

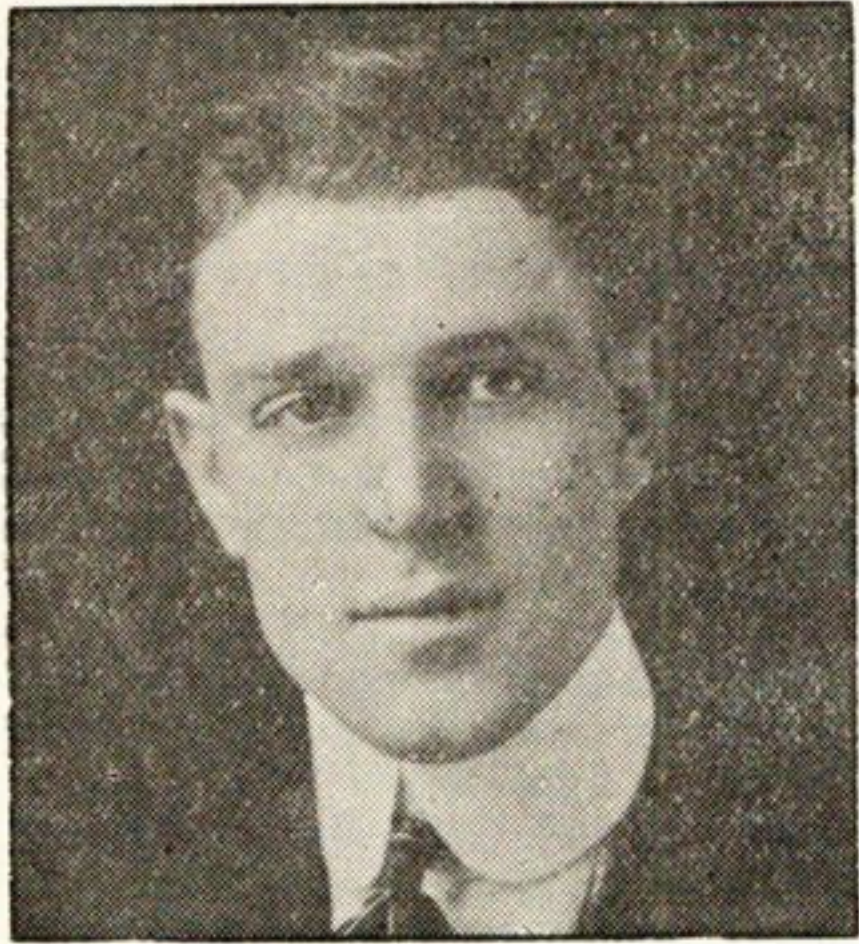
WHY I ADVERTISE IN THE TALK

"Yes, I am well pleased with the Winnetka Talk as an advertising medium.

"I am satisfied that money is well spent when spent in Talk advertising.

"I feel that the Talk covers a larger territory for less money than any other medium open to the local advertiser.

"The Talk has grown to a remark-



John C. Welter

able degree, and this steady development in the paper represents more advertising for the money expended."

John C. Welter, proprietor of the North Shore Electric shop, 554 Center street, is author of the above brief but meaningful statements made in reply to the question "Why do you advertise in the Talk?"

Mr. Welter represents the progressive type of business man. He "took over" the remnants of an electrical supply shop six years ago and has by dint of hard work and sensible and

consistently progressive business methods developed the meager business into one of the best equipped electrical supply shops on the north shore. Born in the early days of the World War, the business has made phenomenal strides. "Only the best of Everything Electrical" is a silent motto, adhered to religiously by Mr. Welter.

Christmas Sale Still On

Beautiful and Unusual Novelties For Gifts

Scarves, Negligees, Infant Clothes, Toys, Games, Toy Animals, Christmas Cards, Calendars, Baskets, Bags

Open Wednesday afternoons, Wednesday and Saturday evenings until Christmas.

All profits donated to organized charity

COMMUNITY SHOP

Phone 544

380 East Central Ave. HIGHLAND PARK, ILL.

COMMUNITY HOUSE

Motion Pictures

Friday, Dec. 22nd.

EUGENE O'BRIEN

IN

"John Smith"

CHRISTMAS

IS ALMOST HERE

And we are going to have a nice lot of Turkeys, Ducks, Geese, and Chickens for your Christmas Dinner.

Put your order in early and get the best of the lot.

It has been a custom for the past several years to close our shop on Thursday afternoons. This practice has now been discontinued, and in the future we will be open all day THURSDAYS.

PETERS MARKET

A. PETERS, Prop.

Phones 920-921-922

734 Elm Street

WINNETKA

6 Prouty Annex

Winnetka 686

—Ride Right

IN A

Black & White

WE'RE going to give Winnetka a new taxi service.

You'll get what you pay for. No self-respecting person wants any more than that.

Use a Black and White taxi and you'll be getting meter service. Every cab will have a meter, which will measure your trip exactly.

The rates will be 20 cents for the first half-mile, and 10 cents for each additional half-mile. 20 cents for each additional passenger. Pay your fare to the taximan.

Thank You!

RIDE RIGHT

IN A

BLACK & WHITE

6 Prouty Annex

Winnetka 686