

# HOME-BUILDING STUDY SUBJECT

## Convention to Seek Help for Dwelling Owner

With the high general level of American standards as to homes, and with a shortage still existing in single family dwellings, the small home has become one of the largest problems in building, according to officers of the Home Builders and Subdividers division of the National Association of Real Estate boards. How small houses may be constructed so as to include the features which are essential for good family living conditions at a price within the reach of families of small income, and how the purchaser of such a home may be financed in the transaction will be leading topics to come before a national convention of subdivision specialists and home builders of the United States and Canada to be held in connection with the Association of Real Estate boards. The meeting will be held at Detroit, June 23-26.

How a community of inexpensive homes may be developed by providing bus transportation, and how the purchasers of homes in a medium-priced subdivision may be given the advantages of community playgrounds, recreation grounds, and even of community clubhouses will be related convention topics.

### Subdivisions a Study

The convention will also consider the fundamental principles to be observed in the development of high grade residential subdivisions.

Detroit and its rapidly growing residential areas will be taken as a text book as to the possibilities of both types of residential development. Field trips will be made to study typical successful subdivision projects.

Recognizing that the man who lays out a subdivision is a city builder and that he has a very real responsibility for shaping the character of the city's growth, the Association, through its Home Builders and Subdividers division, has been making a study of methods of control which American cities are establishing over the growth-areas both within and directly without their corporate limits. Iremus Shuler, of Omaha, who has been conducting the study for the division, will bring before the convention the existing situation nationally in subdivision control and in city and metropolitan district planning.

The convention will discuss the standards that should be observed in sound subdivision development, and methods by which control should be exercised over subdivision platting to insure that the new section be desirable from the point of view of permanent city growth.

The division will give an entire session to considering the a. b. c's. of a successful sale, selling methods that have proven successful to home builders, and advertising methods to bring buyer and builder together.

### WAY BACK WHEN!

The days when mother and dad rode a bicycle built for two; when "A Hot Time in the Old Town" was the latest song; when the Spanish-American War was being fought; when leg-o'-mutton sleeves were in, and bicycle bloomers were shocking the grandmothers of 1898; when the men wore pointed shoes, choke collars and shirt waists; when McKinley was President and Bryan was still a possibility—all are reproduced in Norma Talmadge's newest photoplay, "The Lady."

"The Lady" is a First National attraction produced by Joseph M. Schenck. It was adapted from the stage play of the same title, and its story carries us to the close of the World War. Wallace MacDonald is Norma's leading man.

# WARNS AGAINST MEASLES SPREAD

## Health Officer Cites Rules Regarding Disease

The statement appearing in a recent issue of WINNETKA TALK and reporting the prevalence of an epidemic of measles in the village, brought further warning this week from Health Officer Schneider.

"Measles," says Dr. Schneider, "is the most contagious disease of childhood. It is extremely contagious from the very beginning, when only slight symptoms of an ordinary cold may be present. This first stage of measles usually continues four days before the rash appears and the disease can be definitely diagnosed.

"Any person failing to isolate a child during this preliminary stage of measles—the four days preceding the eruption—is guilty of deliberately spreading this dangerous disease, which may result in bringing on other serious complications, or even death.

### Is Vitrally Important

"Should you see your neighbor's

garage on fire, you would immediately telephone the fire department, although this is not a legal requirement; whereas, if you saw a violation of the health regulations, you would probably pass it by, although the harm from it would be much greater, despite the fact that the law definitely prescribes that every citizen must report every known or suspected case of communicable disease or violation of quarantine that comes to his notice."

In this connection Dr. Schneider cites the village regulations in regard to measles, which may be briefly summarized as follows:

It is the duty of the physician in charge to immediately report every known and suspected case of measles—this preliminary report to be followed promptly by a detailed written report.

The premises must be placarded conspicuously. Hiding or removal of placard is forbidden, except, in the latter instance, by order of the health officer.

### Strict Isolation Necessary

The patient should be confined to

one or two rooms from which all visitors and members of the household, except necessary attendants, must be excluded. Attendants must take all necessary precautions against carrying the disease. Parents and adults may enter and leave the house, provided the case is properly isolated. Other children in the household must be confined to the premises and remain in quarantine through the incubation period of 14 days after the last case has fully recovered.

Children over 8 years of age who have had measles, may leave the premises and attend school only where the house affords complete isolation. Consent to attend school must be received from the health officer.

### Order 14 Day Quarantine

Quarantine continues over a period of not less than 14 days from the date on which the case is reported, and this time may be extended if the case is not fully recovered, or if there are children who have not yet had the disease.

