

Telephone University 2400  
 Wilmette 1100 **Rosenberg's** Rogers P'k 2775  
 Evanston—Davis Street at the "L"

**January Sales  
 Ridge Suits  
 and O'Coats**

Always Sold for \$40

**\$33.50**

Ridge 2-Trouser Suits and Overcoats built to a standard, sold the year 'round for \$40—in the January Sales for \$33.50. English Models, favored fabrics and designs.

**Boys' 4-Piece  
 Sheridan Suits**

Regularly \$15, now

**\$12.50**

They have golf knickers and vest. English cut models that boys like for looks and mothers prefer for economy.

Third Floor

**Sale of Manhattan  
 and Kingly Shirts**

**\$2.35**

The standard of shirt perfection—Kingly and Manhattan \$3.00 shirts in this sale, \$2.35.

**Men's Winter  
 Underwear, \$2.65**

First Floor

**The January Sales  
 Bring but Once-a-Year Savings**

The January Sales, looked forward to as the greatest buying opportunity of the whole year, bring to you a store full of fine merchandise at heretofore unknown prices.. It's the one time of all the year to save, and save tremendously, on all those things you will need for the coming months. Visit the store; we mention but a few values here in the January Sales of

*Women's Coats—Women's Dresses—Girls' Coats  
 Girls' Dresses—Notions*

*Blankets—Wash Frocks—Lingerie*

*Men's Suits—Men's Overcoats—Boys' Suits*

**500 Apron Dresses  
 88c**

Fresh new frocks in charming styles of gingham and prints, offered at a special January Sales price.

**Chemise and Gowns  
 of Crepe de Chine**

**\$5**

Scores of charming models trimmed with laces and ribbons. Special for the January Sales, each, \$5.



**Silk Chemise  
 \$2.79**

A feature offering! You'll glory in their loveliness.

**Sale Silk Negligees, \$12.95**

West Room — Second Floor

**Women's Low Shoes**

Black calfskin, satin, patent and tan calfskin shoes of smart lines; special in the January Sales, pair. . . . .

**\$6.45**

**Fine Silk Hose, 75c**

Plain and clocked hose in short lines and odd lots, that sold to \$1.69; slightly imperfect.

**Stamped Dresses, \$1**

Chambray dresses in four pretty designs and colors—rose, tan, green and lavender.

**Carter's Union Suits**

Women's union suits in ankle and knee length styles, with or without sleeves. Sizes 36 to 44; \$2.15 values.

**\$1.48**

**68x80 Plaid Blankets**

Part wool blankets that are wonderfully warm. Regular \$6.50 values, pair at. . .

**\$4.95**

**Ruffled Curtains, 25% off**

**January Sales  
 Rosecrest Sheets**

Better quality sheets made expressly for Rosenberg's and offers at special January Sales' prices.

81x108 Inches, **\$2.10**

81x99 Inches, **\$1.95**

72x99 Inches, **\$1.80**

63x99 Inches, **\$1.65**

Cases: 42x36 inch, 45c  
45x36 inch, 50c

**January Sale of  
 Pequot Sheets**

81x99 Inches, **\$1.95**

72x99 Inches, **\$1.80**

63x99 Inches, **\$1.65**

81x90 Inches, **\$1.80**

Cases: 42x36 inch, 45c  
45x36 inch, 50c

**81x99 Sheets**

Evenly woven, full bleached, seamless sheets, special at . . . . .

**\$1.39**

**Turkish Towels**

22x44—39c

**Marvel  
 Pillowcases**

46 and 42x36—6 for **\$2.00**

Second Floor

**January Sales of Apparel**

**Smart Dresses Are Now**

**\$15 \$21.75  
 and \$29.75**

Dresses for every occasion—dresses of definite charm and chic—every one offering marked savings in the January Sales—all in three great groups. See them and you will admire them.



**Women's Skirts**

**\$4.95 \$5.95 \$7.95**

Pleated and wrap-around models in sand, brown, grey and combinations.

**Suede Sports Jackets, \$5.95  
 For the Outdoors Woman**

**January Sales of  
 Children's Coats**

**\$13.95 \$18.75  
 and \$21.75**

All wool coats warmly interlined; many fur trimmed; sizes 6 to 14 years. Smart and youthful models at special January prices—plainly it is wise to choose now.

**January Sales of  
 Girls' Dresses**

**\$5.75 \$7.95  
 \$9.75 \$15**

A fine new dress is now no longer a matter of expense. Choose in this great grouping at these reduced prices.

**Winter's Modish Coats**

*For Women and Misses  
 —Sharply Reduced*

**\$25 \$45 \$65  
 \$85 \$100**

Our entire stock of Coats for winter wear goes into this notable January Sale. Smart models sponsored by Paris that will definitely compliment the wearer in their individual weaves and various lines.

Fur trimmed with kimmer, fitch, squirrel, opossum, raccoon, wolf and fox; sizes for women and misses—five great groups at worthwhile savings!

Women's Apparel—Second Floor



**TWO DELIVERIES TO THE NORTH SHORE DAILY**