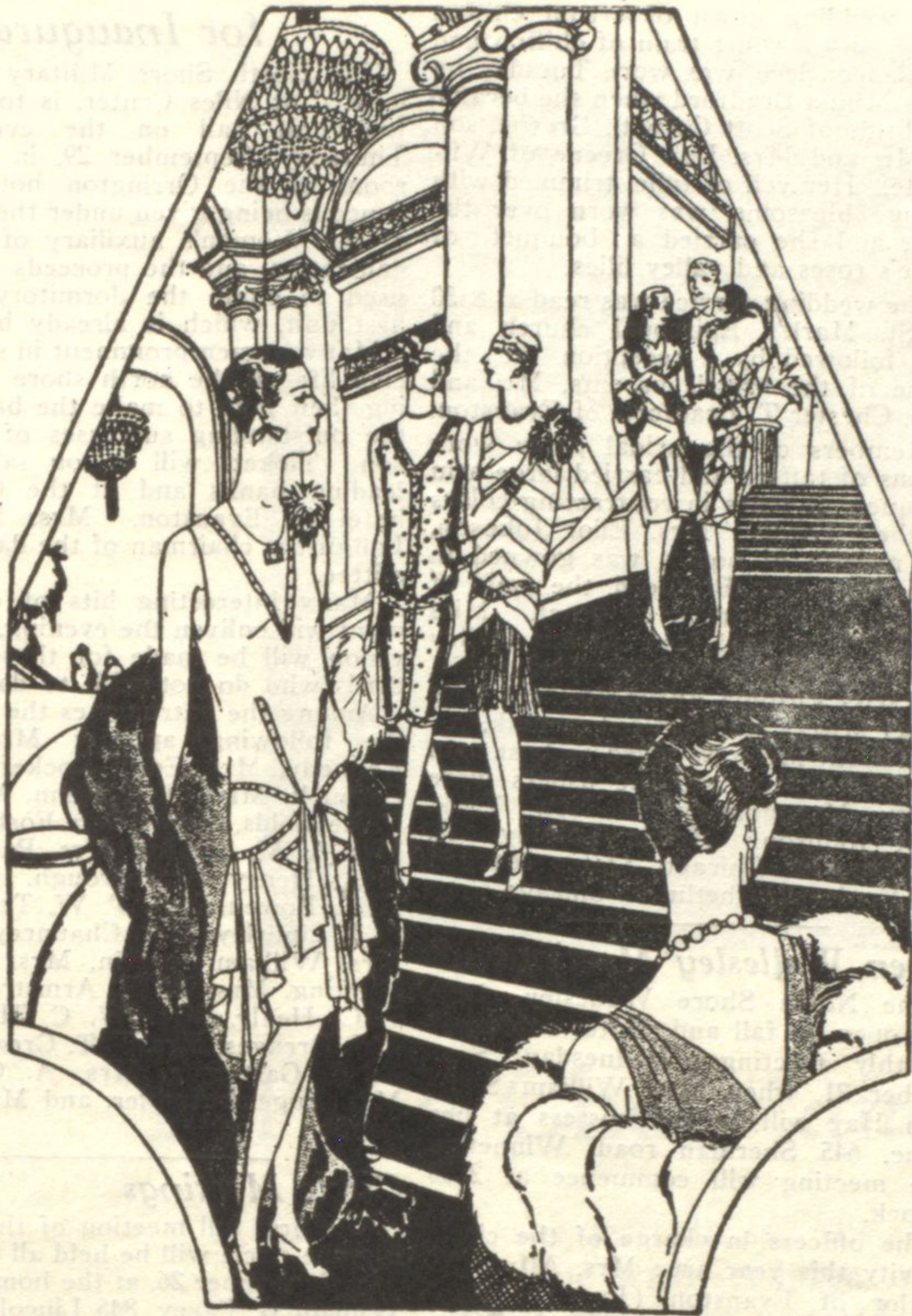


SATURDAY — SEPTEMBER SEVENTEENTH



The Annual Fall Fashion Show

Saturday at 3:00 and 7:45 P. M.

A BIT of Paris on Rosenberg's Fashion Floor—the Annual Showing of Fall, 1927, Fashions. And all the North Shore is invited to this pageant of those things dear to every woman's heart—see these fashions on living models.

Juveniles Will Model, Too

WHILE Mother selects her Fall wardrobe, Betty and Jo will be delighted with the things selected especially for them at the Show Saturday.

Second Floor

Fall Opening After the Manner of Paris' Couturiers

WITH the verve, the artistic energy that can be matched only in the French capital, whence it secures its inspiration, Rosenberg's collection for Fall, 1927, is presented to the North Shore. The store's very atmosphere is foreign—with its importations and authentic copies of the continent's handicraft.

Windows Will Be Unveiled at 8 P. M. Friday Evening

Highlights of Fashion for Fall, 1927

NECKLINES come in for much attention, the "wrap-over" featured by Lelong, Chanel, Patou, and others.

HEMLINES are more interesting than ever—due to question of skirt lengths. "Down-at-back" is very popular.

HEADWEAR vogue takes shape in the new "Mouchoir" Toque, by Alphonse. Close-to-head models prevail.

CREPE SATIN is the leading dress fabric, vying closely with velvet. Black and brown lead in colors.



Fox Trimmed

The Shawl Collar

Adds a New Chic to the Fall Coat

THE Mauretania, docking at New York, brings copies of coats such as the above—red fox shawl collar and trim on black Minerva broadcloth, \$125.



ROSENBERG'S

Davis Street ~ Downtown Evanston