Termination of quarantine should not be requested until two weeks have

passed since the last case was reported. Cases are to be reported to Dr. C. O. Schneider, health officer, Winnetka 2140.

Mrs. F. M. Foot of 470 Sunset road has just returned from Akron, Ohio, where she was called by her mother's illness.

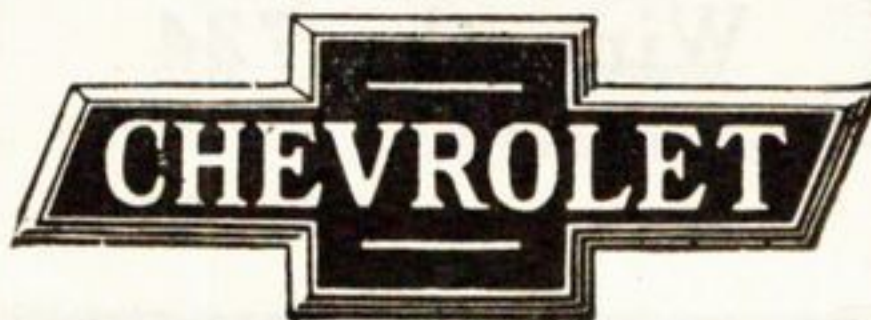
Caroline Roberts, 760 Prospect avenue, is among those returning from Smith for the spring recess.

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Free! \$500.00 in prizes to all boys and girls between 10 and 18 years

## PRIZES!

So that all children will have an equal opportunity to win a prize, the contestants will be divided into three classes with substantial prizes for boys and girls in each class as follows:

### BOYS AND GIRLS BETWEEN 10 and 13 years

Boys 1st prize.....\$25.00  
Boys 2nd prize..... 15.00  
Boys 3rd prize..... 10.00  
To 7 next best essays \$5.00 each  
Girls 1st prize.....\$25.00  
Girls 2nd prize..... 15.00  
Girls 3rd prize..... 10.00

### BOYS AND GIRLS BETWEEN 13 and 15 years

Boys 1st prize.....\$25.00  
Boys 2nd prize..... 15.00  
Boys 3rd prize..... 10.00  
To 7 next best essays \$5.00 each  
Girls 1st prize.....\$25.00  
Girls 2nd prize..... 15.00  
Girls 3rd prize..... 10.00  
To 7 next best essays \$5.00 each

### BOYS AND GIRLS BETWEEN 15 and 16 years

Boys 1st prize.....\$25.00  
Boys 2nd prize..... 15.00  
Boys 3rd prize..... 10.00  
To 7 next best essays \$5.00 each  
Girls 1st prize.....\$25.00  
Girls 2nd prize..... 15.00  
Girls 3rd prize..... 10.00  
To 7 next best essays \$5.00 each

TOTAL PRIZES  
\$510.00 in cash!

TO promote the health of the rising generation of boys and girls, and feeling that milk is Nature's greatest health food, the BOWMAN DAIRY COMPANY offers \$510.00 in prizes to the youthful authors of the best essay written on the subject:

### "Why I Should Drink More Milk"

Believing that such a contest will arouse the interest and increase the knowledge of parents and children concerning milk as a builder of sturdy, robust bodies, the following prominent citizens have kindly offered to serve as judges:

### BOWMAN DAIRY JUDGES

A. R. Skiles  
2309 Sherman Ave.  
Asst. Supt. of Dist No. 75  
D. E. Walker  
710 Monroe St.  
Asst. Supt. of Dist. No. 76  
Walter Lovelace  
Editor of Evanston News-Index

RULES OF CONTEST: Essays should be approximately 400 to 500 words in length. Use more words if necessary. Express your thoughts freely. Write in ink or typewriter on foolscap paper, USING ONE SIDE OF SHEET ONLY. Fill in entry blank, pin it to essay and mail or deliver to Bowman Dairy Company, 1922 Ridge Avenue, Evanston, so that it reaches us before midnight April 15.

PARENTS! TEACHERS! BROTHERS AND SISTERS! Help the youngsters win a prize. No matter what milk they drink they are eligible to this contest.

Contest closes  
April 15

BOWMAN!  
DAIRY COMPANY  
MILK!

MAY Married  
7 at  
8 3  
9

ATTACH this  
Entry Blank to  
your essay and  
mail or deliver  
to Contest Editor,  
BOWMAN DAIRY CO.  
1922 Ridge Ave., Evanston

ENTRY BLANK  
Bowman Dairy Company Essay Contest  
"WHY I SHOULD DRINK MORE MILK"  
My essay is attached to this blank

Name .....Girl.....or Boy.....  
Address .....  
Age ..... School .....