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## WILMETTE LIFE

News of Wilmette  
and Kenilworth

A Clean Newspaper for a Clean Community

VOL. XIII, NO. 38

WILMETTE, ILLINOIS, FRIDAY, JUNE 20, 1924

TWENTY-SIX PAGES

PRICE FIVE CENTS

## "WHO'S WHO" CONTEST OPENS TODAY

## Board May Reconsider Vote

TRUSTEES PASS  
YEAR'S BUDGETAppropriate \$212,000 to Tide  
Village Over to April  
19th, 1925

\$45,000 FOR SALARIES

Street and Alley Fund Totals  
\$20,000

An ordinance carrying the annual village appropriation and amounting this year to \$212,000, was passed by the board of trustees at Tuesday night's meeting. Trustee John Clark Baker made an unsuccessful attempt to hold it over to another meeting, declaring that the trustees should have time to consider it in detail before lending it approval. "There's altogether too much taken here on somebody's say so," he added. To which President Edward Zipp retorted: "We do nothing on 'say so' here. This village has been run pretty well for years."

The appropriation provides for all the expenditures of the village for the fiscal year beginning on April 20, 1924, and ending April 19, 1925.

According to the ordinance, the following funds are provided:

For construction of streets, alleys, sidewalks and for street and alley cleaning, \$20,000.

For sewers, water mains, etc., \$5,000.  
For village office lighting and heating, office supplies, printing, legal expenses, etc., \$20,000.

For salaries of village officers, clerks and police officers, \$45,000.  
For operation and equipment of fire department, \$9,000.

For paying interest on bonded indebtedness, \$3,000.

For a sinking fund for liquidation of bonded indebtedness, \$4,000.

For library maintenance, \$10,000.

For operation and maintenance of pumping station, \$2,000.

For paying public benefits, payable by the village in sundry special assessments, \$15,000.

For establishing and maintaining a garbage system, \$12,000.

For collection and disposal of ashes and miscellaneous waste, \$18,000.

For creating a firemen's pension fund, \$1,500.

For creating a police pension fund, \$1,500.

For equipment and maintenance of public play-ground, \$5,000.

For creating a fund for public charity, \$1,000.

For erection of a municipal garage, \$15,000.

For purchase of trucks for village purposes, \$5,000.

Skelton to Represent  
U. S. at Olympic Games

Robert Skelton, son of Mr. and Mrs. H. D. Skelton of 511 Park avenue, Wilmette, left for the Olympic games at Paris with the American athletes Monday, June 16, from New York.

Mr. Skelton is a member of the I. A. C. and at the tryouts held at Indianapolis, June 7, he bettered his own record for 200 meters breast stroke which has been the American record. He also took part in the water carnival held in Rye, N. Y., before the American swimmers sailed for Paris.

He will be the American representative at the Olympic games in the 200 meters breast stroke. This is one of the big features of the swimming events which will be held from July 16 to July 20.

Bus Line Hearings Are  
Indefinitely Postponed

Hearings on the application of the Chicago, North Shore & Milwaukee railroad, to operate bus lines from Chicago through Evanston, Wilmette and Waukegan to the Wisconsin line and also, from Chicago to Libertyville, through Evanston, have been postponed indefinitely, subject to call.

Liner "Ad" Brings  
Scores of Buyers,  
M. S. Whitney Says

Here is a letter which was received at WILMETTE LIFE office, this week. It speaks for itself and the Hollister publications—THE WILMETTE LIFE, THE WINNETKA TALK and THE GLENCOE NEWS.

Lloyd Hollister, Inc.  
Wilmette, Ill.

After an experience which I had last week, I am wondering whether there is anyone on the north shore who does not read the Hollister publications. At least no one seems to miss reading the want-ad section.

We had several odd pieces of furniture we wanted to dispose of before we moved, so asked you to insert a small want-ad in the "Household Goods for Sale" column.

People began calling up early Saturday morning and continued without interruption during the day, also on Sunday and Monday. It took two of us to answer the telephone and doorbell, the calls were so numerous.

As nearly as we can estimate, we received over 150 calls from a \$1.50 want-ad in your papers. People came from North Evanston on the south, to Glencoe on the north, and all points between. It is needless to say that we sold everything we intended to sell without any difficulty.

Yours very truly,  
M. S. WHITNEY.

LINDEN AVENUE  
TO BE WIDENEDTrustees Approve Plan for  
42-Foot Roadway

An ordinance providing for the widening of Linden avenue from Third to Fifth streets, and the widening of Fourth street from Greenleaf to Laurel avenues, was approved by the board of village trustees, Tuesday night. Both thoroughfares will be made 42 feet in width.

