

Give them the skates they'd buy themselves

For Sale in Chicago

LOOP

Scanlon & White (formerly Enerson & White)
 8 S. Wabash Ave.
 Mullin Sporting Goods Co.
 219 W. Madison St.
WEST
 Altosino Hardware
 3852 W. Chicago Ave.
 Bergman Company
 5737 W. Chicago Ave.
 Mike Bowman
 1931 W. Chicago Ave.
 B. Dubkin & Son
 25 N. Cicero Ave.
 K. Handelman Dept. Store
 1148 W. Chicago Ave.
 Fred L. Lyons Hdw.
 5512 Division St.
 Schillo Hardware Co.
 5617 W. Lake St.
 Schuman Hardware Co.
 3359 W. Chicago Ave.
 Joseph Slapinski Hardware Co.
 1248 Noble St.
 The 12th Street Store
 12th and Halsted Sts.

NORTH

Broadway Cycle Co., 4734 N. Racine Ave.
 Clark Cycle Co., 7127 N. Clark St.
 Edward J. Dost, 951 Center St.
 Excelsior Cycle Co., 5342 Broadway
 Fullerton Hardware Store
 1456 Fullerton Ave.
 Hesse Hdw. Co., Ace Stores, Inc.
 5830 N. Clark St.
 Chas. Hoffman, 4345 Lincoln Ave.
 Irwin's Fair, 1519 Howard St.
 6562 Sheridan Rd.
Jack's Stores
 1447 Jarvis Ave., 1343 Devon Ave.
 J. Jackson, 4337 Lincoln Ave.
 N. A. Johnson, 1102 Belmont Ave.
 Koll-Miller Hdw. Co.
 5943 Broadway
 Lake View Cycle Co., 3255 N. Clark St.
 Levinson Sporting Goods Co.
 500 W. North Ave. and
 1024 Belmont Ave.
 Rage Bicycle Shop, 5135 N. Claremont Ave.
 Rogers Park Skating Club
 1342 Morse Ave.
 D. A. Roth Hdw. Store
 2603 Devon Ave.
 L. Stauber Hdw. Co., Ace Stores, Inc.
 3911 Lincoln Ave.
 P. Von Frantzius, 608 Diversey Pkwy.

NORTHWEST

A. & A. Hardware
 3646 Lawrence Ave.
 Adel Electric & Supply Store
 5521 W. North Ave.
 Backers Hardware, 3921 W. North Ave.
 D. P. Benson
 3014 1/2 N. Cicero Ave.
 Brenner's Bicycle Store
 3540 Fullerton Ave.
 Butler Sporting Goods
 3204 N. Crawford Ave.
 B. & B. Hdw. & Paint Co.
 3306 N. Central Ave.
 Chicago Harley-Davidson Sales
 3546 W. North Ave.
 Christ Cycle Co.
 3931 Milwaukee Ave.
 Economy Hardware Store
 2200 N. Western Ave.
 Szontagh Ernest, 5609 Irving Park Blvd.
 P. Feldman & Sons
 2411 W. North Ave.
 General Hdw. & Paint Co.
 5311 W. North Ave.
 Oscar Fisher Hdw. Co., Ace Stores, Inc.
 3933-35 Irving Park Blvd.
 George's Fair, 3424 W. North Ave.
 George W. Friedrich
 3029 Belmont Ave.
 Ginsburg & Glassoff
 5118 Irving Park Blvd.
 Hallub Hdw. & Supply Co.
 3244 Lawrence Ave.
 Humpeler Hardware Co.
 3221 Armitage Ave.
 J. N. P. Hardware
 3436 N. Cicero Ave.
 Logan Dept. Store
 Milwaukee, Diversey and Kimball Aves.
 Menzel Hardware Co.
 2009 W. North Ave.
 M. & M. Variety & Hdw. Store
 4366 Milwaukee Ave.
 Natenberg & Sommer
 1513 Milwaukee Ave.
 Newland Hardware Co.
 6924 Fullerton Ave.
 North Town Hardware
 6249 N. Western Ave.
 North-West Stationery Co.
 1915 Milwaukee Ave.
 S. O'Hara Hardware
 5019 W. Fullerton Ave.
 Alex Pecora & Son
 2900 N. Ridgeway Ave.
 Thomas E. Prokes
 5810 W. Grand Ave.
 Ragan Hdw. Co., 2880 Milwaukee Ave.
 C. A. Raschko, 5320 Montrose Ave.
 The Rembrandt Co.
 4807 Elston Ave.
 B. F. Schlaw & Son
 4810 N. Western Ave.
 Schroeder-Kosa & Co.
 2833-37 Armitage Ave.
 J. Spiegel, 5326 Lawrence Ave.
 Spiegel & Co., 3318 Milwaukee Ave.
 Stephen's Hdw. & Paint Store
 2651 N. Cicero Ave.
 J. Stolligrosz, 5822 Diversey Ave.
 Superior Sport Store
 4001 Montrose Ave.
 Thompson Hardware Co.
 3954 Elston Ave.
 Unterfenger Bros., 4919 N. Western Ave.
 Rudolph Wiersig, 2311 N. California Ave.
 Van T. Wycislo
 5909 Lawrence Ave.
 Joseph T. Zimmermann
 6027 Irving Park Blvd.

