



A Shop of Distinction for the North Shore

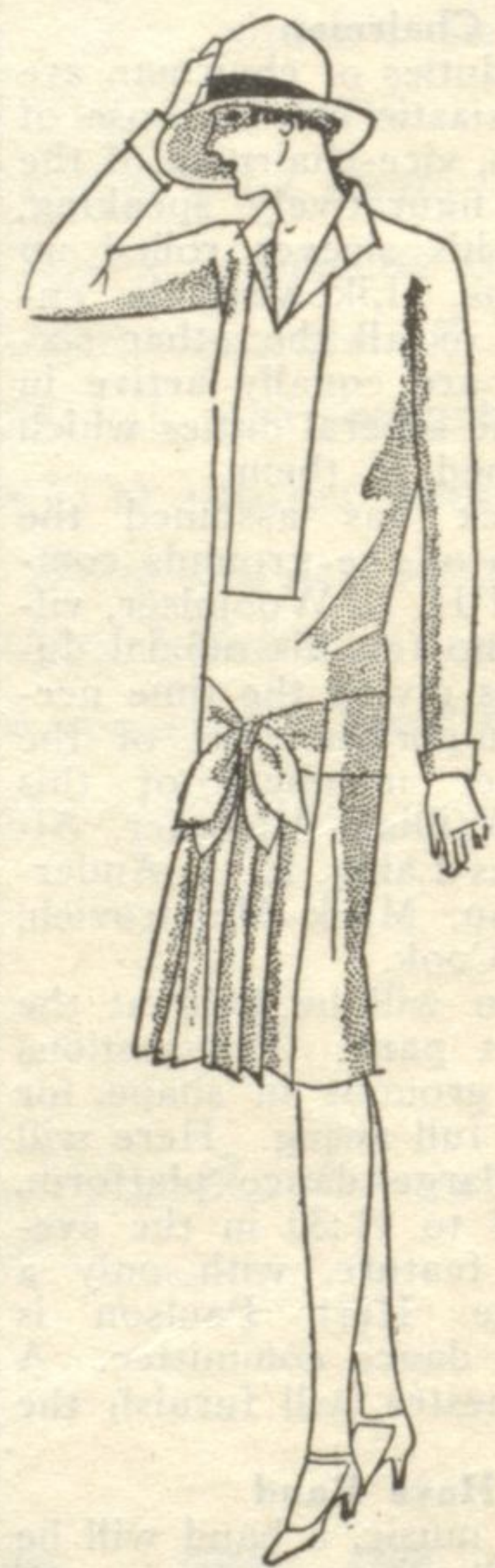
THE WILLIE KETCHUM COMPANY, formerly of Chicago, announces the opening of its new exclusive shop at 605 Davis Street, Evanston, where its ever-increasing North Shore clientele will be most advantageously served. Here Milady may select at leisure from the most charming vogues which the season offers, in a shop of pleasing appointments arranged with a view to privacy and unintrusive individual attention.

Women who wear the larger sizes will find pleasure in making their selections here. Youthful lines prevail in every model displayed.

Featured at present is a delightful showing of colorful summer frocks in georgette, both in the straight line and two-piece effects so much favored by discriminating women. As will be our custom always, new creations will arrive daily—and no two will be shown of the same style.

There is a range of selection to meet the fancy of every woman—in design and in price.

The Willie Ketchum Company will demonstrate most effectively the advantages to be derived from shopping in Evanston.



WILLIE KETCHUM CO.

NOT INCORPORATED

605 Davis Street,

The Woman's Shop

Greenleaf 1384