

# The Evening Mode Is Portrayed by Rosenberg's in a Sale of the Most Brilliant Collection of Formal Frocks Ever Offered on the North Shore

Mirrored in these formal frocks at Rosenberg's is a hand tailoring executed with infinite care. They become frocks of no ordinary distinction in grace and beauty of line. These are the models from a very, very fine designer newly fashioned and purchased so advantageously that they present the unexpected in low pricings. Seven models are pictured. You will want to see them all.

\$39.75

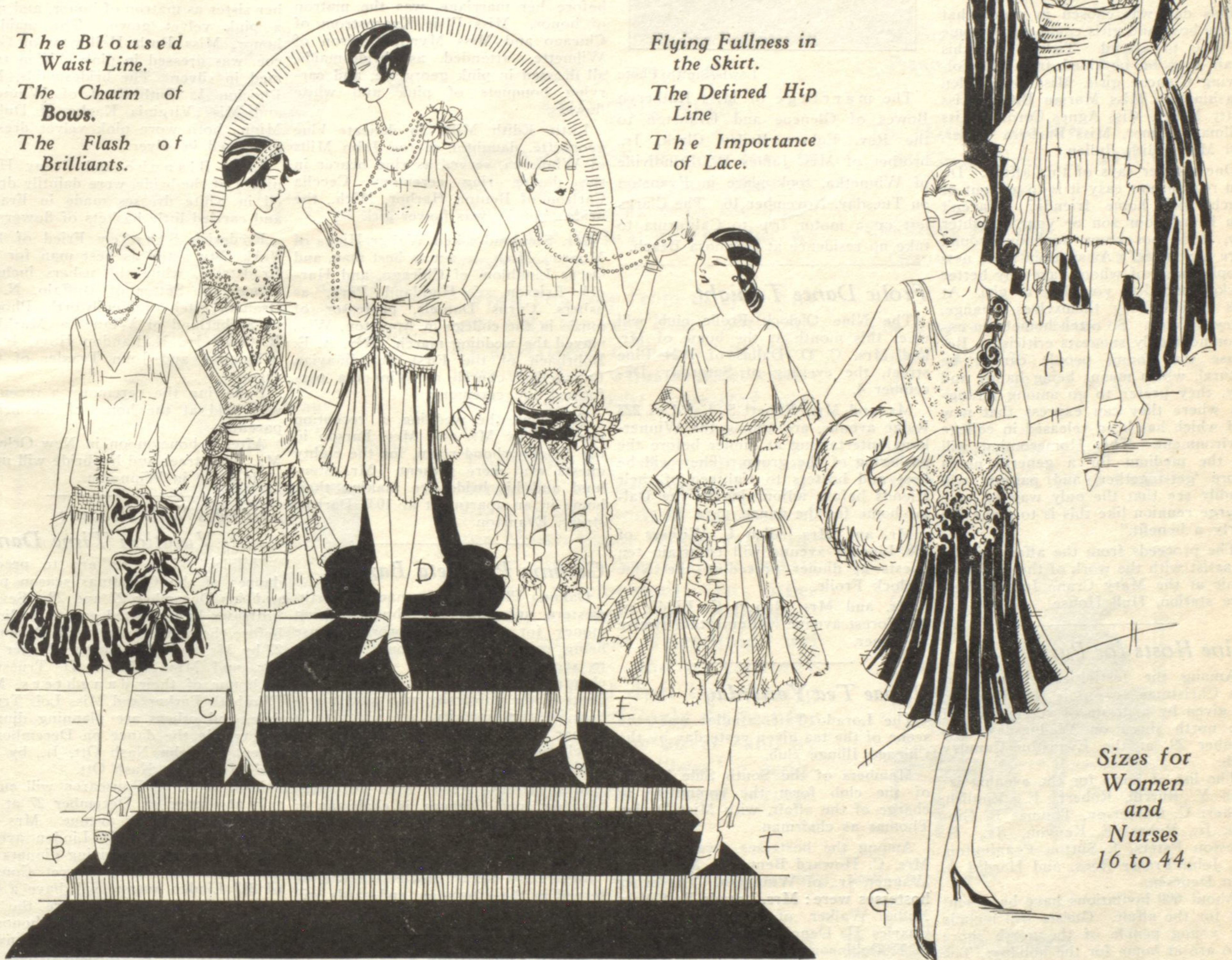
\$50.00

\$65.00

## Points of Fashion Shown by Models of Paris Origin

*The Bloused Waist Line.*  
*The Charm of Bows.*  
*The Flash of Brilliants.*

*Flying Fullness in the Skirt.*  
*The Defined Hip Line*  
*The Importance of Lace.*



Sizes for Women and Nurses 16 to 44.

**B**—This crepe chiffon frock combines with velvet to make a frock of grace and charm, \$65.

**C**—Showing the importance of black lace over flesh georgette. The trimmings are pearls, \$50.

**D**—The shirred front with the uneven skirt lends a distinctive touch to this chiffon frock, \$65.

**E**—Persian Rose crepe chiffon gown is beautified with silver lace and a corsage at the belt, \$39.75.

**F**—This gown of crepe chiffon tulle trimmings is marked by a graceful flaring skirt, \$39.75.

**G**—The long straight bodice set with rhinestones lends elegance to this flesh georgette and velvet frock, \$39.75.

**H**—Crepe chiffon frock with gold lace and velvet features an uneven skirt line, \$65.

Women's Apparel—Second Floor

# Rosenberg's

Davis Street—Downtown Evanston