

We invite your charge account. It facilitates your shopping.

# ROSENBERG'S

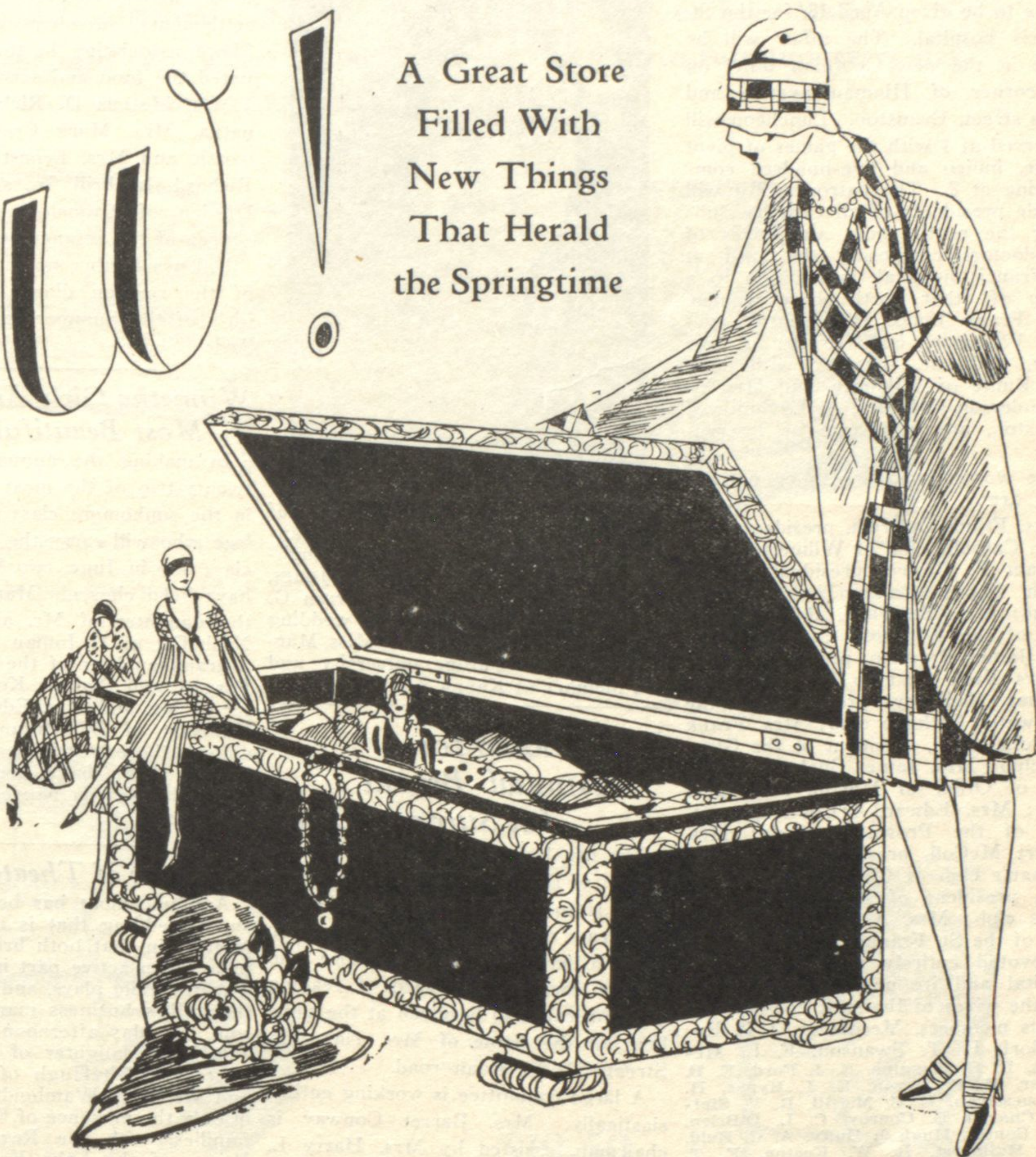
Davis Street ~ Downtown Evanston

Telephones:  
Wilmette and Winnetka  
Wilmette 1100

Evanston  
University 2400



A Great Store Filled With New Things That Herald the Springtime



It is Springtime at Rosenberg's. Enter into this North Shore store and let the new things at every turn greet you with their refreshing difference. Fashions are glorious in their newness. The spirit of THE NEW is the spirit of Rosenberg's. You feel it the moment you enter the door.



