

WINNETKA TALK

ISSUED SATURDAY OF EACH WEEK

by

LLOYD HOLLISTER, INC.

564 Lincoln Ave., Winnetka, Ill.

1222 Central Ave., Wilmette, Ill.

Chicago office: 6 N. Michigan Ave. Tel. State 6326

Telephone Winnetka 2000

Telephone Wilmette 1920

SUBSCRIPTION PRICE \$2.00 A YEAR

All communications must be accompanied by the name and address of the writer. Articles for publication must reach the editor by Thursday noon to insure appearance in current issue.

Resolutions of condolence, cards of thanks, obituary, notices of entertainments or other affairs where an admittance charge is published, 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.

The Man He Killed

"Had he and I but met
By some old ancient inn,
We should have sat us down to wet
Right many a nipperkin!

"But ranged as infantry,
And staring face to face,
I shot at him as he at me,
And killed him in his place.

"I shot him dead because—
Because he was my foe,
Just so: my foe of course he was;
That's clear enough; although

"He thought he'd 'list, perhaps,
Off-hand like—just as I—
Was out of work—had sold his traps—
No other reason why.

"Yes; quaint and curious war is!
You shoot a fellow down
You'd treat, if met where any bar is,
Or help to half-a-crown."

—THOMAS HARDY

Much Obligated

We're much obliged to the business people on the north shore. We know that it's not usual to refer gratefully to the salesman who, in response to the customer's request, passes a cigar or two over the counter. Nor is it conventional to feel obliged to the barber who gives one a satisfactory hair cut.

But why should we render thanks to the dentist who relieves us of our toothache, and to the minister who soothes our sorrows, and render none to the groceryman who brings food for our guests and us? Does someone say that the last named man is paid in full for his services and we owe him nothing more? Well, so are the other two paid in full. And is the gratifying of hunger less valuable as a social service than the assuaging of toothache and heart ache?

Let's be grateful to the laundryman for cleaning our linen so carefully and returning it so smooth and white. Let's show our gratitude to the restaurant keeper who furnishes us with good food and daily occasions for happiness. There's nothing ridiculous about this idea. He's human and wants to be of good use to his fellows. He takes much pains to procure and prepare wholesome, tasteful dishes. He sees to it that his table linen and silver are spotless and attractive. And he doesn't do it solely for his own pleasure. He has the pleasure and comfort of his patrons in mind.

Our business people have other aims than

the mere making of money. Their profit is to be reckoned in something more than dollars and cents. If your occupation seems to you to contribute something worthwhile to the welfare of your fellowmen, so does theirs. If you expect some gratitude from those whom you benefit, so do they.

Treat your business people as your neighbors.

All day Saturday, December 4, there is being held at New Trier high school a Christmas Bazaar, where you can buy just the things you will want to give to your relatives and friends in a few weeks.

Scholarship Bazaar

The girls managing this bazaar, daughters in New Trier families, are engaging in a most worthy enterprise, nothing less than giving financial help to New Trier girl graduates who without this help could not continue their education. Is there any worthier work than helping a young woman to fit herself for living a serviceable life?

Write on your memorandum for Saturday, December 4—"Today go to the Christmas Bazaar at New Trier."

What are these new methods of teaching about which there is so much talk nowadays? Just what is being done to our school children? Perhaps one of the simplest, shortest and most precise answers to these questions is to be found in the book recently written by Superintendent Washburne of the Winnetka schools, "New Schools in the Old World." He characterizes the new methods as a "broad general movement to study children's interests, to make school work active rather than passive, to develop each individual along his own lines, yet socially, and to give children more freedom."

New Methods

Analyze this characterization carefully, expand each item liberally and widely, and you will have before you the theoretical program of the new schools.

Here comes December, the last month, the Christmas month, the month that symbolizes crabbed age. With the dawning of December the winter sun rises cold and sometimes clear. Not infrequently the mercury in December touches zero for the first time.

