

TELEPHONES
Wilmette 1100
University 2400
Rogers Pk. 2775

Rosenberg's

Enjoy a
Charge Account
at Rosenberg's.

Evanston—Davis Street at the "L"

Announcing The Fifteen Dollar Dress Section

Three Spring Pumps with a Touch of Paris Smartness

There's a touch of distinction about these new mid-season pumps that smack of Paris and the boulevards. You'll sense the difference when you see them.

\$8



This Parchment Pump is smart in its new shade and in its graceful lines. It has the fashionable short vamp, \$8.



A patent leather pump with grey trimmings and grey kid heel, making it odd and unusual, but very smart for Spring, \$8.



A tan calf pump takes a lizard trimming across the vamp, with a lizard covered heel to match. One of the newest, \$8.

Shoes—First Floor

The Establishment of a Permanent Dress Section in Which Ultimate Values Will Be Featured Every Day

Here now is a dress shop offering daily an economical, sensible and practical guide to dress smartness. Here are shown the North Shore's most brilliant collection of \$15 frocks . . . in number and charm without equal.

Dresses May Be Chosen from Every New Style-right Material

BOTANY
FLANNEL
CREPE DE
CHINE

ALAMO CREPE
JERSEYS
FLANNELS
TAFFETA

FLAT CREPE
GEORGETTE
AND
CUD 'L DOON

Here are dresses for every purpose and occasion—tailored and trimmed dresses for everyone. They are of an attractiveness that truly belies their exceptional price. In sizes for Misses, Women and large sizes, from 16 to 50.

Women's Apparel—Second Floor



THE VOGUE FOR SMOCKS Finds a Ready Answer in Our Most Complete Smock Section

Smocks, the most practical garments for all-'round use, are here without end. Soisette Smocks, Irish Linen Smocks, Shantung Smocks and Rayon Smocks at \$3.95; Broadcloth smocks and Cretonne smocks at \$2.95; and now, fine tailored motoring smocks at

\$1.95

Smocks for Children, \$1.25

The smock that solved the after-school problem. They are so easy to slip into for play, and children love them. Sizes 8 to 14.

West Room—Second Floor

The Bon Ton Round-U Girdle



A splendid garment designed to support, while insuring a fashionable appearance and bringing utmost comfort. It is made of silk brocade with elastic insets and supporters.

\$5

West Room—Second Floor

Miss 6 to 14 Gets a Pretty New Dress



Rayon, Prints, Voiles

\$3.95

Lovely little dresses that tub so beautiful, easy to keep them looking fresh and new. Most becomingly made and priced very low.

Girls' New Spring Coats at \$15

Juniors' Apparel—Second Floor

TWO DELIVERIES GO TO THE NORTH SHORE EVERY DAY