

BLACK & WHITE CAB CO.

Never Stands Still—
Never Goes
Backward

From the very day of its creation Black & White has steadily progressed. There has been no backward step. It has changed models several times—but each time for the better. Its service instead of growing careless with age, has constantly improved.

Through the six years of its history Black & White has retained most of its men. By reason of their steady service, they have become seasoned, experienced, thoughtful and considerate salesmen of service.

This company not only furnishes its drivers with the best-built cabs in the world, but backs them solidly with system which makes for the comfort and safety of our passengers and the general public.

Black & White started with an idea which has developed into an ideal. That ideal is a complete reversal of the old order of "How Little for How Much."

We are constantly striving to see how much we can give for how little. It explains why Black & White Cab service is always improving and why cab rates in this community are as low as we can possibly make them.

Steady progress, steady development, constant carefulness proceed directly from moral and organized responsibility, and that's why we harp on the subject.

BLACK & WHITE CAB CO.

Phones

Winnetka 72 - 73 - 74

7 Passenger Sedan for Hire

563 Lincoln Avenue
Winnetka, Illinois

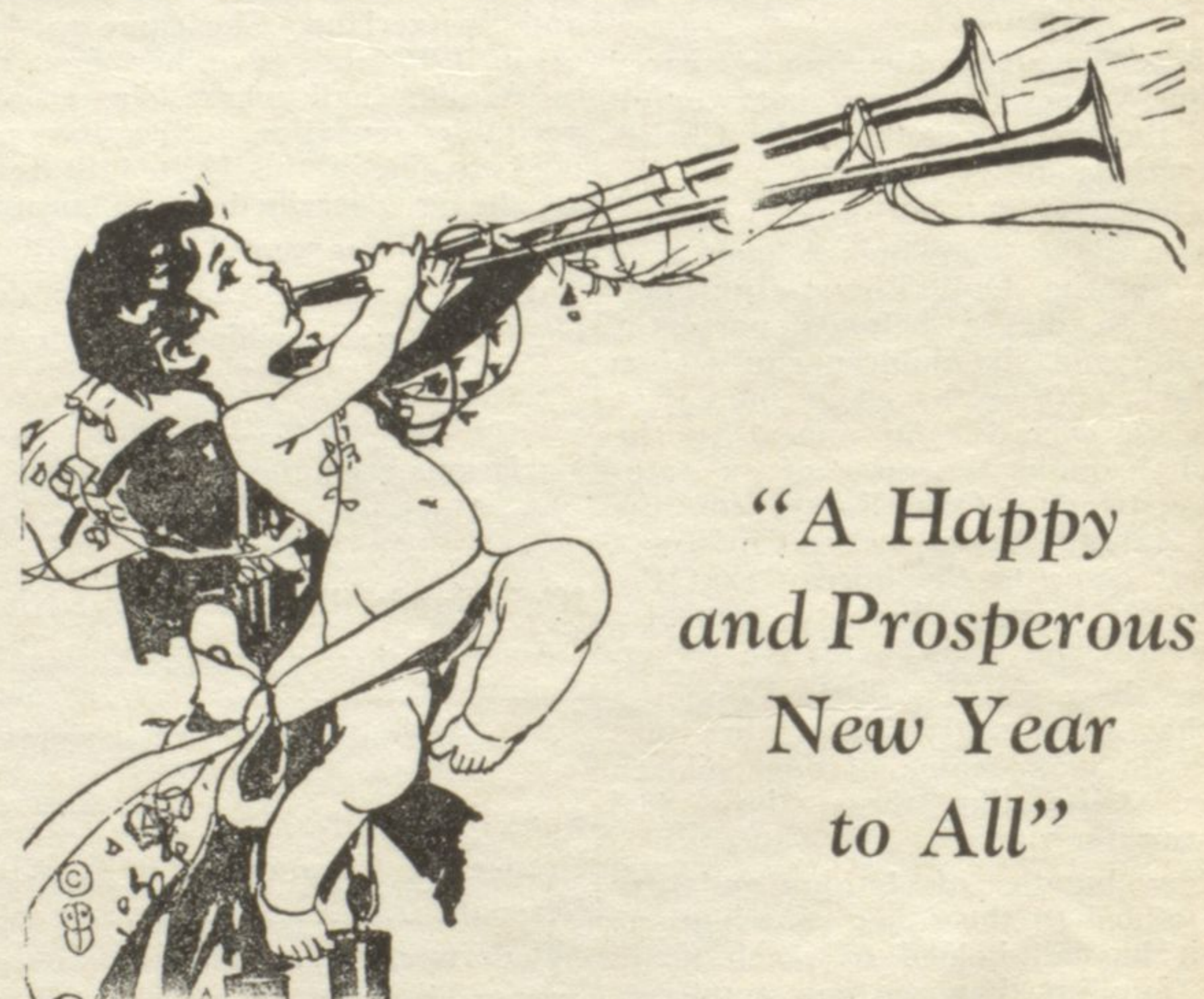
Telephone
Winnetka 1811

MISS HERBST

Gifts—Interior Decorations



Just
to let you know
that my annual
Post Christmas Sale
is now in progress



"A Happy
and Prosperous
New Year
to All"

Start the Year with a resolution to eat healthy, tasty candies. Our Homemade Chocolates and Bonbons are 70c lb.

Winnetka Sweet Shop

749 ELM STREET

Opposite North Shore Station