

Miss Ethel Reese of Highland Park visited Mr. and Mrs. Harold Schroeder (Reba Anderson) on Friday. The Schroeders reside in the Pottertown house on West Central Avenue.

Mrs. A. L. Frey was hostess to members of her sewing club last Thursday afternoon.

Mr. and Mrs. Harry Ellis of Chicago were Sunday guests at the home of Mrs. Mary Huhn.

Mr. and Mrs. Ralph Peterson and daughter Doris Jean spent Sunday with Mrs. Peterson's parents, Mr. and Mrs. James Macadie in Chicago.

The Macadies left Sunday evening for South Dakota where Mr. Macadie will go through a clinic at Canisota.

Miss Clara Ender spent the weekend with Miss Florence Ender in Chicago.

Mrs. William Stem Sr. returned home Tuesday from the Highland Park Hospital where she recently underwent a major operation.

Mrs. William Selig of Chicago spent Thursday at the home of Mr. and Mrs. Fred Selig.

Mrs. Theodore Losch of Evanston was the luncheon guest of Mrs. Arnold Keller on Monday.

Mrs. C. T. Anderson will be hostess to the Chatter 'N Sew Club tomorrow evening at her home on Chestnut Street.

Mr. and Mrs. Ralph Peterson were guests at a party Saturday evening at the home of Mr. and Mrs. William Nieman in Chicago.

Mrs. Harry Olendorf entertained her Libertyville bridge club last Tuesday.

The Just Sew Club will meet Tuesday afternoon at the home of Mrs. Rudolph Knaak on North Chestnut Street.

The annual meeting and election of officers of the E.L.C.E. will be held Tuesday evening at the Bethlehem Church.

Dorcas Circles of the Presbyterian Church are preparing for the annual supper and bazaar to be held Thursday, Dec. 6, at the church. Circle Two met yesterday afternoon and held a white elephant sale in the church. Circle Three will meet tomorrow at the home of Mrs. George Pettis.

A bag luncheon party is being held today by Dorcas Circle Four at the home of Mrs. Walter Page.

Miss Ida Gathmann of Itasca who is a deaconess in the Evangelical Church will be the guest speaker at the Bethlehem Church on Sunday evening. This is the annual thank-offering service of the Woman's Missionary Society. The newly organized Junior choir will sing.

Mrs. John M. Heafeld entertained her luncheon bridge club on Friday at her home on Landis Lane.

Mr. and Mrs. T. H. Meyer spent Sunday at the William Mueller home in Arlington Heights. A birthday dinner was held in honor of the Mueller's daughter, Mrs. William Erb of Los Vegas, New Mex.

Deerfield Camp of the Royal Neighbors are sponsoring a depression bunco party and white elephant sale tonight at the home of Mr. and Mrs. Christ Mentzer on Chestnut Street. A most interesting and entertaining evening is being planned and the public is invited.

Mrs. Earl Hurt, Mrs. Albert Mitchell, Mrs. George Pettis, Mrs. William Johnston and Mrs. E. H. Johnson attended a NRA meeting in Highland Park, Wednesday evening.

Mrs. Christ Willman entertained at a card party on Monday afternoon at her home on Greenwood Avenue.

Rev. and Mrs. Lee Smith are moving from Northbrook to Kansas City, Mo., where Rev. Smith has received a call to the Marlborough Heights Presbyterian Church. Rev. Alfred J. Wold with Mrs. Wold and daughter, Eleanor, are moving from Minnesota to the Northbrook Presbyterian Manse. Rev. Wold succeeds Rev. Smith.

Edellyn Farms To Be Represented At 1934 Live Stock Exposition

One of the finest herds of purebred cattle in the Chicago area, that of Edellyn Farms, near Lake Forest, will be represented at the 1934 International Live Stock Exposition, to be held at the Union Stock Yards Dec. 1 to 8.

The farm, which is the property of Thomas E. Wilson, Chicago packer, will send an exhibition herd of eighteen purebred Shorthorn cattle to the contests for this breed at this largest of the continent's live stock shows, where many awards high on the prize lists have been awarded to representatives of this herd in past years.

