

## MAY CONSOLIDATE CITY AND COUNTY

Plans of Chicago Bureau of Public Efficiency Contains Article Proposing Important Government Changes

### SEVERAL PLANS OFFERED

Suggest New County of Cook County Outside of Chicago, or Division of Country Territory

Authority for the entire reconstruction of the municipal and county governments of Chicago and Cook county which may result in many changes vital to the north shore is asked for in an article proposed for the new constitution by the Chicago bureau of public efficiency.

The pivotal provision of the new law is the consolidation scheme for the city of Chicago. The proposed article provides that a law or laws may be enacted for vesting in the municipal government of the city of Chicago the powers now held by the city, county, forest preserve district, sanitary district, board of education, municipal tuberculosis sanitarium, public library, township, park and all other local governments having jurisdiction in the city of Chicago.

#### Four Ways Open

According to the scheme that part of Cook county outside of the city of Chicago might be disposed of in one of four ways:

1. It might be incorporated into the city of Chicago.
2. It could become one county in its own right.
3. It could be divided into not more than three counties.
4. Or it might be annexed to adjoining county or counties.

Dealing with this question, the pamphlet reads:

#### Subject to Referendum

"The consolidation of city and county would necessitate a division of the present county of Cook. The principal difficulties involved in any consolidation plan grow out of the disposition to be made of that part of the county lying beyond the limits of the city. The establishment of not more than three new counties within this outlying territory; its annexation to adjoining counties; or a combination of these two plans are the alternatives usually proposed. The bureau makes no suggestion as to how this territory should be disposed of. That question should be settled ultimately by the legislature, subject to the approval of the people to be affected."

In case of a city consolidation "a unified metropolitan court" may be established.

#### Precedent Cited

In arguing for this plan the pamphlet explains that the consolidation and unification of local governments would save the city of Chicago more than \$3,000,000 a year.

"The movement for city and county consolidation," the pamphlet reads, "is country wide. San Francisco, St. Louis, Denver, Baltimore and other cities have demonstrated by experience that unified government for a large community is better than independent city and county governments."

The bureau plan will be presented to the constitutional convention at Springfield at the earliest opportunity.

#### FOOLISH CONFESSION

He advertised in his window  
Some long and silky hose.  
These will attract the ladies,  
As everybody knows.  
Yet all who stopped to view them  
Read what he said, then passed  
He couldn't understand it—  
His wisdom was not vast.  
For this is what he'd written—  
The burden of this song:  
"Buy quick—they are a bargain;  
And they won't last long!"

Here and there are indications that rest and unrest have become synonyms.—Philadelphia Ledger.

## AMERICAN PAPER STOCKS TO BE 15 PER CENT SHORT

American newspapers in the middle west apparently will be 40 per cent short on their supply of paper, the state department announces, as the result of an embargo placed by the Canadian government on all shipments of newsprint paper to the United States from the plant of the Fort Francis company, an American-controlled concern in Western Ontario.

The department said it was informed that the western provinces of Canada were undergoing a severe paper famine, the newspapers in some cities having suspended and in one case having joined in a single condensed sheet.

"To relieve this situation," said the department's statement, "the Canadian government ordered the Fort Francis company to divert a heavy proportion of its products from American customers to western Canadian cities. In compensation the Canadian government arranged that the eastern and American consumers of the company receive paper from a Canadian mill near Sault Ste Marie, according to instructions, and in fulfillment of contracts of the Fort Francis company.

"The Fort Francis company claims that this compensatory arrangement has not been carried out, and the company is, therefore, opposing the enforcement of the Canadian government's order," says the statement.

#### "NEVER READ THE ADS"

Occasionally you meet the strong minded person who makes the statement that he or she is not influenced by advertising—in fact, they never read the ads.

You'll find that these people who never look at the ads are better acquainted with the goods which are widely advertised than they are with any other kind.

It takes a good deal of strength of character to page through a present day publication and resist the impulse to look at at least part of the advertising.

It's characteristic of the people in this country to want things. We are constantly striving to better our condition, at home and otherwise.

