

# GOOD LIGHTING CURB TO CRIME

## Expert Says One Street Lamp Worth Ten Cops

Adequately lighted streets constitute the greatest single deterrent to crime, according to R. J. Malcomson, street lighting engineer of the Public Service Company of Northern Illinois, in a recently published handbook on street lighting.

"It has been said that one street lamp is worth 10 policemen," the handbook says. "It is evident that the elimination of the undesirable conditions of dangerous, dimly lighted streets is of inestimable value. In one town crimes committed in a newly lighted district decreased nine percent."

Proper street lighting as a reducer of accidents also is discussed in the handbook. It estimates the lack of adequate light is responsible for 54 million dollars of accident damage annually.

The handbook shows that a recent investigation of municipal financing disclosed the rather startling fact that while 21 cents of each dollar is spent for protection—police, fire, etc.—only 3.4 cents is spent for street lighting and that municipalities are paying little more per capita for street lighting today than they paid 20 years ago.

The handbook traces the development of municipal lighting from 200 A. D., when lamps burning animal fat were hung before the homes of prominent Romans, until the present time. Vessels filled with tallow lighted the street intersections of Paris in 1558 to be followed in 1745 by oil lanterns. The discovery of gas turned attention to it as a medium of light. Baltimore was the first American city to be lighted with gas in 1817.

Electric arc lamps were introduced in 1879 and improvements in street lighting since that time have been rapid. Today we have the gas-filled Mazda lamp. Invention of the latter marked the beginning of modern street lighting on a scientifically defined plan and made it possible to combine in a street lighting system both utility and decoration. Such systems have been installed in many northern Illinois towns including Wilmette.

In conclusion the handbook declares good street lighting is an indication of prosperity; that it creates an impression of thrift and progress and returns large dividends to taxpayers in advanced real estate values.

### Of Interest Only to Our Advertisers

When our north shore towns wish to make a strong impression on other towns and on their own citizens they have a celebration of some unusual sort. Wilmette had hers on August 12. Winnetka's occurred on August 20. Glencoe's will be on August 27.

In these town "days" our towns "tell the world" that they are doing business at the old stands. They have big parades, the town bands dispense harmony in large quantities, much food is consumed, contests of many sorts are run off.

Full Page Ads are celebrations. Through them, advertisers make a strong impression on all readers of the papers. They "tell the world" that the business is being extended. The ads celebrate enterprise, industry, and service.

Here is the Roll to Date

Hubbard Wds. Lumber & Coal Co.	4
Winnetka Coal-Lumber Co.	4
S. Rosenbaum Co.	4
Skokie Motor Co.	3
Lake Co. Construction Co.	2
R. H. Schell & Co.	2
Wilmette Shoe Store	2

Pierce Radio Co.	1
Meyer Coal & Material Co.	1
John Evans Apt. Homes	1
A. Starr Best	1
Kashian Bros.	1
Wolff-Griffis	1
Hanson Motor Co.	1
Crown Oil Burner Co.	1
M. Portenhauser	1
Schultz & Nord	1
Ayres Tefft Co.	1
R. E. James & Co.	1
John M. Smyth Co.	1
Oil-o-matic Co.	1
Evanston Motor Sales	1
New Evanston Theatre Co.	1

### NORTHWESTERN GOLFER SHOOT'S SIX UNDER PAR

Dick Hughes, member of the Northwestern Golf club tournament team, while playing in a foursome Sunday afternoon broke the Northwestern public links course record shooting 68. The course record was formerly held by Frank Goebel, the professional, who shot 69. Par on the course is 74. Golfers will note the score is especially interesting in that it shows 6 under par. On the 12th hole which is 267 yards. Mr. Hughes made a two, which is an eagle.

H. M. Bachman, chairman of the

Sports and Pastimes committee of the Northwestern course is offering one dozen high grade golf balls for any player breaking the course record. The player must register and have his card certified.

Mrs. Edwin L. Pickett and her son, Tom, of 927 Ash street, will motor to the Dells for the week-end.



## SKOKIE MOTOR COMPANY

The only Authorized Ford Dealers Between Evanston and Highland Park.  
WINNETKA, ILL.  
712-14-16 Elm Street

