

SUGGEST CURB ON SIGNBOARDS

Realty Association Starts Nation-wide Move

A study of bill board advertising to determine what steps may be advisable for communities to take to guard natural beauty spots and residential areas from defacement while preserving legitimate advertising rights will be undertaken by the National Association of Real Estate boards. The directors of the association have approved a resolution passed by the delegate body at its annual convention just closed at Detroit, Mich., directing its committee on city planning and zoning to make a study of the whole matter, looking to legislative recommendations.

The resolution calls on city and state executives and on zoning and city planning commissions to investigate the problem and to formulate plans for control of unsightly billboard use.

"We recognize that the natural beauty of our country is a public heritage to be conserved", the resolution states. "It is a community possession, and no individual and no corporation has the right to dispoil the natural scenic beauty of the land for private profit.

"We believe that with the growth of the movement for city planning and zoning as a means to direct the future development of American cities, stabilize their land values and preserve their aesthetic values for community living, we should give serious consideration to the problem of outdoor advertising as one phase of the whole zoning movement.

"We hold that the indiscriminate use of signboards today retards the development of desirable districts, and tends to destroy values in districts already built up, and that such signboards have become an offense to the public generally. We hold further that the time has come when we should determine whether or not the character, location, extent and maintenance of sign boards cannot be so regulated and controlled as to give legitimate opportunity for necessary advertising without the continuance of the present harmful conditions; therefore, be it

"Resolved that the National Association of Real Estate boards recommends to the various executives, city and state, and to the various planning

and zoning commissions that immediate study be made of this problem, both with reference to county and state areas, which shall prevent the destroying of the beauty spots of the open country and discontinuance of any unsightly conditions in any of our cities and be it resolved further, that the National association instructs its committee on city planning and zoning immediately to commence investigation as to the possibilities of just regulation of billboard use, and to recommend legislation to make regulation effective."

TAKE HAMBURGER HOUSE

The Herman Schumans have taken the Hamburger house at Fifth street and Greenleaf avenue. The Hamburgers have moved to Florida where they will make their permanent residence in the future.



WISCONSIN LAND O' LAKES

This Folder will prove an invaluable aid in planning your vacation. It contains a wealth of information about the GREAT NORTH WOODS AND LAKE REGION of Wisconsin. Pictures, maps, list of hotels, resorts and schedule of bargain vacation fares. Get your copy now. Ask



M. H. Lieber, Ticket Agent, Winnetka, Ill. Telephone 13

CHICAGO & NORTH WESTERN RY.

Public Forum

Editor,

Winnetka Talk:

The secretary of the local board of civil service examiners in your city has reported to the Commission that your paper either regularly or occasionally prints news notices of announced examinations for the Federal civil service.

The Commission wishes to express to you its appreciation of this cooperation in its recruiting work. It is the aim of the Commission to keep

the Federal civil service fully recruited at all times with the best workers obtainable for the different kinds and grades of positions. The Federal civil force is so large that, even at this time of national economy and reduction of force, the normal turnover of approximately 14 per cent necessitates more

than 50,000 appointments each year. An agency which assists in this important work renders a valuable service to the Government, and therefore to the people.

By direction of the Commission:
John T. Doyle,
Secretary.



If you are from Missouri, and want to be shown, just drop in, and we will be pleased to show you anything you wish to see in the Electrical line, at prices that you will find hard to duplicate.

—Mr. Electro-serve.

Do you need Fixtures? How about that Wiring job? How is your Radio working?

What do you need in the way of Electrical Appliances?

Why not get in touch with us and let us figure with you? It may be to our mutual advantage.

DEAN ELECTRIC SHOP
EVERYTHING ELECTRICAL
954 LINDEN AVE.
HUBBARD WOODS
PHONE WINNETKA 1512
RES. WINNETKA 303



CAR LOADS OF COAL

are here, some of which ought to be in your cellar. You may have a warm heart, but what your family wants as well is a warm house. Be good now and order coal today. Better pay us for coal than the doctor to cure pneumonia or some other disease.

BRANDL BROS.
COAL, WOOD, FEED
TELEPHONE AND BUILDING MATERIAL
128 HUBBARD WOODS, ILL.

DODGE BROTHERS SPECIAL COACH

Already a familiar and attractive sight on all roads.

For one thing, the Special Coach really accommodates five adult passengers in comfort. And then the body lines and special appointments are singularly smart.

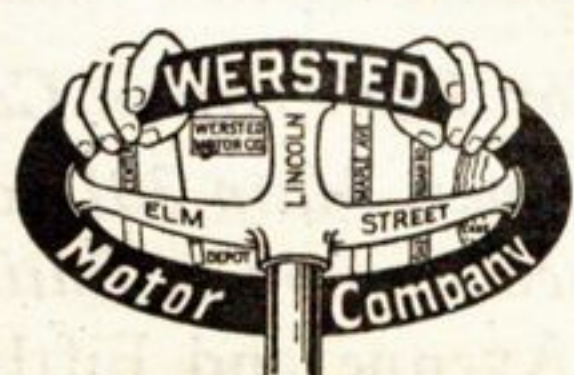
Five Balloon Tires

\$1195 f. o. b. Detroit, \$1290 delivered



WERSTED MOTOR CO.

DODGE MOTOR



BROTHERS CARS

COMPLETE AUTOMOBILE SERVICE

TELEPHONE WINNETKA 165

562 LINCOLN AVENUE



North Shore Gas Company

7% Cumulative Preferred Shares

The solid character of the community served is reflected in the steady expansion of the North Shore Gas service. In the past five years the cubic feet of gas sold has more than doubled.

The solid character of the North Shore 7% Preferred shares is a further reflection of a balanced service and a strong investment.

Why Not Enjoy North Shore Dividends As Well As North Shore Service

through the ownership of their dependable 7% preferred shares of the company?

An investment in our 7% preferred shares meets the demand for safety and attractive yield.

NORTH SHORE GAS COMPANY

COUPON

Gentlemen: Please have your representative call and give me full particulars regarding your 7% Preferred Stock.

Name

Address