

WINNETKA WEEKLY TALK

Nearly Everybody In Winnetka Reads The Talk

VOL. IX, NO. 23.

WINNETKA, ILLINOIS, SATURDAY, AUGUST 21, 1920

PRICE FIVE CENTS

New Trier Township "All Set" for Picnic Day

COMMERCIAL BODY IS LEADER IN TOWNSHIP

New Trier Commercial Association Develops Into One of Strongest Betterment Forces On the North Shore

SPONSORS BIG MOVEMENTS

In Charge of New Trier Day Each Year and Backer of Many of Township Improvements

The New Trier Commercial association, sponsor of New Trier Day, the annual event devoted to furthering the interests of New Trier township, is an organization which, passing through intermittent periods of progress and retrogression, has eventually established itself as one of the permanent and strongest forces on the north shore, an organization of business men founded primarily for the purpose of advancing the best interests of the merchants in the direction of fair-dealing and co-operative methods in respect to their interests with the buying public of New Trier township.

The organization came into being in the early spring of 1911 with John H. Schaefer, cashier of the Wilmette State Bank, the first president, and John J. Peters, secretary. Followed years of activity under presidents in order; Joseph Teske, Lloyd F. Hollister and Leo M. Dean. The present head of the organization is Henry B. Gates, superintendent of this B. Gates, district manager of the Chicago Telephone Company.

In the span of years from 1911 to 1920 the association has enjoyed a more or less steady growth, although at times it appeared the diversity of interests of the members would result in total collapse of the organization.

Period of Relapse

Such a period of relapse came just prior to the New Trier Day of 1919, when but for the unceasing activity of President Dean, secretary Otto Falk and a small group of township business men, would have been formally interred.

But men of the north shore are not accustomed to submitting to failure in any of its varied forms, so that, when the announcement of the impending formal dissolution of the association was published, a considerable number of the members appeared at a session in the Village Hall at Wilmette possessed of the determination to apply revivifying methods.

The story of the meeting in the summer of 1919 is one of the treasures of the association. A score of enthusiasts met, conducted a session which developed into a veritable rally and culminated in the election of Henry B. Gates to direct the destinies of the organization.

New Trier Day of 1919 was the initial event sponsored by the rejuvenated association. It was a grand success in every particular, bringing out upward of a thousand residents of the township to the outing at Playfield grounds in the Skokie country west of Winnetka.

Early in the fall the association held its annual banquet attended by 150 members and friends.

Aid Market Men

Later in the fall the association again evidenced its strength when, in consideration of an appeal from meat market proprietors in the township, it intervened in the threatened walk-out of the meat cutters and butcher workmen under direction of the Amalgamated Butcher workmen and meat cutters union. Through the instrumentality of the association and kindred agencies, the employees decided not to affiliate with the union when it was determined they were receiving just and fair treatment at the hands of the market proprietors.

At a recent session of the association plans were introduced for the annual New Trier Day. New Trier Day committee was appointed, Lloyd F. Hollister, chairman, and proceeded immediately with definite arrangements for the great annual outing of the township.

Announcement of the extensive plan for New Trier Day has had the direct effect of arousing the interests of all merchants in the activities of the New Trier Commercial association. The big things the association is doing have resulted in the

WHAT DOES THE HOME PAPER MEAN TO YOU?

Advertising Makes Possible Distribution of the Weekly Paper to the Subscriber

Advertisers in the columns of the Lake Shore News, Winnetka Weekly Talk and Glencoe News, make possible the placing of these publications before the public and in the homes of the villages.

Explanations of that statement of fact is scarcely necessary, though some readers of these New Trier township weeklies may not have considered the facts involved as seriously as do those persons who are interested from the point of view of advertising.

Publication of the New Trier Commercial association editions of the weeklies involves an expense which is borne in large measure by the many business houses of the township advertising in these columns.

Stock Costs Six Cents

Figures show that, with the present excessive cost of print paper stock utilized in each copy of the publications is approximately six cents. This is one cent more than the actual cost of the paper to the person purchasing a copy on the news stand, and considerably more than is paid by the "paid in advance" subscriber. Costs of operation, materials, labor, etc., all have advanced sharply in price to an alarming degree. Yet The Lake Shore News, Winnetka Weekly Talk and Glencoe News are published and distributed at pre-war rates to the subscribers. The Winnetka Weekly Talk has been enlarged at a small advance to the subscriber and the subscription list has grown phenomenally since the increase in subscription price.

Emphasis is to be placed, then, upon the fact that not the subscribers to the publications, but the advertisers make possible these publications. The news of the town could not be furnished for the subscribers if the advertisers did not see fit to employ the weeklies as mediums for announcing their products and wares to the residents of the township.

Subscribers Are Readers

Persons subscribe to these papers because they are interested in the news happenings in the villages. Every subscriber reads the paper to which he subscribes. Otherwise he would not consider his subscription a worth-while investment. Advertisers are aware of this important fact, hence, they select advertising mediums in which they feel reasonably certain their advertised products are reviewed and considered by the public.

