

**OPEN A CHARGE ACCOUNT AT ROSENBERG'S**  
 The largest store between Chicago and Milwaukee  
**Credit office located on third floor**

**LIGHT LUNCHEON SERVED**  
 at our Soda Fountain Lunch Room  
**TRY ONE**  
 with a Sundae the next time you visit our store

# Rosenberg's

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**SALESWOMEN WANTED**  
 —experienced and inexperienced, for draperies, linens, domestics, notions and other positions. Apply  
**Main office, third floor**

## The New Vogue in Spring Frocks



**C**OMMON SENSE and good taste are combined in a very pleasing manner by the designers of the beautiful new frocks for women and misses.

Variety is given by the introduction of many distinctive effects which Fashion approves and you will like.

Illustrated at the left is a beautiful frock of fine French serge made in bolero style, with overskirt with crush satin belt. Priced at \$27.50.

*Other Dresses from \$7.95 to \$39.75*

**T**O the well dressed woman, the displays in our beautiful Women's Wear Section on the second floor are the guide to what is newest and smartest in correct wearing apparel for spring.

These displays are too charming to miss and the pleasure of selecting one's wardrobe from them is well worth while.

## Spring Showing of Dress Skirts



**T**HE above illustration will in some measure give you an idea of why the separate skirt is approved by Fashion for the coming season's wear, and why it is in high favor with smartly dressed women.

Wool plaids will be the favored materials, and silk poplins, wool poplins, plaid silks, silk baronette, and shepherd checks will also be popular.

Shown at the left is a Shepherd Check skirt at \$5.95. At the right is sketched a pretty Wool Plaid skirt at \$10.95. The skirt in the center is of Silk Faille, priced at \$14.95.

Many interesting features and effects that every woman will delight in, are introduced

*Prices are \$3.95 to \$16.95*

## The Newest Suits for Spring

**Y**OUR wardrobe would be incomplete indeed without the charm of one of our smartly tailored suits for women and misses.

Perhaps the one outstanding feature of these stylish suits is the very suggestiveness of spring and youth which they give in their graceful and simple lines.

The lovely suit shown at the right is of fine quality serge. The coat is high waisted with belt buttoning at the side, and is peau-de-cygne lined. The tailored skirt is narrow with belt and two fancy pockets. Price, \$28.50.

*Other Suits Priced at \$18.50 to \$50*



## The Children's Shop

The small members of the family must not be slighted in the preparation of new clothes for spring.

You mothers are invited to see the many things that we have in our Children's Shop for the baby and small tot. There are pretty gifts as well as necessities.

There are rompers, dresses, coats, headwear, ribbon and celluloid novelties, and many other articles—all at prices astonishingly low.

## Girls' White Dresses For Confirmation and Eastertide

These occasions demand white dresses that are pretty and dainty—dresses that are in keeping with the beauty and meaning of these events.

White dresses of fine quality organdy, embroidery and lace trimming, with high waisted belt effects, and ribbon trimming and strap effect on shoulder, the tailored style.

A big variety to select from and in all sizes, 6 to 14.

*Prices, \$1.45 to \$6.95*

## Our New Showing of the Latest Cotton Blouses



**W**HAT woman is there who does not delight in pretty blouses! Every woman feels the necessity of having several. There are so many attractive features about these new cotton blouses that you must see them to appreciate them.

*The prices are so reasonable, too, that anyone can well afford to have a plentiful supply*

Three styles of these new blouses are illustrated above. They are of batiste. The waist at the left has linen crash vestee effect with roll collar; the center one has turned cuffs with scalloped collar in colors; and the waist at the right has crocheted edge around a novelty shaped collar and cuffs. Priced at \$3.45.

*Others priced from \$1.00 to \$3.95*



## Our Showing of Authentic Spring Millinery Is Now Complete

**T**HE most beautiful collection of modish spring headwear we have ever offered is now ready for your inspection.

You will be pleased with our millinery creations for this season, which are the very newest and best ideas.

We have a splendid line of misses' hats in new models and colors; also an attractive line of charming styles and wonderful values for the children.

*Trimmings of all kinds and un-trimmed shapes for the home trimmer.*

## The New Spring Wash Dresses for Girls



**W**ITH the coming of spring comes the need of new wash dresses for children in school. For the young girl from 6 to 14 these dresses are especially suitable.

The illustration shows three of these dainty dresses as our artist sketched them. The little dress shown at the left is candy striped gingham, in high waisted effect, at \$3.45; the plaid gingham dress in the center has panel effect and monk collar of white pique, \$3.95; the dress at the right is of chambray with plaid skirt with sport gabardine check belt, collar and cuffs, \$3.45.

These dresses are made of colorful combinations of ginghams and chambrays, in plaids, checks, stripes and solid colors, and priced very reasonably.

*Prices from \$1.00 to \$6.95*