

# Howard Neutrodyne

## The Value of a Good Name

The ancients had it that "A good name is rather to be chosen than great riches."

But in this modern commercial age that formula has been improved to the extent that a good name and great riches—at least greater prosperity—often go hand in hand.

The firm that builds a good name for its product through a long record of dependable service, and faithful adherence to an ideal is soon given the full confidence of the public, its products become easier for dealers to sell, and distribution becomes nation-wide.

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### "Labor" to Be Subject at Next Forum Meeting

The Chicago Forum will make another contribution to constructive thinking regarding possible relations between capital and labor at its meeting Sunday afternoon, February 21, Fred A. Moore, the director of the Forum has announced. The speaker will be a neutral close observer of industrial relations, Wm. M. Leiserson of Toledo, Ohio. Dr. Leiserson is chairman of the Board of Arbitration in the men's clothing industry in Chicago and has served in the same capacity in New York and other large centers. Previously he has held important executive positions under the industrial commissions of the states of Wisconsin and New York, the United States Commission on Industrial Relations, the United States Department of Labor and the Carnegie Foundation. His books are important contributions to the studies of unemployment and of immigrant labor, it is said. The subject at this meeting will be "Employee Representation—a Warning to Trade Unions." The address and question period will be of particular interest to employers and members of organized labor alike.

The Forum meets in the Olympic theatre, Clark and Randolph streets, Sunday at 3 o'clock.

The Forum has many sponsors among prominent North Shore residents.

### HOLD SUNDAY CONFERENCES

For the additional convenience of any who may be desiring to see him in unhurried conference, Dr. J. W. F. Davies announces that he will try the plan of being in his study, Sunday afternoons from 4 to 5 o'clock. The announcement further says he will be glad to talk with persons about any matter in which they think there is a chance of him being of any help.

### Give Program for a Conference on Parent Education

The North Shore Country Day school, the Winnetka Woman's club, the University of Chicago, the Illinois Councils of Parent-Teacher associations, the Woman's City club, and the Chicago Woman's club are among a long list of organizations co-operating for the Conference on Parent Education given by the Chicago Association for Child Study and Parental Education in the Red Lacquer room of the Palmer House, Thursday, Friday and Saturday, March 4, 5 and 6.

The purpose of the organization, it is announced, is to "supply information and understanding to parents in order that they may give necessary guidance to the proper development of their children's lives."

An outline of the program for the three-day conference follows:

#### Thursday, March 4

9:45 to 12:15—The Child, the Home and the Community: Grace Abbott, Children's Bureau, Washington, D. C.; Ernest Groves, Boston University.

2:30 to 4:30—Health Habits—Such subjects as the following: Standards of Development in Children, Children's Reactions to Food, The New Discovery of an Old Power—Sunlight, Continuous Health Supervision, Fatigue in Children, Dr. Caroline Hedger, Dr. Martha M. Eliot, speakers.

#### Friday, March 5

9:45 to 12:15—Importance of Childhood—Patty Smith Hill, Teachers' college, Columbia university; Edna Noble White, Merrill Palmer school, Detroit; John E. Anderson, University of Minn.; Dr. Ira S. Wile, psychiatrist, New York City.

2:30 to 4:30—Problems of the Adolescent—Can the parent understand? Dr. William Burnham, Clarke University; Dr. Frankwood Williams, National Commission for Mental Hygiene.

#### Saturday, March 6

9:45 to 12:15—The Home, the Child, and the School (In co-operation with the Central Council of Childhood Federation)—Dr. Arnold Gesell, Yale Psycho-Clinic; Walter Dearborn, Harvard university.

There will be a dinner Friday, March 5, at which Henry Neumann, Brooklyn Ethical Culture society, will speak on the Development of Character and Ideals. Other speakers will be Ernest Horn, University of Iowa. Round-table discussions during luncheon will be held daily on Sex Education, Cultural Backgrounds for the Child, Nursery Schools, and the technique and material of typical child study classes.

Miss Grace Stoddard of 582 Provident avenue is leaving for a two weeks' visit in Decatur, Ill.

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