

LAST CALL FOR CAMP ROOSEVELT

June 25 Is Final Date for Applications

With the public schools drawing to a close, final preparations for the opening of Camp Roosevelt on its new campsite at Fort Sheridan, are being whipped into shape, and June 29 will mark the opening of what is expected to be the finest season yet recorded for the school boys' camp. Officers and non-commissioned officers on duty in the Chicago schools have received their orders from the War department to report for duty at the camp. The summer school faculty is ready to take its place in the well lighted quarters set aside for the use of the school division. Y. M. C. A. secretaries assigned to the camp from the Chicago chapter will be on hand to open the camp postoffice, deliver mail to and from the 600 cadets, provide accommodations for letter writing, reading, games, and handle laundry and see to the boys' comfort. Dr. H. W. Gentles of the Chicago Chapter of the American Red Cross will be on hand to welcome the cadets with his staff of physicians and nurses. Athletics coaches and junior camp instructors have their programs for the summer well arranged, and all will be waiting to greet the newcomers when they alight from the special train which leaves on the North Shore line for Fort Sheridan.

To meet the increasing demand for instruction in horsemanship, a troop of shiny black and brown horses will be marched out to camp on June 25, from Chicago, under the watchful eye of Edward Otto, riding master, who will put the cadets through a cavalry course during the summer.

"We have the finest facilities at our command that we have ever had in our seven years of operation," said Major F. L. Beals, camp commandant, today. "No better beach can be found than the one at Fort Sheridan, and boys will have opportunity to learn how to swim, as well as to learn every other athletic sport, under the very best of conditions. We are all set for the opening of Camp Roosevelt's banner season, and look forward eagerly to June 29, when the fun will begin."

The closing date for accepting applications at the headquarters office, 460 South State street, Chicago, for the first period of attendance is June 25. The camp will close on August 15.

UTILITY ADVERTISING SHOWS LARGE INCREASE

A steady increase in the use of newspaper advertising space by public utility companies all over the United States was revealed in the report of the Costs and Results Committee of the Public Utility Advertising Association, presented to the Associated Advertising Clubs of the World. The committee which made the investigation was headed by E. Paul Young of the Illinois Power and Light Corporation.

An analysis of advertising made from reports submitted by 32 of the larger public utility companies, revealed that these companies now spend 63 per cent of their advertising appropriations in daily and weekly newspapers, and that indications are that this ratio will be increased materially in the future.

"The amount of newspaper space used by utilities has increased greatly in just a few years," the report says. "Through the direct results obtained from newspaper advertising in connection with securities and merchandising activities, the utilities have renewed their appreciation of the value of advertising in newspapers. Fortunately this has changed the attitude of many utility operators from the old idea that a utility must advertise in a newspaper in return for its good will, to the realization that advertising money spent in newspapers is more than justified through results accomplished."

"The general improvement in the quality of public utility advertising is placing the industry on a sound, practical advertising basis. The competition of large advertisements in news-

papers today is forcing the utilities to adopt the same tactics with a corresponding increase in cost."

Board Hears Plans for Municipal Tennis Courts

John Steffens, speaking for the playgrounds commission presented the Village board with estimates of construction of tennis courts at the municipal playgrounds at the board meeting Tuesday evening. The commission informed the board that its available funds would permit the construction of but two tennis courts this year.

Representation of several women's groups in the village had petitioned the board for the construction of four courts in the municipal playgrounds.

The commission consulted an expert, John Hewitt, and found that the regulation size court can be constructed for approximately \$1000. The board felt that it was desirable to proceed with the construction of two courts this year and to build the other two next year.

HERBERT ANNING DEAD

Word has been received of the death of Herbert M. Anning, formerly of Winnetka, at his home in California. Mr. Anning passed away Tuesday, June 9. Services will be held at Sterling, Ill., Monday, June 15, at 2 o'clock. Mr. Anning is survived by his widow and son, Herbert.

KIN TAKEN BY DEATH

Miss Ann McAtee, aunt of Mrs. J. Endicott Bradstreet, 962 Pine street, passed away at her home in Louisville, Ky., Sunday, June 7. Mrs. Bradstreet returned this week after several weeks at Louisville.

