

With Easter Two Weeks from Next Sunday

—and practically all spring clothes buying
to be done in those two weeks—

Still Another Feature Is Added to the Advantages of SHOPPING AT LORD'S

*Convenience of Location
for North Shore Patrons*

*Unquestioned Reli-
ability of Merchandise*

*Attentive and
Helpful Service*

*The Filling of Telephone
and Mail Orders.*

— AND NOW —

CHARGE CUSTOMERS

May Pay for Their Easter Apparel Purchases in June!

A CHARGE ACCOUNT
at

Lords.

has many all-year-round advantages. Home-owners,
and other responsible members of what we think of
as the Community of the North Shore, are cordially
invited to present applications for this privilege.

Seven Incoming Evanston Telephone Lines:
University 1024

Three Incoming Wilmette Telephone Lines:
Wilmette 3700

It means that Easter clothes may be charged—with no worry about paying
for them May First.

To be sure, a bill will be rendered on the first of May, but that is merely for
your convenience in reviewing your purchases. Payment may be made in part
at that time—or deferred wholly until June 10th.