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BUSINESS A SCIENCE

Northwestern University Expert Tells Chamber of Commerce Members How to Help Their Enterprises

That there is a science of business was very forcefully demonstrated by the address of Horace Secrist, director of the Bureau of Business Research of Northwestern university, at the regular monthly meeting of the Winnetka Chamber of Commerce, Monday evening. Professor Secrist's subject was, "Reducing Distribution Costs Through Conscious Control." As every business and professional man is selling something, even though it be his services, the question of overhead expense is of vital importance to everyone.

"There are a few basic steps in acquiring knowledge about business and industrial problems, and in applying to them conscious control," Prof. Secrist said.

"Both a point of view and a method are required. The point of view is an unconditional demand for the truth; the method requires intelligent observation, scientific measurement, impartial analysis and comparison, logical inference and an application of the conclusions reached to the problem to which the facts and observations apply."

"Business," he said, "will not run on, but down, on the momentum of custom and blind leadership. Fresh and continuous analysis is indispensable."

The splendid analysis which followed not only indicated the thorough mastery of the subject by the speaker, but gave his audience many helpful suggestions, applicable in any line of business.

Following the address by Professor Secrist, L. A. Tompsett of the North Shore Talking Machine company, of 554 Center street, Winnetka, gave a very interesting musical program with the new Orthophonic Victrola, demonstrating the splendid reproducing features of this marvelous instrument, as

compared with the old type, particularly as to the clearness and volume of tone. Mr. Tompsett in his reference to the reproduction of the symphony orchestra numbers, explained that it was but a few years ago when only three cities, Chicago, New York and Cincinnati were able to boast a symphony orchestra, while today there are fifty-five.

Lenten Lectures

Promise Interest to All Residents

"Religion has become first page news," says a well known writer in a recent copy of The Outlook. It may become of first hand interest to all who will, by taking thought and effort, attend the six lectures by the Rev. James Austin Richards on "The Second Isaiah," beginning Tuesday, February 23, at 10 a. m., in Community House.

This lecture will be both an education and inspiration to study those beautiful later chapters on Isaiah, placing them in their relation to their times, and relating them to their correct place in the book itself as we have it in our Bibles.

Isaiah has long been known to lovers of fine literature, as one of the gems of the Old Testament. Many instructors of English have urged its use as a classic, regardless of any religious interpretation.

More and more, modern study has dealt with its origin, its two or three authors, and its relation to the coming of a Messiah.

As a literary masterpiece, as a most wonderful devotional study, as a reflection of the growing conception of a nation's destiny, as a great picture of the hopes and fears and promise of life not only long ago, but touching modern experience also, these lectures cannot afford to be set aside for any but the most urgent reasons. They occupy just one hour. Plan that as your Lenten service!

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