The exposition will celebrate its 35th anniversary in its new and greater home now nearing completion on the same site as the old structures that were demolished in the Chicago Stock Yard fire last May.

Completely fire-proof, and modern in every detail, the new International Live Stock Exposition Amphitheatre and adjoining exhibit halls comprise the finest building in the country devoted to such uses. The amphitheatre has a seating capacity double that of the old pavilion.

The rate that entries are being received toward the closing for filing them, Nov. 1, leads B. H. Heide, the Exposition's secretary-manager, to predict that the show will exceed its former record for number of exhibits.

County Tuberculosis Association Sponsors School Health Program

"Thankful for Health Day" is the title of the grade school Thanksgiving program which the Lake County Tuberculosis Association is sending out to the schools this week. This year, as last, this program was prepared by the National Tuberculosis Association and contains poems, songs and a playlet. This playlet tells the story of the first Tuberculosis Sanatorium which was established by Edward Livingston Trudeau fifty years ago.

In addition to furnishing the School Health programs the Tuberculosis Association is sponsoring an essay contest in the schools. The life of Trudeau is the topic for the essay. The best one will be broadcast from the local radio station by the writer.

The judges of the contest will be W. C. Petty, County Superintendent of Schools, Mrs. Albert P. Snite of Highland Park, and Mrs. John C. Meacham of Lake Forest.

Material on the life of Trudeau may be obtained from the association office in the court house.

"Industry Needs a Shot in Arm," Says Dudley Crafts Watson

"What industry needs is a 'shot in the arm,'" said Dudley Crafts Watson, of Ravinia, author, internationally known art critic and Chicago Art Institute head extension lecturer, before the Illinois Manufacturers Association in Chicago.

"A shot in the arm, if such a thing were possible, with some of the serum of imagination that is the biethright of all true artists and creators.

"The great problem of how to provide occupation for all of our citizens which is now check-mating the best minds of our country would then fade into thin air. Many smart young economists hired by our great foundations are as sorely perplexed to find a solution to this problem as the older heads which have seemingly failed so dismally.

"All are getting nowhere! Why? Because they are still bound with faith and hope in the same old machines which have been largely responsible for bringing about this dilemma. These men for the good of the whole should be inoculated against the deadening influences of accepting knowledge. It is their greatest handicap. The way out lies through the imagination of the artist.

"Do not misunderstand me. I do not say that the way lies through the artist. I say the imagination of the artist must be developed in, or transplanted into the industrial leaders of this nation. The old cogs and wheezing valves of the past must be relegated to the past. Daring souls must cross the horizon and bring back to us numerous new industries as yet unborn, even undreamed."

"This actually happened when aviation was brought to us by the Wright Brothers. The radio gave us another new industry which has given thousands upon thousands of occupation for their hands and bread for their mouths.

"Henry Ford claims that air conditioning, the new industry just inside our threshold will lead us out

of the present depression. I can easily believe what he says is true for already some of the novel new inventions in this field challenge Jules Verne. Even now it is possible to purchase chronothermic control to sense temperature trends in your home before they actually take place. If you so desire, you can leave for the week-end knowing full well that 4 o'clock next Monday this modern wizard will signal your heating unit and have your home comfortable on your return. This type of imagination will develop market which never before existed; growing markets are hungry markets and markets must be fed.

"Create new wants, new desires and the satisfying of them will make new work for millions of hands. There is a great challenge for our industrial giants in the study of the mental psychology of the humble artist. I firmly believe that only through the development of imagination—a true solution for this momentous problem will be reached."

Higher Standards of Living Are Inevitable

"Ah, for the good old days!" How often have you heard that lament? But some of us might not like it so well if such a wish came true, ac-

ording to J. G. Hart, general manager of the North Shore Gas Company:

"How would you like to get up a half hour early every morning to carry in fuel for a manually operated stove and then, after a hard day's work, come home at night to be faced with the same job again with maybe a little hauling of ashes thrown in on the side? It may not have worried you at the time, but you wouldn't want to do it now. Neither would your wife get enthusiastic about cooking or ironing by an old-fashioned kitchen cook stove.

