

LAUNDRY AD PRAISED

Advertisement for North Shore Laundry Which Appeared in Winnetka Talk Praised in Trade Journal

The well written and attractively displayed advertisements which appear in WINNETKA TALK not only please the advertiser and appeal to the reader, but their composition and set-up are often copied and commented upon, as in the following instance of a recent advertisement for the North Shore Laundry.

"Soap Specks," published in Dayton, Ohio, in the interest of laundry owners and dry cleaners, in the current issue, says:

"Here's an advertisement that was used by Nelson Brothers of the North Shore Laundry, Winnetka. It is so readable, so convincing, so unusual in its make-up, so human that it must have reached the hearts of many who read it.

"Of course you can write Nelson Brothers and ask permission to use it, but as you are not competing with them it scarcely seems necessary.

"Here's the all of it:

"There's an old story about a man who spent his days trying to push a big stone up a steep hill. Every time he came close to the top, the stone rolled back to the bottom. And he had to start all over, and so it became a task without an end.

"Just as endless as the weekly wash. Every week you make the linen of your household white and clean. And at the end of the week you're right back where you started with it to do all over again.

"Home washing is like the stone that always rolled back to the bottom of the hill. Life is too short to spend rolling stones up hill. Call us to relieve you. Surely one of our services will solve the washing problem. Twenty per cent discount on work brought in and called for."

**Church Circle Luncheon
On Friday, April 13**

"Friday, the thirteenth," all superstition to the contrary, has been decided upon as a propitious day for the Aspenwall circle of the North Shore Methodist church of Glencoe to give a progressive luncheon, commencing at 12:30 o'clock. Mrs. Harold Case, Glencoe 899, is in charge of reservations. Everyone interested is invited to attend the affair, which will conclude with an entertainment at Mrs. Case's home.

Miss Louise Lackner, daughter of Mr. and Mrs. Francis Lackner of 339 Linden avenue, entertained a few of her friends at a luncheon party last Sunday. She and her sister, Antoinette, expect to return to Vassar on Monday.

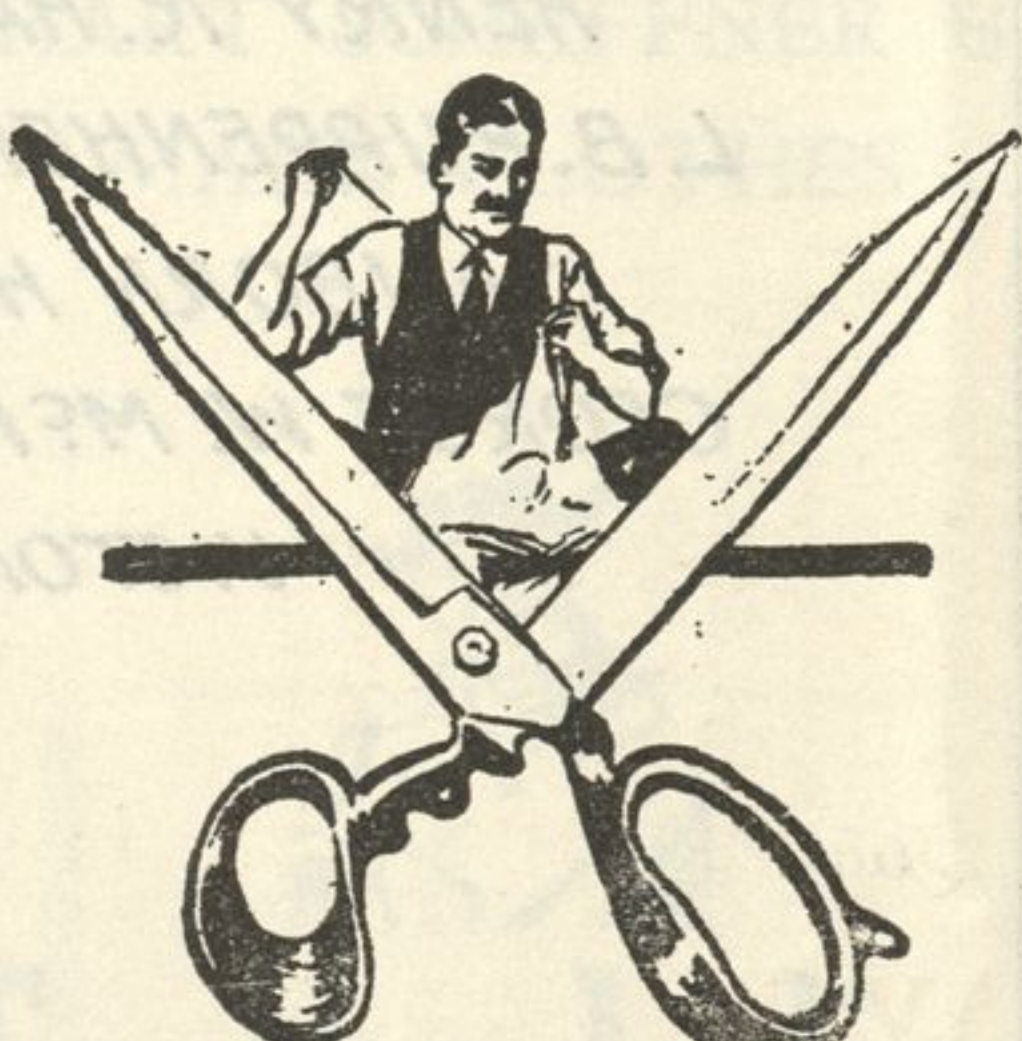
First Scandinavian Ev.

