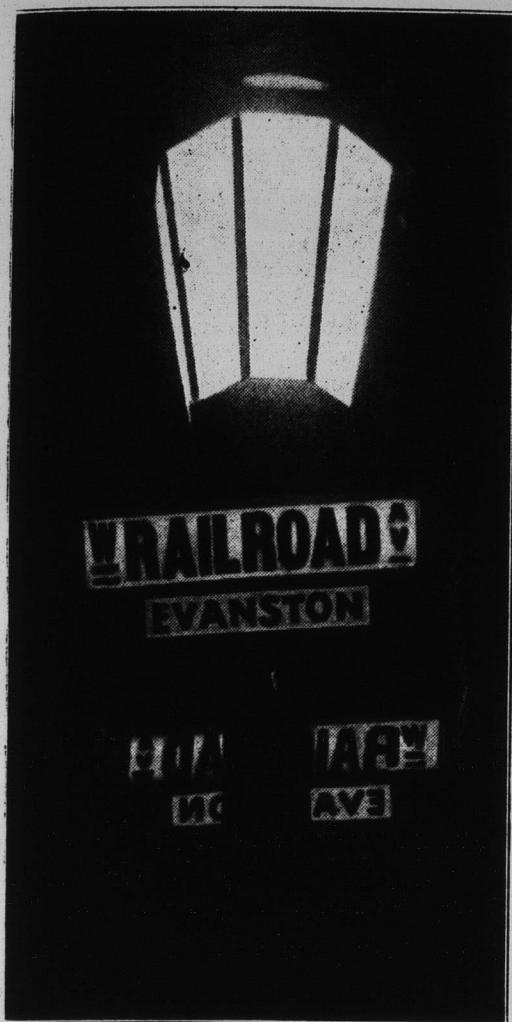


HIGHWAY BEACONS



Easily read at several hundred feet, both night and day, these signs are under consideration for Green Bay road, the proposed new name for Railroad avenue and its connecting thoroughfares, from Evanston through Lake Forest. Photo taken at midnight.

Re-opening to traffic, last week, of West Railroad avenue, newly paved and widened from Simpson street north to McCormick road, has revived the agitation for a uniform name for West Railroad avenue, from Evanston through Wilmette, Kenilworth, Indian Hill, Winnetka, Hubbard Woods, Glencoe, Highland Park, and Lake Forest.

Kenilworth has already adopted the historic name of Green Bay road, which is favored by the State Highway Department, and is in line with a suggestion made several years ago by the Wisconsin Society of Chicago, of which many North Shore residents are members.

With night reading street name signs at intersections the entire length of this heavily traveled artery, each bearing the name of the municipality, motorists can tell, by glancing at the signs, just where they are.

The illustration shows the street sign at West Railroad avenue and Central street, with the proposed addition of the city name.

The sign is made of heavy, non-shatterable glass, and the frame is aluminum. Helen Converse Gatchell, former Shakespearean actress, now president of the Association of Business and Professional Women of Chicago, invented the night-and-day name signs shortly before A Century of Progress Exposition, and donated to the old South Park Board, in 1933, signs for the Michigan avenue intersections leading to the great fair.

Charles Foster McElroy is general counsel for Visible Night-and-Day Street-Name Signs, the Chicago corporation marketing the signs; Dr. Wallace Cox Converse, noted Chicago eye and ear specialist, is director of visibility research, and William C. Hollister is president and general manager.

Hand Signalling by Motorists Can Aid Traffic Flow

Operators of motor vehicles are required by state law, and in many cities by ordinance, to signal following cars of an intention to turn from the traffic lane in which they are driving. Signalling in advance of a turn has been found not only helpful but necessary to maintain a smooth flow of traffic, says the Illinois Automobile club.

But motorists have developed two bad habits in connection with this law—first, many pay no attention to it, never giving any advance warning of a change of route, thereby unnecessarily endangering the safety of others; second, there is a group that drives with one hand, the other arm extended through the window and the hand gripping the gutter above the door, or allowing the arm to dangle downward, the fingers flipping cigar or cigarette ashes—apparently a signal to following cars, but never carrying out the signal.

