

WINNETKA TALK

ISSUED SATURDAY OF EACH WEEK

by

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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.

Aladin

When I was a beggarly boy,
And lived in a cellar damp,
I had not a friend nor a toy,
But I had Aladdin's lamp;
When I could not sleep for cold,
I had fire enough in my brain,
And builded, with roofs of gold,
My beautiful castles in Spain.

Since then I have toiled day and night,
I have money and power good store,
But I'd give all my lamps of silver bright,
For the one that is mine no more;
Take, Fortune, whatever you choose—
You gave, and may snatch again;
I have nothing 'twould pain me to lose,
For I own no more castles in Spain!

—J. R. LOWELL

Conservation of public health is conservation of private health. Let disease get a strangle hold on the neighborhoods where the poor live, and it will in no long time reach out into more fortunate circles. History is crowded with instances of the spreading of plagues from alley to boulevard. Therefore even on such low ground as prudence and intelligent selfishness, public health activities are to be enthusiastically desired and generously supported.

Christmas Seals

The great white plague must not be allowed to spread. Every measure that seems likely to prevent its inroads must be taken. But these measures cannot be applied adequately unless more money than is now in public treasuries is provided. To meet this crying need in part Christmas Seals are sold.

To promote this sale, to get more people to buy them, various advertising methods are employed. The most common is the placing of them on the backs of letters and on parcels at Christmas time.

Buy Christmas Seals and save health and life!

The formation of the North Shore Council of the Boy Scouts of America and the selection of a North Shore executive are moves of great importance in the activities of this organization. They mark a transition from the local individual stage to the district stage. Whatever advantages are gained in unions of this sort, and there are many, will come to the Boy Scout movement.

North Shore Council

Business in America has learned the actual profit in dollars that accrues from pool-

ing of interests and efforts. The energy lost in friction between different individual business concerns is saved when these concerns combine and work for common ends. The same will hold true of social groups like the Boy Scouts. The work of the Wilmette group will fit into and harmonize with that of the Glencoe and Highland Park groups.

And not only will the component organizations of the Council work together more efficiently and harmoniously but the individual Scouts themselves will be strengthened by the feeling of being in such a large and well knit organization. There will develop a justifiable pride that will be productive of a growth that could not otherwise be attained.

We believe that the new North Shore Council is but the beginning of an even bigger and more beneficial life for our Boy Scouts.

The people that keep the stores in your community are your neighbors. It's as true that you need them as that they need you. Why, many a woman

Your Neighbors

does all her shopping only a few blocks from her home. We don't mean simply that she orders all her groceries and other table and kitchen supplies of the neighboring grocer and marketman. More than that, she buys all her books at the community bookstore; all her drygoods at that fine store not far from the depot; all her household hardware necessities at the local emporium.

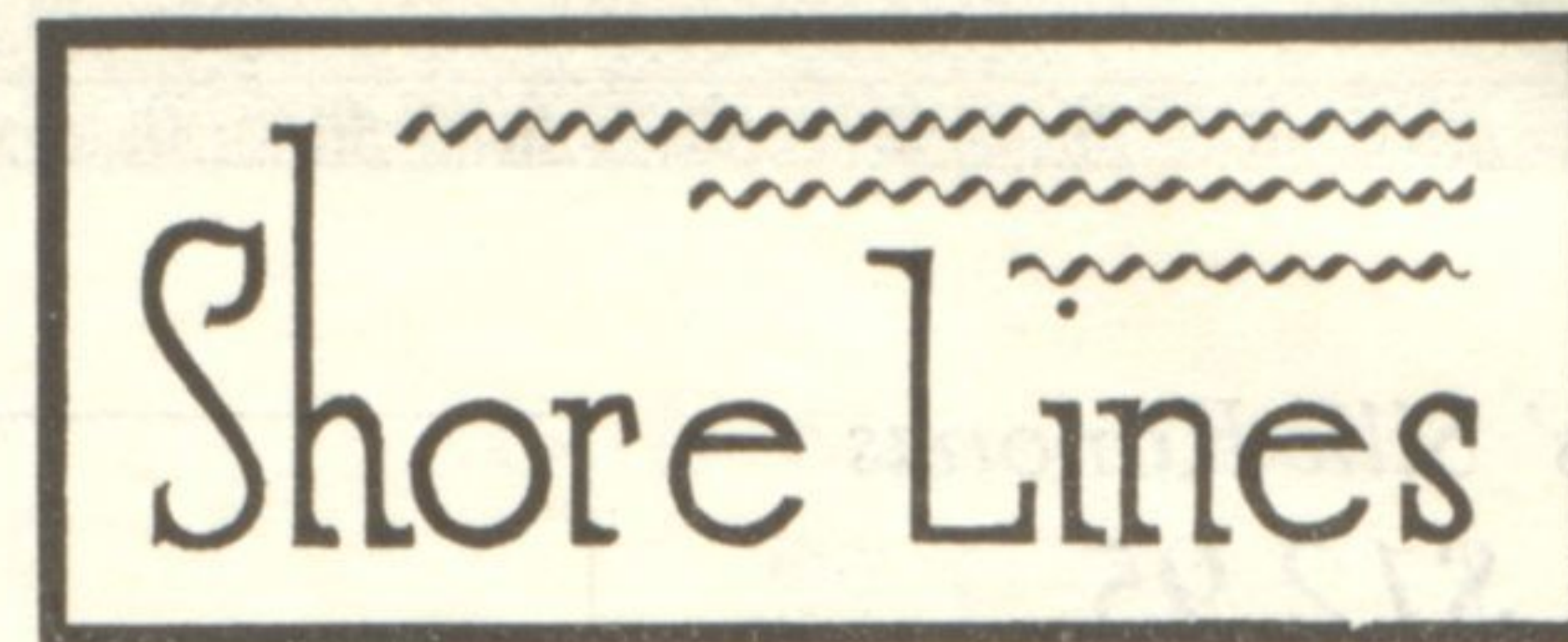
Moreover, we know a wise woman, and there must be many others, who saved herself strength, time, yes, and money, too, by purchasing every single one of her Christmas gifts at stores within a radius of only a few blocks from her home. The result was that she had them all wrapped up and ready to send two weeks ahead of the ultimate day.

