



## Building a Bank on Good Will

**A**LL BUSINESS is built on Good Will. Without it there would be no business. Nowhere is the fundamental of Good Will more important than in the growing community of homes.

There's one item that doesn't show on the list of assets in the statement of a Bank—the Good Will of its patrons and of its home town. But it's there, nevertheless, and it's reflected in every figure of the totals.

A Bank can grow no stronger than its Good Will. You'll find every transaction at this Bank pleasant and friendly. We are building a structure on the foundation of community loyalty and helpfulness—and its growth is convincing evidence that we are building firmly and well.

A State Bank

# WINNETKA TRUST *and* SAVINGS BANK

Elm Street at Center



## LEE SAYS:

THERE'S a certain man  
HERE in Winnetka whose  
WIFE is addicted to  
THE habit of back seat  
DRIVING—we don't dare  
MENTION his name for  
HIS own protection—  
AND she is extremely  
NERVOUS and positively  
CAN'T stand it to  
DRIVE faster than  
TWENTY miles an hour  
SO he has simply  
FIXED his speedometer  
SO it won't register  
MORE than twenty miles  
AND he hits 'er up  
TO thirty and forty  
NOW without a word  
FROM friend wife—  
AND he is thinking  
SOME of having the  
PROCESS patented in  
WHICH case we have  
FIRST chance on the  
SELLING agency! The  
LINE will please form  
TO the right—don't  
SHOVE, gentlemen!

Full stock of  
Sheaffer's life time  
fountain pens and  
pencils.

Try a Scheaffer  
fountain pen for  
thirty days and con-  
vince yourself.

# ADAMS

PHARMACY

The *Rexall* Store

Elm & Linden

WINNETKA 2