

WINNETKA WEEKLY TALK

The Timely Record of Community Events

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PRICE FIVE CENTS

Township Awaits Biggest New Trier Day

AN ORGANIZATION TO HELP BUSINESS

New Trier Commercial Association of Material Benefit to All Merchants

GIVE CREDIT RATINGS

Association Interested in Civic Affairs

New Trier Day has always been considered the one day of the year when business men of New Trier Township get together on a co-operative basis to demonstrate to the public of the township that merchants are doing something besides bartering over the counter.

Yet, many of the more progressive business men of the township are engaged throughout the year, through the medium of the New Trier Commercial association, in projecting plans for civic improvement and promotion of the best interests of the township.

Credit Rating System

In addition to its civic activities, the New Trier Commercial association renders a distinct service to the merchant or professional man affiliated with the organization. Reference is to an excellent credit rating bureau that is proving of material benefit to both the merchant and the conscientious customer.

The association recently established an office in the Brown building, Wilmette and Central avenues, Wilmette, which is a veritable bureau of information for business men, residents and visitors.

Miss Ruth Forberg, an expert on credit ratings, and assistant secretary of the association, is in charge of the office and prepared to give general information at all hours of the day. Credit rating information is for members of the association only.

The Commercial association is experiencing a healthy, albeit not meteoric growth. Gradually, an increasing number of the business people of the township are recognizing the value of connection with such an organization. Meetings are held at regular intervals at a convenient location in the township. Dinners, with excellent talks on business and civic topics, are the vogue during the winter seasons, and New Trier Day, with its parade and outing, is the annual out-door social event of the association, in which all business people and residents of the township are asked to join.

Memberships Available

Application for membership may be secured at the offices in the Brown building. Memberships are open to all business and professional people.

Officers of the association are: Lloyd F. Hollister, president. John C. Seymour, vice president. Dan G. Stiles, treasurer. Otto Falk, secretary. Miss Ruth Forberg, assistant secretary.

Arns Orchestra Performs at New Trier Day Dances

North shore residents who attend club dances in this vicinity through the winter season will be pleased to learn that the well-known Arns orchestra will do the honors Wednesday evening at the New Trier Day outing at Gross Point.

Arns orchestra will be at the dance pavilion from early evening until 11:30 o'clock and promises to play the old fashioned waltzes and two-steps, as well as the most modern dance music, so that all may have an opportunity to dance.

WANT PURE MILK

"A test of the Aurora milk supply which has just been completed by Julius Simon, city chemist," says Dr. G. W. Haan, city health commissioner, "reveals that all of the milk does not meet with the requirements of the city ordinance, and prosecutions may be necessary to get the milk up to the required standard."

MANY PRIZE DONORS FOR NEW TRIER DAY

Practically Every Business House Represented

Practically every business house in New Trier Township, as well as several professional people affiliated with the New Trier Commercial association, are listed among the donors of prizes to be awarded winners of various field events and contests at the New Trier Day outing next Wednesday.

The list, as compiled to date, includes:

Wilmette
Wm. Brinkman and company, Hallstrom Filing Station, Wilmette Tire & Vulcanizing, Skokie Tire & Vulcanizing company, Wilmette Home Bakery, First National Bank of Wilmette, F. J. Dettman, Mike Holz, Bernard Meyer, Kashian Bros., Wm. Taylor, John Wieland, J. R. Sweet, Wilmette Glass Works, Mitchell's Grocery and Market, A. S. Van Deusen, Wilmette Realty company, Dominic Pagliarulo, Burns Toggery, Dr. Rufus B. Stolp, A. Specht, Wilmette Shoe Store, C. E. Thompson, G. T. Hellmuth, McAllister-Worthen company, B. M. Coplan, Dr. L. W. Jones, Wilmette State Bank, Wm. G. Beyrer, Wilson Bakery company, Carl E. Sterner, L. C. Rambo and company, H. H. Trego, Village Chocolate Shop, Village Theatre, Adams Electric Shop, Rennecker Drug company, Wilmette Pharmacy, A. C. Wolff, Lake Shore Pub. Co., W. B. Lucke, A. M. Cary, Nick Bleser Gross Point).

Winnetka
Winnetka Motor company, Paul Reschke and company, Winnetka Sanitary Dairy company, S. H. Brownell, North Shore Electric Shop, Henry Hg. E. B. Taylor company, Gilbert D. Johnson Bros., W. J. Moir, John H. Dethloff, Gilbert M. Loewe, Wilhite Studio, B. W. Blow, Iredale Fireproof Warehouse, Winnetka Furniture Store, Robert M. Birek company, W. P. Happ, Theresa O'Brien, Blomdahl & Sundmark, William Andrews, Martin L. Adams, Duncan's Confectionery, H. W. Paulson, Nelson Brothers Laundry.

