

**ELECTRICAL SUPPLY  
BUSINESS BUILT UP  
WITHIN THREE YEARS**

The North Shore Electric Shop at 554 Center street, Winnetka, John C. Welter, proprietor, is an illustration of the phenomenal growth of a business under expert management and dealing in the highest grade electrical goods.



J. C. WELTER

Mr. Welter came to Winnetka in 1917 and developed a splendid business in the midst of the World War. He took over a small, scantily supplied shop boasting of one show case, one wall case, a desk and a few odds and ends in electrical things. This business, has become within a period of three years, what is generally considered the most complete stock of electrical merchandise on the north shore.

The firm specializes in the sale of the Eden and Thor washing machines, Simplex ironer, Royal and Eureka vacuum cleaners. The steady sale in these labor saving household devices has been nothing short of phenomenal in view of the comparatively brief existence of the firm. Unusual success has been experienced also in the sale of all electrical appliances. The aim of the firm is to handle the most complete stock in electrical appliances and supplies in this vicinity.

In addition to maintaining an extensive business in electrical repairing and contracting, Mr. Welter is in a position to survey the homes of the north shore and supply the many labor saving devices furnished in the electrical line. Due to this knowledge in this field many homes have been provided with complete equipment of electrical labor saving devices.

Previous to establishing his business on the north shore Mr. Welter was owner of the John C. Welter Sales Company of Chicago, a concern specializing in the sale of electrical appliances.

Mr. and Mrs. Thomas H. McInerney, 355 Linden avenue, have left for Charlevoix, Mich. Later they expect to go to Lake Placid for a brief sojourn.

**R. H. SCHELL NOW  
LEADING DRYGOODS  
MAN IN TOWNSHIP**

In this Boosters' Edition of The Lake Shore Publishing Company weeklies, The Lake Shore News, Winnetka Weekly Talk and Glencoe News, it is peculiarly appropriate that the R. H. Schell Company, drygoods merchants, should make formal announcement of their Semi-Annual Clearance Sale, scheduled for the period from Thursday, August 26, to Tuesday, August 31.

This sale offers unusual opportunities to shoppers in Glencoe, Hubbard Woods, Winnetka and Wilmette, where the R. H. Schell Company operates its stores. The sale is announced as a great bargain event.

It is the aim of the firm to, twice a year, clean up the season's ends, always endeavoring to make the sales as interesting as possible to

the buying public of the north shore. The fall merchandise of the concern is now in the warehouses and the goods on the shelves at the present time must be removed to make place for the newer merchandise. It is obvious, then, that the summer merchandise is to be offered to the public at a considerable sacrifice.

R. H. Schell and Company has been established on the north shore since 1905. The business started by R. H. Schell, proprietor, at Winnetka. With the original location as a nucleus, the business has grown rapidly and now embraces four large retail establishments conveniently situated in the various villages. R. H. Schell and Company, is indisputably the largest retail drygoods establishment in the territory between Evanston and Waukegan. The stores contain complete stocks of drygoods, men's and women's furnishings, and household utilities.

R. H. Schell has been a resident of

the north shore for fifteen years. He started the business in 1905, operating with the services of a single clerk. Today the firm employs a corps of twenty clerks.

**ON VACATION**

Miss Erna Kock of the Sweet Shop, Lincoln avenue, is spending her vacation at the Wisconsin Dells.

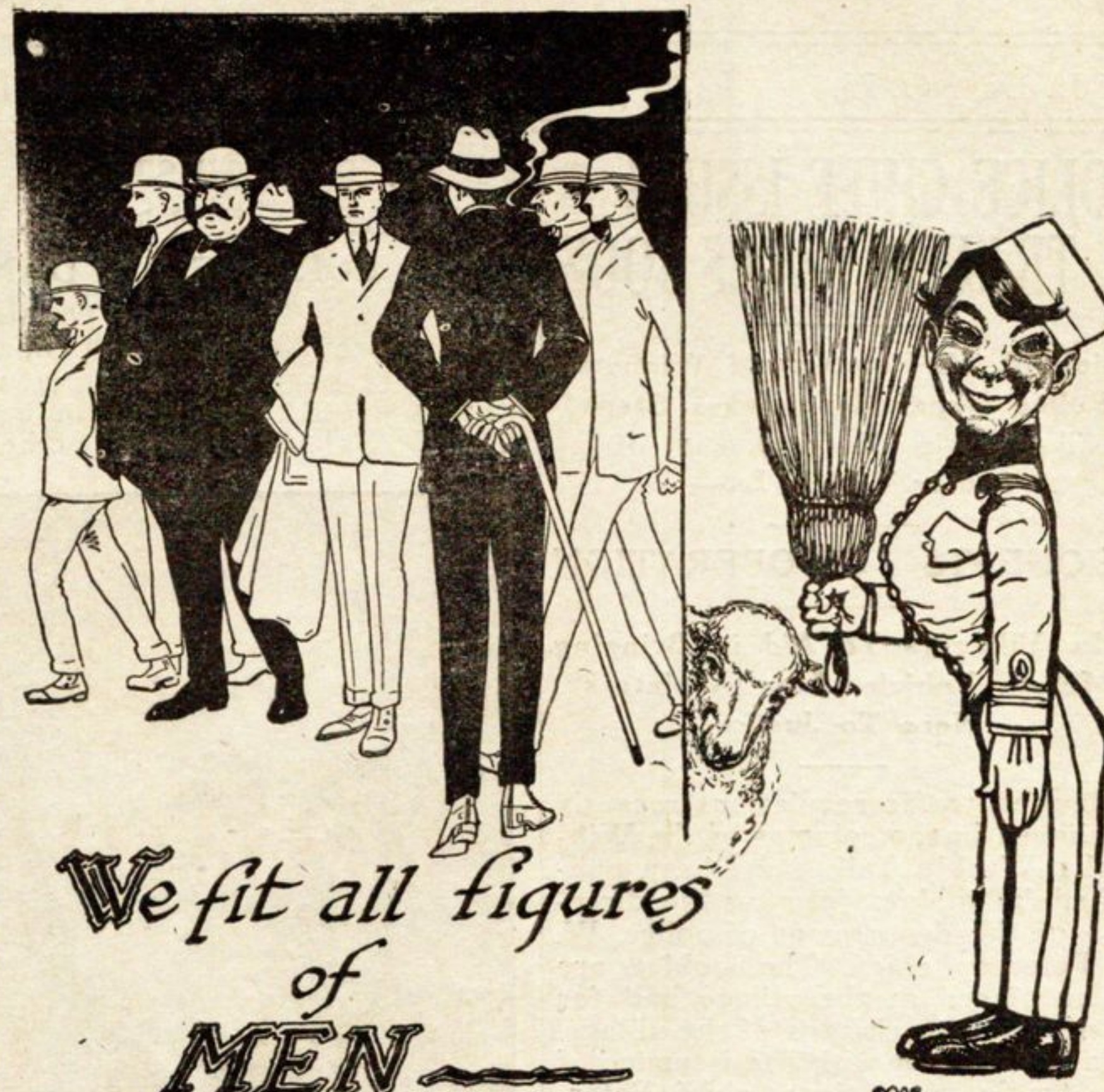
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MEN*

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You are hard to fit, but we can fit you. We put the tape around you, and cut and make your clothes to your own measurement.

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*Wear our good "Nifty" clothes.*

**J. H. DETHLOFF**

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John C. Welter, Proprietor



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