

GIVE MUSICALE

Mr. and Mrs. Earl C. Moss, 316 Cumnor road, Kenilworth, entertained a number of their friends at a musicale last Sunday evening. The program was given by René S. Lunde of Chicago, baritone, who was accompanied

at the piano by Mrs. Robert Kingery of Winnetka.

James and Albert Pierce, who have been spending their spring vacation at home, will return to the Hill school, in Pottstown, Pa., next Tuesday.

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Woman's Athletic Club to Give Comedy at Evanston

The Women's Athletic association at Northwestern university is presenting "Sea Plus," its ninth annual musical comedy, Friday and Saturday evenings, March 30 and 31, at the new Haven school, two blocks south of Central street on Prairie avenue. There will be a Saturday afternoon matinee also. Settings for the show are to be done by Aleya Burtis, who designs and executes all the settings for Theater Guild productions. Joe Bren, who cocahed the "Wooden Kimono," a mystery success, and was in charge of two acts of "Hit the Deck," and one of "Good News," is coaching the show.

The annual Mardi Gras celebration at New Trier High school took place last Saturday evening in the Mess hall. The Night Owls furnished the music for dancing. The Misses Doris and Helen Fraser of Kenilworth entertained with several song and dance selections. Many of the guests were in costume.

Mrs. Walter Marx, Essex road, Kenilworth entertained her sewing and luncheon club on Monday of this week.

Wilmette Man Says Men, Not Cash, Make Banks Successful

In an address before the mid-west conference of savings bankers, R. R. Marquardt, assistant vice-president of the First Trust and Savings bank of Chicago, and who resides in Wilmette at 218 Woodbine avenue, spoke of the increasing value to modern industry of personnel studies, "man-analysis, job-analysis, and the bringing of the right man and the right job together." Important in this connection, he said, was the fact that "putting square pegs in square holes and leaving them there had been found inadequate."

He emphasized the need of personnel studies in large organizations employing great numbers of men and women. In such concerns employers and employes cannot really come to know one another with any satisfactory degree of intimacy. Therefore formal analysis must be made and kept on file to serve as a basis for maintaining and promoting the business.

In his address Mr. Marquardt outlined the methods used in the bank of which he is an officer. Those in charge of the personnel management set up occupational analysis and classifications, more popularly known as "job ratings." These ratings include (1) descriptions of the duties of the various positions; (2) a review and analysis of these descriptions; (3) a comparative and critical analysis by the personnel committee. Each individual employe was rated on 14 points: general suitability, accuracy, neatness of work, regularity of attendance, appearance, application, speed, knowledge of work, personality, co-operation, intelligence, initiative, directing, ability, and organization ability.

Not only has it been found necessary to make and keep for ready reference these individual studies but it has been found equally necessary to hold at regular stated intervals meetings of employes where they are encouraged to make suggestions and present their problems and where the officers may talk intimately with the employes on matters relating to efficiency, service, and the like.

In closing Mr. Marquardt laid stress on the fact that "men, not money, make a bank," and that satisfied workers produce the highest morale.

Dodge Brothers Display New Standard Six Models

After over two years of intensive development work, Dodge Brothers, Inc., this week officially announced the Standard Six line of passenger cars, priced from \$875 to \$970. In this new car, it is claimed, exceptional riding comfort, economical performance and ability to travel at sustained high speeds have been combined with the sturdiness and dependability for which Dodge Brothers motor cars have always been so well known.

The new cars are displayed in the salesroom of the Wersted Motor company at 562 Lincoln avenue, Winnetka.

The factory is now building the Standard Six in four body types, the coupe, sedan, deluxe sedan and cabriolet, finished in a number of different attractive color combinations. Production of the new sixes is now 1,000 per day and Dodge Brothers schedules call for total output of all types exceeding 1650 per day, the largest production schedule in Dodge Brothers history.

The sweeping graceful lines of the Standard Six give the impression of cars selling at much higher prices. Although the overall height is low adequate headroom is provided. High seat backs and wide cushions, both tilted at the correct angle, insure the comfort of the passengers.

ROSENBERG'S

Davis Street ~ Downtown Evanston

From the Men's and Boys' Shops**Mallory Hats for Spring, \$7.00**

THE MANTONIAN, a narrow brim hat with the high crown welt edge. In pearl grey and chestnut tan.

THE SHORELAND, the spring version of a snap brim, raw edged hat, in crystal and ecru.

Boys' Wee McGregor Sports Sweaters \$5.00

New heraldic designs inspired by engraved arrow of Scottish Knights. V-neck, pull-over style, in buff and heather green.

Kid Roy Suits Sizes 4 to 10 \$10

English straits and Oliver twist waist and short 2-button jacket make up this suit. It is matched by the Roxy cap at \$2.50.

Sheridan and Wilton Jr. Suits Sizes 6 to 16 \$15

The new thing in fancy cheviots, twist weaves and herringbones. The three-button model for smartness; cravenetted for wear. 2 knickers, too.

