



Lee Says:—

WHEN we buy merchandise
WE merely guess or in
OTHER words gamble that
YOU folks will want
WHAT we buy, so last
WEEK we took a flyer in
FURNITURE—
WE bought a lot of
END or Occasional tables.
THESE tables have
WROUGHT iron legs and
DECORATED wood tops and
CAN be used most any place
IN the home.
WE got these tables at
A price so we can offer
THEM to you at the low
PRICE of ninety-eight
CENTS which we think
IS a real honest to
GOODNESS buy, and we
ARE gambling that
YOU will think so too.
THE sale starts right away.

LOOK!
END TABLES
Wrought Iron Stand,
Wood Tops,
decorated in
Black, Chinese Red
or Apple Green.
A Wonderful Value
for
98c.

Adams

ADAMS
PHARMACY

The Rexall Store

Elm & Linden WINNETKA 2

**GIVES MERCHANTS SOME
SUCCESS SUGGESTIONS**

**Chicago Expert Addresses Cham-
ber of Commerce Members
on "Merchandising"**

In discussing various methods of merchandising, Harry Herb, of A. B. Leach & company, addressing the Winnetka Chamber of Commerce Monday evening, stressed the important points that should be observed in order to obtain a full measure of success in conducting a retail store.

This being the prevailing type of merchandising in Winnetka, local merchants and business men, who are so thoroughly represented in the local Chamber of Commerce, turned out in large numbers at the meeting Monday evening to hear Mr. Herb.

The location of one's store, the type of store, the fixtures and display windows, he classed among the first important things to be considered in the retail store. The display window, he said, is particularly important, as it is a well-known fact that goods properly displayed are half sold.

Favors Liberal Advertising

Liberal advertising he stressed as the very life of a retail business.

"A new store would starve to death," he declared, "if it did not advertise, and the individual who has been in business for so long a time that he feels that he is so well known that he does not have to advertise, is all wet. Make your ads attractive, too."

The salesmen in a store are another very important matter to be considered, Mr. Herb said.

So much so, he continued, that they can either make or break you.

Service in a pleasant manner, is what the customer desires when he enters

your store, the Chamber members were told.

Cash and credit systems were discussed, as were delivery costs, and the importance of frequent and thorough inventories.

Active in C. of C. Work

Mr. Herb is not only versed in the merchandising business, but has, for years, been active in Chamber of Commerce work, having been secretary of the Chamber at Alton, Ill.

He complimented the large attendance and enthusiasm at the meeting, urging regular attendance at the Chamber sessions, "rubbing elbows with your fellow merchants. You often find the fellow you don't like is the fellow you don't know," he said.

First Scandinavian Ev.

886 Elm street, Winnetka
Roy A. Thompson, pastor
Res. 806 Elm street

Sunday, November 20

- 9:30—Sunday school
- 10:45—Preaching service in English by the pastor
- 4:00—Special young people's meeting. Rev. A. L. Wedell speaking.
- 7:45—Evangelistic service. Mr. Wedell speaking. Special music and singing.

Meetings every evening up to and including Thanksgiving, November 24, with Mr. Wedell as the speaker. Monday evening a young ladies' quartet from the Chicago Gospel Tabernacle will furnish the special musical numbers. Tuesday evening is especially set aside as "Children's night," when the service will be of particular interest to the boys and girls (though all are invited). Wednesday and Thursday evenings will be the last during this campaign.

A hearty welcome is extended to all villagers to have a part in these meetings.

"Ho, every one that thirsteth, come ye to the waters, and he that hath no money; come ye, buy, and eat; yea, come, buy wine and milk without money and without price."—Isaiah 55:1.

**Winnetka
Congregational
Church**

SUNDAY, NOVEMBER 20TH

Morning—
9:30 All departments of the Church School.
9:30 Men's Class.
9:45 Woman's Bible Class.
10:00 Young Men's Class.
11:00 Morning Worship. Sermon, Rev. J. A. Richards. "The Bank of God."

Evening—
6:00 Winnetka Sunday Evening Club.
7:00 Young People's Club.
8:00 Evening Worship. Sermon by Rev. R. Malcolm Ward, of Christ Church. "Young Men's Visions."

Wednesday Evening—
8:00 Lecture by Miss Louise Farwell in the Church Library.

Thursday Morning—
10:30 Union Thanksgiving Day service in Christ Church. Sermon by Rev. T. A. Goodwin. "Proving Our Gratitude."