

COMMERCE HEADS ATTEND SCHOOL

Expect 300 At Commercial Executives' Sessions

More than 300 persons, representing every state in the country, are expected to be on Northwestern university campus for the third annual session of the National School for Commercial and Trade Executives, August 19 to September 1.

The school is under the auspices of the Chamber of Commerce of the United States, the National Association of Commercial Organization Secretaries, and Northwestern University School of Commerce. A feature of this year's curriculum is a course for Trade Organization men, presented through the co-operation of the American Trade Association Executives. Of the sixteen seminars, seven new subjects will be offered. Seminars are elective, each advanced student in commercial courses choosing four. There are also four new fundamental subjects so that classmen of all grades will have an adequate selection.

The faculty of the school is composed of some of the leading authorities in the various subjects in the country. Professors W. J. Cunningham, R. E. Heilman, F. E. Clark and R. B. Dennis of the Northwestern university faculty will teach courses. Some of the new courses are: public utility problems; present day economic problems; market building; industrial development; principles of executive management and civic work of a business organization.

The big noon assembly at the North Shore hotel will be a daily affair again as it was last year. Breakfast will be served at the men's commons on the campus. Dinner will be served in fraternity houses.

Other features of the National school will be the general sessions from 3:15 to 4 p. m. daily for addresses and discussions of particular interest, the daily newspaper called "The Secretary," which is printed by a committee of the student organization, and various sports among groups. Provision is made for students who are not able to enroll for the entire two weeks. The tuition is \$30 for the full two weeks.

"Babbitt," Sinclair Lewis' latest novel, has been included by the Warner Brothers in the production schedule of eighteen pictures for the coming season. The Warner organization has also filmed Mr. Lewis' "Main Street," co-starring Florence Vidor and Monte Blue.

Keeps Things Popping

Alva Lee Adams, pharmacist extraordinary, is listed several times among those who are doing active



Alva Lee Adams

duty in devising New Trier Day features.

Besides serving on the General committee, Mr. Adams is doing his share to see that the north shore enjoys one of the most impressive fireworks displays ever presented in these en-

virons.

When he starts something there's always considerable "fireworks" which is by the way of giving promise of a rare treat for the evening of New Trier day.

LOTUS BEDS LURE TO LAKE REGIONS

Summer has once more brought to view, in the full perfection of their rare beauty, the flowers in the famous lotus beds in Grass Lake, and not in several seasons has the abundance of bloom been so evident.

Those who visit the scene annually are preparing for the trip this season, and those who have never seen the unusual picture are being urged to take advantage of the present opportunity.

The Hunter boat line at McHenry runs excursions every morning and

afternoon of the week, leaving East End River bridge at 9 a. m. and 1:30 p. m. There are also large and small boats for rent at all times. Thirty-five miles' water travel through the picturesque Fox River valley, Pis takee, Nippersink and Fox Lakes make a journey never to be forgotten, tourist declare.

GRASS CUTTING
GARDEN WORK
SHRUBS
LANDSCAPE GARDENER
Reynehout & Mueller
2606 CENTRAL ST.
Ph. Evanston 5124

REZELLA GOLDSTINE

Pianist and Assistant Teacher
at the
OSCAR DEIS STUDIO
Wednesdays and Fridays, 12 to 5
1260 Central Ave., Phone 984-M
WILMETTE

At all
First class
Grocers

Ice Cream for Dessert

WHEN the evening meal calls for ice cream, serve a few delicious macaroons or lady fingers with it. Then indeed, you'll have a desert that will be welcomed with shouts of delight. Ice cream and Seidel's Lady fingers or Macaroons just naturally go together.

You can get these tasty delights from your grocer.

The Home of
Good Baking

SEIDEL'S

Evanston, Ill.

910 CHICAGO AVENUE PHONE EVANSTON 1200

FAMOUS FOR MACAROONS & LADY FINGERS

Is Heating Your Home Problem?

There's just one feature of home ownership that takes most of the pleasure out of it for the average individual. That's the janitor work—the daily routine of taking care of the furnaces. Starting the day by digging out clinkers, shoveling out the ashes and heaving coal on the fire is not an inspiring job.

But why put up with this drudgery? There's an easy, clean, better-than-coal way of home heating—the Kleen-Heet way.

Kleen-Heet is not an experiment but a perfect oil-burning home heating system that fits right into your present heating plant. Years of undaunted effort by a corps of experts has brought this system to its present high efficiency. You can now have "Heat at the Flick of a Finger" in just the amount you want and when you want it.