SOUTH

Christensen Hdw. Stores, Ace Stores, Inc.
 5917 S. Halsted St., 1045 W. 59th St.
 G. H. Hunstock, 505 E. 75th St.
 Kahn's Dept. Store, 615 W. 31st St.
 Peter Lambert & Co., 1435 E. 53rd St.
 C. A. Londelius & Sons
 847 W. 63rd St.
 Pick's Hardware & Variety Fair
 79 E. Garfield Blvd.
 Frank Southern, 1106 E. 63rd St.
 Bob Sullivan, 807 W. 55th St.
 Taman Bros.
 4935 S. Ashland Ave., 3448 W. 63rd St.
 Tegtmeyer-Roths Co.
 11042 S. Michigan Ave.
 W. G. Tegtmeyer & Co.
 6435 S. Halsted St.

SOUTHWEST

Crawford Hardware Co.
 4247 W. Roosevelt Rd.
 Harrison Hardware
 3457 W. Harrison St.
 A. M. Kansas
 2000 Blue Island Ave.
 Mid-West Sporting Goods Co.
 3546 Archer Ave.
 Reliable Hardware & Paint Co.
 515 S. Cicero Ave.
 Star Hardware
 3949 W. Roosevelt Rd.
 D. Sussman Hardware
 4301 W. Harrison St.

For Sale Outside of Chicago

ILLINOIS

AURORA—A. T. Fagerholm
 44 Main St.
 BATAVIA—Joe Obolsky
 BERWYN—F. A. Fassler
 3216 Kenilworth Ave.
 BLOOMINGTON—R. E. Hurst
 208 Front St.
 BLUE ISLAND—Faber's Bootry
 300 Western Ave.
 BLUE ISLAND—A. W. Schreiber
 289 Western Ave.
 CHICAGO HEIGHTS—Toll's Sport Shop
 1656 Chicago Rd.
 CICERO—A. J. Novak & Co.
 8711 W. 22nd St.
 DANVILLE—Thos. Conron Hdw. Co.
 DECATUR—Block & Kuhl Co.
 EDISON PARK—Edison Park Hardware
 6701 Edison Park Ave.
 ELGIN—West Side Hardware Co.
 12 N. State St.
 ELGIN—Wilford M. Tubbs
 697 Forest Ave.
 EVANSTON—Rosenberg's Dept. Store
 518 Davis St.
 FOREST PARK—The Handy Shop
 7343 Madison St.
 HARVEY—C. S. Stow
 145 E. 184th St.
 HIGHLAND PARK—Meierhoff Hdw. Co.
 510 Central Ave.
 JOLIET—Joliet Office Supply Co.
 118 N. Chicago
 KANKAKEE—Baird-Swannel, Inc.
 286 E. Court St.
 LAKE FOREST—Wells & Copithorne
 5 Market Square.
 MAYWOOD—Peters Hardware Co.
 1411 S. Fifth Ave.
 MELROSE PARK—A. Andrews
 1906 W. Lake St.
 NILES CENTER—John P. Even & Son
 Lincoln Ave.
 NORWOOD PARK—Norwood Park Hdw. Co.
 6106 Norwood Park Ave.
 OAK PARK—Popken Hardware Co.
 1034 Lake St.
 PEORIA—Block & Kuhl Co.
 PEORIA—Clarke & Co., Inc.
 QUINCY—Tenk Hardware Co.
 ROCKFORD—Block & Kuhl Co.
 ROCKFORD—Triangle Sport Shop
 1134 Broadway
 SPRINGFIELD—Fishman's Sptg. Gds. Co.
 116 N. Fifth Street
 SPRINGFIELD—W. B. Miller & Son
 421 Washington St.
 WAUKEGAN—Frank Burke Hdw. Co.
 Ace Stores, Inc.
 WILMETTE—Welf-Griffis, Inc.
 1119-21 Central Ave.

