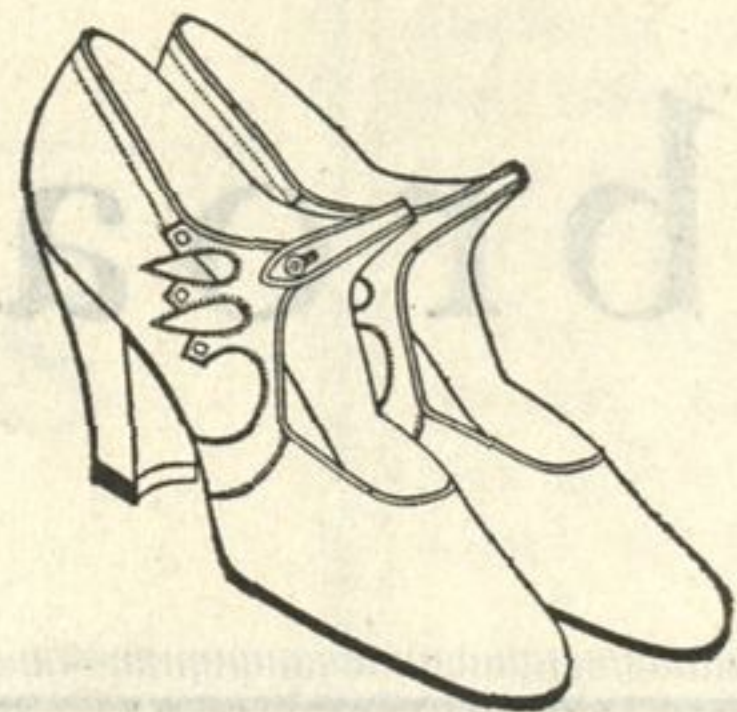


## SUMMER FOOTWEAR



*The Lucille*

Featured in Toyo Cloth, a neat cool shoe for hot weather.