The North Shore Branch of Kleen-Heet is a direct factory branch. Step in and see this ideal heating system in operation. This is the time to prepare for next winter. Get the facts now.

Kleen-Heet
Division of

Winslow Boiler & Engineering
Company

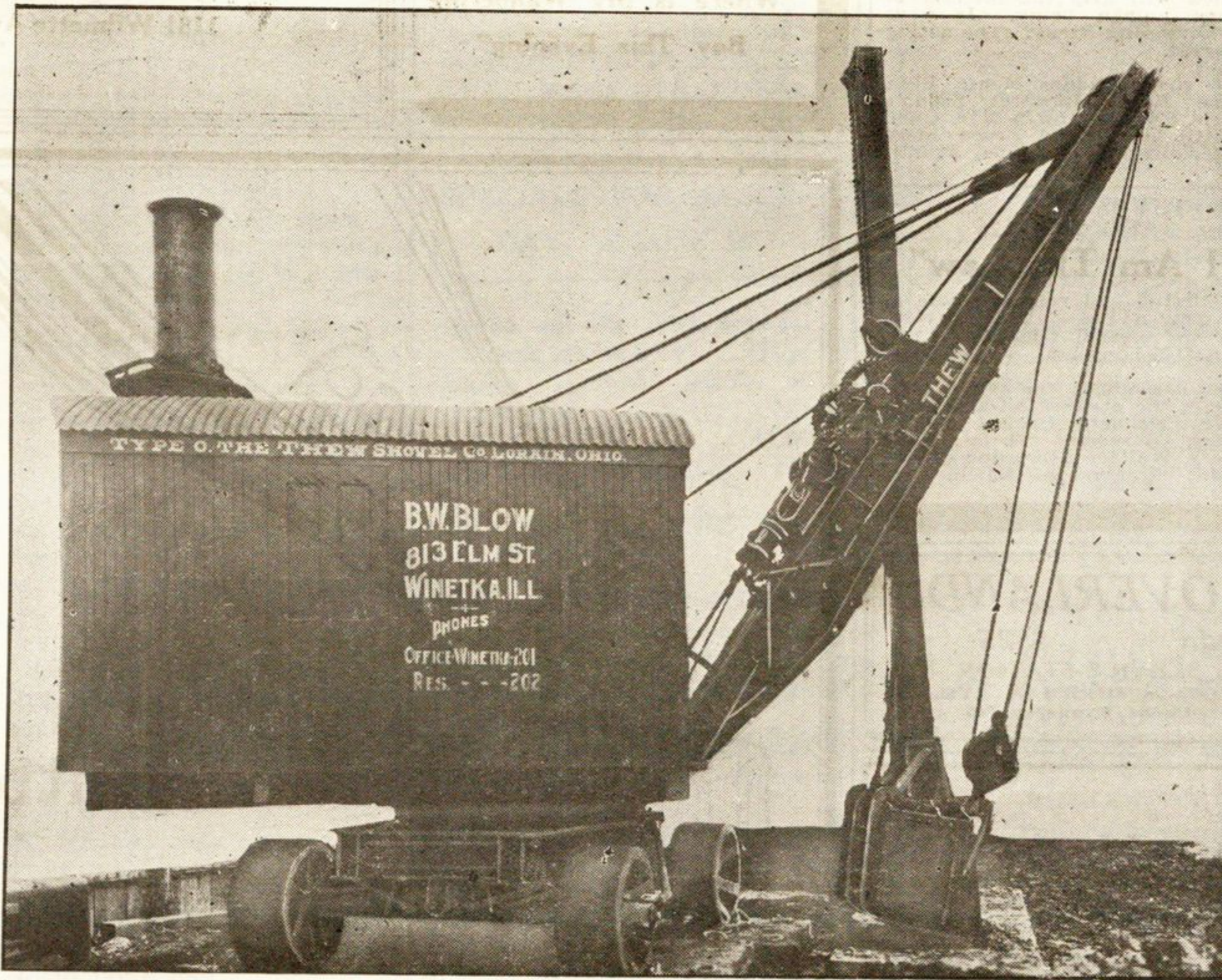
175 N. Michigan Ave.—Chicago

North Shore Branch
817 Chicago Ave.—Evanston
Phone Evanston 9235

"Heat At The Flick Of A Finger"

Excavating

All work
done quickly
with modern
machinery.



Hauling

No job too
big for us.
Consult us
first.

B. W. BLOW

Office: Winnetka 201
Home: Winnetka 202

Building Material
Crushed Stone
Teaming

813 Elm Street
WINNETKA