Telephone Wilmette 1100 Rogers P'k 2775

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 \$40in 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

Evanston-Davis Street at the "L"

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

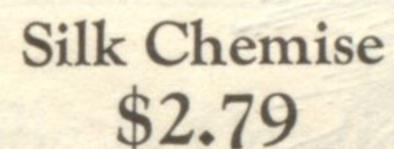
500 Apron Dresses 88c

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

Chemise and Gowns

of Crepe de Chine

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



feature offering! You'll glory in their love-

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; \$1.48 \$2.15 values.

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 \$2.10

81x99 \$1.95 Inches,

\$1.80 72X99 Inches,

\$1.65 63x99

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

January Sale of Pequot Sheets

81x99 \$1.95 Inches,

72X99 \$1.80 Inches,

63×99 \$1.65 Inches,

81x90 \$1.80 Inches,

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

81x99 Sheets

Evenly woven, full bleached, seamless sheets, \$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 krimmer, fitch, squirrel, opossum, raccoon, wolf and fox; sizes for women and missesfive great groups at worthwhile savings!

Women's Apparel-Second Floor

TWO DELIVERIES TO

THE

NORTH

SHORE

DAILY