



Lord's

INCORPORATED

A. H. ULLRICH Pres

FOUNTAIN SQUARE · EVANSTON

announces

Spring Opening

Tuesday, March Thirteenth

SPRING HATS—as originated in Paris and worn in New York and Palm Beach. Particularly lovely models by Hodge, Knox and Meadowbrook.

APPAREL—particularly the ensembles that are so important in this year's mode—from the tweeds for sports wear, to the chiffons and georgettes for dinner wear.

ACCESSORIES—with which to repeat the costume's important color notes, and thus achieve the harmonious whole that is the essence of true smartness.

Our North Shore Patrons Are Invited to See These Showings for the Authentic Picture They Give of the Mode of the Spring and Summer Seasons.

First and Second Floors