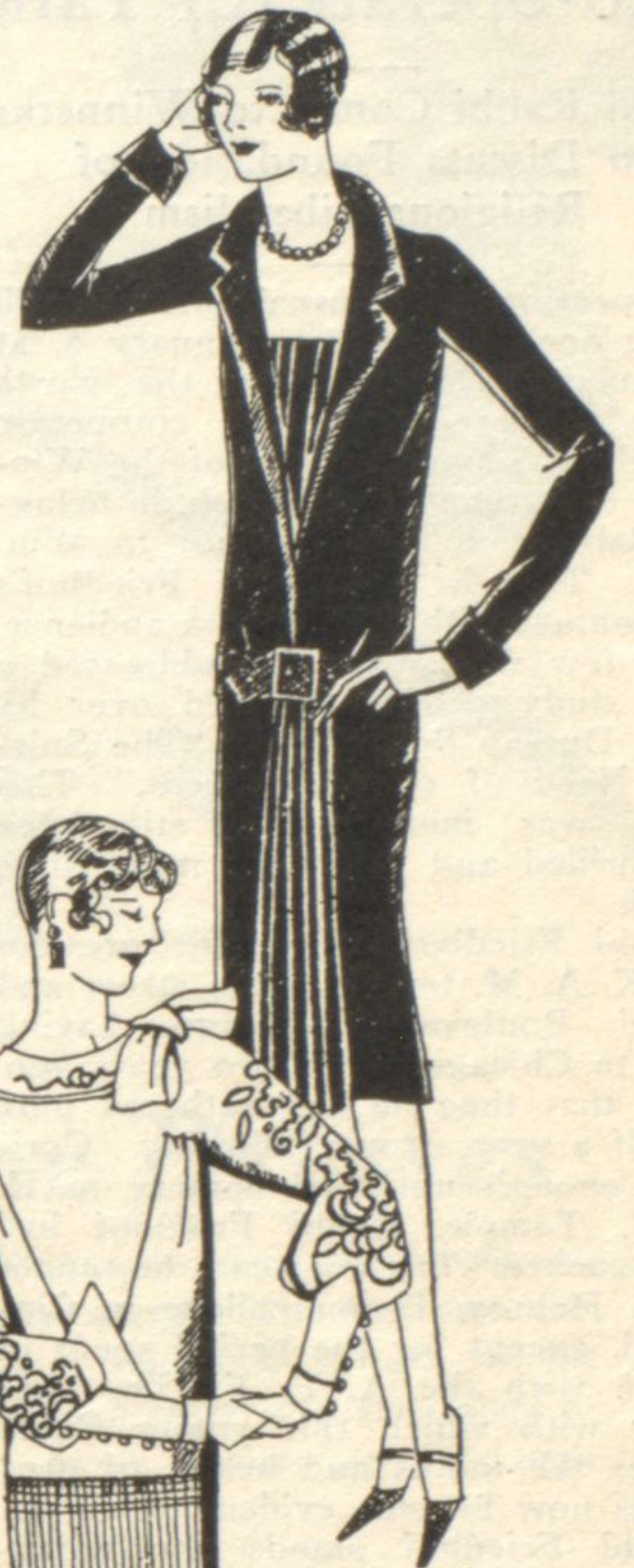


JANUARY APPAREL SALE

Hundreds of Garments ---
Drastic Reductions on All

"If you buy in January, you buy for less," is a striking fact in these January Sales. Garments possessed of the greatest smartness, expressing their distinction in fine fabrics, skilled tailoring, Paris-inspired fashion, are changed only in their price.



Fashion Takes to
Economy In Coats
Authentically Smart

| | | |
|----------------------|----------------------|-----------------------|
| Values to \$79.50 | Values to \$95.00 | Values to \$125.00 |
| \$49.75 | \$59.75 | \$89.00 |

Where, but in the January Sales, could such smart coats be marked with prices so utterly low! Come and see the fascinating styles, the perfect tailoring and the fashionableness of the rich fabrics and beautiful fur trimmings. You have scores of models to choose from.



Girls'
Coats
\$14.95

Fashioned of Chinchilla, Bolivia and Fancy plaids. Values to \$25.00; sizes 7 to 14.

Girls'
Dresses
\$5.95

Jersey velvet and velvet-crepe combinations; values to \$10.95. Sizes 7 to 14.



With Values
Paramount Comes
This Dress Sale

Three Impressive Groups
\$12.95 \$15 \$25

If you would enjoy the style, the smartness of a new dress you can do no better than choose in these groups. There are dresses for every occasion and fashioned of every smart fabric. Sizes for women and misses.



Other
January
Sales

Real savings are featured throughout the Store in January — Fabrics, Linens, Sheets and cases, Corsets, Lingerie, Wash Dresses, Men's and Boys' Apparel, Notions, Drugs, Gloves, Hosiery and Infants' Wear.

Women's Apparel—Second Floor

Rosenberg's

Davis Street—Downtown Evanston