



WEILER DRESSES
for
CHILDREN
CHIC and
CHARMING
See Them at Your
Convenience
Our representative
is now in Winnetka
making personal
visits.
Phone for
Appointment.
WEILER & CO.
19 S. Wells St., Chicago
Dearborn 3357

Unitarian Church

(Church of All Souls, Evanston)
Raymond B. Bragg, minister.
Sunday, December 18—Church school
at 9:45; Service at 11 o'clock. Sermon:
"A Catholic President."
Young People at 6 o'clock.

The Phi Epsilon Pi fraternity of Northwestern university entertained as their guests the members of the Alpha Epsilon Phi sorority at a dinner dance given at the Georgian hotel on Wednesday, December 7. The party was given in honor of Mr. and Mrs. Robert Reinoch who were recently married. The bride was Miss Elinor Ginsberg.

Shoppers Survey New Schell Store



Attractive Arcade and Effective Window Display

A two-fold pleasure awaits the holiday shopper at R. H. Schell and company's new dry goods store, Winnetka, where they will find a new and greatly enlarged stock, displayed in the most scientific manner known to merchandising, and every arrangement for their comfort and pleasure in shopping.

This is all made possible by the new store which Mr. Schell recently com-

Shop and Save

at the

WINNETKA GROCERY

Fruits and Vegetables
a Specialty

574 Lincoln Ave. Ph. Winn. 876-77

If you will just stop to compare our prices and quality with others, you will soon learn that it's real true economy to shop at this store.

IDAHO POTATOES, the best baking and boiling potatoes on the market, per peck 49c

MONARCH COFFEE, per lb. 53c
3 lbs. \$1.49

VEGETABLES

- SPINACH, fresh, per peck **29c**
- PEAS, California's, full pods, per lb. **20c**
- EGG PLANT, large size, each **15c**
- BRUSSELS SPROUTS, per box **29c**
- ARTICHOKES, fresh, 2 for **25c**
- LETTUCE, solid heads, each **15c**
- TABLE CELERY, per bunch **15c**
- CELERY CABBAGE, per lb. . . **10c**
- GREEN BEANS, per qt. **15c**

FRUITS

- ORANGES, good size, full of juice, per doz. **\$1**
35c; 3 doz.
- GRAPE FRUIT, 1ge. size, 3 for .. **25c**
- COOKING APPLES, 3 lbs. **25c**
- JONATHAN APPLES, 3 lbs. **29c**
- CALIFORNIA ORANGES, per dozen **59c**
- TANGERINES, very sweet, doz. **39c**
- PINEAPPLES, 1ge. and ripe, each .. **45c**
- GRAPE S, Tokay and Malaga, per lb. **18c**
- HONEY DEW MELONS, ripe . **25c**

XMAS TREES HOLLY WREATHS AND MISTLETOE

We have the finest assortment you've ever seen and at prices that are exceptionally Low.

Five FREE Deliveries Daily
Free Deliveries



Interior of Strictly Modern Appointment

pleted, in connection with his \$250,000 business and apartment block recently erected at 806-10 Elm stree.

Twenty-two years ago next March Mr. Schell began business in Winnetka, since which time he has kept pace with the growth and development of the village, and all week long his steady customers, as well as the more recent comers to Winnetka, too, have been calling and personally congratulating him upon the splendid appointed and well-stocked store.

The store comprises 8,400 square feet of floor space. About the massive pillars extending in two columns the entire length of the store, are arranged with most pleasing effect the new unit system of fixtures, in oak, displaying the greatly augmented stock of goods the business is now equipped to handle.

The new system permits the display under glass of much of the stock, while that which is carried on shelves and counters, is all arranged with a view to rendering the quickest possible service to customers.

In addition to the large and varied lines which the R. H. Schell store has so long featured, there is to be found a complete line of women's and misses' ready-to-wear garments, as well as a department devoted exclusively to infants' apparel. All departments have been enlarged and stocks increased.

Display of all lines is now permitted in large show windows surrounding the

arcade entrance, approached from the street by three arches.

A room at the rear, 25 by 70 feet, and now being used as Santa Claus' headquarters, is separated from the main store room by an arcade.

Special attention has been given to the lighting system, the designing of the building permitting egress of a veritable flood of daylight from windows above the wall shelving, and particularly from large areas of ceiling light from the center court.

For artificial light, twenty-eight huge

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