



MEMORIAL HALL · WEST ELM STREET · SCHOOL · WINNETKA · ILLINOIS ·

You don't make the mercury climb by watching the thermometer!

DOWN in the Park, opposite the Winnetka Station, a big thermometer went up this week—the biggest and one of the most **important** thermometers Winnetka ever saw.

Not a thermometer to gauge the approaching summer air—**not** a thermometer of Winnetka's health, of fever, or of chill. No—this new thermometer stands a measure of Winnetka's real temperature on the most vital of all questions just now—the **building of Winnetka's New School**.

YOU'LL be "going down town" often to see how the mercury stands. You'll be watching with great interest as the subscriptions begin to roll in.

Don't forget that it takes **work** to get people to give—that it takes **giving** to make the **mercury climb**. Are you prepared—ready to help Winnetka hit the \$350,000 mark?

It's no child's play to raise \$350,000 for our new school. Organized as the canvass is, enthusiastic as the people are—generous response from everyone is the only way Winnetka can make the New School goal.

Every man, every woman, every child must do his or her full part.

"HOW much should I give?" You will ask when the canvasser makes his call. That's a question no one but you can answer.

This much is sure. You and your neighbor and **his** neighbor—all of us must dig down in our sacrificial pocketbooks if we are to have good schools in Winnetka a year from now.

BUT isn't **sacrifice** well worth while?—for that boy, just awakening to new-found manhood powers.

—for that girl of 13, with no longer mere interest in dolls and in books, but in all the perplexity of life itself.

—for those toddling tots, with such latent possibilities for good and ill if trained, if guided, if controlled as only the adequate facilities of a new school plant can promise them.

—for those babes, who all too soon will be striking out from the encircling arms of home to fight their own battles with other boys and girls, with all the disillusions of this matter-of-fact life.

Is any sacrifice **too** great?

Think seriously, we ask of you, of Winnetka's New School. Realize its influence on those you hold dear.

Think of the inspiration, the encouragement, the practical helpfulness it will offer hundreds and thousands of boys and girls to come.

Consider how its quick building will stimulate us all to go forward to make Winnetka a better, happier place in which to live.

If you will think **this** way—and **act**—the mercury in our new thermometer will quickly go over the top.

Wishing or hoping or waiting for some one else won't raise the mercury one-quarter inch.

But if you will really think what the New School means to Winnetka and to **you**—then **act**—the mercury in our new thermometer will quickly go over the top.

Subscribe for Winnetka's New School