

# ROSENBERG'S

Davis Street ~ Downtown Evanston

## A Special Selling to Demonstrate How Rosenberg's Is the Wash Frock Center of the North Shore

Hundreds of Models at **\$1.95** Two Are Illustrated

At \$1.95 we feature hundreds of new and charming frocks—not just house dresses, but cotton frocks that are so smartly styled that they are most admirable for street wear as well. Dimity collars, cuffs and pockets are beautifully hemstitched in some models. Every skirt is fully pleated with wide hems. The trimming touches are especially beautifying—and the price is surprisingly low.



**A Galaxy of Charming Models at \$2.95**

Service frocks that emphasize fine tailoring, charm of color and diversity of models. They are becomingly designed of silkette, dimities, broadcloths, linen, flaxon cloth and prints.

**Wash Frocks in the Extra Sizes \$2.95-\$5.95**

Frocks that impart slenderizing lines, designed of rayon, novelty fabrics, cotton charmeuse and foulards. Varied trimming effects further enhance their charm.

**The New "Rio Rita" Frock at \$1.95**

**Frocks of Finer Styling \$3.95-\$9.75**

In these groups are frocks of silk pongee, of broadcloth, of tissue gingham, voile and linen. Most of them are entirely made by hand, and are adorned with embroidery, ribbons and tucks.

West Room—Second Floor.