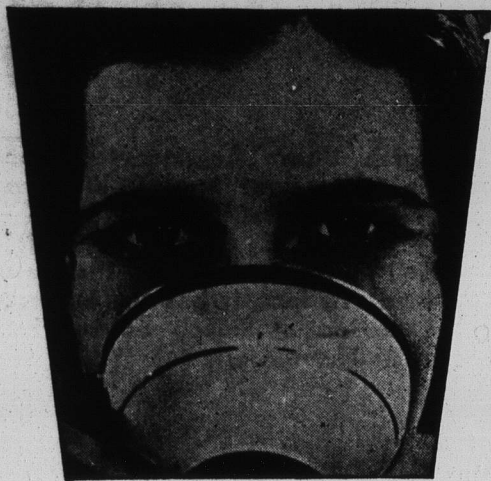


Mrs. John W. Powers, 307 Cumberland avenue, Kenilworth, will entertain at a bridge breakfast Monday, in honor of Mrs. Harold Ressler of Summit, N. J., formerly of Chicago, who will be a week-end guest of the Powers family.



IT KEEPS EYES CLEAR

There's no excuse for dull, bloodshot eyes when a few drops of harmless *Murine* each day will keep them clear and bright. It dissolves the dust-laden film of mucus that makes eyes look dull, and speedily ends any bloodshot condition caused by late hours, over-use, crying or outdoor exposure. 60c at drug and dep't stores.

MURINE
FOR YOUR EYES

SEA SCOUT SHIP OUILMETTE



"Sails" at Wilmette Baptist church, 7:30 o'clock, Monday evenings

ONE BUSY DAY . . .

The Sea Scouts had a busy program this last Sunday. They got up in the early hours and spent all morning at Wilmette harbor, building slips for the sailing craft. In the afternoon they took the Nor'easter to Dyche stadium to display at the Mother's Day celebration. While there, they received instructions from Capt. M. Jacobsen of the coast guard station, in the setting up of a breeches buoy. Thank you, Captain!

BETTER THAN EVER . . .

Many improvements have been made in sailing and harbor equipment this year. The Nor'easter has a new "gooseneck" and a new system for raising the center board. Perhaps the best improvement is in the form of lockers on shore. They will be conveniently near the water and will be

handy for storing lifebelts, oars and oilskins.

SHIPS EAGER TO SAIL . . .

S. S. S. Ouilmette now has two ships in the water and expects soon to have a third and fourth. The Nor'easter and the Lono were launched last week-end with due ceremony. The boys expect to derive much fun out of them this summer. Fred Gleason's Omega will be launched soon and will make a fine addition to the Sea Scout fleet. Another beauty of a boat, Jack Wiegell's Cape Cod, is to be the next craft launched. The job of refinishing is well along.—J. R. B.

Maybe Your Boy Would Like to Attend Jamboree

Parents interested in sending their scout boys to the National jamboree in Washington, D. C., August 21-30, are requested to communicate with Scout headquarters at 21 North Sheridan road, Highland Park. The Jamboree committee has opened council representation to all scouts, whether elected representatives of troops or not. The only qualifications necessary are that boy be a First Class Scout and have one year of service and that the scoutmaster approve the application.

RUG COLORS LIKE NEW AGAIN!

If you have thought it impossible to bring back the original lustrous coloring in your Rugs and Carpets, Call for Kashian now. Exclusively featured at cleaning price alone.

« Expert craftsmanship from our modern plant devoted exclusively to rug and carpet cleaning and repairing is your guarantee of fine quality.

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Wilmette

CALL NOW **WILMETTE 1200**

PROSPERS



Underwood and Underwood

Arthur C. Nielsen of 847 Ash street, Winnetka, and his associates in the A. C. Nielsen company, announce completion of plans for the construction of a spacious office building at the southwest corner of Howard street and Hoyne avenue, Chicago.

The property is 150 feet on Howard street and 123 feet on Hoyne avenue, and has just been purchased by the A. C. Nielsen company from Alice E. Irwin and Harry D. Irwin and Joseph B. Couture at an undisclosed consideration. Elmer E. Stults of the E. E. Stults Realty company represented all parties concerned in the acquisition of the property. Lewis B. Walton of the Benjamin H. Marshall company is the architect of the building. The perspective drawing was also made by Lewis B. Walton. The building will be used entirely by the A. C. Nielsen company for their own offices. It is a two-story and basement reinforced concrete structure faced with red Colonial brick and trimmed in Bedford stone. The exterior character of the building is typical Georgian of the most restrained period. The reception hall will have a terrazzo floor, walnut trim and wainscot, and monumental Colonial stairway lit by a large Palladian window. The building will be 55 feet by 95 feet and will cost \$60,000.

A. C. Nielsen company, founded in 1923, is an organization devoted to the relatively new science of marketing research. It is said to be the largest organization of its kind in the world.

For years leading business men have recognized the tremendous waste which results from the wide-spread practice of basing sales and advertising campaigns on the opinions and guesses of executives rather than on a solid foundation of indisputable facts and figures.

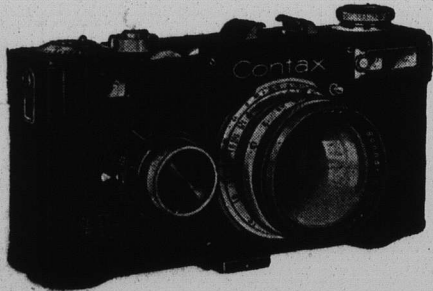
However, it remained for Arthur C. Nielsen and his associates to tackle aggressively, and on a large scale, the complex problem of securing the elusive and intricate facts which manufacturers need for efficient conduct of important merchandising operations.

In one of its most recent developments, the Nielsen Food and Drug Index, the company has actually succeeded in providing its clients with a continuous record of the consumer sales volume of each competitor—a feat which advertising experts had thought impossible. This service gives the chief executive an unusual degree of control over the sales and advertising operations of his business.

Based on a survey of the market for the company's services, sufficient land has been acquired to permit expansion of the new building to more than four times its original size.

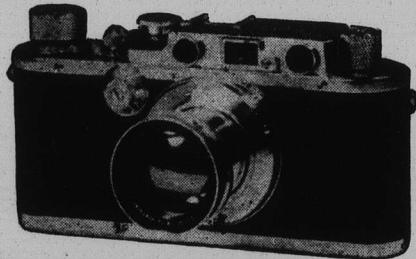
Mrs. Knight Blanchard, 1015 Chestnut avenue, was hostess at luncheon Tuesday to her sewing club.

Miniature Cameras and Accessories . . .



CONTAX, Model II, above, is the truly universal camera, capable of superb results. Features: built-in range finder, silent metal focal plane shutter, ten speeds up to 1/1000 second. With f.1.5 Sonnar lens, \$299.

LEICA, Model F, right, "the Cat's Eye Camera," brings simplicity with scientific precision. It sights and focuses automatically, has interchangeable lens, focal plane shutter, speeds from 1 to 1/500 of a second, and many other features. With f.2 Summar speed lens, \$216.



Featured at the Almer Coe Stores

The recent enthusiastically attended exhibitions of CONTAX and LEICA photographs have emphasized the versatility and practicability of these miniature cameras under all conditions. The Almer Coe Stores, pioneers in the field, maintain complete stocks of these cameras, over 250 accessories, and fifteen different brands of film, including DUFAYCOLOR. Trade-ins considered.

ALMER COE LABORATORY is nationally recognized for the quality of its developing, printing and enlarging work. Send for price list and film mailing bag.

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