

Launch Great Safety Drive Among Children

Subscriptions for the A-B-C safety books for the Citizens Child Safety campaign have passed the million mark. The books are part of 12,000,000 which will be issued beginning in November in a campaign to save 100 child lives in Cook county in 1926. They carry a visual education appeal and commandments and songs to equip the child to handle himself in traffic.

"Whether the 12,000,000 are subscribed by November 1 makes no difference in the campaign," states a leader in the movement, "but it would be an inspiring thing to find the community rising so splendidly to take care of its young. We are practically assured the first month's quota of 1,000,000 for November now, although some of the subscriptions we have in hand run over the entire year's issue."

The matter will be changed in the books each month. New pictures in bright colors and new verses to the safety song, "The Meaning of Your A-B-C" will present a new appeal to the child to study the safety lessons. A new commandment of the twelve adopted for the campaign also will appear monthly.

Urge Ethical Dealing Among Realty Brokers

Holding that the great problem before the business of real estate is the enforcement of the code of ethics subscribed to by every member of a constituent board of the National Association of Real Estate boards, the association's committee on ethics and standards of practice has just sent out to every member board a communication urging vigorous action in that enforcement.

The communication, signed by Albert S. Adams, of Atlanta, Ga., chairman of the committee, and by Herbert U. Nelson, Chicago, executive secretary of the association, suggests: (1) that every constituent board of the national body take measures to insure that every one of its members is thoroughly familiar with the code and with his own responsibility under it; (2) that every board, if it has not already done so, provide suitable machinery for disciplining members in case of a breach of ethics; and (3) that every board undertake to explain to the public in its community what the code means.

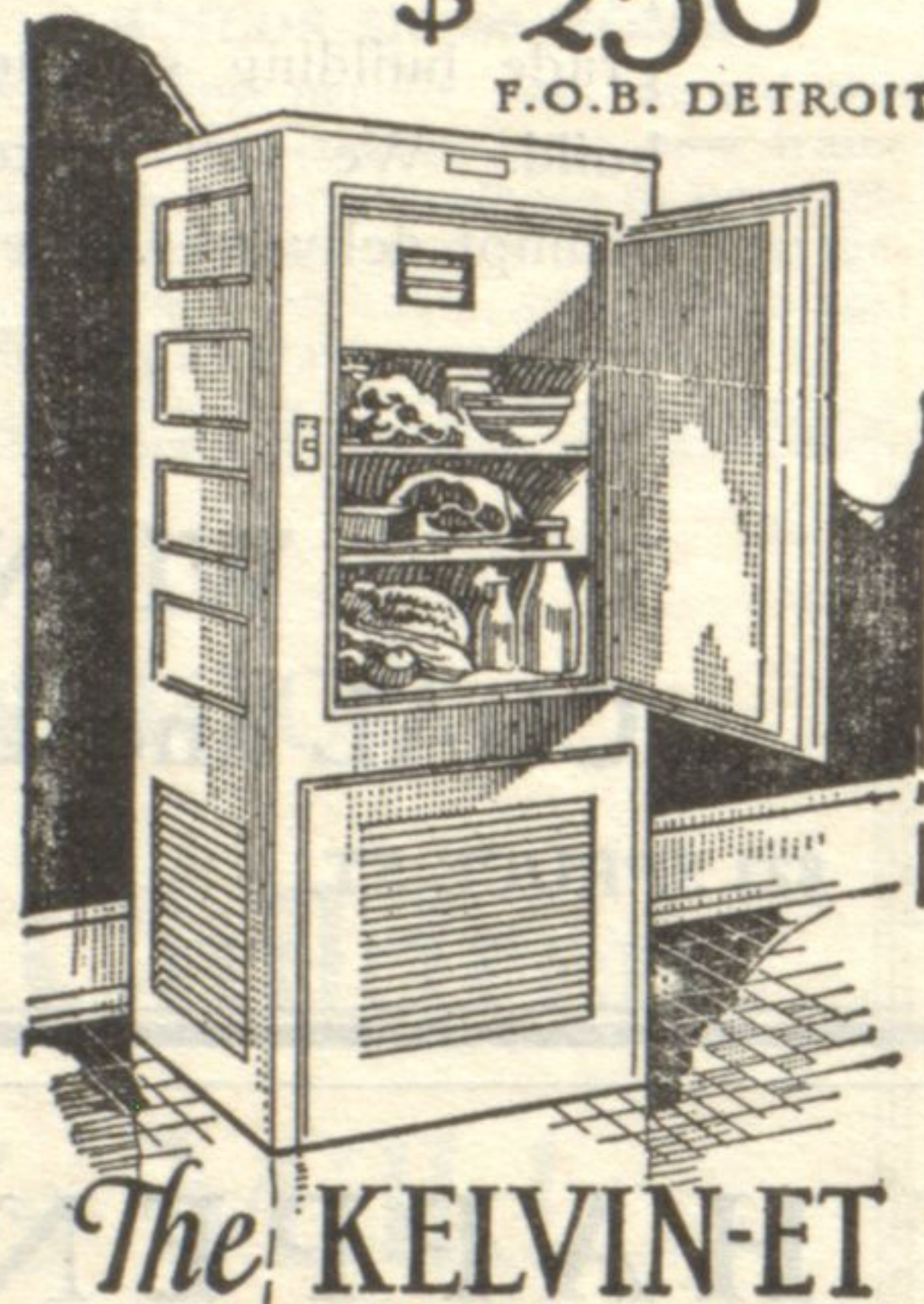
C. and N. W. Opens New Lunch Room for Patrons

