



New SHOP FOR GIRLS

Expressly for
Those Girls of
6 to 14 Years

This new Girls' Shop invites you to see the typical modern school frocks which all the girls will be wearing at the beginning of school. Here now, conveniently assembled in one room are all those lovely things for the charming miss, 6 to 14 years. And the coats and frocks have the same ultra smartness as those of her modishly dressed sister who is leaving for college.

Germania Chinchilla Coats Are Smartest

Pictured above a Chinchilla coat with nutria collar, (\$27.50) and a tam to match, (\$2.95). In six youthful shades. Others with plain collars, \$17.50.

Skirt and Middy a Smart Outfit

The pleated skirt is of blue serge with detachable waist, (\$3.95). The Man O'War sloped side middy is of best quality Jean, sizes 6 to 16—\$1.50. French Beret, \$1.75.

THE JERSEY

Bloomer Frock, (pictured left) is most suitable for school wear; in warm autumn shades with bits of bright embroidery or hand smocking. 6 to 10 yrs., \$5.95. Others at \$6.95

YOUTHFUL FROCKS

for the school girl give charm through their simplicity—In plain broadcloth or quaint pattern prints, hand-finished, sizes 6 to 10 yrs., \$2.95 to \$5.95.

THE SCHOOL SWEAT-

er is of French spun Jersey, slip-over style, round neck, rack bottom in varied colors. Sizes 6 to 14, \$2.95.

LET IT RAIN!

—on an outfit as smart as this Raincoat, rain hat and umbrella to match—red, blue or green. Sizes 3 to 6 yrs., \$5.95; 8 to 14 yrs., \$6.95.

THIS CHARM-

ing young miss pictured right selects a Sag-nomor Jersey frock with blue skirt and red top. Others of flannel; one-and two-piece, 8 to 12 years, \$5.95 to \$8.95.

Silk Dresses of Youthful Charm

One-piece crepe de chine frocks with pleated skirt, hand fagoted collars and cuffs are of enviable smartness in brown, wine and green. Sizes 8 to 14 at \$10.75.

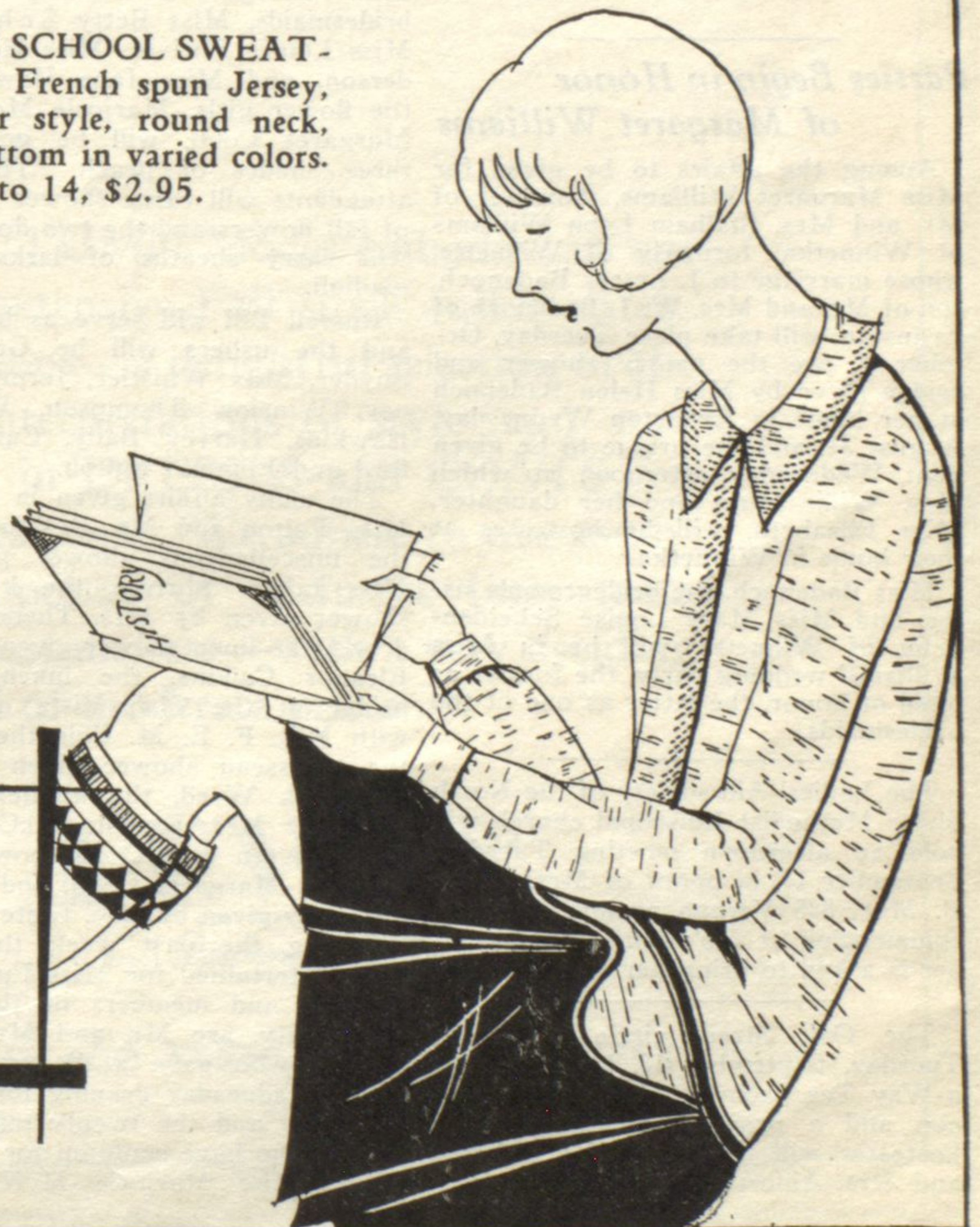
Gym Bloomers for Young Athletes

These bloomers are made for the most strenuous contests—full pleated and finely tailored of strong black cotton serge. In sizes 8 to 16. Priced at \$1.35.

Leather Sports Coats for Cool Fall Days

Girls like these coats for their sportive, outdoor air. In wind-breaker or jacket styles, double breasted and belted. Sizes 8 to 16 years. In red or green leather, \$13.50 and \$16.75.

The New Girls' Shop is Conveniently Located in the West Room on the Second Floor—A Shop New to Rosenberg's and New to the North Shore.



ROSENBERG'S

Davis Street ~ Downtown Evanston