### THE ARCH PRESERVER SHOE STORE

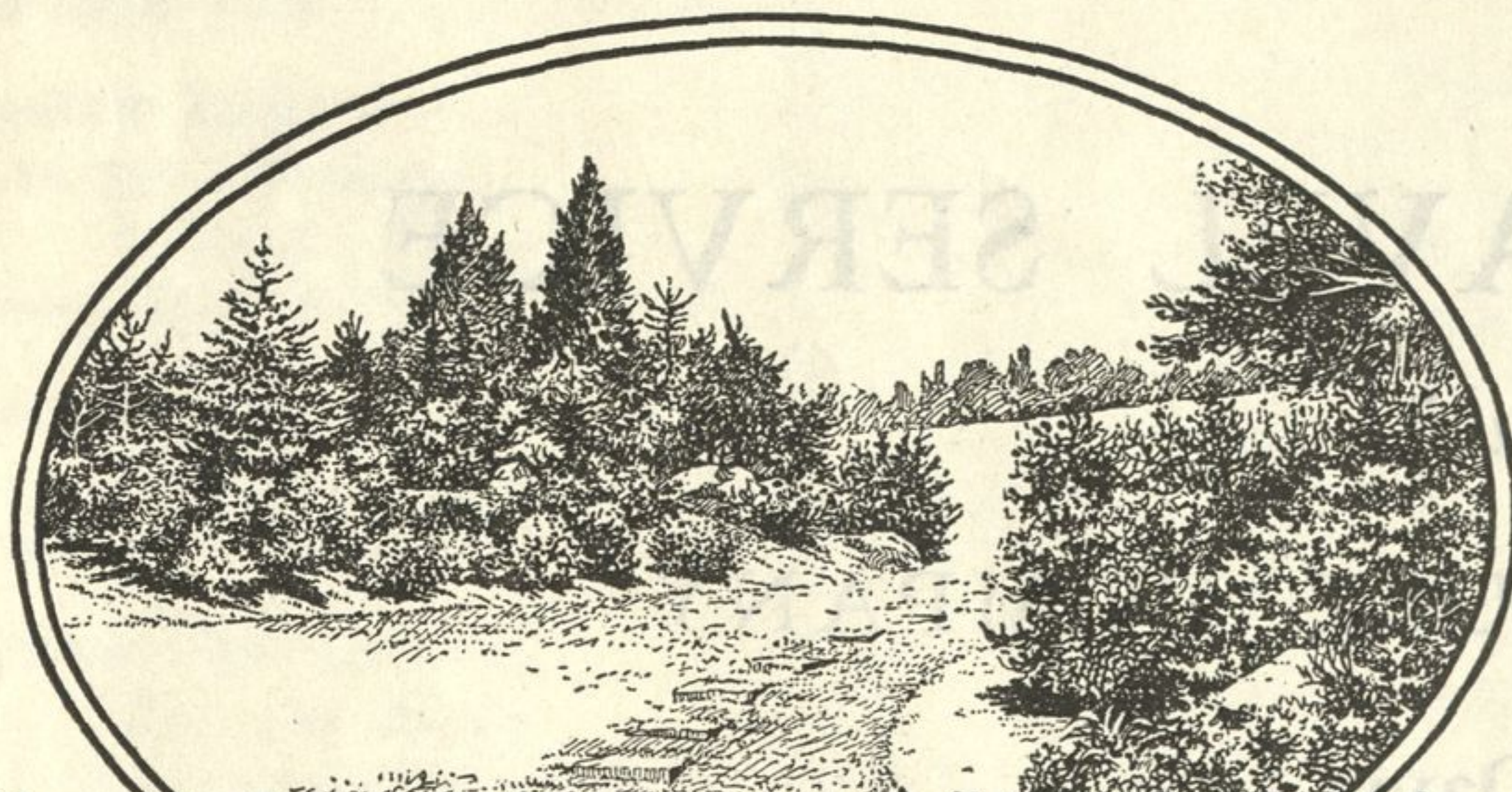
630 Church Street  
Near Orrington

## Fiore Nursery Stock Is Thoroughly Acclimated

Trees and shrubs obtained through the Charles Fiore organization come to you direct from our own Nurseries here on the north shore. Therefore they are perfectly and properly acclimated—they undergo no critical period of adaptation to local temperature, weather and soil conditions.

We shall be pleased to offer our suggestions for the beautifying of your home grounds. There are no obligations attached to our estimates.

OUR CATALOG GLADLY SENT ON REQUEST  
Telephone Highland Park 523



**Charles Fiore Nurseries**  
SPECIALISTS IN  
Landscape Gardening  
Prairie Avenue  
HIGHWOOD, ILLINOIS

### W.C.T.U. MEETING

The W.C.T.U. of Wilmette and Winnetka will hold the last meeting of the season on May 28, at the home of Mrs. William Cary, 883 Oak street. Luncheon will be served at 1 o'clock and this will be an entirely social meeting. It is being held on the last Monday of May instead of the first week in June because Mrs. R. L. Varley of Wilmette, the president of the organization, is going away.

Mrs. Walter Launder of Oxford road, Kenilworth, entertained her luncheon and sewing club on Monday of this week. Mrs. Launder is planning to spend August at the Lake Placid club, Lake Placid, N. Y.

### GIVES AD EXPERIENCE

#### Miss McCleery Tells How Hospital Met Its Merchandising Problem

Evanston hospital as a business institution with merchandising problems is described in the May 17 issue of Printer's Ink by Ada Belle McCleery, superintendent of the hospital. She tells the story of that institution's advertising activities preceding Hospital Sunday this year to show how consumer acceptance was gained.

In order to correct erroneous impressions prevalent among the Evanston public and that of the towns to the north, she states, "we set out on a deliberate campaign to establish consumer acceptance for the hospital, following the same basic methods that would be used in performing a similar service for a piece of branded merchandise or a manufacturing establishment."

This advertising attempted to convey the idea that instead of the Hospital day campaign being primarily for the Evanston hospital it was something for the advancement and conservation of the city's health, states Miss McCleery's article. How much the hospital means to the average citizen, that it belongs to the community, what its services are—these facts were in the advertising, told in such a way that a condition would be created wherein people wanted to contribute, the article asserts.

In advertising phraseology Miss McCleery states, "... we first establish acceptance for the product and thus bring about a condition wherein people are able to contribute intelligently and willingly ..."

### OPENING SPECIAL



All Children Smile for Bernie

6 Miniature Photographs **\$5**

Better Pictures  
Better Values

### BERNIE STUDIO

Now in Our New Home  
1623 Sherman Avenue  
(Opposite Postoffice)  
Phone University 8998

### SOPHOMORES GIVE PICNIC

The Sophomore class of Mallinckrodt High school entertained the eighth grade girls of Sacred Heart school of Hubbard Woods and St. Joseph's school of Wilmette on Wednesday afternoon. The features of the entertainment were a picnic and games on the grounds and a program in the gymnasium. Mary English and Catherine Weis gave a dancing number and Marie Klapperich spoke. Ice cream was served before the visiting pupils departed.

Now-  
at the  
**LOWEST PRICE**  
of the  
season

Select your Fuel  
for next winter NOW

Order  
Chicago Solvay Coke  
at the Lowest  
Price of the Season  
this Month

CHICAGO  
**Solvay Coke**

Order from your dealer—