"The curious thing about our modern way of living is that some of the most common conveniences have been practically forced upon people. And while probably no one would really care to go back to the old days, there are many excellent new ideas and devices, capable of giving even greater comfort, convenience and leisure, which are now having the same struggle to win popular acceptance.

"After all, life is short, as the poets say, and one way to get the most of it is to be a head of your time in adopting some of these new ideas which will be commonplace for the next generation."

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PROMINENT ARCHITECT says homes of future will be built without laundries!



● Homes of the future without laundries? "Yes," emphatically says R. P. Travelletti, Winnetka resident and member of the firm of Travelletti and Higgins, Architects, Chicago.

In his statement he pays modern laundry service a mighty tribute. It reflects the fact that thinking people are finding life too short to do their own washing! Especially, when such big, modern institutions as the North Shore Quality Laundries offer numerous excellent services at "bargain" prices.

Mr. Travelletti's statement speaks plainly that family men now see no reason for a "torture chamber" in their homes where once each week the wife must perform the most trying of household tasks... the family washing.

● "The inclusion of a laundry room in the planning of a modern American home is but a triple prize paid to inefficiency by the prospective owner, due to (1) higher initial cost of the home, (2) higher upkeep and (3) higher taxes, for a service which is performed better by the professional laundry."

R. P. Travelletti, Architect
282 Linden Street
Winnetka

Homes of today... and of the future... are rapidly being tuned to the tempo of modern living. The demand is for comfort... ease... speed. Tomorrow it will be even greater.

Be modern! If you already own your home why not send your washing to the member in your community and turn your laundry into a play room, recreation room or den? In just a little while you can more than pay the cost of necessary changes with the money you actually save over home washing. And you'll get a sweeter, longer-wearing, whiter, more immaculate and satisfactory washing by letting a member do it. Start next week!

NORTH SHORE QUALITY LAUNDRIES offer popular services at "bargain" prices

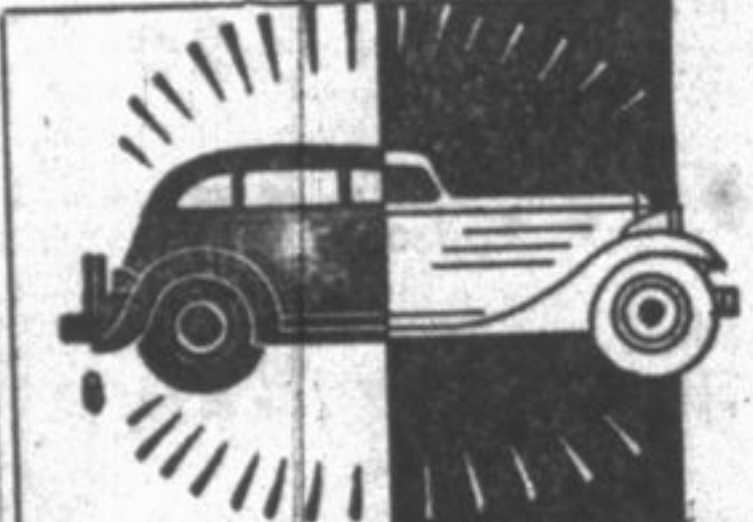
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- THRIFTY HYDRO**
● Wearing apparel returned damp ready to iron. Flat work ironed. Bath towels, wash cloths fluffed. Everything assorted.
- FLUFF DRY**
● Everything washed. Household linens ironed. Wearing apparel fluffed dry. Small additional charge for starching and hand finishing.
- ALL PRESSED**
● Everything washed and ironed. All ready to use or put away. Shirts hand finished at small additional charge in this service.

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- Quality Laundry**
1709 Darrow Avenue, Evanston
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- French Laundry**
806 Dempster Street, Evanston
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