

# Winnetka Weekly Talk

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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.

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SATURDAY, FEBRUARY 14, 1925

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

## THE BIRTHPLACE OF BURNS

Though Scotland boasts a thousand names

*Of patriot, king, and peer,  
The noblest, grandest of them all  
Was loved and cradled here.  
Here lived the gentle peasant-prince,  
The loving cotter-king,  
Compared with whom the greatest lord  
Is but a titled thing.*

*'Tis but a cot roofed in with straw,  
A hovel made of clay;  
One door shuts out the snow and storm,  
One window greets the day.  
And yet I stand within this room,  
And hold all thrones in scorn,  
For here, beneath this lowly thatch  
Love's sweetest bard was born.*

*Within this hallowed hut I feel  
Like one who clasps a shrine,  
When the glad lips at last have touched  
The something deemed divine.  
And here the world through all the years,  
As long as day returns,  
The tribute of its love and tears  
Will pay to Robert Burns.*

—ROBERT INGERSOLL

## DOES IT PAY?

Does it pay to go to college? What is the value in cold cash money of a college education? During his life how much more than a high school graduate does a college graduate earn? \$72,000! How do we know? We'll tell you.

We got this information from statistics and charts recently compiled and published by Everett W. Lord, dean of the College of Business Administration, Boston University. His statistics were based on reports of the Massachusetts Department of Labor and Industry and on statistics of earnings of students and graduates of the College of Business Administration, Boston University, the latter figures compared with, and to some extent adjusted by, similar reports from other institutions.

He found that the college graduate earns \$72,000 more than the average high school graduate. We see no reason to doubt his scientific accuracy.

As a result of his investigations Dean Lord found that the high school graduate in his working life from the age of 18 to 60 earns a total of \$78,000. The college graduate, from 22 to 60, earns \$150,000, which if our subtraction is as good as it used to be, is \$72,000 more than \$78,000. The college graduate earns almost twice as much as the high school graduate.

While we believe that the value of education is really to be measured in terms of a satisfying life, rather than in dollars and cents, still we also see the advantage of estimating this value in money.

## COMMUNITY CHEST

The plan recently adopted in Wilmette, of simplifying the administration of village benevolences by placing all charitable contributions in a general fund and thence distributing it, is a plan that might well be adopted by all North Shore communities. The plan, put into effect, elim-

inates most of the complexity and confusion attendant on the old individual method. It does away with the many solicitations occurring in the form of door step appeals and tag days. It does away with all the irregularities involved in the old method. And the "community chest" plan effects a more equitable distribution of the various sums contributed.

No doubt it will place a heavy burden on the various committees appointed to put it into effect, but there can always be found in every progressive community able and civic-minded men and women to work for the common good.

## SHOVELIN' COAL

"Seems like I ain't been doin' nothin' else but shovelin' coal all my life. Every mornin' before I go to work I put on six or eight great big heapin' shovelfuls, and then when I come home at night I put on half a dozen more, and then when bedtime comes I put on a lot more.

"Every day a coupla dozen shovelfuls! Every week over a 150! Every year, while the furnace is goin', just about 5,000 shovelfuls of good hard coal that costs me about 15 a ton. Seems I ain't doin' much else but puttin' on and puttin' on. I get so tired that sometimes I'd like goin' to California or some place where they don't have to put on coal.

"Then sometimes when I put on coal I get so doggone tired that when I try to throw some in I hit the edge of the fire-pot and spill the darn stuff all over the floor, beside givin' me such a jolt that I get plum disgusted! But what's the use! You have to keep puttin' on coal!

"Every year I use about 13 tons, one ton right after another. In 30 years I got bills for more than 450 tons. They musta cost me more than \$5,000, just about as many as shovelfuls every year.

"Of all the potes I like that fellow that said that if winter's here spring's comin'. I wish it'd hurry. I know what'll happen. Just when I think we can get along without a fire in the furnace and let it go out, my wife'll say, 'It's awful cold! We've just gotta to have a fire!'"

It's real treat to hear a man who like Captain MacMillan not only knows what he's talking about but also knows how to say it. There are many men who have had thrilling experiences but who can't tell them thrillingly. There are also many men who make interesting speeches but have had almost no experiences. But take us to hear the man who can qualify in both fields.

