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*The lion's more than merely brave,
He's learning now it's wise to save.
He buys the purest meats that's sold,
They say that's what makes the lion bold.*

To buy the BEST is to save with certainty and SAFETY. Our pure meats are enjoyed so greatly, that folks talk about this shop.



PETERS MARKET
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The Six Dimensions
of Good Lumber

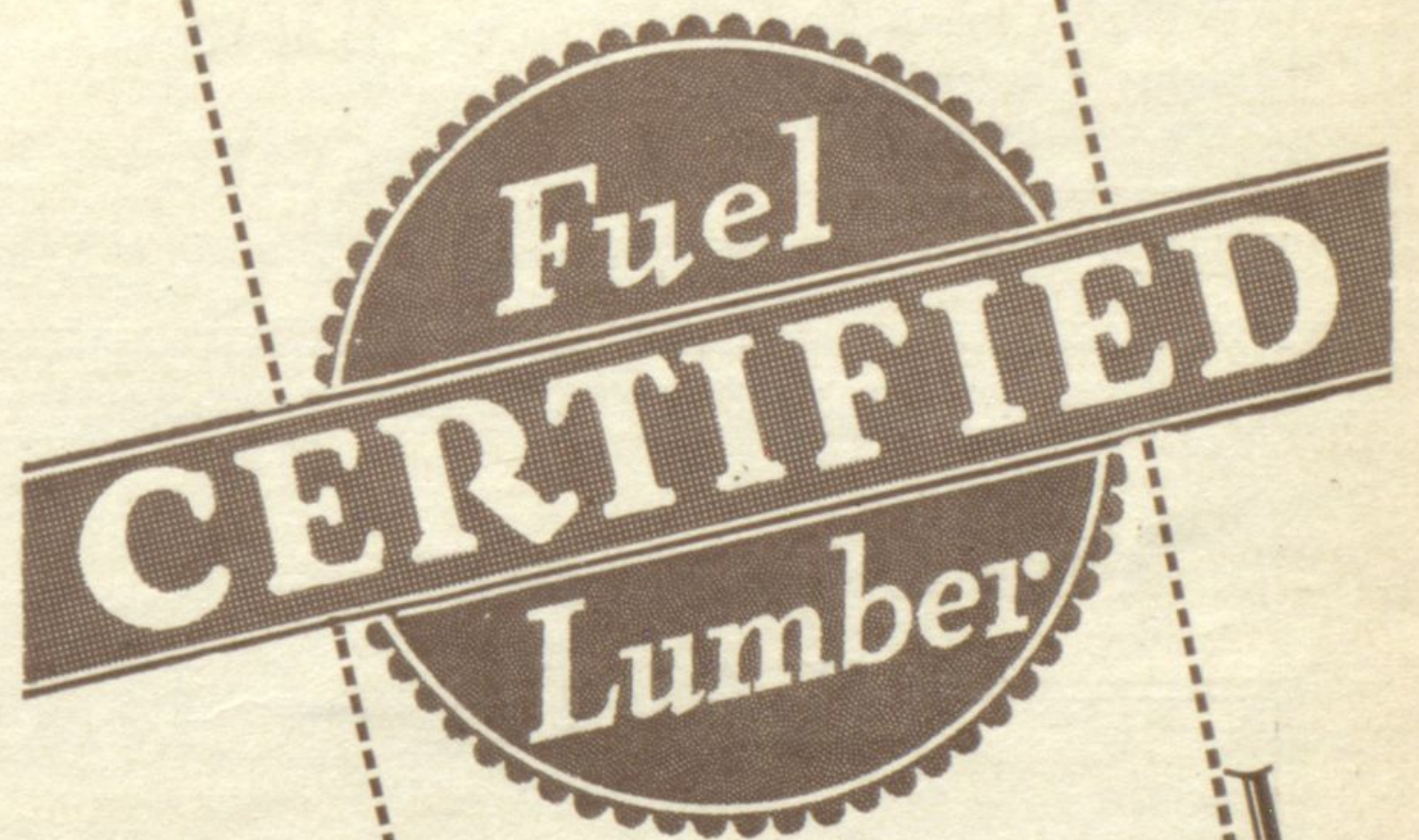
EVERY PIECE of lumber has three dimensions that can be determined with a yardstick or tape—length, width and thickness. It has three other dimensions not so evident at first sight, but they are just as important if we are to form an accurate idea of the measurement of value:

1. Quality. We spell it with a capital Q here.
2. The Service that goes with it. An intangible thing, but those who can dispense with it are not usually our customers.
3. The House that stands back of the lumber—every foot of it. The name at the bottom of this page is our answer to this.

Jones' winter fuel bills are high; Smith's are low. Their houses are much alike—but Smith's house is well equipped with storm sash. He has saved its cost over and over again. Smith bought the best storm sash he could find. We can show you more like it—or send it over!

Telephone
WINNETKA

734



THIS MARK is your protection and guarantee. See that it stands back of the FUEL and LUMBER that you buy.

Winnetka Coal - Lumber Co.

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WINNETKA, ILLINOIS