As an added convenience to its suburban patrons, the Chicago and North Western railroad has just opened a new lunch room in the Washington street concourse of the Chicago passenger terminal, to be operated by Eitel, Inc., with entrances on Canal and Clinton streets. It will be open week-days from 7 A. M. to 7 P. M. A wide choice of high grade bakery specialties can also be obtained at this lunch room. Orders may be left in the morning and the packages will be neatly wrapped when called for.

Miss Marion Chase, a student at the University of Wisconsin, spent four days of last week with her aunt, Mrs. Rufus K. Porter, 428 Cumnor road, Kenilworth.

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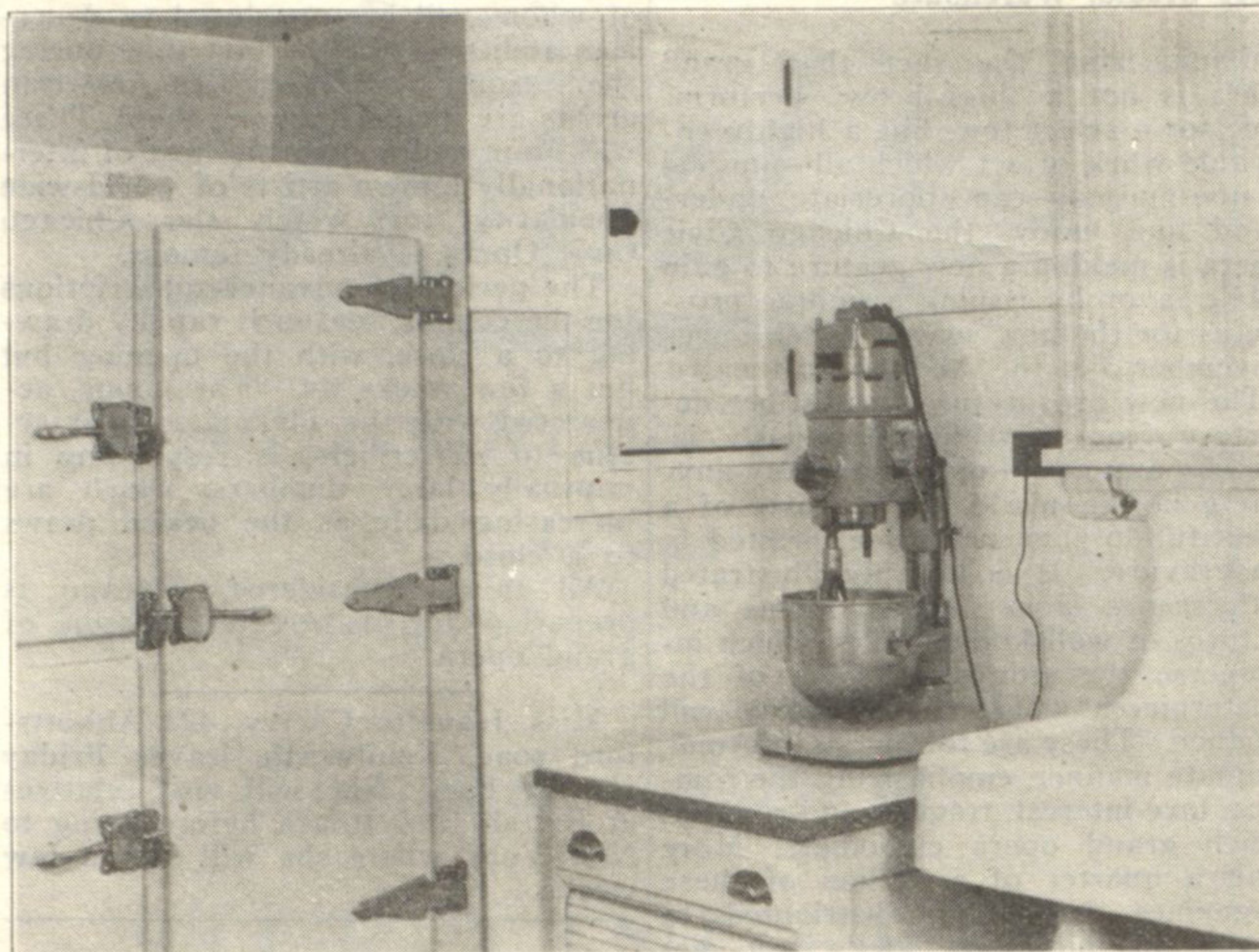


Photo by Stanton Wilhite, Winnetka

A growing number of North Shore housewives are learning the lesson of electrical efficiency in cooking.

The secret of their delicious foods with less effort is KitchenAid, the attractive electrical housemaid shown in the picture above. It takes up a space 2 feet square, and is mounted on a sturdy, steel-top cabinet which holds all the attachments.

With KitchenAid the housewife can mix, cut, mash, beat, whip, cream, grind, strain, chop, freeze, slice, chip ice, in fact, do all the tedious work of preparing delicious foods, all by electricity, at a cost of about one cent per hour.

