

ROSENBERG'S

Davis Street ~ Downtown Evanston

Now in Effect - - -

Sharp Reductions on 200 Women's Summer Dresses

3 Value-groups on Which Alert North Shore Buyers Will Save Hundreds of Dollars on Their Summer and Vacation Wardrobes.

Now comes the midsummer dress clearance event—and with it smart summer models that have only recently been purchased to sell at much higher prices. The savings in each instance are obvious. Early selections are advised for best selection.

The Kind of Dresses One Finds in These Groups



Stripes!

Stripes are good, especially in sports frocks and here is a 2-piece Lombardi Knit frock with horizontal stripes on blouse, \$10.75.



Blue!

Have you a delicate blue frock? A two-piece model has a pleated skirt, white tab collar and colorful embroidery at the side, \$10.75.



Chiffon!

Imagine the loveliness of this beautiful flowered chiffon with its cape and flared skirt! And its new price is but \$16.75!



Sleeveless!

It is a sleeveless summer, so here is a peach georgette with just a touch of Nile trimming. The belt is gathered into a bow at the front, \$16.75.



Dots!

Not just printed dots, but beautiful rich red dots embroidered on a white georgette frock, \$29.75.

These 75 Dresses Will Sell Quickly at \$16.75

Smart by virtue of their summer fabrics—flowered chiffons, flat crepes, georgettes and printed silks that find such favor throughout a summer's day. In this grouping are sizes 14 to 38, but only one or two models of a kind.

\$10.75 Is the New Price on This Group of Misses' Frocks

Mostly in sizes 14, 16 and 18

Youthful frocks are these! Sports frocks, afternoon frocks, vacation frocks, school frocks—dresses that will be smart the day through—and now, what miss can resist their extremely low pricing, \$10.75!

The Dresses Now at \$29.75

Such fine fabrics as crepe Elizabeth, chiffon, satin, cotton crepe and printed silks are included in this group. Distinctive dresses in sizes 14 to 44.

Dresses That Will Smarten Every Hour of a Summer Day - - The College Girl will do Well to Select Several for the Coming School Year.

On Every Floor One Finds Such Unusual Buying Opportunities as These:



Boys' Suits

\$10

Boys' high school suits with two trousers. Sizes 16 to 20. This is just half price. Limited quantity. Also \$25 suits at \$12.50.

Third Floor



Men's U. Suits

95c

English broadcloth, soiesette and madras union suits priced to sell at 95c while 180 last.

First Floor



\$5 Hats now at

\$3.75

Our entire stock of \$5.00 summer hats are now repriced to sell at \$3.75. Many have been received only a few days ago. All summer hats at 25% reduction!

Second Floor



Women's Girdles

\$7.50

These are our regular \$10.00 and \$12.50 girdles of pink brocade with hand knitted elastic. 30 of them to sell at this price.

Second Floor



Boxed Stationery

29c

Deckle Edge stationery in blue, peach and yellow. Our regular 65c quality, 29c box, or four boxes for \$1.00.

First Floor



Children's Books

10c

"Mother Goose Rhymes," "Jenny Muskrat," etc. 75 of these 25c books to clear at 10c each.

First Floor



Silk Gowns

\$3.95

Crepe de chine night gowns in tailored and lace trimmed styles. \$4.95 and \$5.95 values, clearing at \$3.95.

Second Floor