Kenilworth
Star Sheet Metal Works, Kenilworth Store.

Glencoe
Clover Leaf Dairy company, Glencoe Fruit Store, H. C. Wienecke, Leo P. Hillman, Bartoli and company, Albert Stachel.

Evanston
H. B. Gates, J. C. Gapen.

NORD LEADS BUSINESS MEN IN TICKET SALES

Keen rivalry marked the sale of tickets for New Trier Day among the business men of the north shore. The man who turned in the largest sale of the ducats was to take home a gold watch as a reward for his energy.

At the time of loping to press Emil Nord, energetic Wilmette tailor, was leading the field with 220 tickets distributed. E. C. Cazel came second with 165 and Dr. C. B. Blake third with 55.

Above figures, however, are no indication of the outcome of the contest, and the dope may be considerably altered within the next few days, it was announced at Commercial association offices.

Plans to Take Movies of New Trier Day Activities

Motion pictures of the New Trier Day procession and scenes at the picnic grove at Gross Point are promised if arrangements between the Village Theatre, Wilmette, and the Pathe News service are consummated satisfactorily. J. D. Salter, manager of the theatre, is responsible for this innovation.

The pictures are to be shown in vice in the Village Theatre probably Thursday night of next week and later in other theatres of the north shore and throughout the country.

PERFECT BABIES

Blue ribbons were awarded fourteen babies during the months of June and July by the Free Dispensary for perfect health.

"LINE OF MARCH"

Big New Trier Day Street Procession to Start at Wilmette Village Hall and Pass Through Every Village in the Township

For the information of entries and spectators in the various villages in the township the New Trier Day committee has announced the following route to be followed by the Street Procession 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 Eight street, Eight 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), north to Poplar street, north to Elm street, west to Lincoln avenue (Reviewing stand) north to North avenue, west to Green Bay road, north to Park avenue, Glencoe, west to Vernon avenue, south to Scott avenue, east to Linden avenue, south to North avenue, east to Center street, south to Elm street, south to Oak on Linden street, east to Ridge avenue, south to Hill road, east to Ridge avenue, south to Lake and Ridge avenues where cars will disband.

FIELD DAY PROGRAM HAS RACES FOR ALL

Variety of Contests Include Bobbed Race

One of the most interesting features of New Trier Day each summer are the field events or races in which every member of the family has an opportunity to enter the prize contests.

Events for this year's field day include many interesting departures, among which are a Bobbed race, in which the entrants must be girls with shorn tresses. The races are listed as follows:

- Girls' race—25 yards (6 to 8 years)
- Boys' race—25 yds (6 to 8 years)
- Girls' race—40 yds (8 to 10 years)
- Boys' race—40 yds (8 to 10 years)
- Girls' race—50 yds (10 to 12 years)
- Boys' race—50 yds (10 to 12 years)
- Girls' Open race—75 yds.
- Boys' Open race—100 yds.
- Married Women's race—50 yds.
- Married Men's race—100 yds.
- Three-legged race—(men and boys).
- Bobbed race—(girls with bobbed hair).
- Fat Men's race—(men over 200 pounds).
- Plump Ladies' race—(ladies over 175 pounds).
- Young Men's race—(50 years and over).

NO CHANCE FOR WORRY; JOHNNY HANDLES EATS.

There isn't a worry among prospective picnickers relative to the "eats" to be provided at the grove in Gross Point on New Trier Day.

The principal reason for this general contentment of mind is none other than John "Johnny" Pappajohn, proprietor of the Village Chocolate Shops flanking the Village Theatre in Wilmette.

Johnny is in complete charge of the refreshments for the day, and, experts proclaim, he knows what the public wants on such an occasion.

Johnny will be on hand early and late and promises the picnickers will not have to go home for supper.

FIFTEENTH ANNIVERSARY

The Modern Woodmen celebrated the fifteenth anniversary of their Camp by a class adoption Tuesday evening of this week. The work was put on by a Chicago Camp.

STORES TO CLOSE AS NEW TRIER JOURNEYS TO PICNIC WEDNESDAY

Business Men Busy Getting Things in Shape for Annual New Trier Day; Grove at Ridge and Lake Avenues Converted into Old-Fashioned Fair Grounds

That shady, peaceful grove on Lake avenue, just west of the Ridge in Gross Point, is being converted into an old-fashioned picnic grounds this week as hammer and saw fit up the dancing pavilion, band stand, refreshment and novelty booths. Rustic tables, benches and other devices essential to the unqualified success of New Trier Day, Wednesday, August 23, which, a glance at the calendar informs, is right in the middle of next week. All places of business are expected to be closed on that day. Village officials have proclaimed the day a township holiday.

Here and there in the township alert business men are polishing their best trucks and motor cars, draping the bunting and getting the machines in ship-shape order for the annual Township Street Procession which is the forerunner of the outing in the grove at Gross Point.

