

## SENSITIVE PEOPLE

By W. E. Hill

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Every one is sensitive to something. Take the man who voted Republican and thinks something should be done right away about high income taxes. He is, of course, allergic to the New Deal, and is so hypersensitive to fireside talks that they all but drive him crazy.



This girl is hypersensitive to a cat in the immediate vicinity. Cats know just how she feels and love to hang around.

Florence is oversensitive to a silent phone. Allergic, you might say, to a non-functioning telephone company. Holds long phone conversations about nothing at all.



"Here comes the baby elephant!" Stout girls are very sensitive about the old avoirdupois, and will go out of their way to mention it, hoping to forestall unkind remarks from without.

These two are very snooty. Sensitive about the RIGHT things. Hate everything the common herd likes. Can't BEAR best sellers, popular movies and such. Only like things that no one ever heard of.



"Boy, you got a terrible face! Why don't you stay home if you can't do anything about it?" Heavy drinkers and non-drinkers are peculiarly sensitive to each other and always come together with most unfortunate results.



Sensitive man on relief overhearing a relative of the wife saying, "Can't he get ANYTHING to do? Surely he can find SOMETHING!"

Sensitive Sunday driver has just bumped a fender. Sees a woman is driving the other car. Gives her a terrible look and says, "You'd know it was a WOMAN driver!"

# The Avenue of Trees

## Camera Art Preserves Beauty

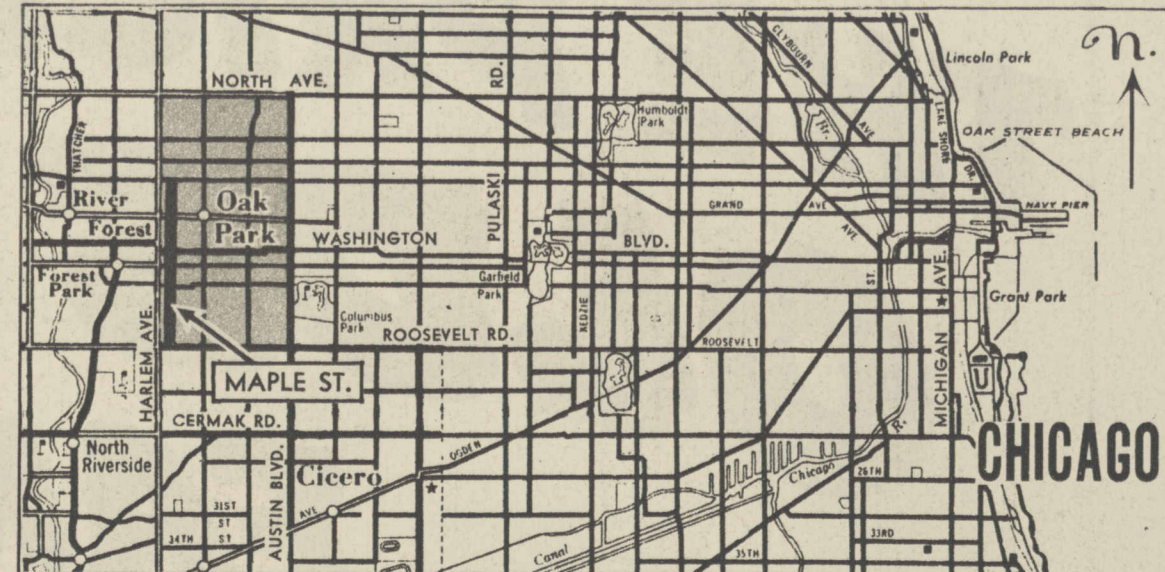
● A full-color photograph of tree-shaded Maple avenue, Oak Park, appears on page one of today's Picture Section.

By JOHN A. MENAUGH

WHEN a cameraman of the Tribune color studio trained his magic lens on the scene that is reproduced on page one of the Picture Section of this issue he captured, by a mere touch of his shutter release, a truly vernal symphony.

That portion of South Maple avenue of the village of Oak Park that is shown in the picture is at this season of the year a cathedral of green—magnificent trees arching above the thoroughfare in pleasing verdant array. The sun shines down slantingly through the branches here and there as it does through the lofty windows of a cathedral. Parkways and lawns on either side are carpeted in green. The scene is one of quiet and repose—so near the busy streams of life, and yet undisturbed by them.

The images implanted upon the triple plate of the camera were, by an intricate process, converted into a photograph in natural colors. This photograph



Map giving location of Maple avenue, Oak Park.

in turn was transferred, by another intricate process and in almost exact detail, to the copper cylinders of the rotogravure presses. As a result you see South Maple avenue of Oak Park very much as you would see it if you stood in Washington boulevard and looked north.

The trees shown in the picture are not maples, as the name of the street would suggest, but American or white elms, a species abundant in Oak Park and other suburbs. Trees of this kind have a tendency to separate at a height of thirty feet or less into numerous upright limbs which gradually spread to form an inversely conical rounded head of long, slender, graceful branches. Lining a street, elms in time, when

closely spaced together, form a complete arch over it, as is disclosed in the picture.

Back in Civil war days many maple trees grew wild in this particular part of what is now Oak Park. A cowpath meandered through the grove along the line of what is now Maple avenue. It is believed that the street took its name from the original wild maples. In May, 1867, James W. Scoville and Milton Niles laid out a subdivision as a part of the town of Cicero, one of the streets in it being South Maple avenue. Residents of Oak Park are of the opinion that the giant elms which now line the street were planted shortly after the subdivision was laid out.

Some time after the turn of

the century the town of Cicero laid a macadam pavement in Maple avenue. In 1902 Oak Park was incorporated, taking in among other portions of Cicero that in which the subdivision lay. The street was resurfaced with gravel in 1904, and recently again resurfaced with a composition material.

A most exclusive street in the nineties was Maple avenue, according to Philander Barclay, who is known in Oak Park as the village historian. It had many beautiful homes which were occupied by leading families of the community. Some of these old homes still are standing, although a number have been torn down to make room for modern apartment buildings.

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## PACKER'S CAMPAIGN—AUTO MAN'S CHECK-UP—OIL MEN'S OKAY



Thomas E. Wilson (center), chairman of the board, Edward F. Wilson (left), pres., and Don Smith, adv. mgr., Wilson & Co., view the full page advertisement which launched the current sales drive on Wilson's modernized lard. In Chicago the newspaper advertising of this product is appearing exclusively in the Tribune.



A. H. Sus (left), mgr., central district, and C. E. Baltes, asst. dist. mgr., Sinclair Refining Co., okay full page newspaper color advertisement for the campaign featuring Sinclair gasoline and oil in the Tribune. To promote sales of its products in the Chicago area, Sinclair places more advertising in the Tribune than in any other Chicago newspaper.



Victor C. P. Dreiske (left), gen. mgr., Chicago branch, Cadillac div., General Motors Corp., and J. M. Montague, Tribune auto adv. dept., review results of advertising campaign on La Salle motor cars in the Tribune. During the first four months of this year more La Salle advertising appeared in the Tribune than in all other Chicago newspapers combined.



Tribune boats like the one above are kept busy throughout the navigation season carrying logs from Tribune timberlands to the Tribune paper mill at Thorold on the Welland Canal. These the logs are converted into the finest quality newsprint paper. This phase of Tribune activities illustrates the low-cost production system which enables the Tribune to give to readers a constantly improved newspaper, and to advertisers rates which are among the lowest in America.

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