Trustee Baker made a plea for a wider roadway on Linden avenue, he claiming that there was ample room to widen the avenue so that autos could be parked endwise against the curbs. Quite a respectable delegation representing the commercial and realty interests of the locality, however, was present at the meeting, and they would not tolerate delay to re-arrange the widening program. They wanted immediate action, and they got it. Several of them were given the privileges of the floor and among the speakers were A. J. Woodcock, realtor, and W. W. Winberg. After they had finished, the motion to adopt the widening ordinance went through with a whoop.

Don't Spend  
money

foolishly. When you can  
get what you want and  
at the same time save  
money,

GRAB THE CHANCE!

For Sale—Attractive Mirrors;  
pictures; lamps and other fur-  
nishings; also books, including  
the Encyclopedia Britannica. 2716  
Sheridan Road, Evanston.

WANT ADS  
EARN MONEY  
for  
SELLER and BUYER

ON WIDENING OF  
CENTRAL AVENUETrustees Defeat Ordinance  
for Traffic Relief in  
Down Town Area

HEARING AGAIN JULY 8

Wilmette Ave. Program Is  
Postponed, Too

## Who Is Responsible?

Mary Adams, 7 years old, 115 Ninth street, was injured in an auto accident, Thursday morning, on Central avenue just east of Wilmette avenue. She got out from her father's car and started across the street. She was struck by a car going east driven by "Duke" Childs, of the New Trier Township high school. She was taken to Dr. Barker's office who gave her medical attention. Although the little girl had lost considerable blood there was no serious injury apparent except a wound just above the neck which reached her ear. Dr. Barker made two stitches on the wound and one in the ear. Witnesses stated that Mr. Childs was not to blame for the accident, according to a statement from the police.

An ordinance providing for the widening of Central and Wilmette avenues, from Railroad to Park avenues, was defeated in the board of village trustees' meeting, Tuesday night, by a vote of 3 to 2. Trustee Clarence E. Drayer was absent and Trustee Paul A. Hoffman joined with Trustees John Clark Baker and John Weidlin in opposition to the plan.

What little opposition there was to the widening program was directed against Central avenue west of Main street, all of the trustees being favorable to the widening of Wilmette avenue. Those opposed to that improvement on Central avenue professed to believe it would open the way for business encroachment on that thoroughfare. The two jobs, however, were linked together in one ordinance and it was impossible to separate them, legally, hence they had to stand or fall together.

Trustee Hoffman's action came as a big surprise to the promoters of the widening program. It had been approved by the Board of Local Improvements, of which Mr. Hoffman is a member.

It was made manifest during the discussion that the traffic congestion on both Wilmette and Central avenues borders on the danger line and that unless relieved fatalities might be expected there at any time.

## Hoffman Changes Stand

Explaining his position, Wednesday morning, Mr. Hoffman expressed regret that he had voted against the ordinance. "When I voted against the ordinance," said Mr. Hoffman, "I was under the impression that an adjustment could be made whereby the widening of Central avenue west of Main street could be put off until a later date. I have since learned that this cannot be done without materially delaying the entire improvement. After mature deliberation I have determined to make a motion at the next meeting of the trustees to have the matter reconsidered. Unless reconsideration steps are taken and the improvement immediately begins, the matter must be laid over until next year. The possibilities of fatal accidents in the most congested districts in the meanwhile loom before me. I am not willing to be a party to the responsibility should anything like that occur. Safety first is the only thing worth considering. I firmly believe now that its the duty of the trustees to reconsider and pass the ordinance at our next meeting. This will be done if my advice prevails. Then we can proceed at once to widen both avenues."

The next meeting of the Village council will be on July 8.

FIVE STUDENTS SPOIL  
PUNCTUALITY RECORD

Ever since New Trier high school opened its doors last September it has been the desire of the administration to have a perfect punctuality record, that is, nobody late. Quite frequently the daily bulletin would say, "junior boys 100% yesterday," or, "senior girls 100% yesterday," but it was never possible for the announcement to read, "whole school 100% punctual yesterday."

The Student council decided to set a definite date for the experiment, Tuesday, June 17, and Frederick A. Clerk, the principal, offered to dismiss school at noon if all arrived on time.

On Tuesday morning New Trier boys and girls came five or ten minutes earlier than usual. When the last bell sounded at 8:30 the corridors were clear and the rooms apparently filled. Then came a fifteen minute wait before the bulletin would be sent from the office with the announcement of the result. When finally it came the advisers read, "There were five tardy this morning." The experiment had failed for this year at least, and from the expressions on the faces of the hundreds who had come early it was evident that the guilty quintet were fortunate in not having their names made public.

