

# Read This Testimonial!

Others have found the Winnetka  
Talk a valuable advertising medium

VICTOR C. CARLSON COMPANY  
BUILDERS  
636 CHURCH ST., EVANSTON, ILL.  
PHONES EVANSTON 6200 AND 9784

May 12, 1925

Lloyd Hollister, Incorporated,  
Wilmette, Illinois.

Gentlemen:

It will interest you to know that we have found your publications exceedingly valuable to us in connection with promotion work on our various enterprises.

When the Orrington Hotel was first planned, and before any actual construction had begun, we started advertising in your three publications. We have used space consistently ever since for not only the Orrington Hotel, but the Library Plaza Cafeteria, The John Evans Apartment Homes, and recently have begun a campaign on the professional office building we are now erecting on the southeast corner of Orrington Avenue and Church Street.

As evidence of the pulling power of your publications, an analysis of our guest list at the Orrington Hotel shows that 93 per cent of our residents come from the North Shore towns which you cover and Evanston.

It goes without saying that we shall continue to use your publications, as we consider them a most valuable part of our advertising program.

Respectfully yours,

VICTOR C. CARLSON COMPANY

by *Q. E. Thomas*

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Make the WINNETKA TALK your medium.

You'll find the results amazing.