

# The Season Is On—Formally Speaking . . . . .

FORMAL attire is being worn much more generally this season among well-dressed women. Now they wear it to the theatre and to small dinner parties, as well as on those occasions which are traditionally formal. To meet this need, Rosenberg's is showing a collection more comprehensive than ever.

### White Kid Gloves -Slip-ons, \$4.95

The formal manner in gloves is shown in these white kidskins. They may be chosen in either slip-on or fancy cuff styles.

### A Flower for the Evening Gown

A silky flower in streamer effect; soft, delicately tinted to match the evening frock, \$2.95.

### A Rhinestone Bag for the Opera

An unusual pouch model, with squares of pearls and blue or green stones. Chain handle, silk moire lining, \$9.95.

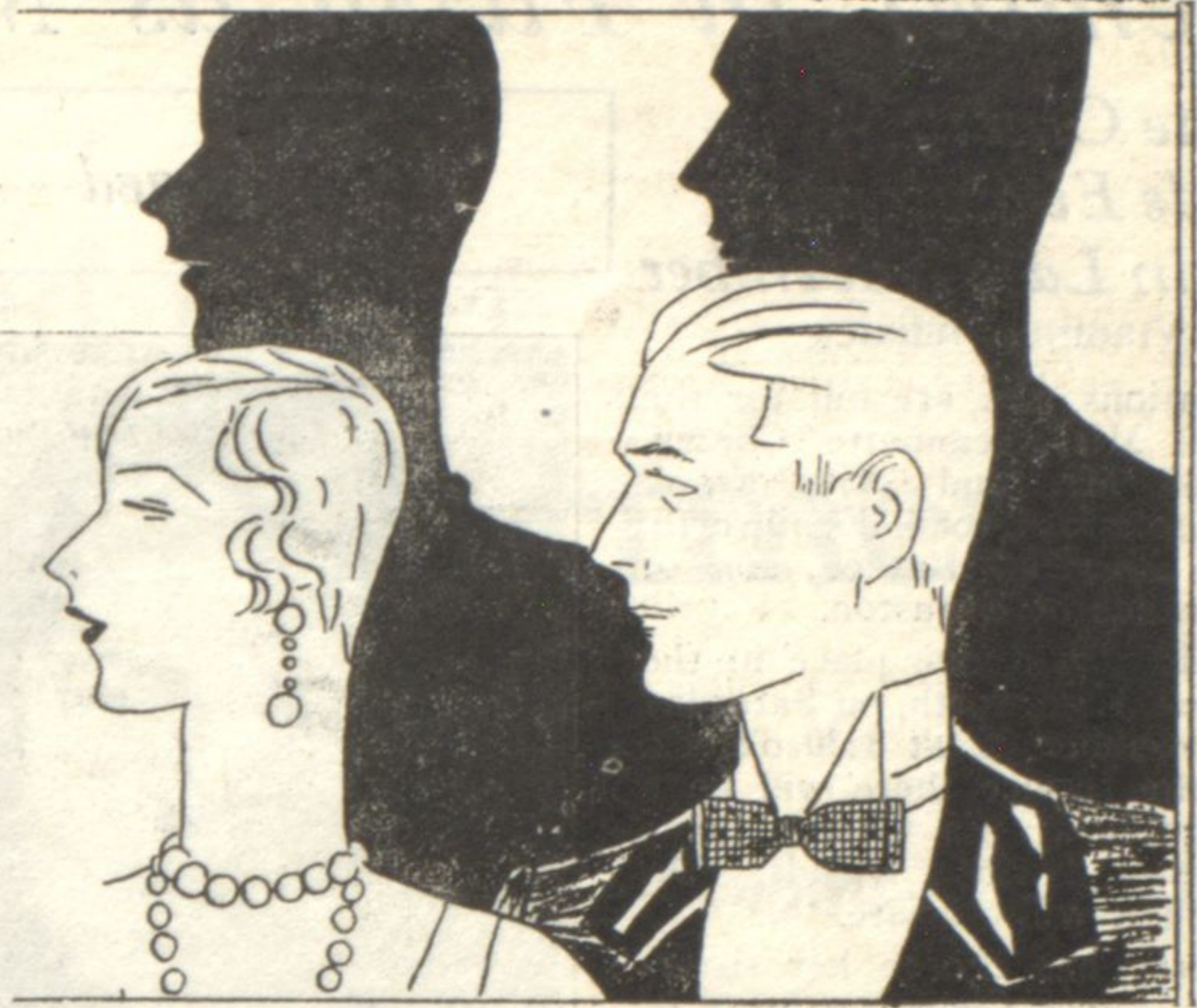
### A Pendant to Match the Gown

French couturiers match the jewelry to the gown. This pendant drops from a sterling silver chain interlaced with pearls, \$4.95.

### Evening Hose In Skin Shades

Sheer chiffon of ultra beauty in the skin shades and also the darker shades for the darker gowns. With picot tops at \$1.95.

First Floor



## FORMAL THEMES Admit Velvet and Satin

### Frocks Lengthen Into Uneven Hemlines

The expression of individuality is found in formal frocks of velvet, of satin, of taffeta, of crepe chiffon in black and evening shades. The bouffant model as well as the softly draping frock with uneven hemline is found in charming versions in this collection.

Up to \$65

Fashions—Second Floor

### The Theatre Hat Is Finely Stitched, \$8.50



For the theater—and most correct for that delightful hour after the theater, while dining or dancing—a wispy bit of a hat, handsomely stitched in gold, silver and delicately hued threads and spangled embroidery. Others to \$12.50.

Second Floor

### The Evening Pump of Silver or Gold

And at the foot of formal fashion, an evening slipper of silver or gold kid, with hand turned soles. May also be had in one-strap pattern, \$9.

Shoes—First Floor



MEN'S TUXEDOS AND FORMAL FURNISHINGS ARE ON THE FIRST AND THIRD FLOORS.

# ROSENBERG'S

Davis Street ~ Downtown Evanston