WISCONSIN

APPLETON—Schlafer Hardware Co.
 115 W. College Ave.
 ASHLAND—A. J. Danson
 315 E. 2nd St.
 BARABOO—Capener Brothers
 BEAVER DAM—Volkman & Sons
 BEAVER DAM—Zweck-Wollenburg Co.
 BELOIT—Schneider Hardware
 320 State St.
 CUDAHY—A. J. Randa & Son
 1204 Packard Ave.
 EAU CLAIRE—Eau Claire Book &
 Stationery Co.
 EAU CLAIRE—John Oyasa
 218 N. Barstow
 EAU CLAIRE—Schlieve Bros. Hardware Co.
 118 Grand St.
 FOND DU LAC—Romaine Radio Co.
 105 S. Main St.
 GREEN BAY—Gordon Bent Co.
 111 Main St.
 GREEN BAY—H. C. Prange Co.
 JANESVILLE—W. J. Murphy
 315 W. Milwaukee
 KENOSHA—Evans Sptg. Goods Store
 5901 59th Pl.
 LA CROSSE—Fred Kroner Hardware Co.
 MADISON—Peter Burger
 718 University Ave.
 MADISON—Schmidt Hardware Co.
 1325 University Ave.
 MADISON—H. C. Schenk Hardware Co.
 201 Atwood.
 MANITOWOC—Worrel Hardware Co.
 Corner York and 8th Sts.
 MENASHA—G. A. Loescher & Son
 OSHKOSH—Stillman Hardware Co.
 175 Main St.
 RACINE—Guy H. Dixon & Son
 246 Main St.
 RHINELANDER—Sharka Hardware Co.
 213 S. Brown St.
 SHEBOYGAN—H. C. Prange Co.
 STEVENS POINT—Point Sptg. Goods Co.
 SUPERIOR—Deane's
 1214 Tower Ave.
 WATERTOWN—H. & O. Winkenwerder
 207 Main St.
 WAUSAU—The Bauman Hdw. Co.
 210 Third Street
 WAUWATOSA—Leber Brothers
 WAUWATOSA—J. E. Robertson Co.

MICHIGAN

BATTLE CREEK—L. B. Brackett & Sons
 CALUMET—Carlton Hardware Co.
 ESCANABA—Manning & Sullivan
 FLINT—Wolf's
 106 S. Saginaw St.
 FLINT—J. M. Waterston
 618 S. Saginaw St.
 HANCOCK—Ben E. Wieder Co.
 HOLLAND—Bishop & Raffenaud
 Cor. River Ave. and 9th St.
 KALAMAZOO—Edwards & Chamberlin
 Hardware Co.
 MARQUETTE—C. F. Samuelson & Son
 131 W. Washington St.
 MENOMINEE—Northern Hdw. &
 Supply Co.
 MUSKEGON—Turner Hardware Co.
 SAULT STE. MARIE—W. H. O'Neill
 824 Ashmun St.
 SAULT STE. MARIE—The Bruhn Hdw.
 Co., 311 Ashmun St.



That's **PLANERT'S**

WHAT a thrill on Christmas morning—what anticipation of glorious days out-of-doors—never a gift more perfect than Planert's, the World's Best Skates, for that "million dollar girl or boy."

Just leave it to the kids to know what's what in sporting goods. Ask them what skates they prefer—"Planert's of course," every time.

Here's Why—

They are built to last—to stand hard knocks. Specially tempered steel runners that aren't easily dulled—comfortable calf-skin shoes, reinforced where the strain is greatest—a patented strap (exclusively Planert's) for ankle support. These are a few of the reasons why children prefer Planert's Northlights and Winners, the "World's Best" without exception and better this year than ever before.

Over a quarter century ago F. W. Planert & Sons originated the Planert Tubular Skate. It is still a Planert skate, not alone in name but in manufacture as well.

And You—

You're never too old to skate—to enjoy this exhilarating outdoor sport. Why not join the kids out on the pond and have some real, old-time fun?

There's a pair of skates for you, too, at any Planert dealer.

F. W. PLANERT & SONS, INC.
 941 N. Robey Street, Chicago, Ill.



The **PATENTED STRAP**
 Strengthens
 Weak Ankles

Ask for them at your favorite department or sporting goods store

PLANERT'S

Improved TUBULAR SKATES

