October Is FOUNDER'S MONTH At Rosenberg's

In Celebration of Our 42 Years Forward With Evanston—This Memorable



Silk Hosiery Full-Fashioned



\$1.15

Luxurious Silk Hose possessed of rare shapely beauty, firm, smooth fit and

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 Anni-

versary 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.

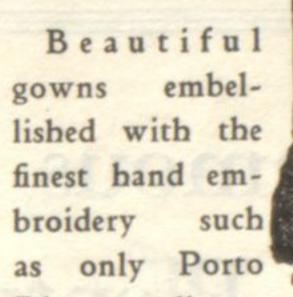
Cloth and Silk Dresses

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



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 Car-Silk-and-Wool Union Suit. They soft, perfectly firmly knitted sleeveknee less suits in length, enriched with horizontal stripes of silk.

First Floor



Window Display Depicting The Founding of Evanston

=The North Shore's Greatest Store

Thurs., Fri., Sat., Oct. 15, 16, 17