SPOTLESS TOWN  
IS BOARD'S AIMPark Body's Active Making  
Wilmette Beautiful

Wilmette is being beautified right along by constant improvements on the park system. Shrubs and flowers are planted from time to time to give the parks an air of a colorful garden and pretty wood.

According to L. K. Gillson, president of the park board, a full-time playground director is supervising and organizing children's play on the grounds near the Logan school, Fifteenth street and Lake avenue. Games and athletic events will be participated in by the children under the guidance of the leader.

The bathing beach has been in use for several days, but the crowd has been held back because of the cold weather. The beach is open to those holding tickets.

Trustees Will Build  
Municipal Garage

The village trustees decided, Tuesday night, to erect a municipal garage on the rear of the village property at Lake avenue and Main street at a cost of \$7,200, plus the architect's fee of 5 per cent for drawing plans and specifications. The job will be advertised at the earliest possible moment and the construction work rushed.

Who's Who Among the  
Business People  
of Wilmette

You will find in this issue of WILMETTE LIFE the advertisements of nearly all of the Wilmette business houses. On other pages are the photographs of some member of each firm taking part in the contest. You are invited to cut out each picture and paste it in the advertisement to which it belongs. For example, the Wilmette State Bank has an advertisement in this section. Among the portraits is that of Dan G. Stiles, vice president of the bank. Cut it out and paste it in the Wilmette State Bank's advertisement, in the blank space just above the words, "Photograph of Dan G. Stiles goes here."

Do the same with each of the others, being sure to paste each picture in the right advertisement. In case you are not positive in which advertisement to paste any certain picture, call on the advertiser and see which of the pictures is his. Then you will be sure you are right.

A prize of \$25 in trade will be awarded to the reader first sending in a correct answer, with several additional prizes for late answers. In case no one sends in an entirely correct answer the most nearly correct and nearest answer first received will be awarded the \$25.

Turn to page 17 for the exact rules of the Contest.

BIG PRIZE GOES  
TO THE WINNER

Every Reader of Wilmette  
Life is Invited to  
Enter Race

## OBSERVE THE RULES

Then Launch Into the Great  
Contest

Ever meet your storekeeper  
face to face?

Would you know your butcher, baker, grocer, druggist, if you should happen to meet any one of them on the street? Is your tailor light or dark? Is your banker, well-thatched or bald? Does your hardware man sport a mustache or a full beard? Is your laundryman homely or handsome? If you saw your coal dealer with his hat off would you recognize him? In short, do you know your own home-town merchants?

Perhaps you think you know all these friends of yours. All right, WILMETTE LIFE gives you a chance this week to prove your ability.

You will find in this issue that you are now reading, a special "Who's Who" edition of WILMETTE LIFE. It's published right along with this week's regular number.

## Read the Rules

On another page will be found the rules by which you are to be guided in telling the "Who's Who" editor just exactly who is who. You will hark back to the days of your childhood and work out a puzzle by matching the "Who's Who" advertisements with the "Who's Who" photographs of Wilmette business people.

The "Who's Who" edition contains the portrait of practically every business man and woman in Wilmette. Special prizes in trade certificates are to be awarded to the winners. The awards are to be in the form of credit memorandums on any business house advertised in the "Who's Who" section. You have your choice as to where you want to spend the money.

All answers in the "Who's Who" contest must be addressed to the "Who's Who Editor," WILMETTE LIFE, 1222 Central Avenue, Wilmette. All answers must reach the office of WILMETTE LIFE by 1 o'clock p. m., Tuesday, June 24. The names of the successful contestants will be published in the issue of Friday, June 27, together with the advertisements with each picture in its proper place. Artistic arrangement and decoration does not help win a prize, according to the "Who's Who" editor. Correctness and neatness only are wanted.

## Merchants Will Help You

Turn to the "Who's Who" section. Read the Contest rules and get busy. Visit the merchants and find out "Who's Who." They will be glad to assist you. The big prize goes to the reader first sending in a correct answer.

Look at that page of portraits again. Who's that jolly looking chap with that little twist in his smile that gives him such an engaging look? And say do you know who this fat boy is with a forehead going clear back to the middle of what used to be his scalp? Look! here's Valentino himself. No, it isn't either; it's—well, you know. This other face must belong to some senator or at least to some local statesman.

Get your neighbor to enter the competition with you. See which one of you can get the greatest number of correct insertions. Don't be alarmed by the great number of faces. Take it easy. And don't go at it in a hurry. Cut out the pictures and put them (not paste them) where you think they belong. Then when you're sure you're right, paste them in.

Read carefully the directions printed elsewhere in this same page. Don't imagine how it ought to be done. Follow the directions exactly.