

# WILMETTE LIFE

WITH WHICH IS COMBINED  
WILMETTE ANNOUNCEMENTS and THE KENILWORTH TIMES

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## WHAT TYPE OF MAN?

The country is now in the throes of a presidential campaign, a full year in advance of the time when candidates are usually nominated. This early activity was instigated largely by the "grass roots" conference at Springfield in June, which marked, or gave evidence of, a rebirth of the republican party and the discovery that it is not as dead as the obituary notices would indicate. Everything now points to an aggressive and possibly acrimonious campaign in 1936, with the issue already handed to his opponents by the present President—the New Deal vs. the Constitution, the Supreme court and state's rights.

The matter of candidates will be uppermost in the minds of voters from now on. Not so much as to whom they shall be as what they shall be. It is no certainty that Mr. Roosevelt will be the nominee of the democratic party, but it is highly probable. It therefore behooves the republicans to exercise great care in the selection of their candidate, and to give much thought to the type of man best suited to bring the government back to a sound and sensible basis of operation by which recovery may be had, not so much from the depression as from the morass of debt and social experiment into which it has been plunged. Upon that selection success at the polls may hinge.

There has been much villification of industrial corporations, their traducers losing sight of the fact that America is itself the largest and most important corporation within its borders, and the further fact that only business men can successfully motivate and direct any industrial or commercial undertaking.

The need of the hour is for a real business man to steer the ship of state. There has been enough of rhetorical marvels, of dreamy theorists, of law school prodigies, of humanitarian genuises who would make the world over and change human nature in a day. Somewhere in this country, in the mills or factories or mines or on the farm, there is a man who, though he may not be able to write great state papers or tell an alluring bedtime story, knows what money is for and how to use it; knows that he could never have remained in business had he continually borrowed and never paid; knows that only the methods employed in his own business, applied to national affairs, can prevent bankruptcy and attain solvency; knows that only through putting men and women to work can prosperity be achieved and happiness gained. That man may not be a politician, but he should be made president.

## ZONING

Successful attacks that have been made on zoning ordinances in recent months lead to the conclusion that if strictly residential sections are to be protected, there must be a more reasonable application of the laws where marginal or semi-commercial properties are concerned. Such properties are those whose locations or surroundings make them undesirable for residence purposes, and from which the owners can enjoy no income if deprived of the right to use them for business purposes.

The courts have found it necessary to afford

relief to property owners in cases where municipal authorities have elected to defend restrictions imposed by their zoning ordinances, both as to locations and classifications. They have held that such restrictions must come within the realm of reason, and be such as to prevent abuse through the withholding of opportunity for owners to realize anything from their properties.

In such circumstances it would appear to be the part of wisdom for authorities to refrain from costly litigation in cases where serious encroachment upon residential neighborhoods is not threatened, and attempt, through agreements, to secure such concessions as will render the contemplated improvements as unobjectionable as possible. This procedure would doubtless require a give-and-take policy, but it has the possibility of resulting in more satisfactory settlements of controversies than are usually obtainable after long lawsuits.

Zoning laws are essential to the proper development of modern towns, but they should be flexible enough to avoid imposing hardships upon property owners.

## STOP SNIPERS

In its efforts to maintain and increase property values, the Chicago Real Estate board is engaged in a campaign to put an end to the indiscriminate use of signs and other advertising matter on building walls, trees, lamp posts, sidewalks and other places. It is contended that the unsightly appearance occasioned by the practice inevitably affects adversely the real estate market in the neighborhood where it is permitted. A recent communication from the board states, in part:

"Community civic leaders, merchants and property owners daily are becoming more aware of the thousands upon thousands of dollars worth of neighborhood property that is being destroyed annually by the illegal practice of poster sniping. Not only is this unlawful act ruining property values, but it is also creating unsightly and undesirable conditions that are distinctly injurious to community business and general neighborhood progress.