School auditoriums are indispensable for the forming in children of habits of neighborhood, community, civic, and national co-operation. By actively taking part in school assemblies, on floor and platform, pupils gradually gain ability and assurance. Moreover, and this is of most importance, boys and girls in dramatic performances of historical occurrences get these events impressed upon their minds unforgetably.

Did you know that the best way of finding out how enjoyable living can be is to hear as much good music as you can? If you don't believe it, try it. Try it as persistently as you would try a new medicine, recommended to you by a doctor in whom you had great confidence. Listen daily to good music, well presented, and your love of living will increase.

Remove the rubbish from your attics and basements. Don't let worthless and combustible material accumulate. Fifteen thousand persons are burned to death every year in the United States, 93 per cent of whom are women and children. You will help to reduce this appalling amount by reducing the amount of such fire-foods as waste paper and greasy rags.

# One of the Most Important Letters In Automobile History



PACKARD MOTOR CAR COMPANY  
DETROIT, MICHIGAN

January 5, 1925.

AM-L  
TO STOCKHOLDERS OF THE PACKARD MOTOR CAR COMPANY:  
Newspapers are carrying the story of a radical reduction which the Company has announced in the prices of all enclosed models of the Packard Six car. The prices of the Eight models are not reduced. The announced reductions vary from \$640 for the Six coupe to \$840 for the seven-passenger Six sedan.

Following are the new prices at Detroit:

5-pass. Sedan.....	\$2585	7-pass. Sedan Limousine.....	\$2885
7-pass. Sedan.....	2785	4-pass. Coupe.....	2585
5-pass. Sedan Limousine.....	2785	5-pass. Coupe.....	2685

This price revision makes the Packard Six in its various models easily the outstanding automobile value of the year. This is particularly true because at the new prices the cars are exactly as they were; there is no change in design, material or workmanship.

While price reductions are nothing new to the automobile industry, no company building a high-grade car and appealing to an exacting clientele has ever before made so far-reaching a price revision in its product.

As a stockholder in the Company you will naturally ask why this drastic move, and can the Company market its high-grade cars profitably at so low a price?

The answer is—we are prepared to do it.

The Six has been on the market four years, during which it has been so far refined and perfected that we believe the appearance and fundamentals of the car will be unchanged for a considerable time; that is to say, the car has been standardized. And while doubtless we shall from time to time make minor and detail improvements, we do not anticipate any necessity for substantial structural changes for a long time to come. We are, therefore, in ideal position to devote our attention and our facilities to turning this perfected car out in quantities at the lowest price consistent with Packard quality. And the price revisions are a step in our program to this end.

Production will be conservatively expanded to take care of the increased sales.

The Company has never been stronger financially, or better prepared, in organization and facilities, for a constructive move such as this.

We enclose copy of our report for the last quarter ending November 30th last. We show net earnings of \$1,872,753—one of the best quarters in the history of the Company.

We have no unsold stock of goods on hand and our inventories were never in better condition.

Very cordially,

*Alvan Macauley*

President.

In order that those interested might have the information which the president of the Packard Motor Car Company addressed to the stockholders of the Company we take pleasure in publishing this letter.

PACKARD MOTOR CAR COMPANY  
OF CHICAGO  
EVANSTON BRANCH  
1735 E. Railroad Ave. Phone Greenleaf 1200

# Just a Chat at Twilight

EVERY evening after 8:30, long distance telephone rates (for "station-to-station" calls) are about 50 per cent lower. At midnight a still further reduction becomes effective and until 4:30 A. M. night calls are completed at about one-fourth the day "station-to-station" rates.\*

*To meet the demand for new telephones more plant must be built—at costs greater than the cost of the average of our present plant. To do this we must obtain capital and to attract this we must pay satisfactory returns. This we cannot do without adequate rates.*

This service makes it possible to call distant friends or relatives or your home if you are out of town, at a very small cost.

Just give the long distance operator the number of the telephone wanted and say you will talk to anyone who answers.

ILLINOIS BELL TELEPHONE COMPANY

BELL SYSTEM

One Policy - One System - Universal Service

\* Minimum reduced rate is 25 cents