

PARKS MEAN MUCH IN A CITY'S GREATNESS

Head of Manufacturing Concern Declares Playgrounds Are Important

Readers of WINNETKA TALK will be interested in the opinion expressed by William Butterworth, president of the Chamber of Commerce of the United States and head of a large manufacturing concern, that playgrounds and parks are evidence of a city's economic greatness no less than a forest of factory chimneys.

Mr. Butterworth, writing in the November issue of NATION'S BUSINESS, asserts that recreation is as much of an asset to a city as transportation, a plentiful labor supply or favorable manufacturing conditions. It is one of the considerations modern management has in mind in selecting industrial sites.

"Industry," he says, "is generally alive today to the bearing recreational opportunities have on the location of factories. One of the field secretaries of the Playground and Recreation association, discussing this matter with a chamber of commerce secretary in a large Pennsylvania town last May, was told that during the last two years or more five out of every six industries with which he had corresponded had included among the questions asked, 'What park and public recreation facilities have you?'"

"Recently the head of a large manufacturing concern in Chicago was considering moving his plant to a certain Indiana city. One of his leading questions to the chamber of commerce was, 'Outside of your beach and park, what recreation facilities are there for my 900 employes, of whom 250 play golf?'"

A Tale of Two Cities

"I would like to write a true tale of

two cities—about two American towns both bidding for prosperity in terms of new industries and greater population. The cities are in neighboring states. The citizens of one had every reason to believe that a big eastern manufacturer who had been considering several midwestern towns as sites for a new plant was about to select their community.

"But one day out of the blue came a bolt of disappointment. The city had been eliminated. Local business men got together and picked out the president of one of the largest public utilities in the county to find out why.

"The answer was quite to the point—a careful investigation by the company's representative had disclosed the fact that the town offered less to its citizenship, young and old, in the way of public recreation than any of the other towns under consideration.

"The manufacturer's representative had reported that there were no public parks, no municipal bathing facilities, no organized summer and winter recreational activities for the people. It was felt that such a condition would make for discontent and carry too great an element of risk in procuring and holding of labor. This jolt to the pride and pocketbook of the community aroused local leaders to an appreciation of the value of community recreation, and a movement was at once put on foot to secure a bond issue of \$100,000 for municipal recreation facilities at the next election.

"Not only does recreation bring economic benefit to industry but it increases land values. It has long been recognized that parks enhance the desirability of nearby land, thus yielding more taxes to the municipality and boosting the sales value of the property to the owner. This is true because people are willing to pay for sunlight, beauty of surroundings, the opportunity to enjoy wholesome exercise, a sense of space, and contact with things of nature."

