

FIND BUSINESS MEN TOWNSHIP BOOSTERS

New Trier Commercial Association,
Sponsor of New Trier Day, Backs
Every Forward Movement
in New Trier

LEADERS IN COMMUNITY

Display Keen Interest in Village Affairs and in Matters Pertaining to Township as a Whole

New Trier Day, the single event of the year that attracts universal interest in the township, is, each year, sponsored and carried out under the direction of the New Trier Commercial association, a township-wide civic organization of business men which claims members in every village in New Trier.

The suburban character of north shore villages, with the attendant scarcity of factories and large industrial institutions, tends to detract from the fact that villages in New Trier Township really possess many business houses, several substantial banks and manufacturing places which, while for the most part comparatively small, are nevertheless, important factors in community development.

Genuine Boosters

The New Trier Commercial association membership is made up largely of these progressive business men who are not alone interested in business but have at heart, as well, the welfare

of the communities in which they live and do business, and in the township in which these villages are located.

Members of this association may be counted as genuine boosters of the north shore. They are interested, individually and as an organization, in every forward movement in the township and have repeatedly backed betterment movements of varied character.

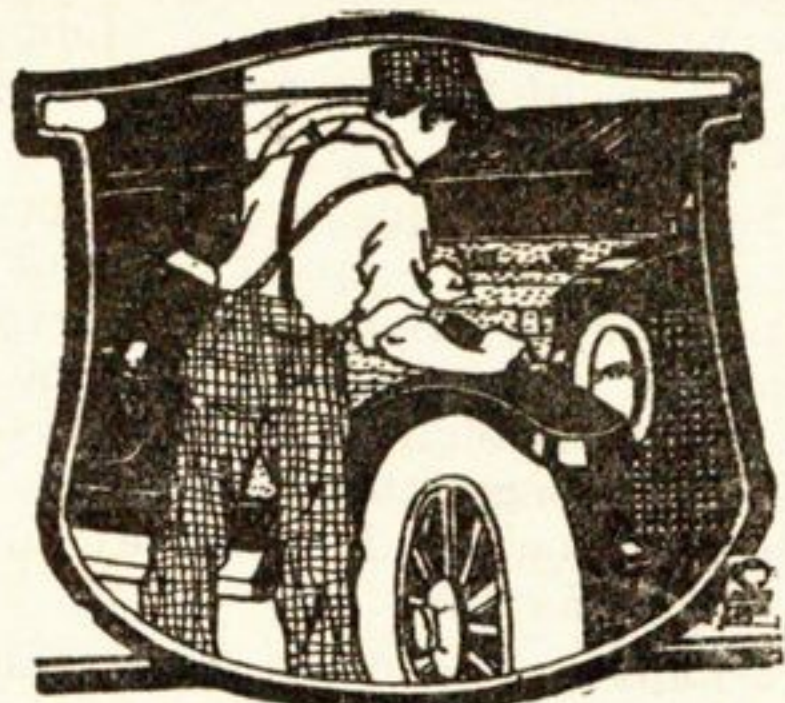
Because of the very nature of the north shore the Commercial association has, at times, not asserted itself as forcefully as might be expected, but always there have been a few staunch leaders in the organization who have persevered, pulled over the rough spots and been successful in injecting new life and vigor into the association.

Gates Natural Leader

One of these men is Henry B. Gates, president of the association and directing genius of the north shore departments of the Illinois Telephone Company. Mr. Gates is a resident of Wilmette and has been an active member of the Commercial association since its inception several years ago. Another dominant factor in the success of the organization is A. S. Van Deusen, Wilmette grocer, and General chairman of New Trier Day committee. Mr. Van Deusen has been a north shore business man for almost thirty years, and is regarded by his associates as the great "balance wheel" of the commercial association.

There are many other equally progressive members who have stood by faithfully and are always prepared to "roll up their sleeves" when real work is to be done. They are leaders in their own communities and

New Trier boosters as well. Among them may be counted Dan G. Stiles, Lloyd F. Hollister, Homer Cazel, F. H. Gathercoal, John C. Gopen, A. C. Wolff, George White, Otto Falk, Bert Blow, Arthur Lips, Robb Webber, Henry B. Gates, Louis Abrahams, Earle Weinstock, Alva Lee Adams, William Crouse, Perry Eade, J. R. Sweet, C. F. Brandt, J. H. Dethloff, Emil Nord, William C. Kurz, Carl E. Steiner, William T. Wehrstedt, H. E. McNeal.



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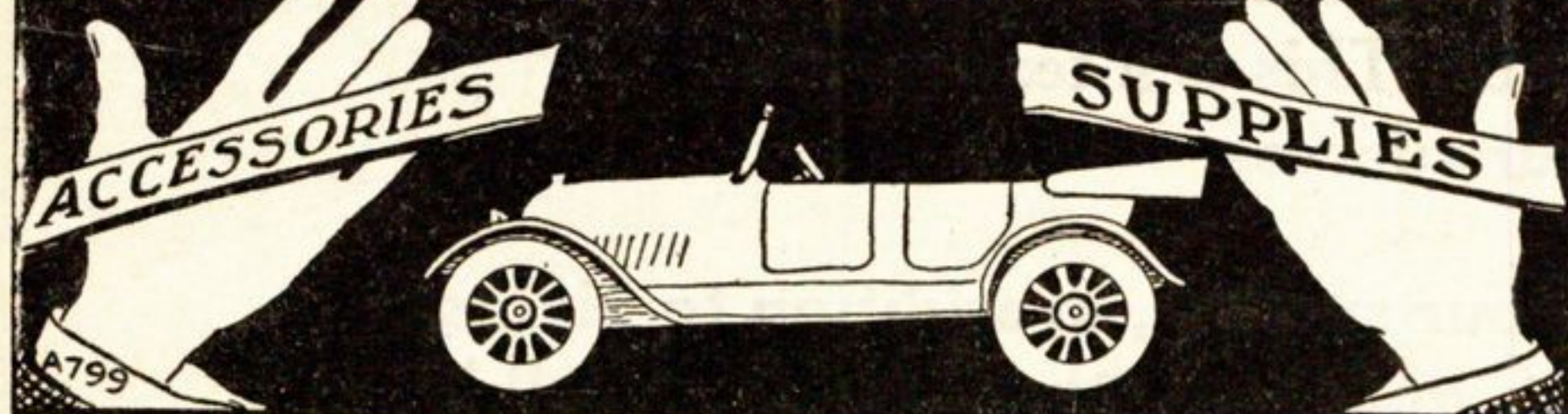
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