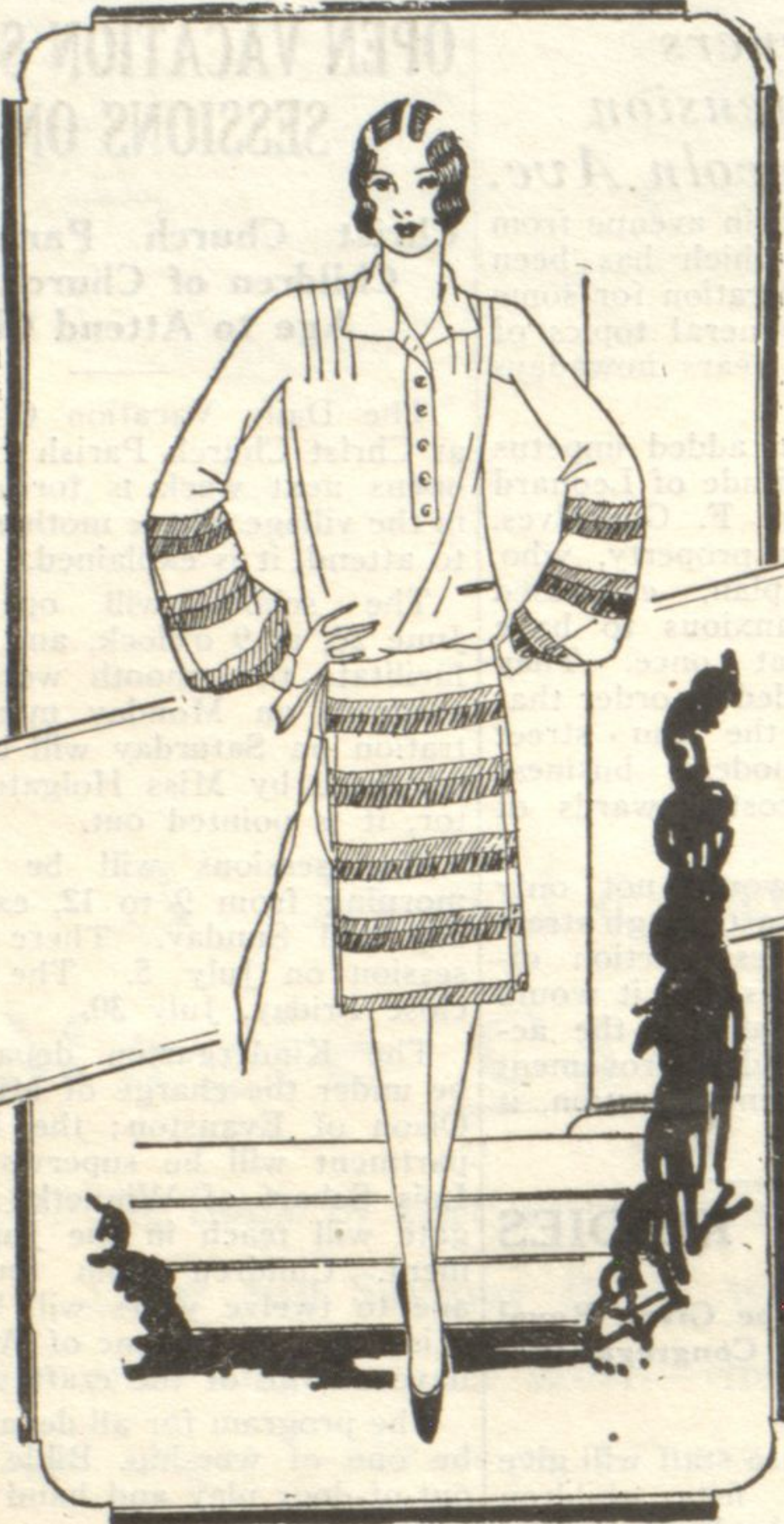


Rosenberg's

Davis Street — Downtown Evanston



SUMMER FASHIONS

Feminine Apparel for Summer Days

The newest frocks of lovely silks are gaiety itself, with their tiny, colorful designs or their immaculate white. Hats are wee and piquant or picturesquely wide of brim. In wraps the knitted coat of wool with rayon horizontal woven bands is summer-smart. Rosenberg's now is a treasure-house of fashion-newness.



Adorable Summer Frocks of Flattering Grace, \$14.95

The summer mode is revealed and it is lovely to behold! Crepe de Chine and Tub Silk frocks of airy grace are resplendent in their summer newness. Fluttering frills, tiny tucks, laces and embroidery conspire to beautify these frocks in a most bewitching manner. It will be a joy to select yours now, right at the beginning of summer.

Women's Apparel—Second Floor

Beach Fashions for 1926

You may be boyishly clad in blue flannel trunks surmounted by a belted top, or you may be daring in a bizarre multi-colored one-piece suit of purest wool—Jantzen, Pelton or Pilgrim for men, women and children.

\$2.95 — \$6.75

*Swimming Suit Section
First Floor*

New Rainproof Golf Blouses

\$8.95

Light weight, grey silk rainproof golf blouses that slip into a small pouch. A handy protection from the sudden shower.

Second Floor



A Silk Coat for Smartness

These luxurious coats of satin, as black as a raven, embroidered in vivid colors or softened with fur, are the fashionable wrap for summer. They present the unusual in value at

\$25 — \$65

Week-end Suits

\$19.75

Trim little suits with a botany flannel box coat of red, blue or green and white pleated flannel dresses. The smart thing for travel and for motor jaunts.

Motoring Coats

\$16.50

These of colorful leather have a snug fitting-knitted band—smart and ready for the journey.

Second Floor

Summer Style Talk



Lace in cream, ecru or flower tints composes some of the loveliest dance frocks and lavishly trims others of chiffon or crepe de chine.

A smock will protect your dainty frock. One of lustrous rayon is considered a smart addition to a hostess' tea-hour costume.

A matching set of handbag, gloves and hose—or just hose and gloves—will give the final touch of distinction to your summer costumes.