We're looking for news about things that will enable us to improve these conditions. Where else is there to look for them outside of the advertising?

It's a pretty hard matter to find a person who is not influenced by advertising. Everyone is touched by it in some way or other. It secures its effects consciously or unconsciously.

Very often storekeepers will admire an advertising campaign and will talk about a line of goods that is advertised. They will comment upon the success of a firm that has been a big advertiser, and get off the time-worn phrase, "Advertising pays."

Yet when it comes to spending a little real money for newspaper advertising, they go very slow. They can't see any results.

The firms that made the big successes didn't see their results a day after the first advertisement appeared. Many of them waited years, but they kept on plugging away at the advertising.

Spasmodic advertising doesn't get the results that steady advertising secures. It's easy to forget advertising. Think of a number of articles that were well known ten or fifteen years ago, and ask for some of them today.

You will find that the ones which kept up their advertising are still running strong. The ones which dropped out of the advertising pages are out of business, or nearly so.

If advertising is good for the big man, it's good for the little one, because our country is full of little organizations that have grown into big ones.—Record, Spencer, Wis.

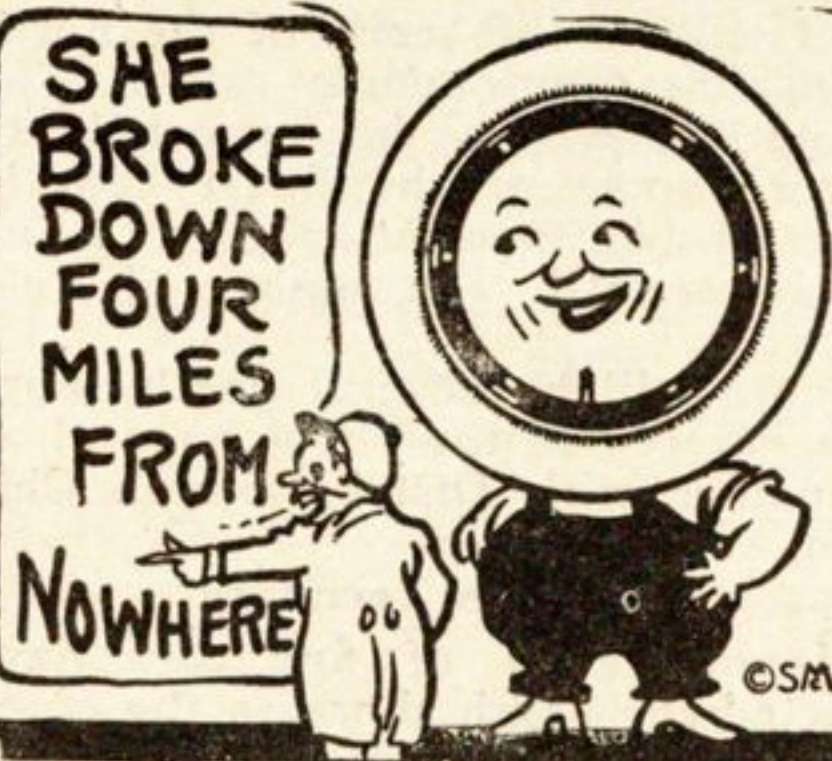
"Bolshevism is a state of mind surrounded by whiskers."

"Sometimes levity has proved the soul of grit."

## PROMINENT FUR WEARERS

As a general thing, when the man and his wife both wear furs it is a sign of either oil or agriculture.—Dallas News.

American agents in Holland are re-purchasing large quantities of German goods, chiefly optical instruments, artistic ceramic ware, embroidery, beads and artistically printed fabrics.



*John John C.M.M. McDonald's Auto doctor says*

If you'd avoid both jolt and jar Let us inspect your motor car.

"WOULDN'T that jar you?" remarked the careless autoist as he landed in the ditch. "Only yesterday I read an ad advising me to have an expert inspect my car but I thought I was some wise baby. Now look at me. I wonder in the name of the man who invented mile stones how far it is to the nearest telephone?" Telephone to us!

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