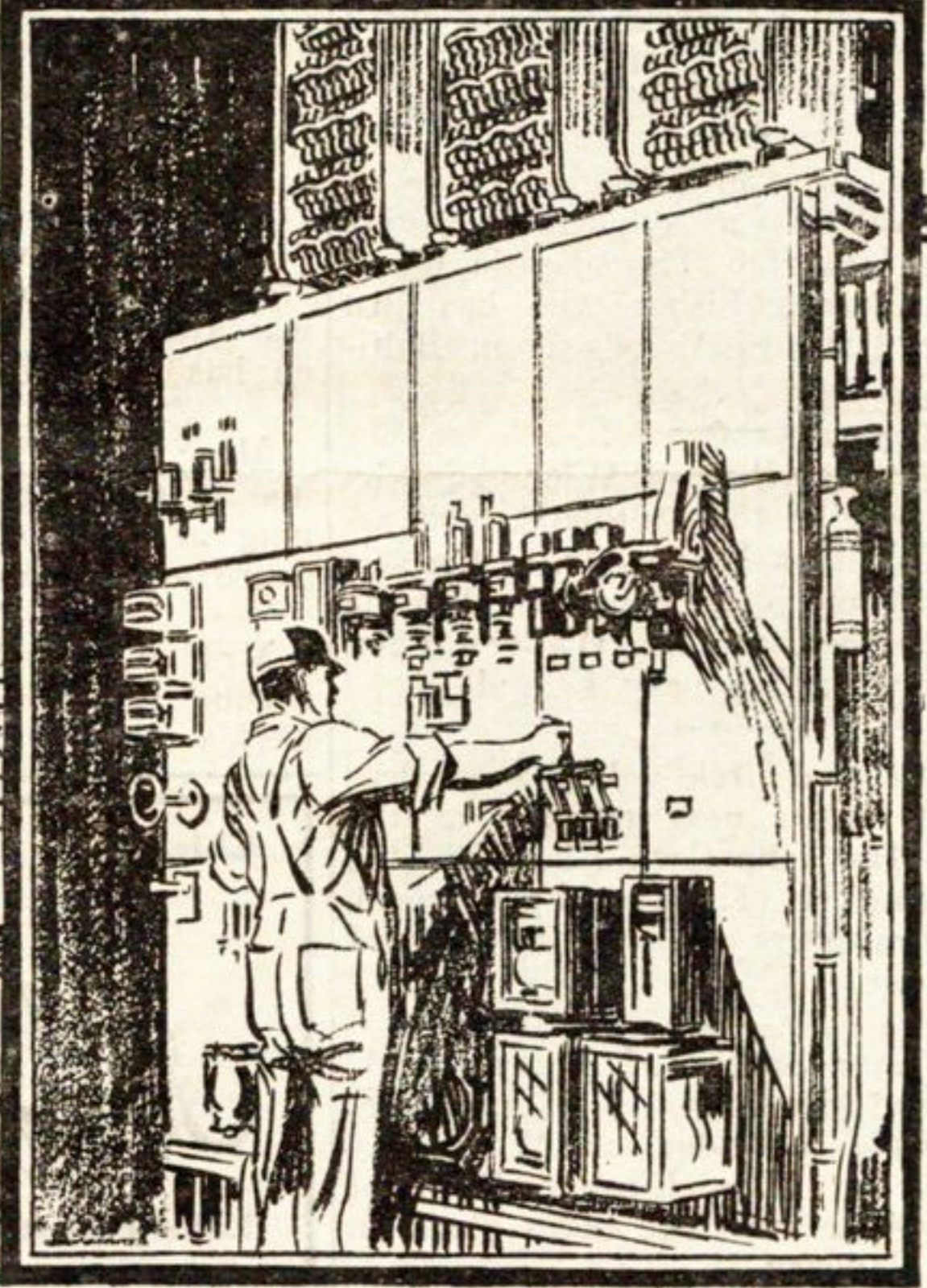
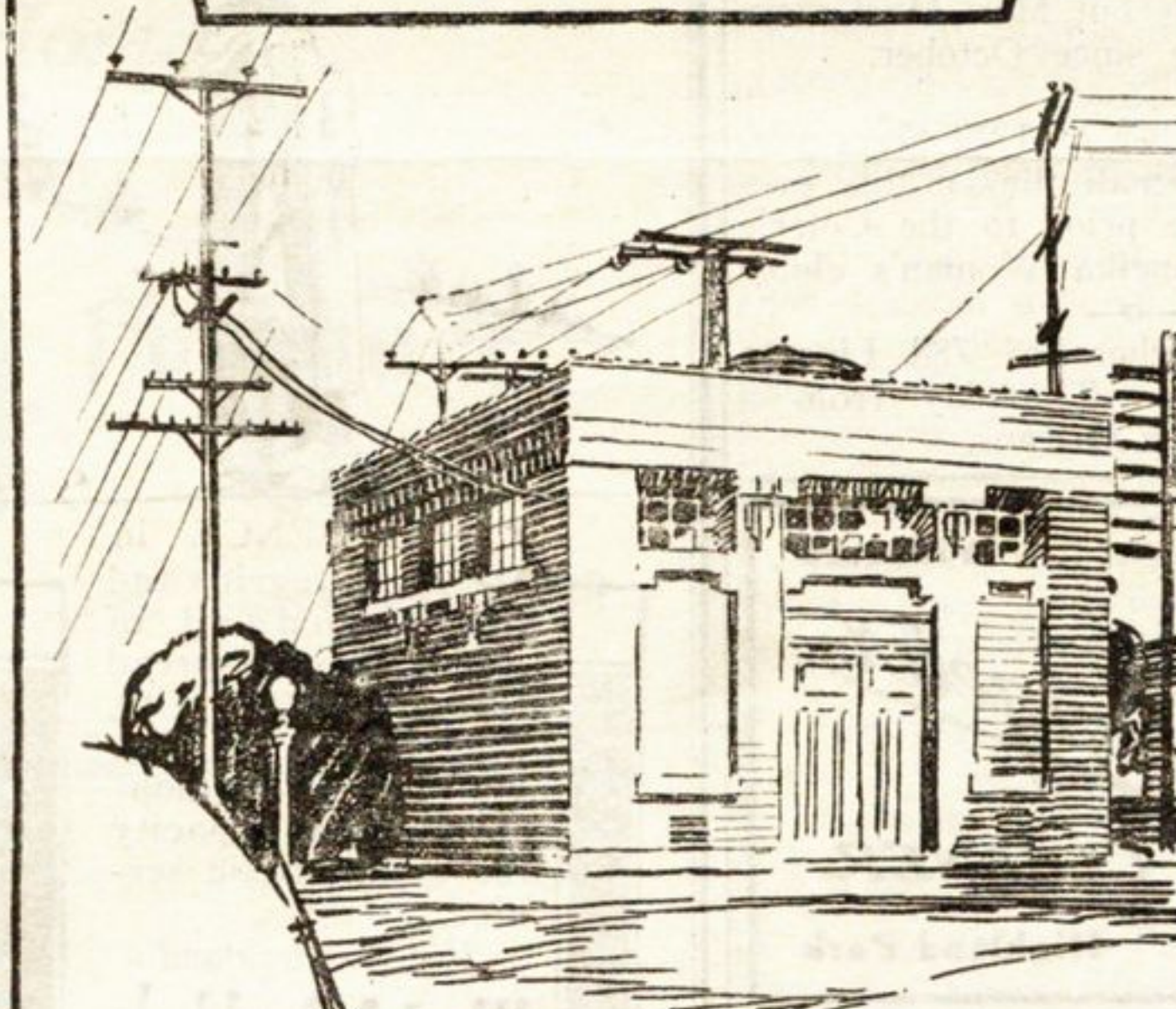
WRITE OR CALL FOR CATALOG

