An Open Letter About--Indian Hill

east Winnetka:

property to keep all south-east Win- not be the first to suffer in values? netka high-grade instead of letting They can't all be used for apartment it get cheap?"

the pleasure to be derived from a Winnetka for one of equal size in park, the interest might safely be Kenilworth or Lake Forest? Of confined to the neighborhood of it. course, you would. Why is prop-But such is not the case. In Indian erty there worth more? There can be Hill gets cheap and "thrashy", the but one answer-the owners have whole of Winnetka will be lowered kept these villages exclusive. We

in property values.

switch.' Let us not be lulled to peace- back still farther. ful slumber by the present homelike tranquility and believe it will store-lot means these things: continue. There may be a rude awak- 1. The keeping out of stores. ening when it is too late. Shall we admit mediocrity and yield to in- posed larger park property. feriority in the near guture? Do we | 3. The zoning of south-east Win- Indian Hill Improvement Association think the present peaceful conditions | netka for residences only. will go no without effort on our part | 4. The prevention of flats and in the big construction period now apartments. coming? Who is so blind as no to see the impending change?

South-east Winnetka is full of railroad stations to correspond. good busines men. Why not put the same good business judgment into the study of your own property? which became high-grade except by portant. the alertness and pull-together spirit of its property owners? Nobody outside of our own community is going and unity of work along certain lines. to help us. We must help ourselves The work of Mr. Davies and our to advance. This is the stronges record during the war are known and probably the FINAL effort for everywhere. It is time we started in civic betterment in south-east Win- to help the Zoning Commission with netka.

The Ugly Picture

If we were lacking in community | For Property Owners Elsewhere pride and were content to let every- Property owners living outside of thing come in that wants to, WHAT Winnetka, be advised and warned: WOULD SURELY HAPPEN? No You are not being asked to submore good residences would be built, scribe to a charity; you are not bethe present ones would be allowed ing asked for disinterested benevolto get out of repair, cheap "unga- ence toward the residents of Indian lettes" would go up and the present Hill; you are not being apealed to ones would get to look cheaper than for civic pride and community spirit ever. Little corner shops would ap- -although the plan means much pear, with flats and apartmen build- along this line. We are presenting

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1709 SHERMAN AVENUE

To the Property Owners of South- | new commercial district, near the turns in increased valuation of your stations, would advance; but purely property later. It has been said that the property residential property farther away, as owners surrounding the proposed In- for instance adjacent to Willow tions, quick action is necessary. We dian Hill park should pay for it. street, would advance very little or Most of them are doing their share, not at all, while other suburban viland many are paying far above the lages which have started right would "why did I ever buy in Winnetka, average sum asked. But they are not | witness a wonderful growth. The the ones who will suffer most if home-lovers would move away, rentcommercialism comes. Don't forget ers taking their places, and we would ther when they have been going up this: the whole section south of Elm | have citiy condition on a small scale. street is involved in this upward or If that time comes, there will be an downward trend of property values. apartment building where my house It isn't the petty question of who stands and my home will be far should pay the most. It is the ques- away. But now about the lots tion of "how much will it benefit my farther from the stations? Will they buildings.

If the matter involved was simply | Would you trade a lot in south-east cannot hope to overtake them in Let us not be found "asleep at the the race, but we can prevent falling

The raising of money to buy this

2. Prevention of stores on the pro-

5. The making of a large and beau-

tiful park in the near future with 6. Higher real estate values everywhere south of Elm street.

7. A united community spirit that Did you ever know of a community will get us other things equally im-

Winnetka has almost a national reputation for its community efforts their plans, of which this is an important part.

ings. The property located in the to you a plan business proposition,

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which any real estate man will confirm but which you have not understood because of not living here. The business proposition is-make a small investment now to get big re-

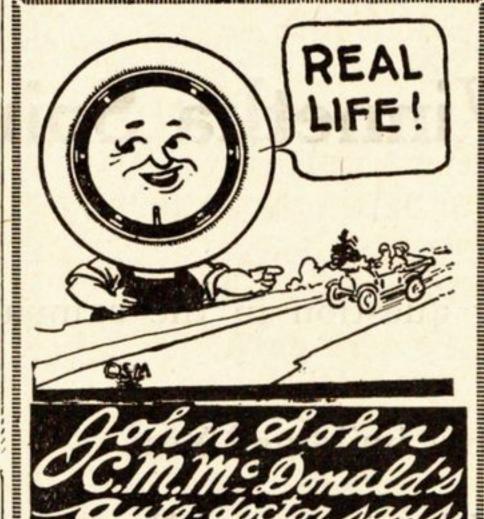
Like most good business proposiwin NOW or we lose. Are you going to say to yourself in a year or twothe cheapest town on the north shore? Why have values gone down most everywhere else?" Nothing but the keeping out of commercialism and the beautifying of a residence section ever has, or ever will, make it high-grade or higher in value.

Your Help Needed

We have a few good workers. We need many more. The fund is growing steadily and enthusiastic meetings are being held. Who will help with their subscriptions, according to their means, and with their influence also? Who are going to remember this drive with pride after helping it to succeed; or who would o be pointed to as slackers three or four years from now is our efforts failed and Indian Hill had become a mongrel mixture instead of a pedigreed population?

Yours, for a better Indian Hill, J. D. Pierce,

Chairman,



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