

# WINNETKA WEEKLY TALK

Nearly Everybody In Winnetka Reads The Winnetka Weekly Talk

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PRICE FIVE CENTS

## Go to the Picnic at Playfield Grounds, Wednesday!

### TOWNSHIP ROAD WORK IMPORTANT SERVICE

Township Highway Commissioner Sherer Gives Brief Resume of This Year's Progress in New Trier Road Work

### PATROL SYSTEM EFFECTIVE

New Construction Work in Southwest End of Township Promises Great Improvement For That Vicinity

Since the automobile, pleasure and commercial vehicles alike, has assumed an important and permanent place in American life the subject of good roads has been prominent in legislative and civic discussions and enactments.

That suggests the natural question: What about our roads? What is the condition of New Trier's roads and how are they maintained so as to be of service to the great volume of traffic through the north shore?

New Trier Township has excellent roads, and that by reason of the fact that township Highway Commissioner, H. H. Sherer, maintains a constant patrol of the Township roads to keep them in good shape for traffic needs.

Work on the Township roads is not alone of interest to motorists, but vitally concerns every taxpayer in New Trier. Therefore a brief resume of the work done this season under the personal supervision of Commissioner Sherer will command the attention of New Trier residents generally.

#### New Work Progresses

This season, among other things, has witnessed the new construction work on Ridge avenue, west of Wilmette, from Lake avenue to Central street, Evanston. This work has been undertaken with the understanding that the county will extend the concrete road from Lake avenue to Central street, or beyond, and it has been the desire of the Highway Commissioner that this section of road be put in shape in the meantime so that the public in that vicinity may be effectually served.

#### Oiling Important

Oiling and tarring of practically all the Township roads has also been undertaken this season. The purpose of this work is, first, to provide a means for holding together the road material as an economy measure and, secondly, to prevent the obnoxious dust nuisance prevalent on country roads when not cared for properly. Second application of oil and tar have been made on nearly all of these roads this season. This appears essential in that it is explained that the first coat of oil and tar usually seeps into the road, solidifying it properly to receive the second coat for a riding and wearing surface.

Workers on Township roads are at present engaged with the second cutting of weeds along all the roadsides. Weed cutting is a direct aid to proper road drainage. Commissioner Sherer explains, and also eliminates obstruction to vision at road intersections. Keeping the weeds down also gives the roads a more trim appearance. While the law compels but one cutting each year, the practice of cutting for the second time later in the growing season serves to prevent the matting of the weeds under the winter snows which tends to hold back the moisture in such a manner as to cause the roads to become soggy and, consequently a hindrance to traffic.

#### Improve Glenview Road

Cook County road officials have intimated to Commissioner Sherer the hope of constructing a permanent pavement on Glenview road from Ridge avenue to Harmes road within the coming year. It is also proposed to provide permanent pavement on Lake avenue from the present terminus of the Township concrete road on Lake avenue at Locust street to Harmes road.

It has been found necessary this season to rebuild and reshape Willow road from Hibbard road to the Chicago and Northwestern tracks at Northfield. The road, previously in good condition, was practically ruined by extra heavy truck traffic.

The development of permanent road construction, Commissioner Sherer says, points to the probability

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### AUTOMOBILE MEN SEE BETTER DAYS AHEAD

Find Business on North Shore Improving and Predict Great Increase in Business With Approach of Cold Weather

The automobile industry is one of the first to untangle itself from the web of business depression on the north shore. Sales are already increasing and according to statements made by several north shore dealers the demands for cars this fall will be great.

This information coming in at a time when several large industries are at a standstill, is indicative of the return of better financial conditions. Last winter local automobile dealers were pessimistic concerning the outlook for the future. Then Henry Ford started the ball rolling by reducing the prices on his cars. Other manufacturers fell in line and as a result optimism is predominant among north shore dealers.

#### Orders Coming In

"We have ten orders for fall models and expect marked increases in the volume of business," said P. A. Hoffmeyer, manager of the C. H. Briggs auto distributing company, 1549, Sherman avenue, Evanston. "The automobile business during the summer has been quiet because people have been waiting for new models and further reductions in prices," he continued. "Reports from the factories indicate that prices on cars that have been reduced will remain as they are, but the car will be greatly improved. Manufacturers are spending from \$200 to \$500 more on cars and selling them at the same prices. The thoughtful buyer will trade in his old car this fall and purchase a new one, and not wait until spring, for by doing so he will be purchasing a superior model at the lowest price in consistency with the value of the car."

#### Overland Booms

W. T. Wehrstedt of the Winnetka Motor Company, distributors of Overland and Willys-Knight cars, states that he anticipates a marked increase in business this fall. At the present time, our Willys-Knights and Overlands are selling well, and with reduced prices, distributors are able to keep up with their competitors," he says.

"I have noticed a great increase in future of the automobile business on the north shore," said A. H. Peck, manager of the north shore branch of the Hudson Motor company of Illinois. I have noticed a great increase in the number of sales for July over those of preceding months, and I think that the worst is over," he added.

