

MOVE TO HALT 'AD' NUISANCE

Churches Endorse Plan of Local Merchants

The Wilmette Church council, in resolutions adopted at its most recent meeting, endorsed the plan of the New Trier Commercial association to remove the excessive burden of cost of unprofitable advertising from local business men.

It was the sense of the resolutions adopted that advertising be solicited from the business people only for "recognized mediums regularly published and admitted to the mails," including church calendars, and that wherever other instances arise in which support of the merchants is sought by a worthy local enterprise, such support be sought only after approval is given by the New Trier Commercial association.

"The resolutions," a prominent business man stated this week, "mark an important step in insuring protection of the business men against promiscuous advertising schemes."

At the meeting of the Commercial association on Tuesday of this week it was announced that the recent membership drive had brought 51 new members into the organization, bringing the total membership to 136.

Plans were immediately formulated for a free banquet for members to be held early in March and which will be in the nature of a reception to the new members.

A committee comprising Carl Sterner, chairman; George Baldwin and Aram K. Mestjian was appointed to make arrangements for the festivity and it was expected it would prepare an interesting entertainment.

New members whose applications were approved at the meeting this week were:

Adams Electric Shop, Edward J. Belrose, Wm. G. Beyrer, Richard M. Burns, Wallace B. Clore, Jr., and company, Cosmas Bros., John H. Davies, Fred J. Dettman, George J. Eber, A. R. Eddington and company, Anton J. Felke, Rudolph Halun, M. Herberholz, Herbon Bros., Emil F. Hess, Hoffman Bros., Martin Jacobson, Paul Kempe, John Kerevan, Keystone Confectionery, Klensuds Laundry, L. and R. Auto Service, Lake Shore Electric company, Lulias Bros., Jas. B. MacFarlane, Robert H. McDaniel, R. W. McIntyre, John L. McKay, Fred A. Miller, Frank W. Moore, Nelson Laundry, North Shore Electric Shop, Papageorge Bros., E. A. Pettibone, L. C. Rambo and company, W. S. Ray Oil Burner company, Sheridan Cafe, Skokie Tire company, Village Home Bakery, Warble Storage and Furniture company, T. L. Welch, White Cash Market company, Marvin Willard, Wilmette Auto Electric Service, Wilmette Battery Service, Wilmette Bird House, Wilmette 5 and 10c Variety Store, Wilmette Home Bakery, Wilmette News Agency, Wilmette Plumbing and Sheet Metal Works, Wilmette Stationery and Gift Shop.

THE PUBLIC FORUM

We learn with regret that the fire-proof building requirements and restrictions which have hitherto discouraged flat building in Wilmette were removed or modified at an extra meeting of the Village Board Tuesday evening.

With all due respect to our Councilmen, we think they have removed the greatest safeguard against promiscuous flat-building in our village.

A Zoning ordinance may or may not hold. In the latter case anyone owning a vacant lot in Wilmette may put up a flat cheap as his purse will buy right next to your home or mine.

The people whose homes have made Wilmette the attractive village that it is, increased its value as a residential suburb, are to be sacrificed to the avaricious outsider, who would step in and wrench from them the value of their property as homes in order to line his pockets with rentals from cheap flats.

If we wish to maintain the reputation of Wilmette as a beautiful village, a public spirited home loving community, let us petition that flat buildings be confined to the present commercial zone which is ample for the needs of Wilmette for all time to come.

A train of evils follows flat living. That is why most of us trekked from the city. Shall we have to trek again?

Phebe A. Hurlbut,
715 Greenleaf Ave.,
Wilmette.

Evanston Official to Discuss Water Problem

Due to the inability of Sam Greeley of Winnetka to appear as a speaker at the joint meeting this evening of the Wilmette Chapter of American Engineers and the Wilmette Woman's club,

In the Village
Theatre Building

The
Village
Chocolate
Shop

For

Your Sandwiches, Ice
Cream, Pop Corn and
Candy.

Where Quality
Chocolate Rules

the committee in charge of the meeting has secured William Blanchard, Evanston commissioner of water works, to speak on the subject of Wilmette's water supply which is furnished by the Evanston plant.

Other speakers at the joint session will be Myron H. West, well known city planner and resident of Wilmette, and Charles N. Roberts, Village engineer.

The question of the proposed annexation of a portion of the former Village

of Gross Point to Wilmette will provide an important part of the discussion.

The meeting will be held at the Woman's club building, begins at 8 o'clock and is open to the general public.

CITY MARKET CO.

627 MAIN ST.

PHONE WILMETTE 1870

WHOLESALE

MEATS

RETAIL

You can rely on our Meats to be what they are advertised. You need never fear any disappointment in your dinners—while you are trading here. Our prices are very low as shown in these specials for Fri. and Sat., Feb. 15-16.

Native Rib Roast
Beef
Special—lb.
35c

STEAK SPECIALS
Porterhouse Steak
Best Native Beef **50c**
Native Round Steak
Tender and Juicy **35c**

Pot Roast
Native Beef
Special—lb.
20c

Pork Loin Roast—Special
Half or whole **19c**

Genuine Spring
Lamb Legs
Per lb.
35c

Armour's Star Ham
Half or whole **20½c**
Premium Bacon
Delicious flavor.
Half or whole side **29c**

Young Pig
Pork Shoulder
Per lb.
13½c

Swift's Silverleaf Pure Lard—Special
Per lb. **15c**

Armour's Clover-
bloom Butter
Special
58c

Fancy Tender Roast
Chickens **36c**
Special—Fancy, Young
Dry Picked Turkeys. **39c**

Fresh Laid
Eggs
in cartons
50c

FOUR DAILY DELIVERIES—9 A. M.—11 A. M.—2 P. M.—4 P. M.
WILMETTE—KENILWORTH—WINNETKA—GLENCOE



Dry Cleaning Works Like Magic

YOU don't have to rub Aladdin's magic lamp to remove those smirchy spots and stains from your dress—just send it to Schultz & Nord for real satisfaction. Dry cleaning is the wonder-worker that removes the dirt and brings back the original lustre of the fabric.

SCHULTZ & NORD

"The North Shore's Leading Tailors"

Phone Wilmette 320

1152 Central Ave.



"They'll
Tell You
So—!"

Our regular customers
will tell you that our meals
and service are unusually satisfactory.

WILMETTE CAFE

1181 Wilmette Ave., opposite Village Hall

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