KitchenAid has been endorsed by such leading magazines as Good Housekeeping, Modern Priscilla, Ladies' Home Journal and others.

North Shore housewives whose homes are equipped with KitchenAid say it gives them more time for recreation and takes the irritating, fagging drudgery out of cooking.

The KitchenAid way is supplanting the old, tedious methods of cooking in modern homes all over the country. Housewives are quick to learn the lesson of increased economy and decreased drudgery that KitchenAid teaches.

Prudence Penny, noted Domestic Science Authority, says of KitchenAid, "It gives the dainty professional touch to home cooking, without the time and labor necessary to attain that touch otherwise."

Among the North Shore homes equipped with KitchenAid are those of Mrs. George J. Pope, Glencoe; Mrs. H. W. Mons, Kenilworth; Mrs. M. A. Munson, Evanston; Mrs. Philip A. Born, Wilmette; Mrs. R. H. Ripley, Winnetka.

You can get complete information about KitchenAid and a copy of the instructive book, "Aladdin's Magic in the Kitchen," by mailing the coupon below.

The KitchenAid Sales Agency,
6 N. Michigan Blvd., Ph. State 1471
Chicago, Ill. Dept. N2

Please send me, without cost or obligation, a copy of "Aladdin's Magic in the Kitchen," and complete information about KitchenAid.

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