



**School Caps with  
the New Visors  
\$2.00**

A new cap for the new year! Here's the ones with the new small visors, the new fabrics, the new colors—browns, russets and greys.

**Kaynee  
School Blouses  
\$1.00**

"Kaynee" blouses will lead the march to school, for mothers know there is no better value than these good-looking, long-wearing new Kaynee blouses. A fine selection now.

Third Floor

**Boys' Golf Hose  
The Favored School  
Hose  
85c**

They are good looking and they are the smartest hose that will enter the class room this fall. In striking color combinations of plaids and novelties. Sizes 7 to 10.

First Floor



**GYM SHOES**

Sizes 2½ to 6	Sizes 6½ to 10
<b>\$3.50</b>	<b>\$4.00</b>

Royal Tread Keds, the finest gym shoe made—lace-to-the toe, black athletic trimmings and extra heavy duty soles. Others in youths' sizes priced \$1.35 to \$2.75.

First Floor

**It's School Time  
and Here Are School Clothes  
for Young Scholars**

School Days! Days for new apparel for a new school year. Days of great expectancy and unusual preparations. Days when Rosenberg's stand ready to fill every school need most completely, and yet with the least possible expenditure. This year, as for years past, knowing mothers will outfit their scholars at Rosenberg's, the School Store. All is in readiness.



**Sheridan 4-Pc. Suits  
Ready for School**

Knicker-Long Suits or  
2-Knicker Suits

**\$15**

Nowdays when boys know what's what in clothes, Sheridan Suits are the suits that win with their last-word style. Russet and brown are the shades for fall and two-button models are nobby in the heavier fabrics with Jumbo Herringbone patterns. And for value, Sheridan 4-piece suits stand supreme.

Third Floor



**Boys' Shirts for  
School Wear  
\$1.50**

You just can't beat Kaynee shirts for school wear. Rosenberg's have them in the new patterns in Lancashire percales to suit the smart boy.

**Wilton Jr. Suits  
for High School Boys  
2 Long  
Trousers \$20**

Style-right, wear-right Wilton Jr. Suits, tailored and designed by a leading maker of young men's clothes, they represent the utmost in smartness, fabrics and colors. And best of all they are "Cravenetted"—proofed for wear and proofed for rain.

**"Jerry J" School  
Sweaters, \$4.50**

The snappiest sweaters you will see in the class room will be "Jerry J"—knit of pure wool, have "permafit" seams that keep the shoulders from sagging. Some to \$5.50.

**Extra Longies  
\$4.00**

A pair of longies and a "Jerry J" sweater make a smart school outfit—sporty too. These longies are collegiate with their wide bottoms, snug fitting hips and big wide belt loops.

Third Floor

**Boys' Shoes, \$6**

The soft elkskin, the Goodyear welted soles, the foot-form lasts and the steel plugged toe make these the choice shoes for school wear. Sizes 1 to 6.

**Girls' Smart Oxfords  
Sizes 2½ to 8 at \$5**

First Floor

**Girls' Washable Dresses  
Now Ready for School**

Washable, wearable, fast-color frocks dainty as flowers that you couldn't possibly afford to make at the price. Flowers, animals and funny little figures dance all over these dresses in chambray, gingham, percales and broadcloths.

**\$1.95 - \$5.95**

Second Floor

**Children's  
School Hose  
59c**

Children's all-over fancy leg 7-8 sox of heavy cotton in tan, brown, blue, etc. They are just the hose for strenuous school wear.

First Floor

**Rainbow  
Raincoats  
\$5.95**

Coats that will keep every school miss snug and dry in the most rainy days. They are brilliantly colored to add a note of cheer.

Second Floor



**Rosenberg's**

Evanston—Davis Street at the "L"