

# ADVERTISE YOUR WANTS HERE!



## THE WINNETKA TALK for Results

### Lots for Sale

THESE are big days for realtors — well-worded want-ads of adequate size will produce interested prospects.



HUNDREDS of new people are moving to Wilmette — a great many are directed to their future homes by our Apartments to Rent ads.

### Business Opportunities

OUR supremacy in Wilmette means for buyers and readers that our want-ads can be of invaluable service in producing quick results.



OUR Want-Ad Section also carries the finest and most complete directory of business services. Carpentry, auto repairing, mending, sewing are just a few.

### Wanted to Buy

HOUSEHOLD Goods, Furniture, Homes, Vacant, Summer Cottages—there are ever so many things that people want to buy. What have you to offer?

Call Winnetka 2001  
Before 5 P. M. on Thursday

### North Shore Women Attend P. T. A. Meet

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such means it is hoped parents will get the principles of child psychology and character training so that they may take full advantage of the first five years of a child's life. "We are convinced," said Mr. Wood, "that to have better citizens, we must first have better parents."

Mrs. Arthur C. Watkins, executive secretary of the national organization, stressed the educational feature of the convention's program, declaring it to be one of the most constructive factors of modern civilization.

Since the publicity end of the Parent-Teacher associations is considered highly important, a "Publicity Institute" was conducted by the Publicity Bureau of the National Congress. Classes were held, informing the members about news value, and how to write publicity articles. Assignments were given members attending the classes, and these were criticized. Joy Elmer Morgan, editor of the Journal of the National Education association, was among those who lectured.

### Build for Fire Safety, Winnetka Fire Chief Urges

In reviewing measures now being taken by the International Association of Fire Chiefs to combat the appalling loss of life and property by fire in the United States, Fire Chief G. M. Houren of Winnetka, points out that one of the most effective ways to reduce the fire danger is to give such buildings as we erect the highest degree of incombustibility.

"It would be impracticable, of course, to build an all-fireproof structure," Chief Houren continues. "In a residence of this nature the beds would have to be steel or concrete slabs and furniture would have to be of a similar material. There could be no draperies, rugs, linen and clothing. But it never is impracticable to construct a building as fire-safe as is compatible with comfort."

"Take the average frame house as an example. When the wood frame is covered with a sheathing of wood, and this in turn is covered with wood siding; and when the lath under the plaster and the shingles on the roof are of wood, you have a highly combustible, conflagration-breeding type of construction—one that would put surrounding structures in jeopardy if a fire should break out, particularly if there were a high wind blowing. For a high wind would carry burning embers to adjoining roofs and scatter sparks far and wide."

"But it is probably a long way off before wood frame houses will be altogether abandoned particularly since the development of modern building materials has resulted in a protected type of wood construction that retains all the good features of the all-wood house."

"In building such a fire-protected wood house the wood frame is erected in the regular manner. But instead of a sheathing of wood being applied over the frame an incombustible type of sheathing is now used. This protects the frame from the outside. To protect it from the inside a metal or rock lath is used in place of wood lath. With a roof-covering of asbestos or other fire-resistive material, a house so built possesses as high a degree of protection from fire as is possible in a frame structure."

Miss Louise and Miss Antoinette Lackner, daughters of Mr. and Mrs. Francis A. Lackner, 339 Linden avenue, returned Wednesday from Vassar college.



### Steffens' Little Plumber

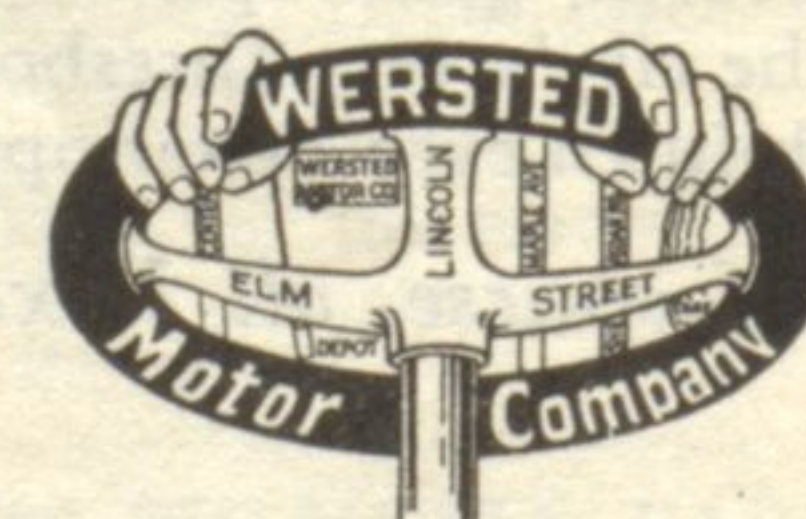
SUMMERTIME can't stay mad very long in the vicinity of a nice cool bath. Turn on the cold water. Turn off the perspiration, a cold shower and cheer up a bit. Remember what folks say about the plumbing shops being the place to go for your every plumbing need. They are telling you the truth.

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