The subscription lists of The Lake Shore News, Winnetka Weekly Talk and Glencoe News are growing steadily and a healthy pace. More people are becoming interested in their home towns with every new day. They read all about their town, village affairs, social events, club activities, real estate news, automobile news, church news and the general bits of information gathered here and there by the discerning reporter. They also read all the advertisements and believe in "buying at home."

The advertiser and the subscriber are responsible to and dependent upon each other. The town-crier had been replaced by the newspaper. The newspaper is a clearing house for the village, as essential to the community as all the church and school, club and social center, business house and the home.

voluntary submission of numerous applications for membership indicating that the event will signalize a big forward step in the organization.

In addition to its principle activities in furthering the interests of the business houses of the township, the New Trier Commercial association has been responsible in large measure for certain township improvements. Foremost among these is the improvement of township roads, particularly the Lake avenue road west to the Glenview road, which, when completed will open a stretch of concrete road leading into the country west of the north shore as far north as Waukegan and west to the Milwaukee highway.

PARADE ROUTE

For the information of villages and spectators in the various entries in the township the New Trier Day committee has announced the following route to be followed by the Ballyhoo parade on New Trier Day.

Starting Point

Village Hall, Wilmette and Central avenues, Wilmette, at 9:30 o'clock a. m.

Route

On Central avenue east to Eighth street, Eighth street south to Linden avenue, Linden avenue east to Fourth street, Fourth street north to Central avenue, Central avenue west to Seventh street, Seventh street north to Elmwood avenue, Elmwood avenue west to Twelfth street, Twelfth street north to Chestnut avenue, Chestnut avenue west to Cumnor road (Kenilworth), Cumnor road north to Kenilworth avenue, Kenilworth avenue east to Abbottsford road, Abbottsford road north to Winnetka avenue, Winnetka avenue west to Wilson street (Winnetka), Wilson street north to Willow street, Willow street west to Linden street, Linden and Center streets north to North avenue, North avenue west to Linden avenue, Linden and Railroad avenues north to South avenue (Glencoe), South avenue west to Vernon avenue, Vernon avenue north to Park avenue, Park avenue east to Green Bay road, Green Bay road south to North avenue, North avenue east to Foxdale avenue, Foxdale and Lincoln avenues south to Elm street, Elm street east to Sheridan road, Sheridan road south to Lake avenue, Wilmette, Lake avenue west to Ridge avenue, picnic grounds.

VILLAGE PRESIDENTS

ENDORSE NEW TRIER DAY—AID ITS PLANS

New Trier Day has been officially endorsed by President Edward Zipp of Wilmette, John S. Miller, Jr., of Winnetka, and F. W. Penfield of Glencoe. It is the plan of the committee in charge to have these village officials act as judges in the grand procession to be staged on the morning of New Trier Day. The men will grace the reviewing stand at Elm and Linden streets, Winnetka, as judges, where the ballyhoo band will stop enroute and play as the balance of the procession passes the reviewing stand.

The village officials, in addition to giving official endorsement to the New Trier Day project, volunteered to co-operate in every way possible to insure the success of the venture. President Miller of Winnetka has offered the services of village officials and workers to assist in the arrangements for the picnic. W. A. Gibbon, superintendent of public works at Winnetka in giving time to the arrangement of the grounds for the races and contests.

In each village the motorcycle policemen have been offered to head the New Trier Day parade.

AUTOMOBILE LAUNDRY OPENED IN WILMETTE

An automobile laundry has been opened on the north shore. You simply call it up and it will call for your car, wash it and deliver it. Besides washing it, the laundry will polish and grease it, if desired.

Donald Hopkins and Ellsworth Alabaugh are operating the laundry in the rear of 741 Eighth street. This is believed to be the first laundry of its kind this side of Cleveland.

NOT RESPONSIBLE

While providing transportation free of charge to residents of New Trier township who plan to attend the New Trier Day outing at Gross Point, the committee of the New Trier Commercial association in charge of the affair and the owners of conveyances to be used in transporting the residents in the various villages, announce they cannot be responsible in case of accident. The committee chairman has selected Arthur Lips of Winnetka, to supervise the transportation so that every precaution might be taken to avoid accidents.

PLANS COMPLETED FOR BIGGEST EVENT IN ITS HISTORY, AUG. 25

Stupendous Ballyhoo Automobile Parade to Inaugurate Day of Jollification at Gross Point Grove; Village Officials Co-operate With Commercial Men

New Trier Day and the events surrounding that most important occasion of the year in New Trier township is the prevailing topic of discussion in every section of Wilmette, Kenilworth, Winnetka, Hubbard Woods, Glencoe and Gross Point. If the enthusiasm attendant upon a forthcoming event of general interest may be taken as indicative of anything New Trier Day, Wednesday, August 25, will be the jolliest, most jubilant, most stupendous festival and carnival in the history of the north shore.