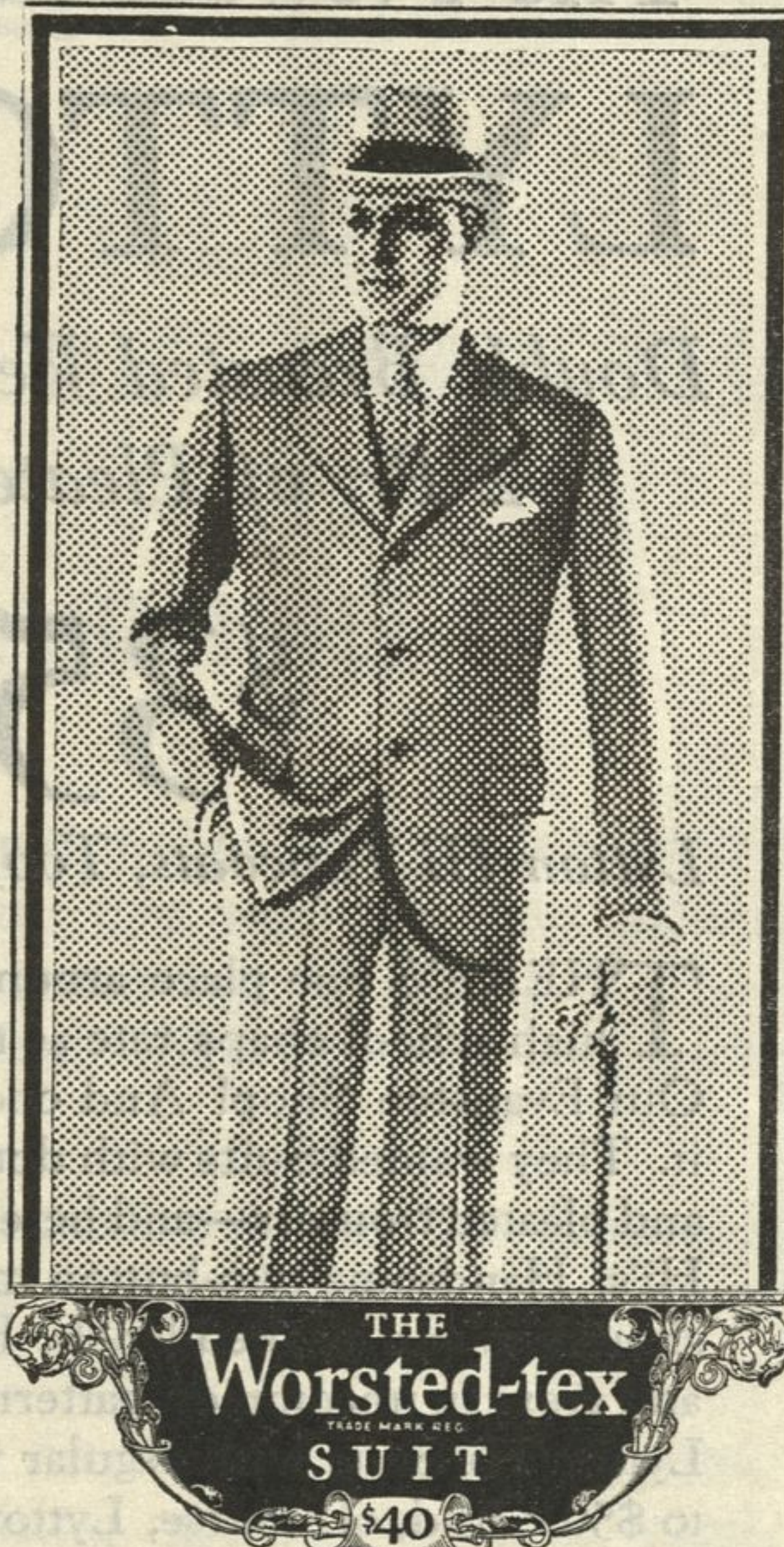
Hi Suits, \$25

Typically collegiate in style and patterns.

Boys' Varsity Caps, \$2.00

With unbreakable visor; in fabrics to harmonize with your suit.

Boys' Wear—Third Floor
Men's Furnishings—First Floor
Men's Suits—Third Floor

**The Worsted-tex Suit, \$40.00**

—custom-tailored in appearance, fit and feeling.

The Worsted-tex suit for the man of affairs—a better-fitting suit of conservative weaves.

The Knit-tex Topcoat, \$30

Manhattan Shirts for Men, \$3.50

New check patterns in blue, tan or black on white grounds. Collar attached.

Hand Tailored Sheppard Check Ties, \$2.00

New Patterns in Phoenix Sox, 75c

An entirely new range of patterns in Phoenix hose for men. Vertical stripes with jacquard figures. Made of rayon-and-lisle and silk-and-lisle.