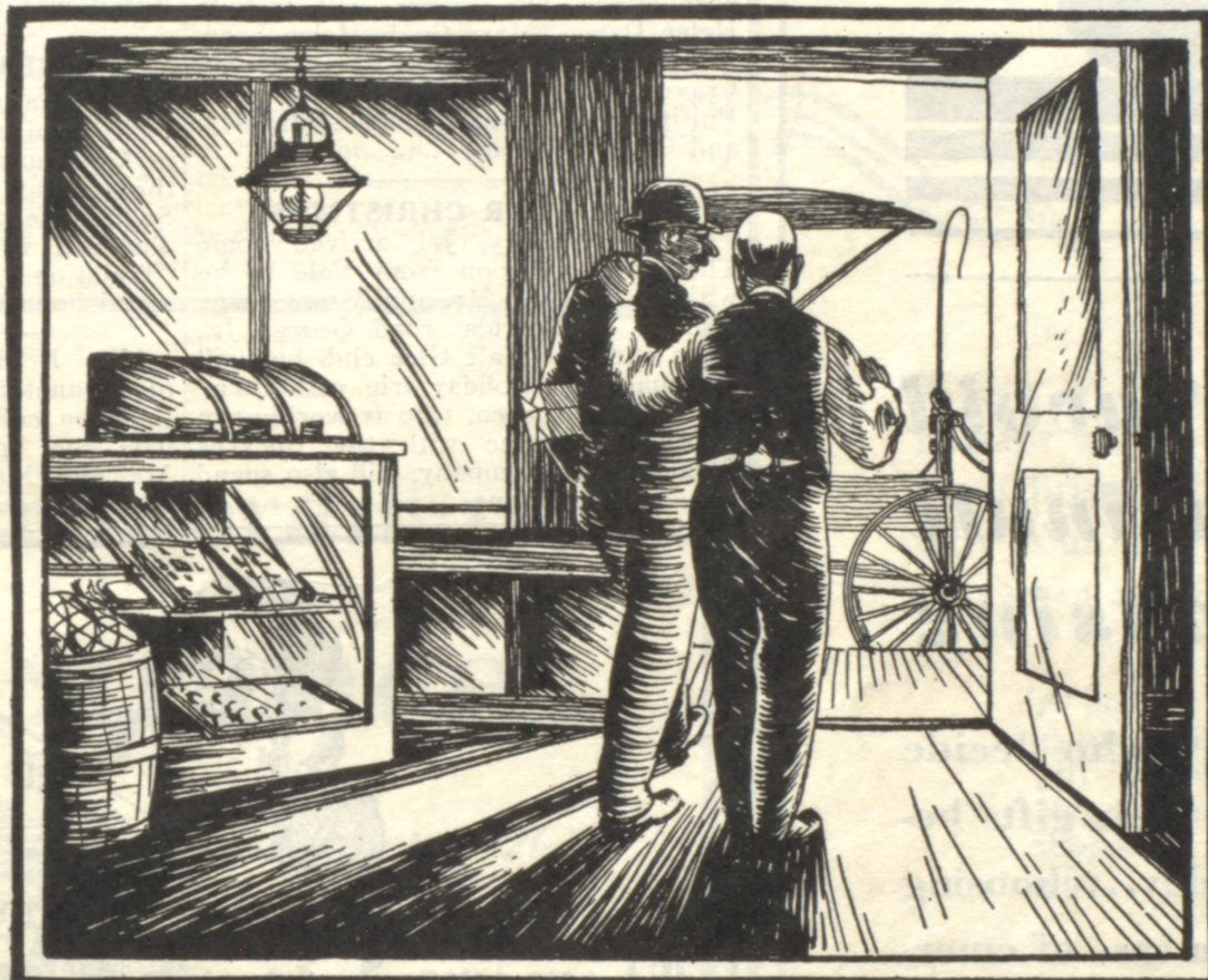


IN THE "GOOD OLD DAYS" when business was smaller and less hurried—the merchant knew each customer so well that he could, without impropriety, put a friendly arm around his shoulder as he walked to the door and invite him back again.

Today business is larger, more hustle and bustle, a little colder perhaps, and we are prone to forget the friendly touch. Yet human nature has not changed one bit. - -



*If I could but shake your hand,
Then I'm sure you'd understand
Just why no fixed-up card from me
Could half express what a*

"Merry Christmas"

I want yours to be.



R. D. CUNNINGHAM

Exclusive Evanston Ford Dealer

810 CHURCH STREET, at Post Office

EVANSTON, ILL.

M. P. Louen, Mgr. Sales — Phones: University 4884-6949