

J. P. Roche Heads Merger of Leading Advertising Firms

John P. Roche, 1316 Lake street, Evanston, who six years ago founded the Roche Advertising company of Chicago, late last week became president of a new establishment formed through the merger of his firm with Williams and Cunyningham, another leading agency. The new concern, which now possesses accounts totaling nine million dollars annually, and holds a preeminent position nationally, is to be known as Roche, Williams and Cunyningham. Lloyd Maxwell, formerly president of Williams and Cunyningham, holds the first vice-presidency.

With Mr. Roche and Mr. Maxwell in executive capacities are associated four other men prominent in both advertising and north shore circles. Guy C. Pierce, executive vice-president, was for years prior to removal to Philadelphia a resident of Evanston. Gerald Page-Wood, 1800 Asbury avenue Evanston, is also a vice-president. Stewart Weston, 1139 Oakley avenue, Winnetka, holds a similar position and M. F. Williamson, 885 Ridgwood Drive, Highland Park, is secretary.

Williams and Cunyningham was established 30 years ago by the late H. P. Williams, noted internationally as a pioneer in the movement to make advertising dramatic rather than purely factual. Both it and the Roche agency hold a position of high esteem in national circles, having acted as counsel to a number of America's principal manufacturers. Roche Advertising company has been particularly well identified in the automobile field.

Until June 1, Roche, Williams and Cunyningham will conduct their affairs from the present offices of the two organizations. The first of next month, however, elaborate quarters will be taken in the Straus building, 310 South Michigan avenue. A staff of more than 100 persons, some of them among the highest paid and ablest individuals in advertising, will be maintained.

Wilmette Firemen Make Four Runs in Past Week

The Wilmette Fire department made four runs to extinguish fires in the week ending Tuesday, May 3. None of the fires resulted in any damage. Two of the blazes started when burning rubbish set fire to telephone poles, one at 936 Sheridan road Wednesday afternoon of last week and the other last Thursday afternoon at 1223 Elmwood avenue. Shortly before 7 o'clock last Thursday evening the department was called to the National Tea store at 1109 Central avenue when an electric motor burst into flames. There was no damage, except to the motor. The firemen extinguished a prairie fire at 338 Washington avenue last Saturday.

GRANT TAG PERMIT

A permit to hold a tag day in Kenilworth on Poppy day, May 26, was granted to Wilmette Post No. 46, American Legion, by the Kenilworth Village board at its regular monthly meeting Monday night.

MOTHER'S CLUB MEETS

The monthly meeting of the Mother's club of St. Joseph's church was held Tuesday evening, May 3, with a large attendance. After an interesting business session cards were played and refreshments served.

Mr. and Mrs. Philip DeBerard of Rockford are visiting the former's parents, the A. J. DeBerards of 1220 Greenwood avenue.

Mothers, Babes Claim Attention

(Published in the interest of Baby week and Mother's day)

During the period from May 1 to 8, starting with National Child Health day by proclamation of President Hoover on May 1, continuing with Baby week, and ending with Mother's day on May 8, a nation-wide effort is being made to arouse added interest in the health of America's mothers and children.

In Chicago and its suburbs this annual effort to focus public attention upon the means by which good health may be attained centers around the Infant Welfare society of Chicago which for twenty-one years has done an outstanding piece of public health work for babies, preschool children and expectant mothers in the congested districts of Chicago. The interest of Wilmette and Kenilworth in the work of the Infant Welfare society is specific as well as general for the reason that our people have for years made a vital contribution to the Infant Welfare program through the efforts of the women of two Infant Welfare centers—Wilmette and Kenilworth. Last year the women of Wilmette and Wilmette Junior centers raised \$5,962.50 for the support of Alice H. Wood station and Kenilworth center contributed \$984 to Seward Park station. Both groups furnished volunteer workers for the bi-weekly station conferences and made garments for the babies.

Need Urgent Now

In no period since the first bottle of modified milk was distributed by the Chicago Milk commission in 1903 has there been greater need for the work done by the Infant Welfare society than during this past year—never have the pleas for help been so numerous or so urgent. The Infant Welfare society's twenty-one stations cover those areas in Chicago in which there is the greatest need of saving life. Bad housing and overcrowding are prevalent and the problem of regular earnings is one with which seventy-five to ninety percent of the families constantly struggle. To thousands of parents the blighting effects of the past two years' insecurity have left only mystification and destitution in their wake.

In these surroundings, with inadequate funds but with a corps of devoted and competent workers, the Infant Welfare society is saving lives, preventing sickness, increasing human happiness and decreasing the need for charity, by providing expert medical supervision for expectant mothers and children in its stations followed by home nursing service to teach the mothers how to keep themselves and their children well. Not only the physical health of Infant Welfare families is cared for but through cooperation with other agencies, the mental and economic distress of families is alleviated also.

A Case in Point

Benny's mother brought him to conference when he was six weeks old and when Jack and Bernice were born the mother's first journey was to the conference. The children have had excellent care, although the mother's ingenuity has been taxed these last two years in stretching the diminishing income over the essentials.

Two months ago the mother complained that she was too nervous to bathe the baby, she could not remember when she had fed her, that she seemed



to be losing interest in her home and children.

