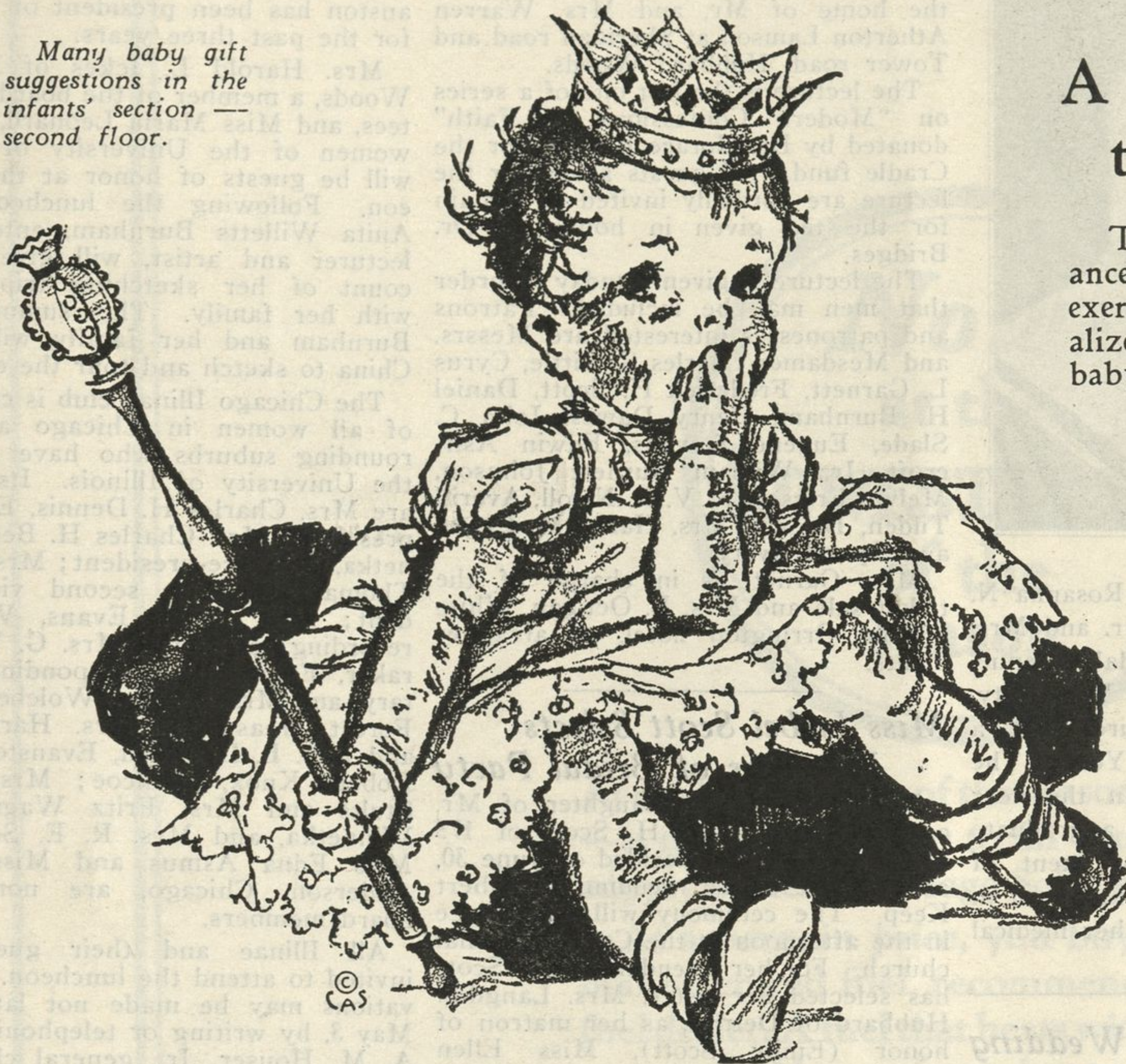


BABY WEEK

Many baby gift suggestions in the infants' section — second floor.



A Special Time Devoted to the Welfare of the Baby

This is National Baby Week. In its observance at Rosenberg's, the utmost care has been exercised to prepare for the busy mother, a specialized section where every single thing that a baby needs, may be readily had.

A Personalized Service

The persons who are at your service in this section are intensely interested in those things that pertain to the health and happiness of the baby. At your wish they will gladly make suggestions as to the correct apparel for the little ones.

During Baby Week, we will give to our customers the "Baby Outfit Book" which tells of the modern methods of caring for the baby. Other literature written by baby specialists may be had for the asking.

This Layette Is Specially Priced During Baby Week

Mothers find that they save time, worry and much inconvenience by purchasing a complete layette. Baby's every need is then taken care of.

- | | | | |
|-------------------------|-----------|---------------------|------------|
| 3 silk-and-wool shirts | \$3.00 | 2 nainsook dresses | ..\$2.00 |
| 3 merino binders | 1.50 | 1 nainsook dress | 1.65 |
| 3 mercerized-wool hose | 1.35 | 1 knitted sacque | 1.65 |
| 3 flannelette gowns | ... 1.50 | 1 wrapping blanket | .. .65 |
| 2 flannelette wrappers | .. 1.00 | 2 crib blankets | 1.00 |
| 3 flannelette gertrudes | .. 1.50 | 12 Birdseye diapers | .. 1.75 |
| 1 nainsook gertrude | .. .95 | | \$19.50 |

Little Dresses Made by Hand \$1.00

They are very dainty with their touch of hand work and lace trim at the neck and sleeves. Made of nainsook in infants' sizes.

Infants' Nainsook Gertrudes \$1.00

Hand made gertrudes with either hemmed or lace-trimmed bottoms. In infants' sizes — very soft for baby's tender skin.

Large Wrapping Blankets, \$1.55

Soft, fleecy blankets that will keep baby warm. In novelty patterns in pink and blue. The blanket, \$1.55.

Dainty Reed Bassinets, \$10

On collapsible standard; basket can be used separately. In ivory and pink enamel finish. Specially priced.

- Woven Reed 4-drawer Wardrobes, \$14.50
- Bath Table and Tub, ivory, green, \$13.50
- 27x27 Flannelette Diapers, dozen, \$1.75
- Flannelette Wrappers, baby colors, 50c
- Quilted Crib Pads, each25c
- Crib Blankets in pink and blue55c
- Infants' Hand Made Sacques\$1.55
- Vanta Knit Gowns, infants' sizes ...95c
- Vanta Merino Vests85c
- Vanta rayon-and-wool hose, pair ..45c

Infants' Section—Second Floor—West Room

ROSENBERG'S

Davis Street ~ Downtown Evanston