And the money she spent in her home town will help to improve these stores. In succeeding years this thoughtful housewife will find that the stock in these stores has become larger and more varied. The owners will be in a position (since it is probable that there are other prudent people in town) to give larger bonuses to their sales people at Christmas time. So everybody concerned will be benefited.

Remember your neighbors!

Before more boys are injured or killed something ought to be done to control the use of bicycles on motor highways. Little boys put themselves in serious danger by cycling along a busy concrete thoroughfare, wobbling in a way to alarm the steadiest of drivers. Were a gigantic truck shooting along at 30 miles an hour to strike one of these little chaps the inevitable result would be a distressing accident if not fatal. We see no way out of this bad situation except to forbid the use of bicycles on these main auto thoroughfares.

Know how the English decide which of two debating teams has won? They get the verdict of the audience before and after the debate; and the decision is given to the team which has won the most converts. We call it a pretty fair way. Shouldn't the team that convinces the most people be adjudged the winning team? Results count!



This is the season of the year when most of us are delighted to become enmeshed in the milling throngs that converge at the market places every shopping day with the common purpose in view of purchasing something suitable for him or her, them or they, as the case may be.

Christmas shopping, if compulsory, would constitute a tremendous burden, indeed; but since it is an entirely voluntary venture we engage in it with the glorious determination of a well schooled football squad.

And a Good Kicker

At that, it would be fine if each of us could have as nice interference as those Northwestern backfield men have enjoyed in the past few months, and were equipped with the hockey goal tender's garb.

Most of us take along a few yards of gift listings and are surprised to discover that, with the myriad of articles on the store counters and shelves, they never seem to contain just what we were looking for.

That, perhaps, is the reason so many mere men must be content with loud speaking neckwear. A tie is always a safe recourse when father has been inadvertently overlooked until the last dragging moments of a hectic buying expedition.

When caught in the maelstrom of holiday shoppers the other day while engaged on a business errand in the Loop we were convinced that any football coach might find a wealth of plunging material without going to the outlying prep schools. No squad of mere men, be they ever so determined and rude, could ever hope to pierce the wall of femininity that stretches its impervious cordon about the store counters at this season of the year.

Many of the stores and shops are said to have in contemplation the installation of "stop and go" signals at the aisle intersections.

Everyone seems to be doing the Christmas shopping early. We venture the guess they'll also be doing it late.

Then We Can Exchange

On the first trip one merely gets on the fringe of the crowd, when one approaches timidly, like a fair maiden venturing upon her initial plunge of the season in the surf. The next time those a bit braver than their fellows may manage, without great bodily harm, to get near enough to do some window shopping. About the middle of January most of us have an opportunity to see just what we would like to have purchased had we possessed the courage and determination to penetrate the very heart of the teeming centers of trade.

"Gin," the type-eating terrier, also familiarly characterized the "editorial canine," entered into the spirit of the holiday season last week and engaged upon a tour of inspection of the St. Augustine's church bazaar. He pronounced the affair a complete success, finding the appointments of the cuisine quite up to the standard to which he is accustomed in his casual inspection of the culinary art as practiced in our best regulated households.

A Glencoe woman is said to be on the verge of instituting suit, charging slander, against the Glencoe Bowling league for repeatedly placing her husband's name on the players' list entitled the "Hall of Illfame."

Being a golf enthusiast she couldn't understand why one should regard with scorn a season's average of 88.

Dear lady, be not dismayed, most bowlers are fine golfers, at the game of bowling.

'Tis the time o' year when we kids begin counting the days 'gainst "the night before Christmas, when—"

—MIQUE