

## WOULD KEEP WINNETKA TRUE "CITY OF HOMES"

### Earl L. Weinstock Emphasizes Civic Duty of Winnetka Chamber of Commerce

"To help maintain the high type of community in which we live," was the idea of the original group of men who organized the Winnetka Chamber of Commerce,



Earl L. Weinstock

According to a brief, but very interesting talk by Earl L. Weinstock, at the February meeting of the Chamber last Monday evening. Mr. Weinstock was the first president, and, in speaking of "The Original Aims of the Winnetka Chamber of Commerce," said:

"Winnetka Chamber of Commerce had its beginning in an assembly of Winnetka merchants, similar to that gathered here tonight. A chairman and secretary were chosen, and, before the meeting adjourned, Winnetka Chamber of Commerce was an actuality. A committee on by-laws was appointed and the present by-laws were the recommendation of this committee. There have been some slight changes to date, but essentially, they are the same.

"I suppose Winnetka Chamber of Commerce had its background in the old New Trier Commercial association, which answered its purpose very well as long as the towns in the township were small and there were not enough activities in any one village to warrant a separate Chamber. Now the name, Chamber of Commerce, is usually thought of in a larger and broader sense than it would be possible to apply to it here in Winnetka. Yet, eventually, we hope to accomplish, in a measure, everything that the average Chamber of Commerce does.

#### Protect "City of Homes"

"The work of any Chamber of Commerce is necessarily divided into at least two activities, Promotional and Civic. At the outset, I wish to say that Winnetka Chamber of Commerce is essentially a city of homes. You notice I use the word 'City.' While not classed as such, our population should certainly entitle us to the title of city. Each one of us hopes that Winnetka will always be a city of homes. We live here, our children go to school here and, naturally, we want to maintain the high type of community in which we now live. This was the idea of the original group of men who formed the Chamber. It is now and ever should be the object of our members.

"Where do the promotional activities of the Chamber apply to a village like Winnetka? We can not hope to invite industries to establish themselves here, but we can boost our community as a residential community. We can boost our schools, we can in many ways help fill all the vacant property with homes. We can, as we did some-time back, promote the idea of these people trading with Winnetka merchants. I want to say right now that Winnetka has the finest retail stores of any village on the shore.

"I wonder how many of our real estate men mention that fact to prospective purchasers of Winnetka property. How many of our other merchants mention that fact in talking to their patrons. This promotional

idea was one of the original objects of Winnetka Chamber of Commerce.

#### Would Work With Officials

"Our civic duty has probably been one of the activities with which we have become best acquainted. One of the reasons for forming the Chamber was the proposal of the Village council to locate the village yard behind the Village hall. You all know the result of the Chamber's work on this subject. It should always be the duty of the Chamber of Commerce to work with the village officials for the betterment of the village as a whole. There should always be a co-operative spirit between the two. There may be times when the Village authorities attempt to carry out a one-sided or narrow view on some particular phase of zoning or village planning. They are usually sincere in their efforts to follow the will of the people in these matters, unless influenced too much by the historical appeal of some organized group. It is the duty of your Chamber, at such times, to take a firm stand for what it believes is for the best interest of the village as a whole. The villages to the north and south of us in the past year, have witnessed the effect the Chamber can have in helping to elect men to office who will at all times work for the village as a whole.

#### Must Consider Future

"Our vision should be for the village 10 or 25 years hence. Our efforts should be directed toward creat-

ing the ideal home and business community at that time. The civic duty is a great one. Co-operate with your village officials if possible.

"In summing up, I want to repeat, Boost your town. Boost your fellow-merchant. Support your schools and your village government. Make Winnetka the best possible town to live in."