Other dealers made similar statements. According to reports emanating from Detroit, the Ford and other large companies have called hundreds of men back to work.

### Village Officials Endorse Big Picnic

Every Village in the Township to be Officially Represented at New Trier Day Activities

Official endorsement of New Trier Day, the annual outing of New Trier Township residents, sponsored by the New Trier Commercial association, was received this week from Edward Zipf, president, Village of Wilmette, John S. Miller, Jr., president, Village of Winnetka, and Frederick W. Penfield, president, Village of Glencoe, and by the Villages of Kenilworth and Gross Point.

In giving official approval of the annual event these township leaders also promised to lend every effort to insure the success of the picnic. The village presidents are expected to grace the reviewing stand in Winnetka and serve as judges in the prize automobile contest, passing upon the most effectively decorated car and automobile truck in the procession.

The Village of Winnetka has promised to erect the refreshment stands and to make other similar arrangements at the picnic grounds.

In each village the motorcycle policemen will be called upon to serve in full uniform as escort to the grand procession.

### Looks Like a Real Ball Game Wednesday

Husky Pioneers to Meet Perky Triangles of Winnetka in Feature Event of New Trier Day

The fast going New Trier Pioneers and the alert lads of the Triangle Athletic club baseball team of Winnetka are scheduled to mix in a real event on the afternoon of New Trier Day on the Winnetka Playfield diamond.

This husky Pioneer team, strongest semi-pro outfit in these parts, has a bundle of victories to its credit and is considered by many followers of the national pastime to be well fitted to meet some of the best aggregations from the Middle West league. The team has been attracting record crowds to the home lot at Lake and Ridge avenues, Wilmette, and has gained attention far beyond the confines of the north shore. Strommel, the Pioneer hurling ace, and his battery mate, Wallace, are considered the most formidable pair in that department on the north shore and are expected by their fellows to set down the fleet Triangles in quick order.

On the other hand the Winnetka lads, after getting a slow start, are doing great guns at the present time and confidently expect to put a considerable crimp in the Pioneers' sterling record of achievement.

Hanselman, demon motor cop of the Winnetka police department, who can play baseball as expertly as he overhauls hasty motorists, will be a hard man for the Pioneers to beat when he ascends the mound New Trier Day. Hanselman is a big fellow, possesses a world of speed and has an excellent assortment of curves which make a lot of trouble for the opposition if his teammates give him the right kind of support.

Looks like a real thriller at Winnetka Playfield next Wednesday afternoon. Better plan to be there. Game time is 4 o'clock on the dot.

#### MEMORIAL TREES

Every post of the American Legion in Illinois will donate a five-year-old tree to be planted on the grounds of the new Speedway hospital at Chicago which will be dedicated by the American Legion Armistice day.

### PARADE ROUTE

Procession starts at Wilmette Village Hall; passes through all New Trier villages. Review at Winnetka Village Green.

For the information of entries and spectators in the various villages in the township the New Trier Day committee has announced the following route to be followed by the Ballyhoo parade on New Trier Day.

#### Starting Point

Village Hall, Wilmette and Central avenues, Wilmette, at 9:30 o'clock, A. M.

#### Route

On Central avenue east to Eighth street, Eighth street south to Linden avenue, Linden avenue east to Fourth street, Fourth street north to Central avenue, Central avenue west to Seventh street, Seventh street north to Elmwood avenue, Elmwood avenue west to Twelfth street, Twelfth street north to Chestnut avenue, Chestnut avenue west to Cumnor road (Kenilworth), Cumnor road north to Kenilworth avenue, Kenilworth avenue east to Abbottsford road, Abbottsford road north to Winnetka avenue, Winnetka avenue west to Wilmette street (Winnetka), Wilson street north to Willow street, Willow street west to Linden street, Linden and Center streets north to North avenue, North avenue west to Linden avenue, Linden and Railroad avenues north to South avenue (Glencoe), South avenue west to Vernon avenue, Vernon avenue north to Park Bay road, Green Bay road south to North avenue, North avenue east to Foxdale avenue, Foxdale and Lincoln avenues south to Elm street, Elm street west to village limits and picnic grounds.

## PARADE, CONTESTS, BALL GAME, DANCING, ON NEW TRIER DAY

Entertainment in Varied Form Provided for Big Annual Picnic of Township Residents Next Wednesday; Parade Starts From Wilmette Village Hall at 9:30, Stores Closed All Day

Beautiful Skokie Playfield, one of the foremost community recreation centers in the vicinity of Chicago, is being placed in readiness this week for the great throng of New Trier citizens, who, on Wednesday, August 24, will leave off work for the time and proceed to that interesting place for a day of picnicking. All the stores will be closed, all day, and village offices are expected to suspend business for the day.

Hammer and saw were busy this week-end shaping novel stands and pavilions designed for the express purpose of housing all manner of delicacies and refreshments such as one may find at any real, old-fashioned picnic where the townshippers foregather, some to sit quietly under the shade trees to discuss the topics of the day and just "look on," others to join in the fun-provoking pastimes of the day.