"Organizations, business concerns and promotional enterprises that habitually litter up a community by posting their advertising signs on trees, lamp posts, mark up sidewalks and paste stickers on buildings, fences, and so on, should be stopped once and for all from this destructive practice. Since these interests find advertising an expedient means of promoting their wares and enterprises, let them use the advertising columns of the community newspapers or the legitimate outdoor billboards for this purpose. This is the dignified manner of publicizing their objectives. Certainly the columns of the community newspapers will prove more productive and probably more economical than the unsightly and ragged signs hanging from a tree, a post, a building or a fence. Legitimate outdoor advertising agencies employ only billboards and properties specifically leased for this purpose. So, too, community newspapers devote columns for this type of advertising.

"The Chicago Real Estate Board, the Chicago and Cook County Beautiful Association, the Cook County Civic Council and many other individual civic associations believe in preserving property values and perpetuating cleanliness in the community business and residential sections. These organizations deserve the fullest support of the neighborhood merchants, taxpayers and property owners, as well as the law-enforcing agencies who can put a permanent end to the illegitimate 'snipers'."

## MUFFED

Governor Horner completely muffed an opportunity to perform a real service to the people of Chicagoland when the airport and Coney Island bills were presented for his signature after being bludgeoned through the legislature. With a fine show of courage he vetoed the licensing of handbooks but approved the lake front airport. Then, with an exhibition of weakness which does him no credit, he sidestepped responsibility on the Coney Island measure and permitted it to become law without his signature.

Thus the Chicago Tammany machine got two out of the three laws which it sought, while the veto of the handbook bill appears to be a sop thrown to the law-abiding elements of the city and county, rather than an action based upon moral standards. The Governor no doubt knew, as does everyone else, that handbooks operate with impunity anyway, whether licensed under a law or not, and that they will continue. Also, the machine loses not a cent by the veto, for the bookies will pay for protection in either case.

## NEWS-COMMENT

The word "megalomania" is now appearing in the public prints with increasing frequency. Not knowing how to pronounce it we use its synonym, "swelled head."

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The man who says little, and that not often, usually says things worth listening to. In point, Henry Ford.

\* \* \*

A catastrophe like that in China, in which 10,000 lives were lost, is appalling. But perhaps their fate was more merciful than facing enemy bullets.

\* \* \*

Dr. Two-Hundred-Dollars-a-Month Townsend slipped quietly into Chicago Monday and told the association of ministers some salient truths. Sorry not to have heard you, Doctor, but thanks for the \$200 just the same.

\* \* \*

Speaking of babies, as one does when the Dionne quints come to mind, there are some interesting youngsters at the Brookfield zoo, among them a baby hippo and nine infant baboons.

\* \* \*

The brain trust twins, Dema Gogue and Peda Gogue, can stir up more trouble in this country in a minute than can the Katzenjammer Kids in a month. No sooner do they get squelched on one practical joke than they invent another to keep the average American on the jump. Congress came out of its hypnotic state long enough to disapprove of the "death penalty" for holding companies, only to lapse again and go back to the ink pad, the natural habitat of rubber stamps. TVA, America's great experiment in Communism, is to get more rope, and AAA is to be given greater powers to control the food supply of the country. Search is being made for a successor to the late departed NRA, and the President calls upon congress to pass the Guffey coal bill even though he knows it is unconstitutional. It's a hot farce in which Insanity seems to be the star. And it will not end until November, 1936.

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"Divers recover \$800,000 from sunken liner," reads a news dispatch. Showing the difference between losing your money on land, where some other fellow gets it, and at sea, where it "stays put."

\* \* \*

Congress gave a three-minute cheer for one of its members who on Monday suggested that that body adjourn at once. But congress has only 435 members. Just think what a cheer would go up from 130,000,000 gab-weary people if adjournment actually happened.

\* \* \*

A North Carolina boy was sent home from a CCC camp suffering from "acute nostalgia," and his mother filed a claim against Uncle Sam for damages, asserting he had contracted the disease in the camp. Probably did. It's homesickness.

\* \* \*

Man must admit that for finesse the ladies have him badly beaten. Note the Chicago murderess (for pay) and the job she did.

\* \* \*

At Lake Forest the other day the police borrowed a copy of the social register and, beginning at A and going right down the line to Z, commanded all and sundry to appear in police court and pay for the fun of driving too fast. At least the list gave that impression.

\* \* \*

The New York board of education has rejected an applicant for a teacher's position because of excessive atmospheric displacement. Apparently such jobs are only for the willowy type.

THE PHANTOM REPORTER

