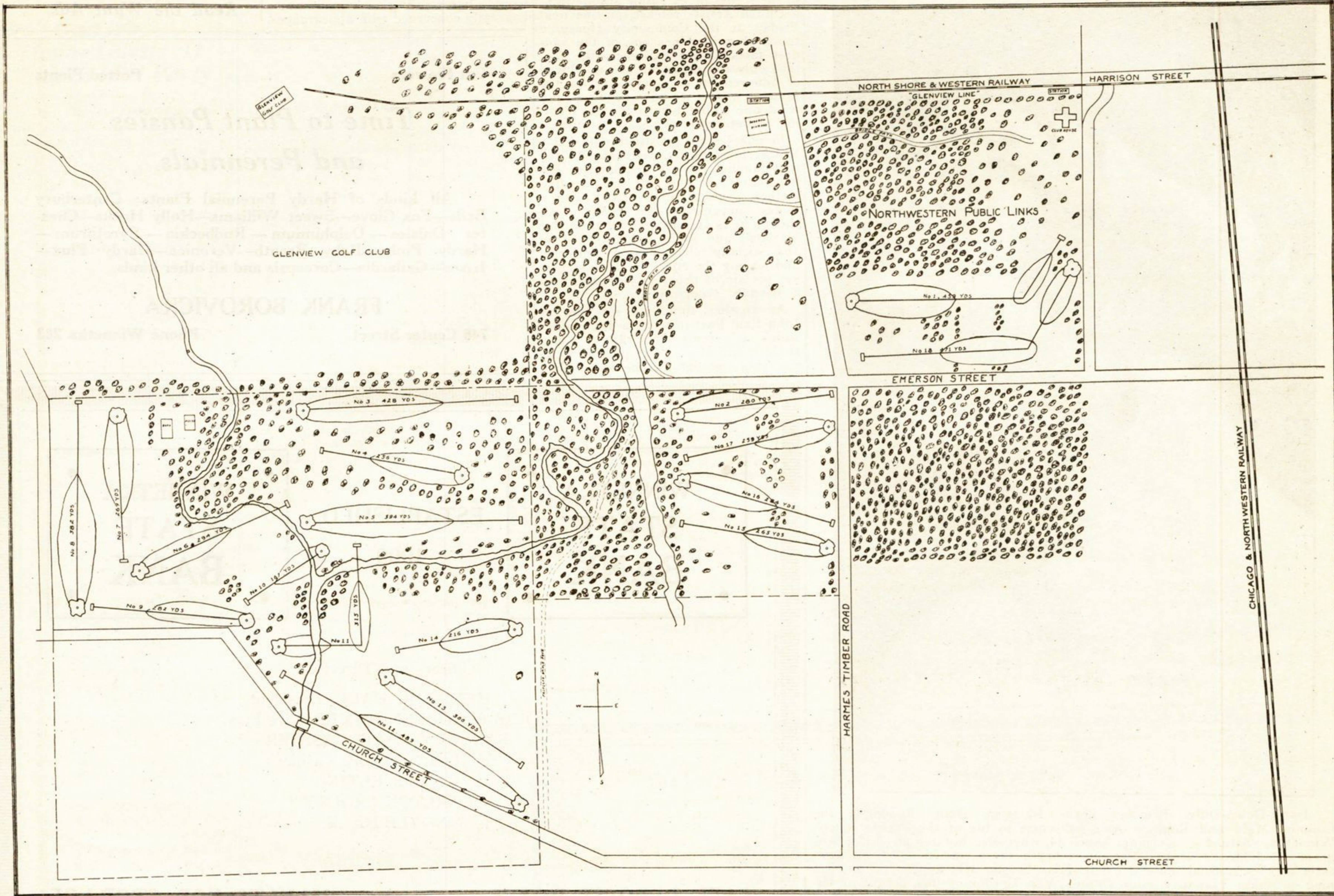


Plan of Proposed New Country Club West of North Shore



NEW TRIER WINS MUSIC CONTEST

Team Wins Piano for High School

The high school section of the final Music Memory contest, held at Orchestra hall, Chicago last Saturday, was won by New Trier High school's team, as it was won last year. Every paper was perfect although written by the team-members when they were under the strain of suppressed excitement and unwavering concentration.

