

"What's this gadget?"
he asked
—and we sold him 4 new tires



The "gadget" is a little machine that shows the difference between ordinary cord, used in other tires, and Supertwist cord, used in Goodyears . . . That difference is in the *stretch* and *comeback*—you can see how Supertwist cord stretches and comes back, how the cord in other tires loses its life and elasticity . . . It takes about 3 minutes to tell the story—but as this customer said—"If every car owner could see that demonstration, there wouldn't be anything used but Goodyear Tires."



Goodyear All-Weathers

4.40-21	\$ 5.85
4.50-21	6.50
4.75-19	7.00
5.00-19	7.60
5.25-18	8.50
5.50-19	9.70
6.00-20	11.40
6.50-19	13.60

Wilmette Battery & Electric Service

740 Twelfth Street

Shawnee Service Garage
 515 4th St., Wil. 636

Lynam Service Station
 415 Ridge Ave., Wil. 5426

Phone Wilmette 691-696

Shimonek Service
 803 Main St., Wil. 5374



Thrifty Coal Users Are Placing Their Orders Now

Our prices today on all grades of Consumers Guaranteed Coal are lower than they have been in many years.

Thrifty families will make a decided reduction from last winter's heating costs if they will let us fill their coal bins now.

Why not telephone today and let us tell you all about it?

GUARANTEED COAL
 FUEL OIL
 SOLVAY COKE

Consumers Company

WILMETTE 1300
 WINNETKA 3386
 GLENCOE 75

DELIVERY YARDS ALL OVER THE NORTH SHORE DISTRICT

MERCER

Order From

LUMBER COMPANIES

Children's PLAY HOUSE

In two styles. Painted any color with contrasting trim. 5x6 feet with wood floor. Delivered in 7 sections ready for assembly.

Built Up Style **\$35**

Screen Style **\$20**



SPECIAL for this Week Only

This Long Bell Garden or Porch Chair shown in the illustration. Sold knocked down for only

\$1.75

TELEPHONE 289 WILMETTE
 Evanston Branch University 7700
 2738 W. Railroad Ave.

Special Offering in LAWN MOWERS

You can purchase a high grade, 4 blade, 16-inch, ball bearing lawn mower that makes cutting grass a pleasure

for only **\$5.25**