### Gasoline and Oils

Tires, Tubes,

Accessories

Hood, General,

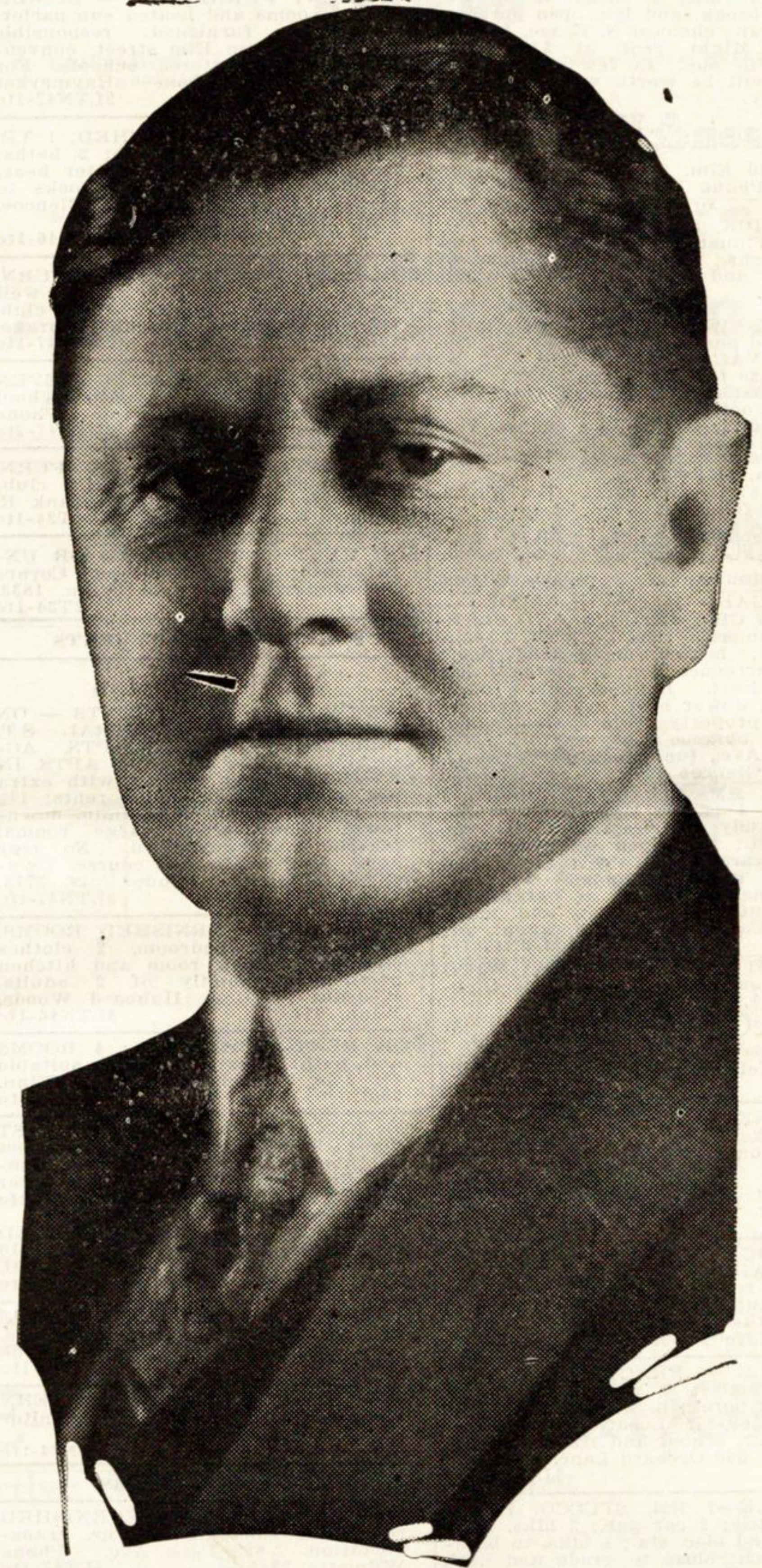
Goodyear

Jobbers for Wadham's Oils

Three Stores

### BRAUN BROTHERS

723 Oak St., Winnetka 1565  
621 Main St., Wilmette 3243  
Ridge and Wilmette Aves.  
Wilmette 290



### William Wrigley, Jr.

Famous Merchant and Sportsman

## The PEERLESS

Six and Eight  
Immediate Orders  
Insure Immediate  
Delivery.

### NORTH SHORE AUTOMOBILE CO.

1735 Benson Avenue  
Evanston  
Phone Univ. 1048

## RUG BARGAIN

### OLD SAROUK ORIENTAL

14½ by 10⅓ feet  
\$1500 Value at a big reduction.

Your car as part payment.

Open Evenings

### F. C. HEANEY

### Marmon North Shore Sales and Service

1008 Davis St. Greenleaf 1038  
EVANSTON

“**L**IKE the conservative trend of the Herald and Examiner. Its news assertions generally prove accurate in spite of the high pressure speed with which news facts must be obtained and presented.

“It is a vigorous and enterprising newspaper. I especially like Mr. Brisbane's comment and the business digest by Mr. Hinman. The sport pages are always bright and interesting.

“The Herald and Examiner is a newspaper worthy of Chicago and of which Chicago may well be proud.”