Members of the New Trier Commercial association, sponsor of New Trier Day, are as busy as a half-hundred hives of bees putting on the final touches and getting every detail worked out in readiness for the trumpet call next Wednesday morning at 9:30 o'clock, which will formally herald the opening of New Trier Day with its varied and interest-compelling activities.

That Big Parade

A word about that street procession. Every citizen of the north shore and every person engaged in business on the north shore is invited and urged to get into the line of march with a decorated float or automobile. As usual, there will be the prizes for the most effectively appointed float, the best decorated car, and the funniest looking vehicle. The parade, starting at the Wilmette Village hall, will proceed along the principal highways through every village in the township and will disband at the order of Grand Marshal Wolff at the Grove in Gross Point at the hour the picnic begins. Presidents of the various villages will review the procession from an especially built reviewing stand at Elm street and Lincoln avenue, Winnetka.

Things will commence in earnest at the picnic grove immediately the great procession disbands at Ridge and Lake avenues. Huge trucks, made comfortable for passenger service, will by that time have brought to the grounds great numbers of residents from Glencoe, Hubbard Woods, Winnetka, Kenilworth and Wilmette, and everyone will be prepared for the big field events scheduled to begin promptly at 2 o'clock. There will be races and other competitive events that will afford everyone an opportunity to "get in on" the choice prizes donated by the various business houses of the township.

"Jacks" vs. "Ice Heavers" At 2:45 o'clock the "lumber jacks" and the "ice heavers" will become the center of attraction when the Hubbard Woods Lumber and Coal company baseball nine and an aggregation from

KIDDIES WILL PARADE AS FEATURE OF PICNIC

Every child in New Trier township is "in line" for something real nice next Wednesday when the Big New Trier Day picnic gets under way at Golbach's Grove at Gross Point.

One of the feature events of the afternoon is to be a Children's parade at the grove. Every child under 12 years of age is eligible to get into the parade. "Bert Williams" will be the grand marshal and the procession will pass by one of the booths just before disbanding, when every participant will be given a nice favor, containing something good to eat.

The Children's parade is scheduled for 3 o'clock, sharp, and parents are requested to assemble the kiddies on time for the march.

PLAYGROUNDS POPULAR

Belleville, Ill., has five public playgrounds. The attendance record for the first week totaled 1,390. The larger boys are strong for baseball, while sand-bin play is a special feature of the little children's interest.

the North Shore Ice company will compete for honors in that sport.

Next on the program is the big baseball game of the year when Glencoe's North Shore league champions meet the hustling Wilmette Athletic club nine at 4 o'clock. Both teams are doing some earnest rehearsing for this event and a game of real merit may be expected. There will be a big prize for the winning team.

But, even though one should be not at all, or only mildly, interested in baseball, field events or other athletic endeavors, New Trier Day holds other things of real interest for the prospective picnicker. There will be scores of attractions at the grove that will make one mindful of the old county fair back in the good old days on the farm. George White, the grocer, is an expert in arranging these attractions, and one may be assured he'll provide something of interest for every rollicker. Of the great variety of these attractions, it is not for the writer to go into further detail. One simply will have to go to the grove to get acquainted with all the fun-provoking devices. Among other items for the afternoon is an excellent band concert.

As the evening shadows fall, Arns orchestra, well known to every dance devotee of the north shore, will strike up the initial number of the program that will continue until 11:30 o'clock, with only one interruption, and that at 10 o'clock when the grand prize of the day will be awarded.

Among the dances will be plentiful interspersings of the old time waltzes and two-steps for the enjoyment of those who have not gone in for the newer vogues in the terpsichorean art. In other words, there will be no wall flowers.

For those who have no cars, it is stated that transportation will be provided from certain points in the township throughout the afternoon and early evening hours. Trucks are to leave at frequent intervals from Vernon and Park avenues, Glencoe; Elm and Center street, Winnetka; Central and Wilmette avenues, Wilmette. Picnickers will be taken back to these points from the grove at any time during the afternoon or evening.

You Are Urged to Have an Entry in the Big Parade

There is promise that the New Trier Day procession this year will be the best in the history of the event. Many business concerns are planning to enter floats in the parade and others will get into the line of march in attractively decorated automobiles.

Every resident of the township and every business concern represented on the north shore is invited to have an entry in the procession. Excellent and useful prizes will be awarded for the most effectively decorated float, the best decorated automobile and the most amusing vehicle entry in the parade.

"BETTER BABY" DAY

"A better baby conference will be held at the DeWitt County Fair this year," says the Kenney Gazette-Herald. "It is planned to have doctors from the various localities in the county present on certain days to assist in examining the babies. This will be done so that the parents can have the assistance of their family physician."