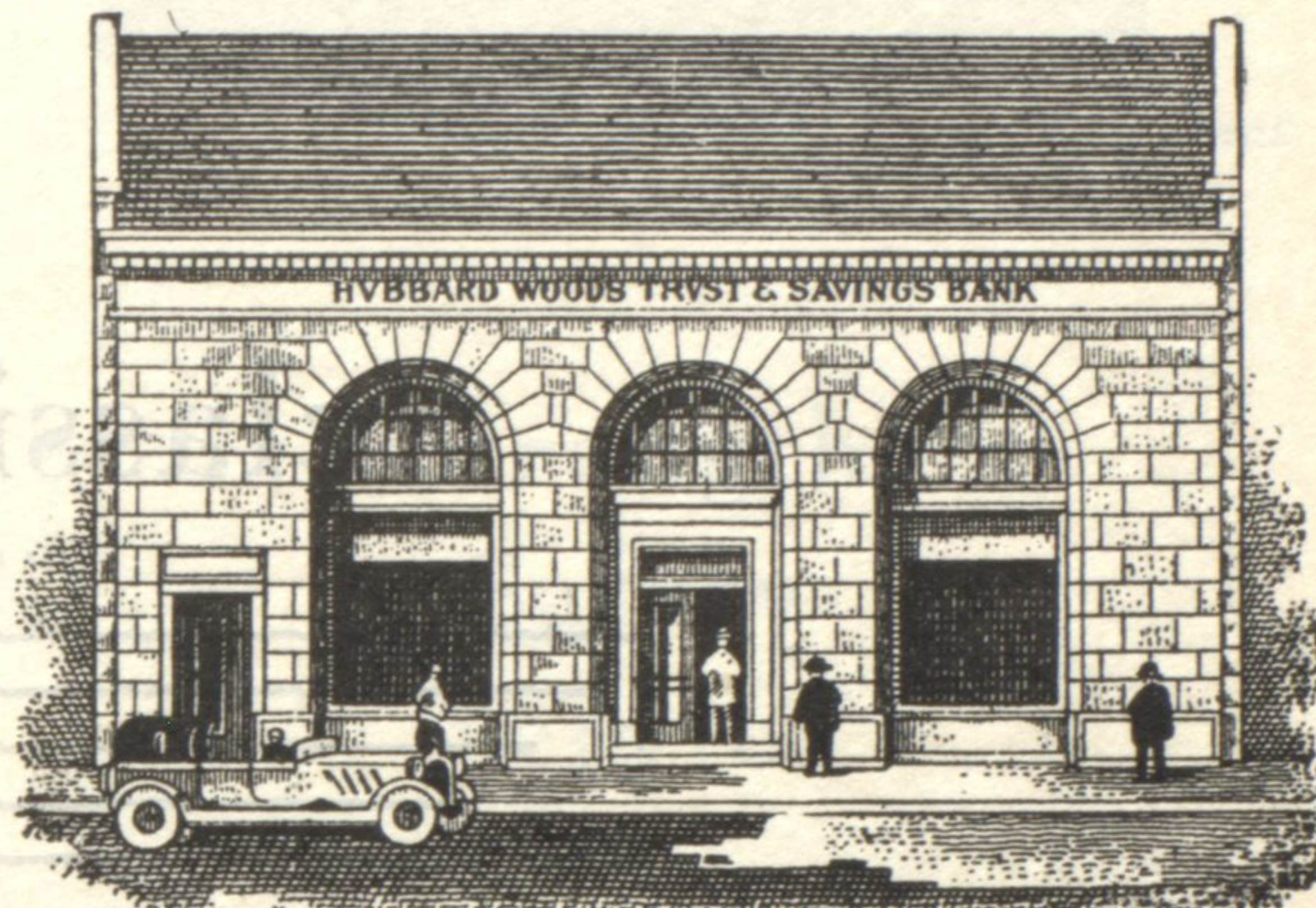
IN PLANS FOR BALL

The Sunbeam league has set Thanksgiving eve, November 28, as the date for its annual charity ball to be given in the ballroom of the Stevens hotel. This year's dance is to be a carnival affair. The ball is to raise funds for the upkeep of the seven kindergartens which the league maintains. Those north shore members who are active in forwarding the plans for the ball include Mrs. William McIlvaine of 322 Ridge avenue, Mrs. Bruce MacLeish, Mrs. Irving Kich, and Mrs. Edward Uhleman.

CIRCLE TO SEW

The Oak Street circle will have its next meeting at the home of Mrs. A. Lee Adams, 926 Cherry street, Thursday, November 8. Sewing will be provided and an interesting program has been planned for the afternoon. Mrs. Clyde L. Worthington will be the assistant hostess.

Mr. and Mrs. Irving Odell, 699 Walden road, announce the birth of a daughter on Saturday, October 27. The baby has been named Ann, after her maternal great grandmother.



Where Money Grows from Money

BENJAMIN Franklin said, "Money is of a prolific, generating nature," which is another way of saying that money grows from money.

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952 Linden Avenue Hubbard Woods

Winnetka Congregational Church

Sunday, November 4, 1928

Morning Service, Eleven o'Clock

Dr. Carl S. Patton
"THE DOMINANT MOOD"

PERSONAL SERVICE HOUR

A Personal Service Hour has been established for any who desire conference about the problems of life.

Mrs. James Fentress, Monday morning, ten to twelve.

Mrs. E. Hubert Allen, Tuesday morning, ten to twelve.

Mrs. Carrie B. Prouty, Wednesday morning, ten to twelve.

Mrs. William D. McKenzie, Thursday morning, ten to twelve.

Mrs. Charles T. Moon, Friday morning, ten to twelve.

These will be held in the Pastor's Study. Other appointments may be made by telephone.

Mr. Davies is in his study on Wednesday from ten-thirty until eleven-thirty in the morning, and from seven until eight in the evening, for any members of the congregation who would like to talk with him.

At other times by appointment