Prepare Grounds

Over at Gross Point Grove, men are busy this week completing preparations for the big afternoon and evening of jollification. When everything is ready and the big sunny August day dawns, every resident of the township will be "set" for a regular old-time gathering such as we used to have in the old days on the farm, when the countryside rallied to a common meeting place for the grandest imaginable time. While the "hoss and surrey" variety of conveyance may not be in evidence the modern motor cars will go whizzing over the township roads, all converging at the common picnic grounds where all manner of contrivances will be placed in operation designed to banish thoughts of work and worry and, as if by magic turn all minds back to the never-to-be-forgotten days of the grand old county fair and joyous harvest festival.

New Trier Day outing as planned and elucidated by the New Trier Commercial association committee in charge beggars description. It simply will have to be seen and participated in to be appreciated. Besides, to tell of all the uncommonly interesting features of the outing, would leave little for the imagination and, after all, the surprises afforded upon this occasion are just the departures that will make it worthwhile to the prospective picnicker.

New Trier Day starts officially at 9:30 o'clock when a mammoth Boosters' automobile parade will fall into line at the Wilmette Village hall under direction of A. C. Wolff, grand marshal, and proceed through every village in the township.

Parade Big Event

This grand procession in itself will be one of the great events of the day. Predictions are made that more than 200 automobiles will

be in the "line of march," headed by a squad of uniformed motorcycle policemen from the various villages and a large ballyhoo band and accompanying exponents of popular song. Business men and residents will provide and drive the many floats and cars in the parade, every machine will be decorated in regular holiday fashion, owners vying with one another for first and second prizes to be offered the best decorated truck and the most beautifully adorned car.

In the Winnetka business district will be erected a real and appropriately appointed reviewing stand from which the officials of the New Trier Commercial association and the village presidents of Wilmette, Kenilworth, Winnetka and Glencoe will review the grand procession, the village presidents acting as the judges in selecting the most artistically and appropriately decorated floats and cars in the line of march.

The parade will wend its way through the principle streets in every village traveling over the separate routes in the journey north and then south through the township. Returning to Wilmette the prescribed route will lead to the picnic grounds at Gross Point Grove, the arrival there signaling the opening of the New Trier Day outing.

Close Stores at Noon

At 12 o'clock sharp practically every place of business in the township will close its doors and employers, employees and the customers start the big New Trier holiday by commandeering every available conveyance headed for the picnic grove. By 1 o'clock the great picnic will be well under way. Throughout the afternoon and evening truck loads of picnickers will be brought to the grove from every section of the township. Garages, taxicab firms and a dozen or more other concerns possessing trucks and cars have volunteered to take care of the transportation. Conveyances will take passengers from Park and Vernon avenues, Glencoe; Elm and Linden streets, Winnetka; Central and Wilmette avenues, Wilmette. The conveyances will be in operation from 12 o'clock until 4 o'clock in the afternoon, and again from 6 o'clock until 8:30 o'clock in the evening. For the return trips the trucks and cars will be at the disposal of the picnickers from 10 o'clock until midnight. By

this arrangement it will be possible for the picnicker to suit the length of the sojourn at the grove to personal convenience.

Firms that have already volunteered to furnish transportation facilities are: The Star Line Motor Express Company, the Wilmette Express Company, Robert Scully, H. B. Richardson, James Kent, Winnetka Motor Company, Herbon Brothers, and Ketter Brothers.

The diversity of interests to be provided for the picnickers promises to surprise the most blase of suburbanites. There will be refreshment stands in variety conducted by business men of the township. At this juncture let it be said that every stand and amusement device will be conducted by business men of New Trier. This picnic for home folks is to be conducted by home folks. There will be no strangers at the booths and counters. Games and contests will be furnished for old and young of either or both sex. No one will need to stand back and look on. There is to be something of interest to everybody, every minute of the day.

Races at 2 O'Clock

At 2 o'clock space will be cleared for the annual prize races and contests with B. W. Blow of Winnetka in charge and Frank Whitney, official starter. The program of races will be in the following order:

Girls' race, 25 yards—Six years and under.
Boys' race, 25 yards—Six years and under.
Girls' race, 40 yards—Six to ten years.
Boys' race, 40 yards—Six to ten years.
Girls' race, 50 yards—Ten to thirteen years.
Boys' race, 50 yards—Ten to thirteen years.
Girls' open race—100 yards.
Boys' open race—100 yards.
Married Women's race—80 yards.
Married men's race—100 yards.
Boys' three-legged race—Twelve years and under.
Men's three-legged race—Twelve years and over.
Fat men's race—Over 200 pounds.
Fat ladies' race—Over 175 pounds.

Concerts and Dancing

During the afternoon there will be band concerts. In the evening dancing on the open air dancing floor.

(Continued on page six)