

ROSENBERG'S

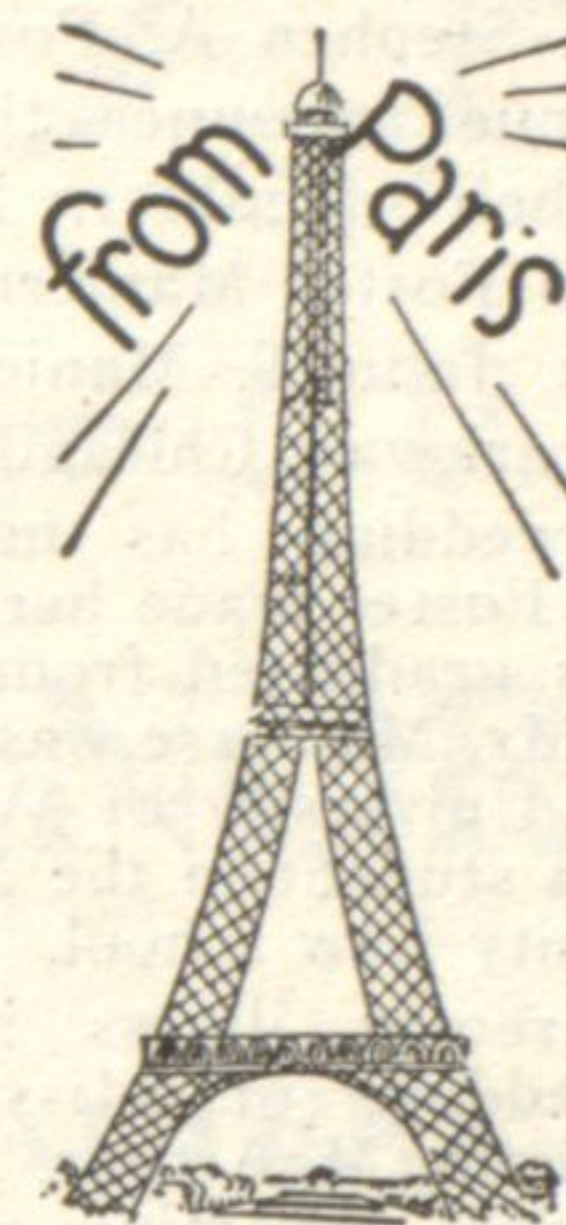
Davis Street - Downtown Evanston

Introducing

Artcraft

Style
No. 55

\$1.95

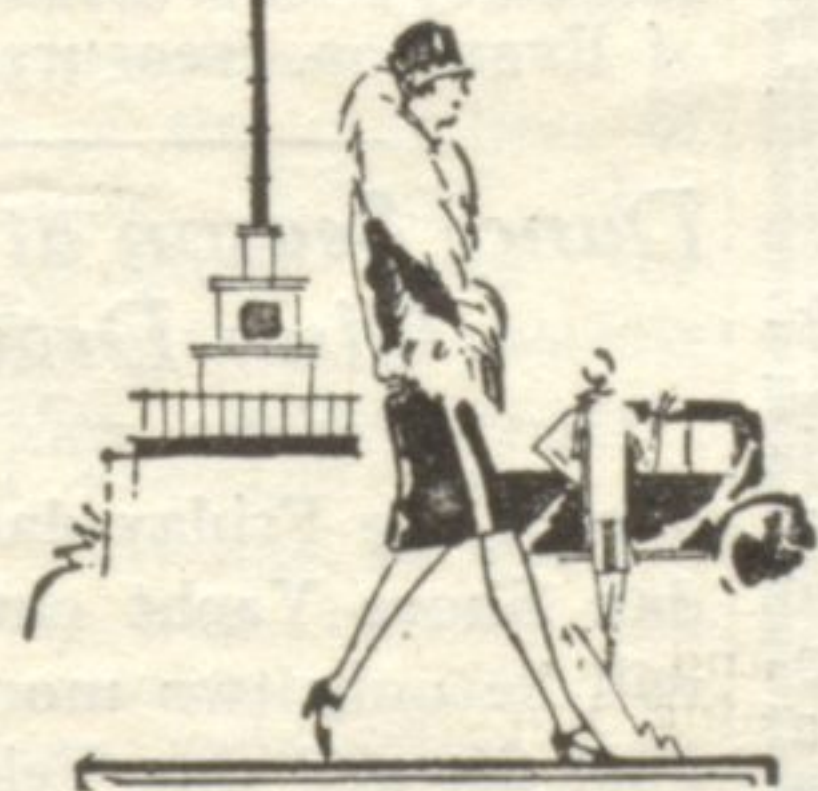


*The Frocks
Voted Best
for Fall Stress
Sophistication*

The frock that leads the fashion parade is no longer a very simple affair with smartness measured by tailored details - - but a frock that is definitely feminine in styling and rather rich in fabric.

Flares and plaits, lace and embroidery, circular insets and voluminous sleeves embellish the newly important frock. Take your cue to smartness from Rosenberg's Fall collections.

*One of the Most Outstanding
Hosiery Values We Have Ever Offered*



Sheer beauty—long wear—at a moderate price . . . Full-fashioned chiffon hose with those features usually found only in ultra expensive stockings.

Green picot top, all-silk welt and sole, wearplus toe guard, full range of newest colors . . . exquisitely full fashioned—truly a most exceptional hosiery value. The long wearing qualities of Artcraft No. 55 will hold the favor that alluring beauty instantly wins.

Seldom is it possible to obtain an all-silk picot edged stocking for \$1.95

*Hosiery—
First Floor*

*The
Miller
Cape
Collar*

. . . appears on a navy blue georgette frock with stitched tucks. The collar is embellished with an edge of ecru lace, \$50.

*The
Molyneux
Cascade*

. . . falls gracefully down the side of a frock of lustrous black crepe satin. This replica of Molyneux's original is further beautified with a cuff bracelet of brilliants, \$50.

*The Fashion Floor—
The Second*

In Addition, Rosenberg's Hosiery Service Offers
Silk Hosiery by

PHOENIX
BLUE MOON

KAYSER
GOTHAM

HOLEPROOF
GOLD STRIPE