The New Trier representatives gave correctly the names of twenty-five compositions, each recognized from hearing only a few measures played, with which they gave the name of each composer and his nationality.

These A-grade papers bespeak hours of hard work in becoming familiar with the fifty compositions on the contest list and are a credit both to the New Trier contestants and Mrs. Homer E. Cotton, supervisor of music at the high school, who coached them. The teams from all of the many grammar and high schools represented comprised five students each. Members of the New Trier team were Lillian Fitch, Elizabeth Francoeur, Katherine Hamilton, Pauline Manchester and Olga Reinhold, and the alternate, Janet Olmstead. The first prize, awarded to the high school, is \$50.00.

The second prize, two violins and a cello was won by University High, and Emerson High School of Gary, Ind., received the third prize, fifty dollars worth of Victor records.

In the grammar school section of the contest ties seemed to be the order of the day. Wilmette and Highland Park tied for first place, the prize being a Strohber Diminutive piano. The second prize, a Martin Band Co. clarinet, was tied for by Woodstock and Gary. Both ties will be "contested off," and the school given third place will receive fifty dollars in Brunswick records.

Mr. and Mrs. C. F. Edinger and family, who have been in Miami, Fla., during the past four months, have returned to their home at 627 Garland place, Winnetka. From Miami, they motored as far as Atlanta, Georgia, making the remainder of the trip by train.

OF INTEREST only to our ADVERTISERS

When the readers of a newspaper, in turning the pages, is suddenly confronted by a full-page ad, he is surprised. He looks it over to see what it's all about. And, as he lays down the paper, the substance of the ad remains in his mind. The following merchants recognize the effect of a full-page, as is shown by the number of whole pages each one has used since January 1, 1923.

Full Page Roll of Honor	
Hubbard Woods Lumber and Coal Company	5
Hubbard Woods Grocery and Market	5
North Shore Bootery	1
R. H. Schell and Company	1
William Aitken	1
Anthony and Lareau	1
Blondahl and Sundmark	1
Winnetka Coal-Lumber Co.	1
Wilmette Building Materials	1

Brown and Umlandt, north shore dealers in exclusive furniture are attracting wide attention because of their exceptionally effective advertising in the Hollister, Inc., publication. Furniture designs in the ads evoked enthusiastic comment in a Grand Rapids furniture magazine. Some of the advertisements are to be reproduced in the magazine. Mrs. Brown is the creator of the beautiful art work in these advertisements.

The E. C. Weissenberg Coal Company this week signed a contract with the Winnetka Weekly Talk for advertising space represented in twelve full-page ads. Another member of the Full-page family. Another

ORDER NOW
and avoid the spring rush
Black Dirt Manure
Grading and Seeding Lawns

name added to the Full-page Roll of Honor.

See what advertising did! Mineralava Beauty Clay. In 1921, September, first adequate ad.

In 1922, May, began national and international advertising in newspapers and magazines. In eight months, sales of Mineralava Beauty Clay mounted to

over \$250,000 a month! Now on sale in 33,000 drug stores. 242 active salesmen. \$1,000,000 to be expended next year in newspaper advertising.

The Winnetka Shoe Store is advertising Florsheim Shoes for men this week. They also have a new sport shoe this spring with pure gum soles, that are said to wear better than leather.

One of the most elaborate of the after-Easter festivities is the evening bridge party to be given next Friday evening, April 13, by the Kappa Kappa Gamma sorority alumnae, to benefit their chapter house building fund. The entire Evanston Woman's club building has been engaged for the evening, and special features have been planned to make it one of the notable affairs of the season. Mrs. Montague Ferry of Winnetka is a member of the executive committee.

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