Single Breasted Navy Tweed Broad Skirt \$15.00

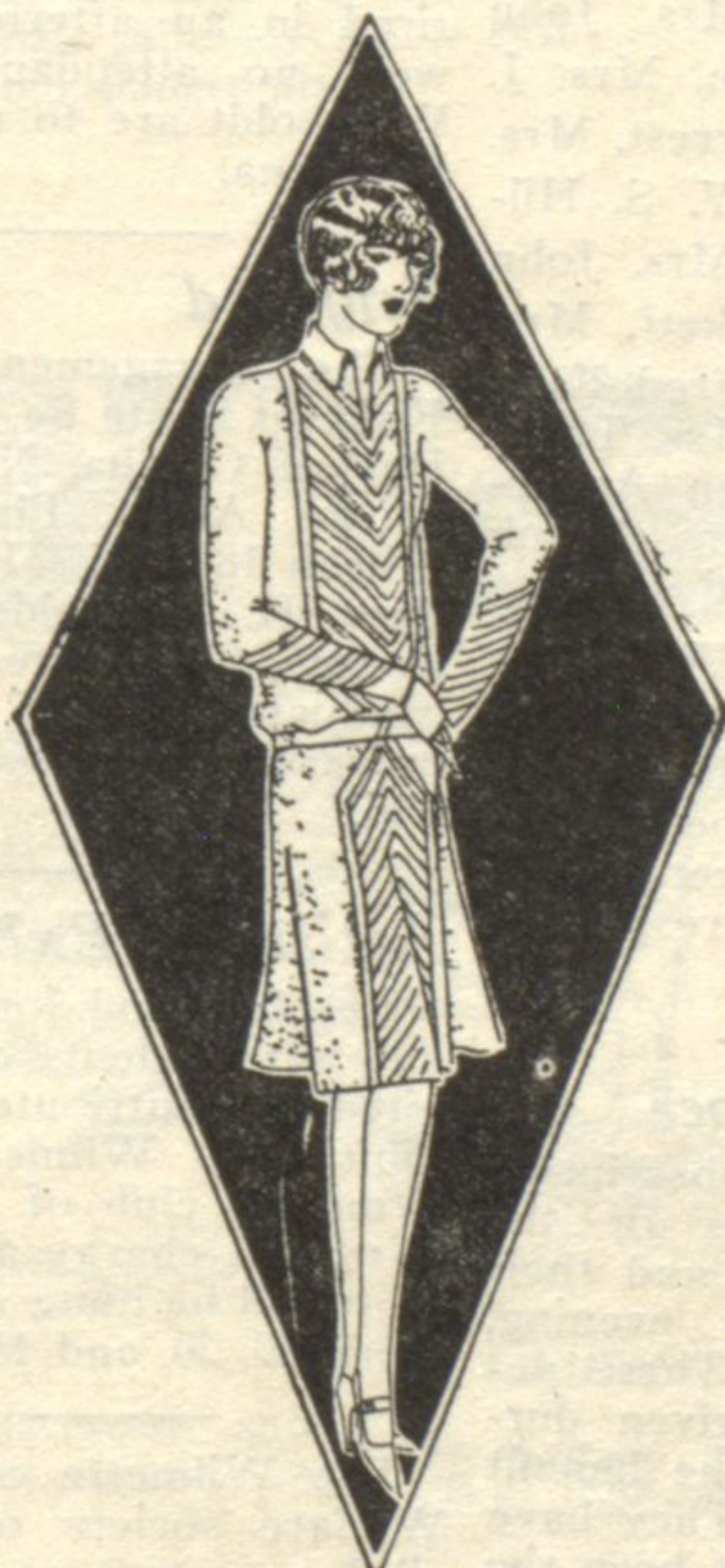


Tan coat 6 buttons stitching \$25.00

### Suits Are in Fashion's Scheme

If you would be suited with smartness, you must have a tailor for spring. And be sure that you can do no better than choose it from Rosenberg's fashion floor where all that is new and smart is embodied in suits that will enhance your natural charm.

\$25



### What's NEW Is What Is Found in the \$15 Dress Section

Hundreds of Models, One More Lovely Than the Other **\$15**

Women with an eye to smartness are learning that it is not necessary to pay an enormous sum for a frock of fashionable appeal. Rosenberg's selections of dresses now offered at \$15 comprise every style point sponsored by Paris. Choosing is invariably a pleasure.

### Coat Fashions Rely on Fabric and Colors

Plaids sound the keynote in topcoats for spring. Compose effects are often seen. Fabrics are diversified. Rosenberg's coat fashions are authentic and appealing. Beautiful coats at

\$25 — \$125