### Winnetkan Has Interesting Experiences on Board Ship

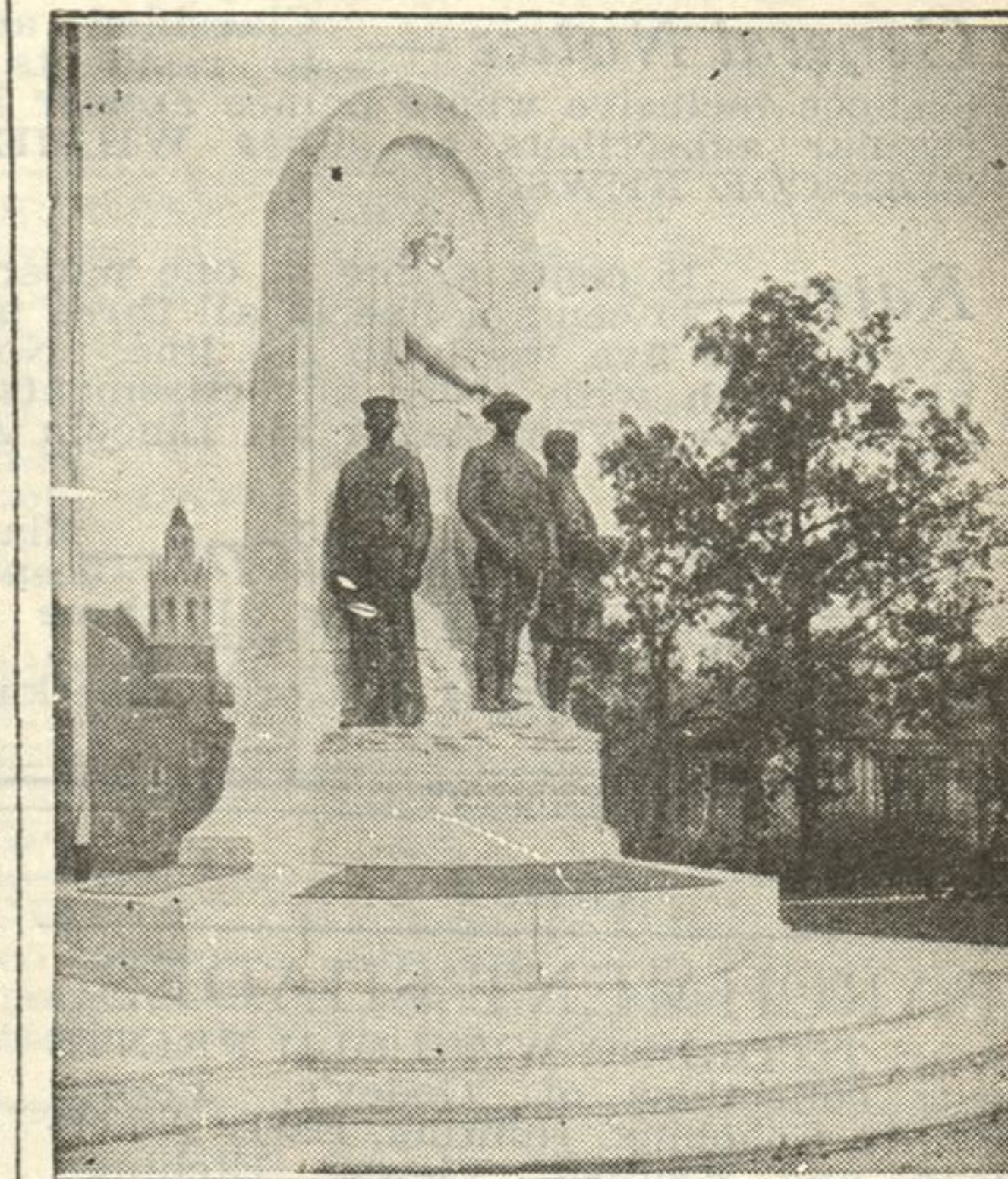
Stanley Sherman, son of Mr. and Mrs. Louis A. Sherman, 1062 Ash street, has been having many interesting experiences while working his way on board the Frances Powell, steamship of the Atlantic Refining company. Mr. Sherman first sailed for San Pedro, Cal., and then went through the Panama Canal up the Atlantic coast. He is now in Philadelphia while the ship is in Newport in dry dock being overhauled. Mr. Sherman may possibly take the same trip over again or he may go to South America and from thence to Africa. He is expected home some time in May.



### A Tomb-Full of Laughter in the Egyptian Follies

Jane Kuppenheimer Memorial Hall  
SKOKIE SCHOOL, Feb. 24 and 25, 8:00 P. M.  
Presented by Square Club of Masonic Temple  
Tickets from members or Adams Drug Store

Mr. and Mrs. Miles T. Babb, 614 Willow road, have as their guest for the week-end, Miss Gail Hilda of Freeport, Ill.



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