

"This is the way we go to School"

MEMBER that old nursery rhyme—and how you just "ached" to get old enough to attend the little red school house at the turn of the road? Times have changed, but not all the customs—for when September draws near, North Shore mothers look to Rosenberg's for their children's needs—as they have done for almost a half century—since 1883.

Suits for the Younger Chap
 "Cravenette Processed"
\$15

Start right in a "Sheridan" suit—with two pairs of knickers. Herringbones, checks, stripes—three-button and double-breasted models—collegiate!

Knickers at \$2.50

Tweeds, cashmeres, worsteds, corduroys—some at \$3.50.

"Jerry J" Sweaters at \$4

Just like "Doug" Fairbanks, Jr., wears—in all colors and models—others to \$6.50.



Shirts, \$1.25 up

Junior shirts for boys to 13 years, others for boys to 17 years—the juniors' are \$1.25—the others \$1.50 and \$2. See them!

The Boys' Floor—Third



Suits for the Boy in High
 "Cravenette Processed"
\$20

Two-trouser suits with collegiate "snap" that young men MUST have. Novelty patterns in three-button and double-breasted models.

"Longies" are \$6

Blue cheviots with 20-inch bottoms. "Neat stuff!" And they're just \$6.

"Plus Four" Knickers, \$5.95

Imported fabrics make these as attractive as "pluses" can be—and only \$5.95.



Blouses are \$1

They'll wear 'til the last report card is brought home—and they make a real boy look like a young man. Only \$1.

The Boys' Floor—Third

Electives For School Wear

A Slicker---

Sizes to 10, \$3.95; to 16, \$4.95.

A Cap---

"Kraft Sheridans," 1928 shapes at \$1.65.

A Tie---

You'll enjoy picking them out—65c.

Third Floor

Oxfords and Shoes, \$5.50

Calfskin, elkskin shoes and grain leather oxfords. Blacks, tans. 1-6.

Shoes—First Floor

Coats, Frocks for "Juniors" at High School



Large Group Priced \$79.50 to as low as \$29.75



A Marvelous Assortment Priced at

\$15

FOR the junior miss of 13, 15, and 17—coats of camels' hair, velsheen, Rodier plaids—with fox and beaver. \$29.75 to \$79.50 at Rosenberg's.

INTERESTING collection of "what's new" in juniors' frocks—for sports, afternoon, and evening. Satins, crepes, jerseys—georgettes, too. All at \$15.

Fashions—Second Floor

One Strap Patent Slippers \$5 - - - \$6

Broad toe slippers in sizes 1 1/2-2 at \$5 and sizes 2 1/2-7 at \$6.

Shoes—First Floor

"Supplies"

Pens, pencils, school bags, pastes, rulers, Palmer books, etc., etc., at Rosenberg's.

Stationery—First Floor

ROSENBERG'S

Davis Street ~ Downtown Evanston