

SPRING IS HERE - TODAY



M'LE. ERLI SPRING has arrived!

The WINNETKA TALK takes great pleasure in announcing the initial Shopping Tour of this noted connoisseur. As the harbinger of all that is fine and worth while, M'le. Erli Spring will lead us into the fanciful hours of her first venture among the shops and stores of Winnetka.

This first tour of M'le. Spring's through the fairyland of Winnetka's shopping centers, all decked and garbed a-fresh in festive attire for her visit, will open her eyes with wonder.

M'le. Erli Spring goes Shopping



As you all know, M'le. Spring carries with her the charm of knowing just what is proper and fitting for the various occasions of the new season. Of course, M'le. Spring is very particular—she demands advertised merchandise and services.

So now prepare yourself, and we will all accompany M'le. Erli Spring as she lightly steps from shop to shop—taking advantage of all the merchandise and services that will make Spring a more enjoyable and delightful season.



8:00 A. M.



AWAKENING to the Robin's first chirp, M'le. Erli Spring calls the Wersted Motor Co. Garage for her car. For the past week, Wersted Motor Co. mechanics have overhauled her car, and M'le. Spring knows that it will be running as smooth as a clock when she steps into it on her way to the business district of Winnetka.

WERSTED MOTOR COMPANY

562 Lincoln Ave.

8:30 A. M.

M'LE. Erli Spring's first stop is at the North Shore Laundry where she leaves her dainty articles to be laundered.

The North Shore Laundry is one of M'le Spring's old standbys, for she has always received the best of service. "A fine way to start the day," says M'le Spring.



NORTH SHORE LAUNDRY

806 Elm St.

Phone 132

9:00 A. M.



"**A**H, a perfect shingle," says M'le. Erli Spring as she admires the beautiful work of the Indu Beauty Shop. M'le particularly notices the dainty curves of the shingle—made to conform to her most beautiful head and neck lines. With the shingle completed, M'le. Spring is prepared for her first "step" into the new season.

INDU BEAUTY SHOP

818 Elm St.

10:00 A. M.

NOW, M'le. Erli Spring must choose her Spring bonnet. For these articles she stops at Miss O'Brien's Hat Shop. What wonderful models are displayed here! Spring's newest fancies, and each hat so becoming. M'le. Spring is quite at ease, for she can secure the hat of her desires.



THE O'BRIEN HAT SHOP

736 Elm St.

10:45 A. M.



M'LE. Erli Spring's quest for fashion's smartest gowns leads her to the store of G. L. Zick & Co. Here she views the becoming creations of up to the minute designs. So many delightful dresses, and so many other accessories priced so low that M'le. Spring buys several gowns and a pair of Phoenix Silk hose to correspond with each gown.

G. L. ZICK & CO.

795-7-9 Elm St.

11:30 A. M.

THEN M'le. Spring decides that she must look smart from her toes up. Naturally, that means she will depend upon the Winnetka Shoe Store for her Spring footwear. M'le. Spring is amazed and gratified at the large assortment of chic models in the wanted leathers that greets her eyes. In a short time, M'le. Spring has selected several pairs of slippers—each at a distinct saving.



WINNETKA SHOE STORE

Herman Luensman, Prop.

804 Elm St.

Phone 694

12:00 NOON



M'LE. ERLI SPRING reminds herself that the kitchen cupboard needs replenishing, and her next stop is the Rapp Bros. Grocery and Market, where she leaves an order for quality groceries. M'le. knows through past experience that she can depend on the quality of the groceries—also that she can make real savings by trading here.

RAPP BROS.

522 Linden St.

12:30 P. M.

ADELIGHTFUL repast to the morning's shopping is the appetizing array of food on the Lilac Tea Room menu. All the dainty foods, prepared in a tasty manner—and just what M'le Spring especially desires—prompt and efficient service. M'le Spring feels much refreshed and is ready to continue her Shopping.



LILAC TEA ROOM

576 Lincoln Ave.

1:30 P. M.



THOROUGHLY refreshed, M'le. Erli Spring starts out on the afternoon round of shopping. She must not forget the matter of having the Parisian Cleaners and Dyers call for her drapes, curtains, rugs and blankets for cleaning. Then too, the Parisian Cleaners and Dyers will thoroughly clean all her winter clothes before she stores them—and the cost will be very little.

PARISIAN CLEANERS AND DYERS, INC.

578 Lincoln Ave.

Phones Winnetka & Wilmette 727

2:30 P. M.

M'LE ERLI SPRING pays her visit to the Winnetka Decorating Co., Interior Decorators, where she will make arrangements for the renewing of the interior of her home. M'le. Spring revels in the hundreds of beautiful wall paper patterns and the enticing shades of paint that will make her home the envy of her friends.



S. H. BROWNELL

WINNETKA DECORATING CO., NOT INC.

852 Oak St.

Phone 1305

3:30 P. M.



ENTERING the Adams Pharmacy M'le Erli Spring is very much relieved to know that the purchase of her Spring toiletries will be a wholesome delight. So many dainty perfumes and toilet waters, such entrancing powders, everything her heart desires, and the clerks are so helpful in deciding the correct brands.

ADAMS PHARMACY

784 Elm St.

4:30 P. M.

THE end of a perfect day for M'le. Erli Spring as she makes her purchases of Garden Accessories at the Eckart Hardware Co. Store.

There are countless varieties of garden seeds, endless numbers of varied garden tools—all so elegantly displayed and priced so that M'le. Spring may secure all the things she needs without a bit of worry concerning the cost.



ECKART HARDWARE CO.

735 Elm St.