

OF INTEREST
only to our
ADVERTISERS

A full-page advertisement has tremendous selling power. It catches the reader's eye and holds his attention. He remembers the name of the full-page advertiser, and when in need of the article which is offered, the name comes at once to his mind.

Certain of our merchants have such great faith in the value of what they sell that they make frequent use of full page advertising. We are instituting a Roll of Honor for these advertisers. The Roll of Honor will show how many full pages each of these merchants has used since January 1, 1923, and will be revised each week.

FULL PAGE HONOR ROLL

Hubbard Woods Lumber and Coal Company.....	4
Hubbard Woods Grocery and Market.....	4
North Shore Bootery.....	1
R. H. Schell and Company.....	1
William Aitken.....	1
Anthony and Lareau.....	1
Blomdahl and Sundmark.....	1

The modern tailoring establishment is to be found right in Wilmette. It is none other than the Schultz and Nord business on Central avenue opposite the Wilmette village hall. Electricity plays a prominent part in the work turned out at the shop. Every tailor's "goose" is electrically heated and every sewing machine is motor propelled.

This week Schultz and Nord received a new and extremely attractive office and salesroom equipment. It is well worth beholding. Emil Nord is the genial and efficient guide.

The Avenue Shop in Hubbard Woods is now advertising new spring lines of ladies apparel. The lines of sweaters, sport clothes and novelties are very attractive.

H. E. Odhner and company, well known Hubbard Woods tailors, advertise spring suitings and top coats. "Getting near Easter Sunday," says Odhner, by way of a warning to the discriminating gentlemen.

The Hubbard Woods Garage is now selling the Wadham Motor oil, known as the "tempered" oil for automobiles. This oil, it is explained, stands an unusual amount of heat without "breaking down" and leaves little or no carbon.

The Hubbard Woods Cash Grocery and Market is conducting some attractive canned goods sales. Canned goods in dozen lots represent the biggest bargains of the sale, especially some brands of canned fruit with which 10 pounds of sugar are sold for 59 cents. With other items sugar is being sold at the rate of one pound for two cents. The sales are announced in the grocery's full-page ads in the Talk.

AUTOMOBILE PAINTING

of the
Highest Quality
Wersted Motor Co.
Phone Winnetka 165

Frank Borovicka, florist at 746 Center street, is announcing his Easter floral specialties. It has not been generally known that Mr. Borovicka does a retail business. His advertisement in the Talk last week would make anyone want an Easter "posy" in the home. There are hyacinths, cineraria, cyclamen and primroses, as well as a complete assortment of cut flowers.

The Winnetka Shoe Store is announcing something new in sport shoes for men and women. The shoe has a raw rubber sole that is said to be superior to leather in wearing quality.

The South Water Fruit market, now under new management, is advertising extensively its bargains in fresh fruits and vegetables.

Do you read "Charley" Patchen's ads in the Talk? Whether you have a bad cold or want to buy a tooth brush, it will pay to consider Charley's offers in the Community Pharmacy announcements each week. His ad copy is typical of Charley himself and you should get acquainted with his "smiling service."

Homer G. Cazal, 408 E. Railroad avenue, who has been north shore representative for Childs and Franklin, Evanston wholesale grocers, for a number of years, is now representing in the same capacity the Mallott, Johnson company, wholesale grocers, of Chicago. Mr. Cazal has been well known to north shore business men for 18 years. He was formerly connected with the Progressive Grocery at Winnetka. He will continue to transact business with north shore merchants.

The North Shore Suburban Electric Shop, 415 Linden avenue, Wilmette, has secured the exclusive agency of the entire north shore for the celebrated Iver-Johnson bicycle.

SALE

Baby Sweaters, Bonnets and other articles greatly reduced at

THE POLLY PRIM SHOP
(Virginia P. Noe)
809 Oak St. Winn. 1635

U WILL BE !!SCARED!!

— by the —
Three Live Ghosts

if you go to the Skokie school on Wednesday, evening, March 21.

The North Shore Players will introduce them to you.

Music by The Vagabonds

Plaza Jeweler

LIBRARY PLAZA HOTEL
EVANSTON

THE finest jewelry shop on the North Shore, maintaining a repair department for watches, clocks and jewelry.

GENERAL TEAMING

BLACK DIRT and MANURE

HARVEY RYAN

342 Jefferson Ave. Phone Glencoe 655
Glencoe

BUYS FARM TO SUPPLY KITCHENS OF 2 HOTELS

Victor C. Carlson, owner of the Library Plaza and the Orrington, Evanston's newest hotels, has purchased a 520 acre farm at Western and Kedzie avenue, adjacent to the Olympia Fields Country club, it has been announced.

The property, representing a consideration of \$150,000, constitutes some of the most fertile acreage in Cook county, suitable for truck gardening, dairying, corn, and poultry raising. The land, with the exception of a few acres of timber, is cleared and under cultivation.

The farm has a large attractive master's residence with a substantial home for the farm manager and help. Barns, hen houses, a milk house, and other buildings and the latest farm equipment including tractors complete the property.

In purchasing the farm, Mr. Carlson stated that it is his purpose to further improve it that it may supply the kitchens of the Library Plaza and the Orrington, the latter of which is scheduled for completion September 1.

FORD REPAIRING

Skokie Motor Co.

712-714-716 Elm Street
Winnetka

Authorized FORD Dealers

Jennings and Aschbacher Homes Are Sold This Week

M. W. Frissell, Chicago produce merchant, has just purchased the Dr. Poff home at 562 Hawthorne lane, Winnetka through M. E. Barker and company. Mr Frissell will move his family to Winnetka about May 1.

William F. Bauer, of 730 Central ave., has recently purchased, through M. E. Barker and company, the Jennings home at 426 Tenth st. Mr. Jennings and family are taking an apartment in Chicago.

George F. Aschbacher and family, who are moving to Ohio, have sold their home at 1625 Lake avenue to Paul Kempe, who is associated with Fred O. Nelson, plumbing and heating contractor. This sale was negotiated through M. E. Barker and company.

RAZOR BLADES Sharpened

Mail us your old dull safety razor blades. We will sharpen them like new and mail back to you.

Double edge blades...35c dozen
Single edge blades...25c dozen

Satisfaction guaranteed—24 hour service. Give us a trial.



PROLONGED READING STRAINS THE EYES

Don't overwork them, as nature will rebel if you do.

Glasses—if correctly made—cool, rest and strengthen the optic nerves.

We have started hundreds of eyes on the road to improvement by furnishing glasses, that examination proved were badly needed.

Your Eyes May Be in the Danger Zone. If so, We Can Help Them.

Dr. O. H. BERSCH
Optometrist

Formerly Mgr. Opt. Dept. C. D. Peacock, Inc.

1177 Wilmette Ave.

For Appointment Phone Wil. 2766 or Residence Wilmette 1707

Dr. Thorvald Lyngholm

Osteopathic Physician

946 Linden Avenue, Hubbard Woods

Hours by Appointment

Winnetka 301

PREPARE TO

OWN-A-FORD

SPRING IS HERE!

Place Your

ORDER NOW

For Early Delivery

Ford Lincoln and Fordson

Largest and most complete Sales and Service Station on the North Shore

SHOREEN MOTOR CO.

2524 W. Railroad Ave.

EVANSTON

Phone Evanston 5913

W. B. SCOTT, Sales Manager