

Advertising Experts to Lecture at Northwestern

Experts in various fields of advertising will lecture at Northwestern university next year in a course to be called "Modern Tendencies in Advertising," L. D. Herrold, associate professor of advertising, announces.

The speakers have been selected by the advertising council of the school of commerce in which school the course will be offered. Among the speakers will be J. R. Ozanne of Ev-

anston, advertising manager of Carson Pirie Scott and company, who will lecture on "Changing Conditions in the Retail Field." Others will be E. St. Elmo Lewis, nationally known advertising authority, who will give the first lecture, Sept. 24, on "Changing Conditions in the Field of Advertising"; John Benson, president of the National Association of Advertising Agencies; Homer I. Buckley, president of the advertising council of the Chicago Association of Commerce.

Sororities Issue Rules for Rushing Maneuvers

Members of sororities at Northwestern university have started their annual "calling" on the many girls from Evanston, Chicago and the north shore who will enter the university this fall.

Elaborate rules to govern the "rushing" of girls have been laid down by Panhellenic, the inter-sorority governing body, and these detail two weeks in which the sorority members may make calls at the homes of the girls entering the university. Calling, as a preliminary means of becoming acquainted, will continue until Sept. 1 when invitations will be issued for a series of parties in honor of the new girls.

Dates of the rushing parties have been set for the evening of Saturday, Sept. 15, the afternoon of Monday, Sept. 17; the evening of Tuesday, Sept. 18; the morning of Wednesday, Sept. 19; the evening of Wednesday; the evening of Thursday, Sept. 20 and the late afternoon of Friday, Sept. 21.

Mr. and Mrs. Frank Barrett of 55 Essex road left yesterday to spend two weeks in New York City.

Cook County Fair Promises Variety of Entertainment

A tribe of Indians, a galaxy of society girls and women with their thoroughbred entries, the children of Cook county and their juvenile achievements, as well as a program which fills five days of entertainment, education and interest will mark the 1928 Cook County Fair, which will be held at Palatine, Ill., from August 29 to September 3.

This announcement was made this week by Secretary T. C. Hart as he worked on plans to make September 2 "Democratic Day" and September 3 "Republican Day" a home-coming of all Democrats and Republicans in the state and county.

Every candidate in the state and county will be invited to participate in the festivities on those days.

The society horse show under the direction of Mrs. Mary C. Llewellyn, owner of the Sunset farm will have special features afternnon and evening each day. The juvenile county fair is an established feature. The demonstration of women's work in the home which attracted so much attention last year will be repeated.

The trotting race program will start on August 31 and some of the best trotting horses in the country will be on hand. The 2.14 pace event will be run for the "President's Cup" donated by President A. J. Cermak and the 2.16 trot event will be marked by the winner receiving the Alderman John S. Clark trophy.

Labor Day, September 3, will be Republican Day and Louis L. Emmerson, John Swanson, Edward Moore and Oscar Nelson, Oscar Carlstrom and other leading republican candidates will be on the speaking program.

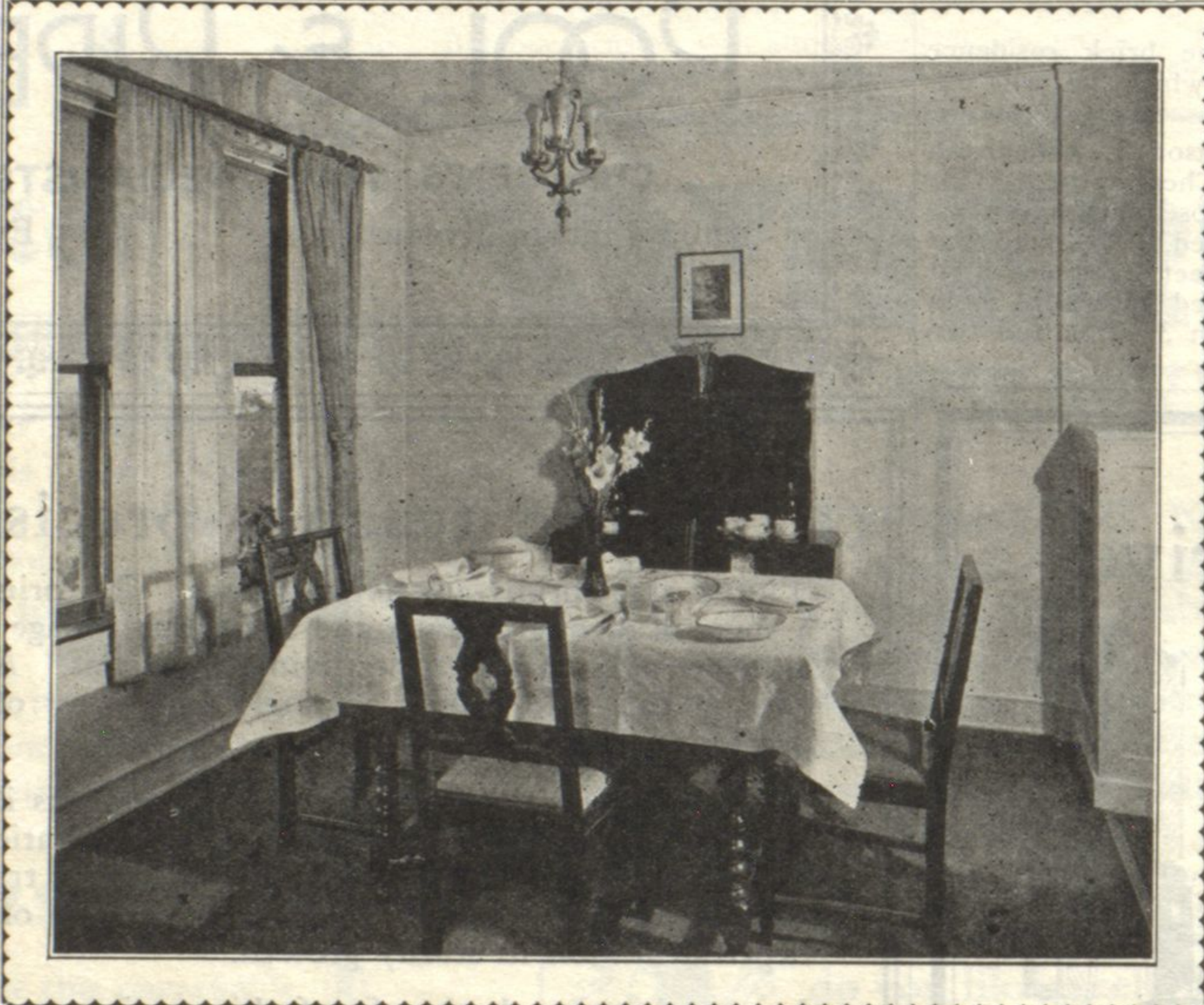
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