

TRADE ORGANIZATIONS ARE SUBJECT OF STUDY

Leading Economists to Give Two Weeks' Course at Secretaries' School in Evanston

Ten of the leading economists of America, selected from five outstanding American universities; twenty-four managers of properly functioning American Chambers of Commerce, each one expert in his field; and fourteen executives of outstanding American trade associations, each one a success in his line, will be gathered at Northwestern university for the purpose of giving an intensive two week's course in the fundamental principles affecting business men's organizations, starting August 16, and will point toward a goal of greater efficiency in all business life, according to an announcement made this week over The Chicago Daily News radio by John N. VanderVries, of Winnetka who is secretary of the organization and who is prominent in the Chamber of Commerce, U. S. A.

Mr. VanderVries indicated that the gathering of these trade executives at Northwestern is in line with the American policy of thorough training for all persons who are closely functioning in the field.

"During the past year, eight British workers, under the sponsorship of the London Daily Mail, spent a month in the United States where they traveled five thousand miles to learn and to take home with them the secret of prosperity in American business," he said in explaining the close relationship between business and trade organizations. "Among the answers which they took back to England with them was the one which emphasized the prominent part played in American business life by business men's organizations. They found, to their amazement, in these organizations the greatest willingness on the part of members to discuss with each other common problems and to furnish to the business in which they are mutually interested.

Brings Remarkable Growth

"This growth of American business organizations, especially during the last few decades, has been one of the most marked developments of American economic life," continued the speaker. "American business leaders themselves have been astonished at

it and as they have studied it, have been forced to recognize that this movement needed intelligent leadership if it is to occupy a permanent place in our business structure."

The formation of the School for Commercial Executives at Northwestern university was mentioned as a distinct step in this development and then Mr. VanderVries spoke of the through courses in various lines which are to be given this year at the school, saying in part the following:

"The economists who will be on the school's faculty this year will touch on such subjects as present day marketing problems, marketing and distribution, public finance and taxation, social problems of the community, industrial development of the United States, and accounting and financial analysis, for the purpose of developing sound economic thinking on the part of those who are selected to lead groups of business men. The thirty-eight managers of organizations of the two types mentioned will discuss structure, program of work, membership, finance, meetings and committee management, publicity, conventions, commercial and industrial activities, assemblage and use of statistics, executive management, industrial research, trade extension, cost accounting,—every one of which is a vital problem in business men's organizations."

The Chamber of Commerce expert said that forty-six states were represented on the enrollment of the school at Northwestern during the last five years, making it, therefore, a "truly

national organization" and that in addition Cuba, Porto Rico, and Canada have had representatives at the school. He had also stated the enrollment this year bids fair to exceed that of any previous year and that a most successful meeting is promised.

Mr. and Mrs. Edward Vander Vries of Tucson, Ariz., have been the house guests of Mr. and Mrs. John N. Vander Vries of 968 Pine street, for the past week until leaving for Grand Rapids, Mich., to attend a family reunion.

Mrs. Adolph Bucher, 983 Willow road, has been entertaining Mrs. George Crawford of Teulon, Canada. Mrs. Crawford has been in Winnetka for five weeks and left for Canada, Sunday, August 8,

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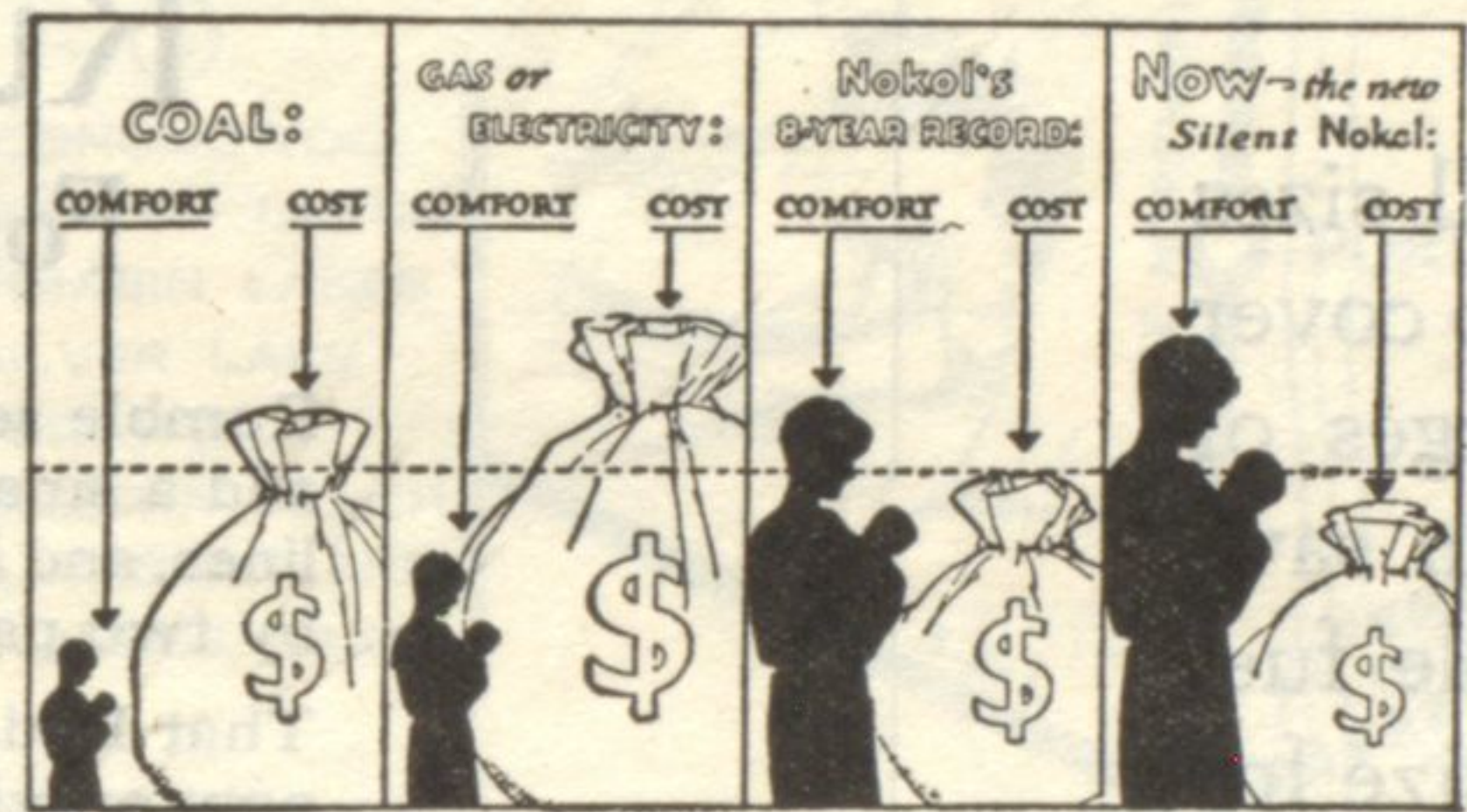
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