Like many other gloomy things, this sad month wears a silver lining. After the shortest day in the year the nights begin to shorten. Which means that spring is coming. A pleasant prospect for all whose blood is thinning.

December

But, though the boughs are leafless in December, still there are at no other time of the year such festive doings within doors. The churches and clubs have their weekly programs filled to the limit.

We can't get along without December. Householders and business men appreciate the service rendered them by the Chambers of Commerce in passing upon the merits of door-to-door solicitors. If you prefer to know before rather than after whether the man or woman at your door is worthy, get the facts from your local Chamber of Commerce.

Householders and business men appreciate the service rendered them by the Chambers of Commerce in passing upon the merits of door-to-door solicitors. If you prefer to know before rather than after whether the man or woman at your door is worthy, get the facts from your local Chamber of Commerce.

We can't get along without December.

Householders and business men appreciate the service rendered them by the Chambers of Commerce in passing upon the merits of door-to-door solicitors. If you prefer to know before rather than after whether the man or woman at your door is worthy, get the facts from your local Chamber of Commerce.

Shore Lines

The accompanying coincides so thoroughly with our idea of what the rule and guide of the conduct of community newspapers should be that we take the liberty of giving it space in Shore Lines which we like to regard as our most intimate point of contact with the reading public.

I WILL REMEMBER

(By L. N. Flint, Professor of Journalism, University of Kansas)

1. That when I write for print I put myself under an obligation to other people. Publishing a newspaper, large or small, is not merely a commercial activity, nor a form of amusement, but a rather serious effort to satisfy certain needs of the public.

2. That when, as a reporter, I use my eyes or ears or mind, I must constantly ask myself, "Am I seeing or hearing or apprehending this thing as it really is? Am I getting at the truth?"

3. Then when I write I must keep before me the reader, to be sure that I am giving him a true impression, satisfying his curiosity, holding his interest, adding to his knowledge or his happiness.

4. That as a journalistic writer I have the power to help good causes and to hinder bad ones and that having such power I must use it or admit a failure in the line of duty.

5. That I owe it to myself, as well as to my readers, to seek diligently for the right word; to economize effort, both on my part and his, by using the fewest words that will express my thoughts.

6. That I should not sacrifice sincerity for mere cleverness, nor fairness for flippancy.

7. That humor is too fine a quality in writing to be degraded by bad taste or maliciousness.

8. That a sense of proportion as well as an appreciation of reader interest, must be an active factor in judging news values.

9. That notwithstanding the fact that the readers of my paper have a right to expect me to give them the news, I must always consider the larger social interests in deciding what to print and what to omit.

10. That in matters affecting the feelings and rights of others my judgment is not as good as it might be, and I may, without humiliation, accept the guidance of judicious persons having the advantage of wider experience.

11. That courage and aggressiveness should be controlled by the spirit of fair play even to the point of admitting a mistake or changing a policy or showing impartiality where personal likes and dislikes are involved.

12. That I am an unofficial guardian of law and order.

13. That unless I like journalism better than anything else, and unless I am reasonably sure that what I can do is worth doing, I had better work at something else.

(Reprinted from The United States Publisher)

Bill, the major domo of the composing room, who won a job as usher at the Army-Navy game, informs us that he was in possession of ten of the coveted "pasteboards" at game time. But Bill couldn't get out to distribute the ducats among his friends. Which is the height of something or other.

With most of officialdom present at the big game asserting its strict neutrality, it would appear that there was nothing for the rivals to do but present a neutral score.

Vice President Dawes was easily the hero of the occasion, appearing in the only silk topper. Cruel indeed are the stipulations of governmental etiquette.

Fortunately there was an absolute absence of the stuff of which snow balls are made, as in contrast to the evening when the General addressed the well organized Purple Wildcat celebration.

Don't forget, while engaged in your Christmas shopping and mailing, that a Christmas seal expresses with genuine effectiveness the true spirit of the holiday season. Any school child will be happy to supply you with Christmas seals.

—MIQUE