With Special Discount Sheet to Consumer.

**B. KAROL & SONS CO.**

800 S. Kedzie Ave., Dept. 38 - Chicago

## NORTH SHORE LINE



## TENDING the GIANT

"White Coal", they call it where waterfalls turn turbines; "caged lightning" is another name used to describe the unthinkably gigantic force of electricity. And its use on the North Shore Line as the motive power of trains over ninety miles of line is attended by men who have made the application of electricity to transportation their life work.

The current, generated at 33,000 volts in a distant power house, is carried through miles of copper to sixteen substations at various points along the road, where the voltage is stepped down and transformed to a degree efficient for train operation.

The centralizing point of the North Shore power system is the Power Supervisor. He has complete authority over the disposition of power, increasing the current load first in one section of the line, then in another, as traffic conditions require. Latest research has made it possible for substations to operate automatically, and already half of them on the North Shore Line have been so equipped; yet "automatic" is merely a relative term on the North Shore Line; everywhere, there is human judgment and trained knowledge in final control.

*Tending the giant is a job for experts. They employ the giant to give willing service on the North Shore Line.*

## Chicago North Shore and Milwaukee Railroad Company

Winnetka Passenger Station  
 Elm Street Telephone Winnetka 963

### North Shore Merchandise Despatch

Over-night service for shippers between all important points 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 5723 and Central 8280; Milwaukee office, 403 Security Building, phones Grand 990 and Grand 2762.