886 Elm street, Winnetka, Ill.
Roy A. Thompson, pastor
809 Chestnut Ct., (Winn. 2304)

Sunday, April 1
9:30 a. m. Sunday School.
11:00 a. m. Morning Worship.
5:00 p. m. Young People's Meeting.
7:45 p. m. Gospel Service. "Christ Before Pilate and Pilate Before Christ."
Wednesday, April 4
8:00 p. m. Swedish service. Rev. H. J. Ekblad.
Thursday, April 5
8:00 p. m. Communion Service.
Friday, April 6
8:00 p. m. "Christ Crucified."
"Behold the Lamb of God, that taketh away the sin of the world."—John 1:29.

**Rollin Simmonds Winner
of Barnett Essay Award**

Last Friday an assembly was held for the juniors and seniors of New Trier High school at which the Barnett prizes were awarded. Every year Otto R. Barnett of Glencoe offers this prize for essays on some social science topic, and this year Rollin Simmonds, a post-graduate student, won the first prize. Robert Marcus, a junior student, won the second prize and honorable mention went to Morton Mergentheim, a junior, and Walter Hartwig, a senior.

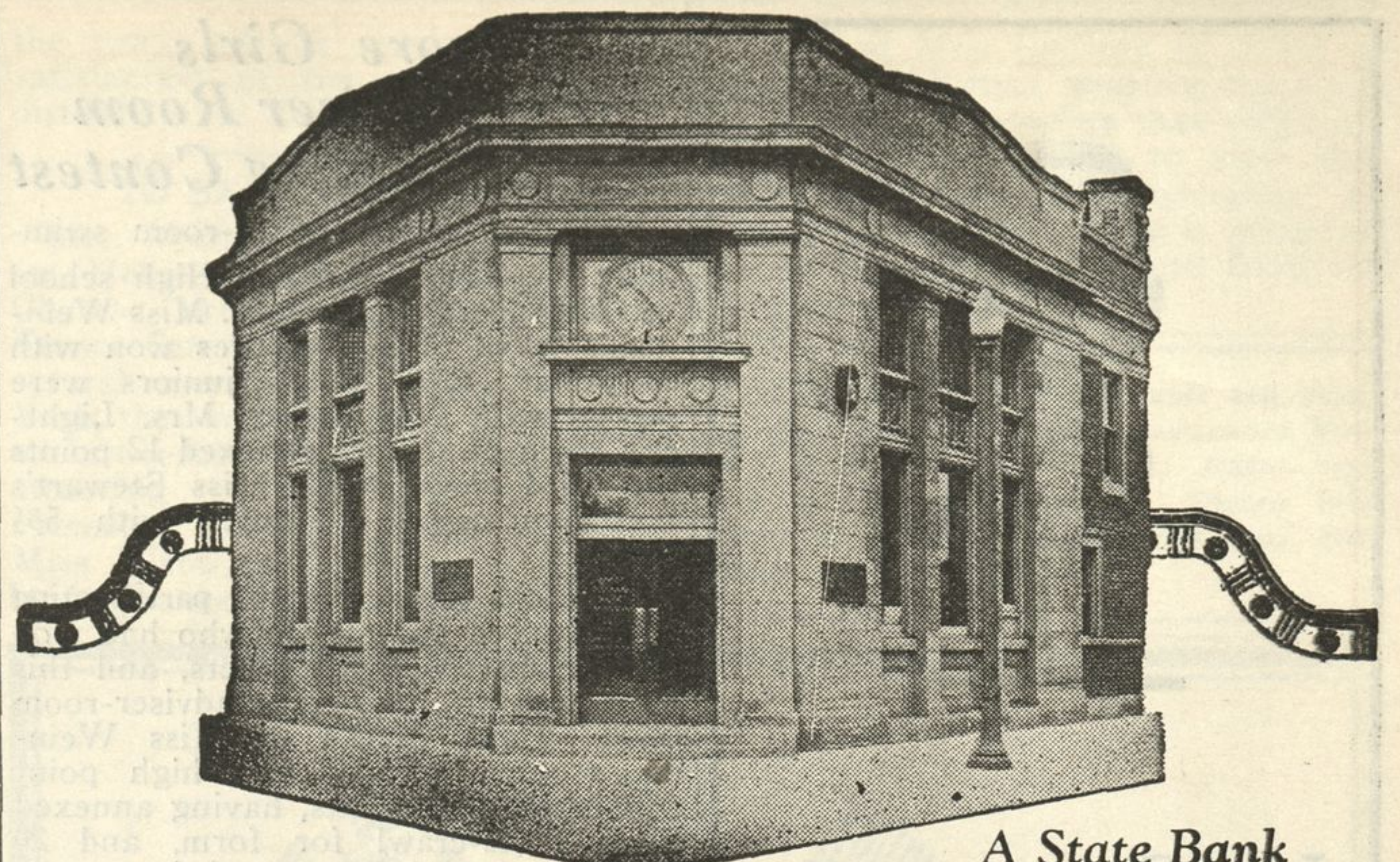


*Acquaint Yourself
With This New
Tailoring Establishment
for Men and Women*

Special attention will be given to cutting and trimming of Ladies' and Men's Made-to-Measure Suits and Riding Habits.

*Cleaning
General Tailoring
and Fur Work*

HENRY SVIHLA
Custom Tailor
8 Carlton Bldg.
Phone Winn. 984



A State Bank

Carry a
Dependable Reserve
at this
Dependable Bank

NOTHING can equal a growing Savings Account in fostering a sound spirit of independence. Those who appreciate most fully the importance of a dependable reserve fund are those who realize the necessity for dependability in their bank's service to them.

Savers find this bank more than a mere strong box for their money. Here sound policies, safe methods and helpful service are assured by experience, skill and conscientious cooperation. The result is dependable banking so requisite to safety and prosperity.

This bank has complete facilities to handle your banking needs promptly and competently. Its personnel is trained in the business of sincere, constructive effort in behalf of our patrons. You are cordially invited to open your Account here.

Banking Hours: 8 to 3; Saturdays 8 to 12:30
Monday Evenings 7 to 8

**WINNETKA
TRUST and SAVINGS
BANK**

Elm Street at Center



Phone Winnetka 933

The Comfort Shop
COMPLETE BEAUTY PARLOR SERVICE

We Advise Early Appointments Before Easter

PERMANENT WAVING
Ladies' and Children's Haircutting

MISS JENNIE ANDERSON, Prop.

797 ELM STREET WINNETKA