

'CURB APPEALS,' MERCHANTS CRY

Temporary Advertising Me- diums Called Serious Drain on Store Resources

MUST STOP, THEY SAY

Commercial Association to Take Action

What was said to be an almost continuous stream of appeals to use advertising space in, or to make cash donations toward sundry miscellaneous church, club, social and other pamphlets and programs, prompted a unanimous cry of protest among merchants at the regular meeting of the New Trier Commercial association Monday evening of this week at the Wilmette Village hall.

There are certain advertising mediums which the merchants recognize as justified. Among these are the regularly published church bulletins and club periodicals. The protest, they declare, is directed at the numerous programs and small pamphlets toward the support of which merchants are called upon to contribute.

Unreasonable Requests
In many instances, it was stated at Monday's meeting, the money spent by merchants on these temporary mediums exceeds the sums appropriated for advertising in the permanent publications and the merchants have reached the point where they feel that a halt must be called upon what they declare has become an unbearable strain upon their pocket-books.

The association authorized the appointment of a committee to investigate and devise means for curbing "promiscuous solicitations." The committee comprises Carl Sterner, chairman, Leo M. Dean and William Taylor.

The New Trier Commercial association Monday voted to offer assistance to the newly organized Winnetka Chamber of Commerce. A com-

mittee appointed to give this aid is composed of Lloyd Hollister, J. C. Gopen and J. M. Carrico.

BOWEN, REAL LEADER AT STATE UNIVERSITY

"Crom" Bowen, senior at the University of Illinois, who lives at 809 Elmwood avenue, Wilmette, has been very active on the campus.

He has done excellent work on the swimming team since being accidentally "found" by coach Manley during his sophomore year. Before this time he had never been in competition in the tank and now he is given a place on all recognized all-American teams. He holds the local tank record as well as several others in the 150 yard back stroke and has won a major letter each year.

Bowen belongs to the following organizations: Triangle, national social fraternity; Sigma Tau, honorary fraternity; Tribe of Illini, honorary organization of major letter wearers; Pi Tau Sigma, honorary engineering fraternity; and Dolphin, a swimming fraternity which has recently become national.

In addition to this he is the circulation manager of the university publication, has played a part in the annual student opera, and takes part in the activities of the student branches of the American Association of Engineers and the American Society of Mechanical Engineers.

High School Students Enter Speaking Contest

New Trier has been invited to take part in a Public Speaking contest at Beloit College, May 5. Entries will be made in the Girl's reading and the Extemporaneous speaking contests. Tryouts will be held in General Assembly, Thursday, May 4. Miss Payton is coaching a group of six from which two students will be selected to represent the school.

ORDER NOW

and avoid the spring rush

Black Dirt Manure

Grading and Seeding Lawns

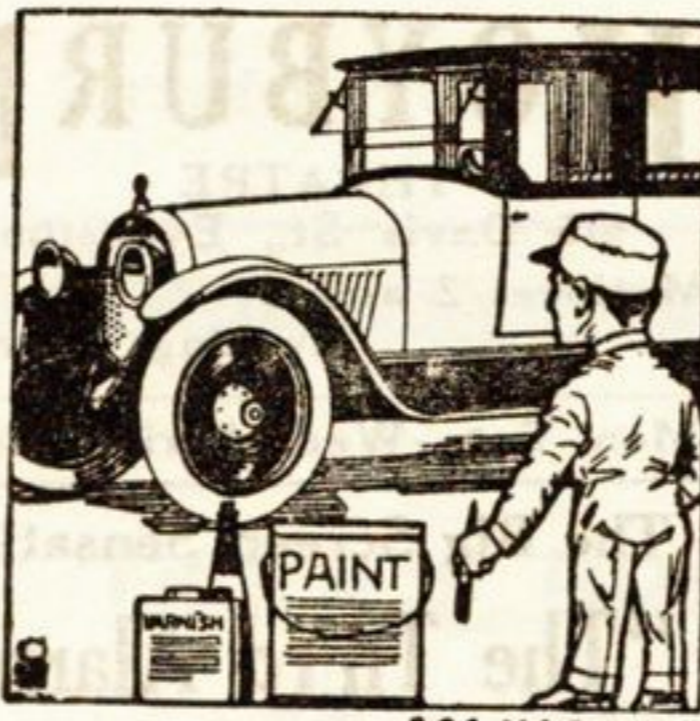
Phone Winnetka 1549

Ridge Avenue To Have Wide Concrete Pavement

Preliminary work pursuant to the paving of Ridge avenue with concrete was started this week when truckloads of material were hauled to the scene. The road will be paved from Lake avenue on the north to Central street, Evanston, on the south.

The road, which has been in deplorable condition through the winter months, will complete a concrete stretch extending from Central street, Evanston, to Winnetka.

The work is being done under the State Aid provision for hard roads.



You'll Be Proud of Your Old Bus

When you get it home from our Paint Shop.

In fact, it will look as good as new.

Bring it in, it's worth it.

L. P. BAKER

*Automobile Repairing
and Painting*

404 Glencoe Road
Phone Glencoe 986

Order by Phone



Use the Telephone

to order your meat.
It will save you time.
We will deliver it promptly, and best of all you are sure to get just what you want.

PETERS MARKET

A. PETERS, Proprietor

734 Elm Street



We Knock The Knocks

Don't abuse your motor by neglecting it, if it has a knock in it.

Neglect it, and it will rapidly grow worse. So it is to your interest to have it taken care of at once.

HANSON MOTOR CO., Not Inc.

CARL HANSON, Proprietor

555-557 Chestnut Street Phone Winnetka 330

A Responsible Firm

YOU should be careful to whom you entrust your valuable furniture or other items that you wish moved. You own good judgment will tell you that.

This organization is thoroly reliable and responsible. It is the part of wisdom to make sure that such a company does your expressing and moving.

Winnetka 232

SCULLY TRANSFER CO.
EXPRESSING & MOVING
6 PROUTY ANNEX WINNETKA, ILL.

Share in the Earnings of Our Substantial Business

A Safe
Investment
With a
Satisfactory
Return

By putting your savings or ready cash in our company, thru the purchase, either for cash or on monthly payments, of the cumulative preferred shares offered at this time you can participate in the earnings of this big progressive company.

7% WITHOUT WORRY

Dividends are mailed quarterly to stockholders promptly without delay or inconvenience.

Let us give you the details of this investment.

NORTH SHORE GAS COMPANY