



"It Pays to Shop in Evanston"

Chicago's North Shore
and Suburbs Are
Finding it Out

Evanston merchants are giving daily demonstrations why "It Pays to Shop in Evanston." And there's a comfort and satisfaction in the pleasant surroundings that adds zest and anticipation to a shopping tour conducted here.

Come and learn why Evanston has become the buying center of over 150,000 people—why Evanston is attracting shoppers from Chicago's North and Northwest districts and from all the nearby Suburban towns. You will find it easier and more pleasant to shop in Evanston — for these reasons:

1.—Shoppers save money in Evanston. Rents are lower, and overhead is less. The answer will be found in Evanston prices.

2.—There is a selection of merchandise equaling that to be found anywhere — 1,000 stores to choose from—where you can get just what you want for yourself, your home, or for any member of the family.

3.—There is no terrific congestion in Evanston. You can move around in comfort, make better selections, and shop without a headache. You can take your time, and make better time.

4.—Better transportation saves your time and spares your effort. The Evanston shopping district is made especially easy of access by frequent electric Rapid Transit and North Shore Line.

Chicago & North Western Railroad suburban trains, and the new busses.

5.—Ample parking space is available, for an hour or a day, within easy reach of the stores—a decided advantage for motorist shoppers.

So come TODAY—or some day this week—and learn why you can accomplish more—do it in less time—do it with less money—and enjoy your shopping as you never have before.

Evanston trade is growing fast because people are finding out these facts from actual experience.

It will pay you to come and learn for yourself.

Why put up with intolerable traffic conditions? No congestion in Evanston!

Evanston Chamber of Commerce