#### Grand Procession Starts Day

But that isn't all. New Trier Day—that's the occasion of the frolicking—is to start with great ostentation early in the day when a mammoth street procession, headed by an expert Ballyhoo band, will wend its way through every village in the township, calling the villagers out into the open at the big playgrounds at West Elm street, Winnetka. This parade feature is really one of the most interesting events of the big day that will be crammed full of excitement and diversion. There are to be beautifully decorated automobiles and trucks. Scores of business houses in the township will be represented in the line of march in keen rivalry for high honors in the prize contests. Every automobile owner in New Trier Township is invited to place his car in the procession and try for the grand prize for the best decorated pleasure car or commercial truck.

The mammoth Boosters' parade will start at the Wilmette Village Hall promptly at 9:30 o'clock and there is to be plenty of space for all entrants, according to the committee in charge. Motorcycle squads from all the villages in the township will serve as an escort in the township-wide procession. The procession will disperse at Winnetka Playfield on West Elm street, the signal for the beginning of the round of merrymaking in "Beautiful Skokie."

#### Review At Winnetka

At Winnetka the parade will be reviewed by civic and township officials of New Trier who will act as judges in the big automobile prize contest.

Once at the Skokie Playfield "all hands" must be prepared for the big session of fun. There will be no opportunity to feel badly nor to be concerned about that business deal and the sundry worries of the work-a-day world. Not a moment will be wasted, not one entertainment feature missing that is essential to provide the fullest measure of happiness and good cheer. New Trier will play on Wednesday, August 24, and there'll be no time for anything else but play.

The General committee, A. S. Van Deusen, chairman, Dan G. Stiles and Lloyd F. Hollister, is working day and night with the assistance of a corps of assistants from among the members of the New Trier Commercial association in placing every detail in readiness for the gala day. The Village of Winnetka has promised to attend to the matter of erecting refreshment stands, a dancing pavilion, etc., and the workers are on the job preparing the holiday necessities.

#### Leaders Support Outing

Men who are lending their active support to insure complete success of New Trier Day are Homer Cazal, F. H. Gathercoal, John C. Gopen, A. C. Wolff, George White, Otto Falk, Bert Blow, Arthur Lips, Robb Webber, Henry B. Gates, Louis Abrahams, Earle Weinstock, Alva Lee Adams, William Crouse Perry Eade, J. R. Sweet, C. F. Brandt, J. H. Dethloff, Emil Nord, William C. Kurz, Carl E. Steiner, William T. Wehrstedt, H. E. McNeal.

Wilmette Express Company, the Star Line Express Company and Herbon Brothers Express Company will attend to the transportation needs, ushering into service a large fleet of auto trucks that will ply between Winnetka Elm street railway stations and the Playfield.

#### Races at 2 O'Clock

At 2 o'clock space will be cleared for the annual prize races and contests with B. W. Blow of Winnetka in charge and Frank Whitney, offi-

cial starter. The program of races will be in the following order.

- Girls' race, 25 yards—6 to 8 years.
- Boys' race, 25 yards—6 to 8 years.
- Girls' race, 40 yards—8 to 10 years.
- Boys' race, 40 yards—8 to 10 years.
- Girls' race, 50 yards—10 to 12 years.
- Boys' race, 50 yards—10 to 12 years.
- Girls open race—100 yards.
- Boys' open race—100 race.
- Married women's race—80 yards.
- Married men's race—100 yards.
- Boys' three-legged race — 12 years and under.
- Men's three-legged race — 12 years and over.
- Fat men's race—Over 200 pounds.
- Fat ladies' race—Over 175 pounds.

#### Ballgame Feature

At 4 o'clock attention will be directed to the national pastime when the crack New Trier Pioneers will meet the strong Winnetka Triangle Club nine on the Playfield diamond. Baseball enthusiasts will not fail to witness this game between these two strong township baseball organizations who have to their credit an envious record of victories.

Strommel, star hurler for the Pioneers, will be pitted against Hanselman, policeman-pitcher who does the bulk of the flinging for the Triangle outfit. A real mound duel may be expected with these men operating from the turret.

Another feature of the afternoon events will be a band concert and the evening will be replete with diversion with dancing in the Playfield pavilion to the strains of the celebrated Kippy orchestra.

Features there are, far too numerous to mention. Suffice it to say, one cannot afford to miss New Trier Day and the annual outing. The day sponsored by the New Trier Commercial association is designed to be your day for a wholesome session of unadulterated joy.

#### NOT RESPONSIBLE

While providing transportation free of charge to residents of New Trier township who plan to attend the New Trier Day outing at Winnetka Playfield, the committee of the New Trier Commercial association in charge of the affair and the owners of conveyances to be used in transporting the residents in the various villages, announce they cannot be responsible in case of accident. The committee chairman has selected Arthur Lips of Winnetka to supervise the transportation so that every precaution might be taken to avoid accidents.