"Failure to signal, when driving in heavy traffic, is dangerous," says Carl A. Barrett, president of the Illinois Automobile club, "while permitting the left arm to dangle through the window is both careless and silly. Two hands should be on the steering wheel at all times. In these days of speed, heavy traffic and countless accidents, every ounce of attention and care is necessary to avoid trouble. There is no excuse in either case; failure to signal or to use both hands in steering merely invites disaster.

"When a driver does signal his intention to turn, has he the right-of-way to make that turn? The law apparently fails to validate the hand signal to that extent and the result sometimes is that following motorists either ignore the signal entirely or speed up in an effort to pass before the turn is made. Under our present Illinois law, the hand signal is merely a warning; the driver can make his turn only when he can do so 'with reasonably safety.'

"'Right-of-way' is, too often, a disregarded technicality, good only when you can get away with it or to have in the record in case of an accident. Were the driver, after signalling properly, given by law the right-of-way, some of the traffic difficulties now experienced might be removed."

Invite North Shore Residents to Attend Constitution Spectacle

Residents of the Chicago suburbs are especially invited to take part in Chicago's celebration of Constitution Day, September 17, it was announced by Julius H. Miner, executive director of Chicago's Constitution Day Celebration committee.

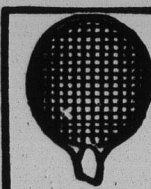
"We want to make this year's celebration of Constitution Day a city-wide affair and a special invitation is extended to residents of communities and suburbs to attend," Mr. Miner said. "Here is one day in the year when all sections of Chicago should join together to honor our forefathers who made it possible for us to enjoy life, liberty and happiness today."

Plan Huge Spectacle

Mr. Miner announced that "Give Me Liberty—," a huge spectacle, will be staged on the Constitution Day program which is to be held in the Chicago Stadium.

Several hundred persons will take part in the spectacle, which will have as its central theme the rise of constitutional government in America.

Tableaux tracing the tyranny out of which the Constitution grew, the making of the Constitution and other famous incidents in the writing of the great American document will be presented on the huge stage of the Stadium.



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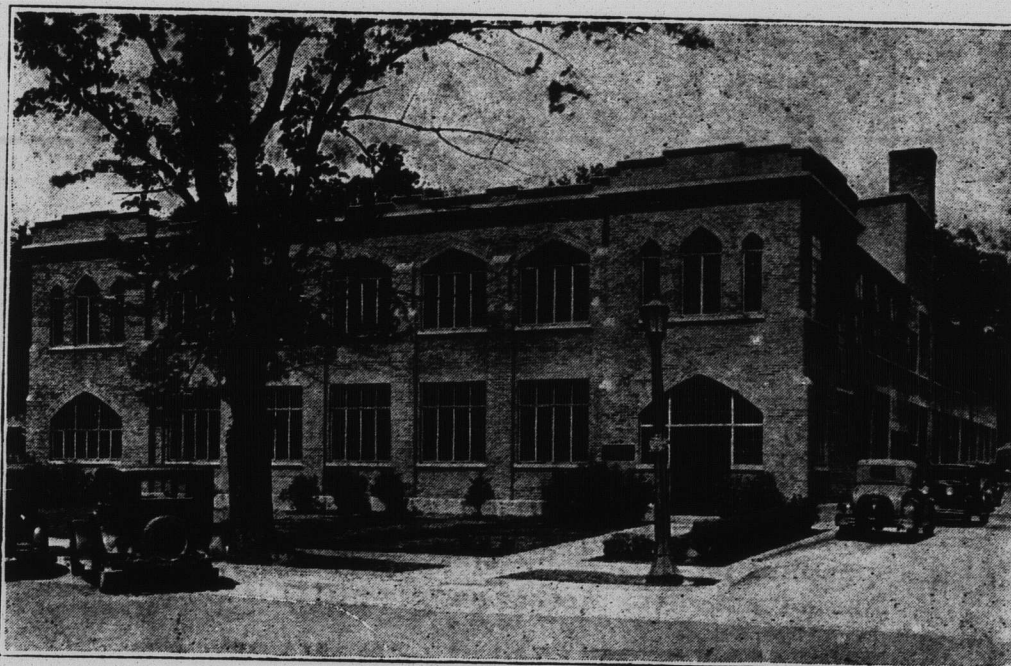
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