A call revealed a home which instead of its customary cleanliness and orderliness was in great disorder, dishes unwashed, bed unmade and dried-out food on the table. The mother was in tears saying she wanted to care for children but could not make herself do it, that she was afraid to go out alone, afraid to stay indoors alone; afraid of every noise. Her whole difficulty came out of a worry, based on diminishing income; worry that her children would starve to death.

The children were placed with relatives and a place for the mother was secured in a convalescent home where she is gradually recovering.

Consider the Babies!

Only adequate provision for the family will free the mother from this worry and restore to her children for whom she did so beautifully when the odds against her were not too great.

Chicago's Baby week was instituted to induce more fortunate people to think seriously of the needs of children such as these and to support the community's health program, which protects their own homes, by including in their benevolence the needy babies of Chicago who are dependent on the Infant Welfare society for their chance for life and health.

GOVERNMENT JOBS

The United States Civil Service commission has announced open competitive examinations as follows:

Director of employment, \$4,600 a year, Indian Service at large, Department of the Interior.

Assistant social economist (psychiatric), \$2,600 a year; assistant social economist (recreation), \$2,600 a year, Children's Bureau, Department of Labor, for duty at Chicago.

Full information may be obtained from Jennie D. Shantz, secretary of the United States Civil Service Board of Examiners, at the Wilmette post office.

NEW VACATION IDEA

North shore parents of boys from 8 to 14 years of age are finding interest in a new vacation idea discovered by the north Shore Travel service. Sunny Creek farm, the home of two university alumnae near Clintonville, Wis., will be open to youths of the north shore this summer after an experimental season which created a demand among enthusiastic youngsters, it is explained. Old fashioned farm activities are varied by modern sports without scheduled routine, except in cases where academic tutoring is desired.

Episcopal Guild in Kenilworth Ends Busy Year

The last meeting of the Woman's guild of the Church of the Holy Comforter was held Monday. Luncheon was served, after which Mrs. Charles F. Williamson, president of the Woman's auxiliary of the Diocese of Chicago, gave a very interesting talk on "Missions," both home and foreign.

The auxiliary work accomplished by the Rector's Aid society from October, 1931-May, 1932, is as follows:

St. Luke's hospital—20 baby bands, 140 face masks, 9 bed jackets, 10 dresser covers.

Chase House—70 glasses of jelly, 12 dresses, 12 bloomers, 32 Christmas bags.

St. Mary's home—48 bibs, 27 chapel caps, 20 towels.

Cook County Tuberculosis hospital—50 shawls, 50 helmets.

Emerald Hodgson hospital, Sewanee, Tenn.—surgical dressings.

St. Timothy's hospital, Cape Monet, Liberia—6 ward shirts, 3 convalescent robes, 36 muslin bandages.

St. John's Mission, Puerta de Tierra, P. R. for women—3 dresses, 3 nightgowns, 3 slips; for boys—4 blouses, 4 shirts, 3 overalls, 3 overalls; for girls—4 dresses, 4 slips, 2 middie blouses, 4 dress skirts, 4 pajamas, 4 nightgowns; for babies, 2 pairs of shoes, 2 baby blankets, Babies' Friendly—24 baby slips and material.

Kathryn Metzgar Becomes Bride of Millard Rogers

An ivory satin wedding gown, fashioned on princess lines and trimmed with rosepoint lace, was worn by Miss Kathryn Metzgar, daughter of Mr. and Mrs. Charles Marine Metzgar of 526 Sheridan road, Evanston, for her marriage to Millard Grant Rogers, son of Mr. and Mrs. Orville M. Rogers of Villa Park, which took place Saturday evening, April 23, in the chapel of the First Methodist church, Evanston. Her long tulle veil was draped and caught with orange blossoms and she carried a shower bouquet of gardenias, valley lilies and white sweet peas. The Rev. Horace G. Smith of the Wilmette Methodist church read the service at 8:30, and a small reception followed at the Georgian.

Miss Marie Flentye of Wilmette, who attended the bride as maid of honor, wore a princess gown of white lace and crepe Roma. The bridesmaids, Miss Nona Jane Handwork, Mrs. Waldo A. Fisher, and Mrs. Emery L. Stevens, the latter of Wheaton, were gown'd alike in frocks of white lace with bolero jackets and short sleeves. Their bouquets were fashioned of yellow daisies, pink and lavender sweet peas, and blue delphinium.

Archibald L. McBean, Jr., of Park Falls, Wis., served Mr. Rogers as best man, and the ushers were Harold D. Metzgar, William Griffin, Dr. Oscar B. Yeatman of Wilmette, Emery L. Stevens of Wheaton and Waldo A. Fisher of Rogers Park.

Mr. and Mrs. Rogers are motoring in the south on their wedding trip, and will be at home after June 1 at 1237 Elmwood avenue, Evanston.

NORTH VERSUS SOUTH

North and South stage another war in "Lady with a Past," the Constance Bennett starring picture now playing at the Wilmette theater Sunday and Monday, May 8 and 9. Ben Lyon, one of the star's admirers in the film, is an Atlanta, Georgia boy. David Manners, who carries the other romantic lead as his chief rival, was born in Halifax, Canada, but was educated in New York city.