



## Spending Is an Expensive Business

IT has been said that to spend \$100 costs more than just \$100. It means \$100 down and \$3 each year for the rest of your life.

If you put your \$100 in a carefully selected investment, that is financial prudence. But if you spend the money for something else, your loss of interest which it would earn in the Bank is like the liability of paying annual installments on something you do not own.

Consult your banker before you put your earnings in securities—if they are good, he will not hesitate to tell you so.

# WINNETKA TRUST and SAVINGS BANK

Elm Street at Center



## LEE Says: It's Up to Us

FOUNTAIN PENS  
NON-BREAKABLE  
GUARANTEED  
FOR LIFE

AN advertising salesman WAS in here the other DAY with a bunch of "TRADE-at-home" ads AND we listened to QUITE a story about HOW the citizens of THIS community owe us THEIR trade and that THEY shouldn't buy ANY of their merchandise OUT of town, all of WHICH is pure bunk in OUR estimation! So far AS this store is CONCERNED the citizens OF Winnetka don't OWE us anything—in fact, WE don't remember that ANY of you folks invited US here, we got into THIS business because WE thought we might be ABLE to make a living AT it—but before we can DO that, we've got to give YOU service, merchandise AND prices that attract— WE certainly can't do it HOLLERING about people TRADING out of town.

*Lee Adams*

# ADAMS

PHARMACY

The *Rexall* Store

Elm & Linden

WINNETKA 2