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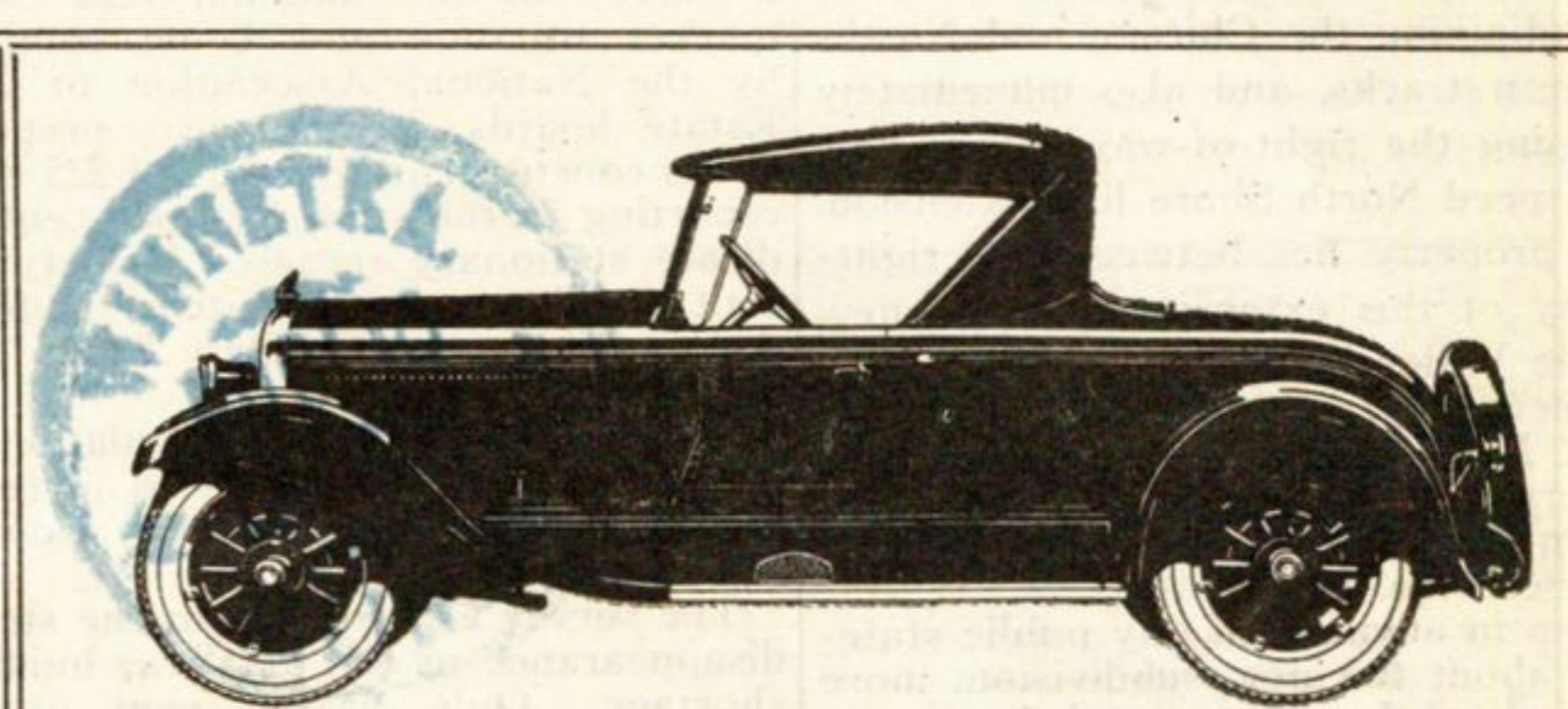
North shore men and boys are invited to attend any of eight camps to be conducted by the Y. M. C. A. of Chicago this summer in Illinois, Michigan, or Wisconsin.

The Chicago "Y" now has 1,000 acres of beautifully wooded land, according to William Francis, chairman of the city boys' work committee, with nine miles of frontage on eight charming lakes, all of which is available this summer for the benefit of the youth of Chicago, without regard to membership in the association. "Not all of this property has been paid for," says Mr. Francis, "but we felt the need of providing enough camp sites for meet-

ing the future needs before the costs became prohibitive."

Two camps are to be opened for the first time this summer, Camp Martin Johnson for older boys near Ludington, Mich., and Camp Wabash for colored boys near Benton Harbor, Mich. Other camps are Camp Hastings, Lake Villa, Ill., Camp Duncan, Volo, Ill., Camp Pinewood, Twin Lakes, Mich., Camp Channing, Pullman, Mich., Camp North Woods in the Lac du Flambeau Indian Reservation in Wisconsin; and Camp Nawakwa for men, also in the reservation.

Over 3,000 boys and men can be accommodated under canvas as individuals or groups for periods ranging from one to 10 weeks and they are not run for profit.



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