

OCTOBER IS FOUNDER'S

-- After 44 Years  
-- A Sale of Such  
Scope!



1883 - - - -

# Rosenberg's 44th Anni

The 44th Anniversary celebra-  
tion takes the form of a store-wide  
selling of new and fashionable  
merchandise outstanding in value.

We dedicate this Anniversary  
to the Youth of the North Shore  
and give over all our display win-  
dows to the things the boys and  
girls have made.

You will be amazed at the finish  
and attractiveness of these objects  
—each truly a work of art—the  
product of young North Shore  
geniuses.

And within the store—the 44th  
Anniversary Sale — outstanding  
event of 1927! Come this week!

**ROSENBERG'S**  
Davis Street—Downtown Evanston



## Smart Winter Coats--Unusual

At this Anniversary Price

# \$59.50

There is a fashion-authen-  
ticity about these coats that  
distinguishes them from the ordi-  
nary. You will find only one  
model of a kind—each interest-  
ingly different and individual in  
itself. And more! There's the  
Anniversary pricing—so much  
below the usual.



## New Frocks

In Three Special  
Anniversary Groupings

\$15--\$19.75

\$25

It is not enough that these  
frocks be unerring smart;  
they must be exceedingly at-  
tractive in price to fit in with  
this 44th Anniversary cele-  
bration. Their chic is de-  
fined in fabrics of satin,  
georgette, tweed, knit and  
velvet combinations. Sizes  
16 to 44.

Women's Fashions—Second Floor



## Girls' Fur-trimmed Coats (6 to 12 yrs.)

# \$16.95

Coats that every girl would be proud  
to wear. They have luxurious French  
beaver collars and are designed of  
novelty woolens in plain tan, marine  
blue and green.

## Girls' Wool Jersey Frocks at - - - \$5.95

Offering these fine soft wool jersey  
bloomer dresses at \$5.95 invites every  
prudent mother to share in this Ann-  
iversary celebration by taking advantage  
of this value. Sizes 6 to 10 years.

The New Shop for Girls  
West Room—Second Floor

MONTH AT ROSENBERG'S

- - - - - 1927



# versary Sales

## All-Silk Chiffon Hose

Anniversary!—So the Price Is

# \$1.45

Hose of perfect beauty, clear of  
weave and delightfully sheer. Full  
fashioned of the finest silk—perfect  
quality; new shades. Sizes 8½ to 10.



PIPING ROCK  
FRENCH NUDE  
GUNMETAL  
MOONLITE  
ALESAN  
EVENGLO  
BEIGE  
SILVER  
ALOMA

## Washable Suede Gloves

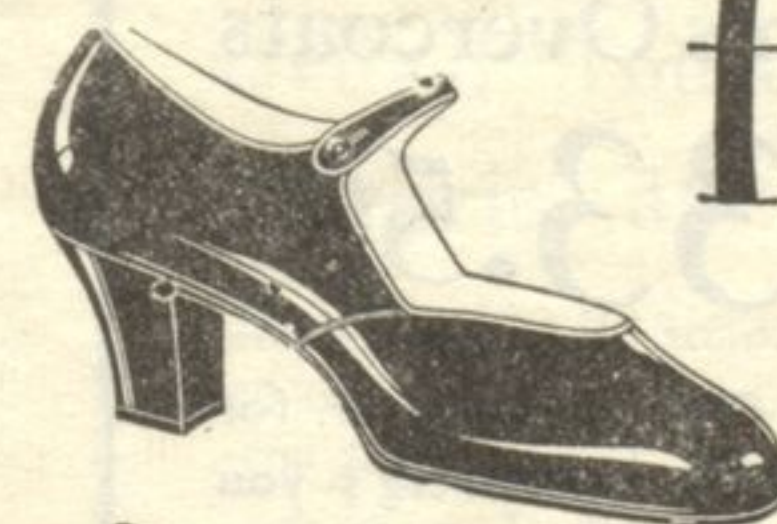
Slipon Style \$1.95 Anniversary Feature

The 44th Anniversary brings you these fine  
washable suede slipons at \$1.95—and yet their  
ordinary price would be \$3.95. In mode,  
white, grey, cream, salmon, natural and mastic  
shades.

First Floor

# Smart Footwear Styles

# for \$6.50



A smart col-  
lection of foot-  
wear for Fall  
and Winter —  
many of the  
models shown  
for the first time  
in this Anniver-  
sary selling. De-  
signed of black  
and tan suede,  
patent, calfskin,  
kidskin and rep-  
tile effects.

Shoes—First Floor



## Don't Pay Too Much For Your Whistle"

"ANY whistles today?" asked young  
Benjamin Franklin of the neighbor-  
hood storekeeper. "Yes," was the reply.  
"How much do you want to pay?"  
"I will give you all I have," replied  
Benjamin, placing a handful of pennies  
on the counter.  
Soon after choosing a bright tin  
whistle, Benjamin was at home, showing  
it to his brothers. They laughed.  
"You should not have given the man  
all your pennies," they said. "You have  
paid too much for your whistle."  
And young Franklin remembered this  
lesson ever after: "Don't pay too much  
for your whistle."  
Through forty-four years, North  
Shore people have known Rosenberg's  
for its keynote: Value—A dollar's worth  
or more for a dollar. They know that  
here you "don't pay too much for your  
whistle."

## Hand Bags

New Shapes—New Leathers

# \$5

Bags of finer quality made of  
calfskin, pin seal, alligator grain  
and galuchat leathers with black  
suede in fashionable prominence.  
Each an unusual value for our  
44th Anniversary.

## Silk Scarfs

Values to \$2.95 at

# \$1.69

Plain color scarfs with fringes  
and printed georgette and crepe  
de chine scarfs in new fall pat-  
terns. An ample assortment of  
colors and designs offering ex-  
traordinary Anniversary value.

Rosenberg's—First Floor