

Rosenberg's

Davis Street, at the "L"

The North Shore's Greatest Dress Event in This Sale of New Spring Dresses

The Glorious Easter Modes! The Last Word in Style! The Unexpected in Value!

In smartness of new styles—in quality of fabrics—in skill of tailoring—in vastness of numbers—in lowness of price—in every respect, the greatest Dress Sale ever held on the North Shore. Thoroughly wondrous dresses for every smart occasion, resplendent in their crisp newness, captivating in their smartness, bewitching in their style. No effort was spared in searching out and obtaining the best for the North Shore women. Where else, than at Rosenberg's could you get those very, very new and very, very practical Cud'L-Doon Dresses for Fifteen Dollars? And where else, wondrous Silk Imported Hand Made Dresses for so little in price? How easy, how delightful, how simple and inexpensive to choose, one, two or three such dresses in this sale. Come and let model after model delight you in its refreshing charm.

Those Smart Materials

Cud'L-Doon, Botany Flannel, Jersey, Crepe de Chine, Flat Crepe, Alamo Crepe, Taffeta, Wash Silks.

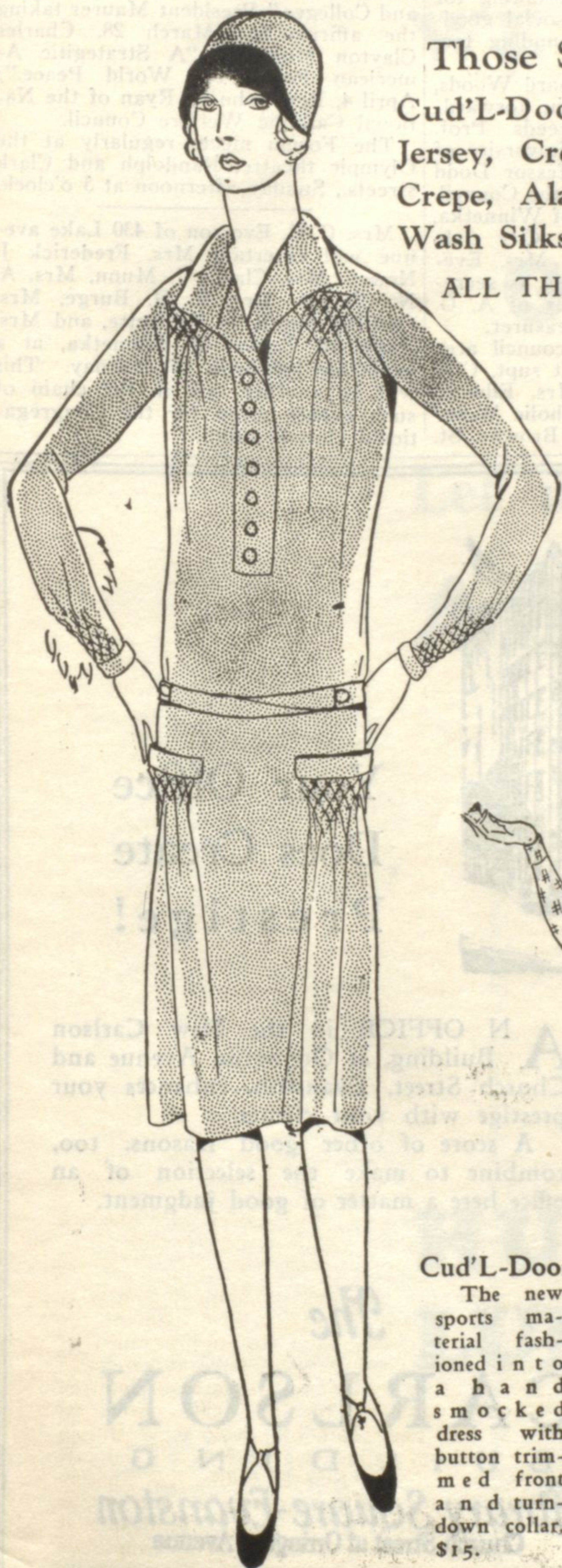
ALL THE NEW SPRING COLORS

\$15

Misses' Sizes
14 to 20
Women's Sizes
36 to 44
Large Sizes
46 to 50

Exquisitely Tailored Dresses—Street, Afternoon and Party Dresses—Imported Hand Made Dresses—Sports Dresses and Tailored Frocks

Women's Apparel—Second Floor



Cud'L-Doon
The new sports material fashioned into a hand smocked dress with button trimmed front and turn-down collar, \$15.



Mottled crepe de chine dress in sage green, strictly tailored in straightline effect with two pockets, \$15.



A green georgette dress with taffeta ruffles on skirt and sleeves, the flared silhouette effect, \$15.



Flat Crepe dress with embroidery trimmings and pleated ruffles. Full puff sleeves; in pastel shades, \$15.