

October Is **FOUNDER'S MONTH** At Rosenberg's
In Celebration of Our 42 Years Forward With Evanston—This Memorable

Anniversary Sale



Silk Hosiery Full-Fashioned



\$1.15

Luxurious Silk Hose possessed of rare shapely beauty, firm, smooth fit and long wearing strength—now for \$1.15. They are slightly sub-standards but wear and service are present in full measure.

First Floor

Crepe de Chine

40 inches wide

\$1.68



This beautiful silken fabric takes on an unusually low price for our Anniversary celebration. Its charming colorings make it a rich silk of unstinted beauty.

Pequot Sheets

- 66x99 inch \$1.55
- 72x99 inch 1.75
- 81x99 inch 1.95

They are known the world over for their distinctively fine quality.

Pequot Pillow Cases

42x36 Inch, 44c; 45x36 Inch, 48c

Second Floor

Beginning Thursday, Oct. 8th

We dedicate this Sale to the people of the North Shore as a token of gratitude for favors past and a pledge of earnest purpose for the future. The whole store comes forth in festive offerings.



New Fall Coats

\$49.75

This Anniversary offering brings the new-style coats at a notable low price. They are fashioned of American Needlepoint, Suede and Lustrous Materials, many luxuriously fur trimmed.

Cloth and Silk Dresses

\$25

There's almost an infinite variety of the loveliest of dresses here in this noteworthy Anniversary sale. You can find model after model that will fit into practically any occasion you wish. Rarely can you find such a low price associated with such exquisite dresses.

Women's Apparel—Second Floor

Porto Rican Gowns Hand Made

\$1.39

Beautiful gowns embellished with the finest hand embroidery such as only Porto Rican needlewomen can do.



West Room—Second Floor

Crepe de Chine Chemise and Step-ins

\$2.95

The miss with a taste for the lovely in underthings is sure to be delighted with these—both in their beauty and their economical pricing.

West Room—Second Floor

Carter's Union Suits of Silk-and-Wool

\$1.69

It might be a little startling to see this price for a Carter's Silk-and-Wool Union Suit. They are perfectly soft, firmly knitted sleeveless suits in knee length, enriched with horizontal stripes of silk.



First Floor

Window Display
Depicting
The Founding of
Evanston

Rosenberg's

The North Shore's Greatest Store

A Gala Corset
Revue and a Fab-
ric Demonstration
Thurs., Fri., Sat.,
Oct. 15, 16, 17