

FALL OPENING

The New Mode in Dresses

... casts a decidedly feminine shadow this season. Scarfs, tiers, flares, swathed hip-lines, trailing hems: all authentically shown at Rosenberg's!

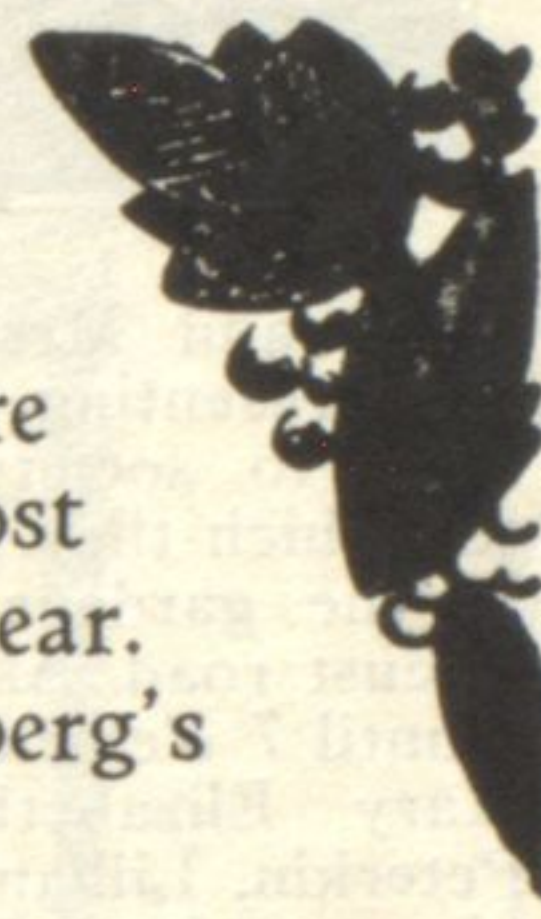
Millinery

... brims seem to be slowly disappearing. New hats have uneven brims or none at all.

Rosenberg's Presents the Mode for Fall



AUTUMN... when the world-famed couturiers of Paris establish a new mode... when most drastic Fashion changes are made. Therefore, this is the most important period of the Fashion year. Smart women await Rosenberg's Opening!



The New Mode in Coats

... follows the lead of the dress mode by gently flaring skirts, side closing, smart yoke treatments, tiers, pleats: now shown at Rosenberg's!

Accessories

... jewelry is more intricate, belts are far lovelier, bags and gloves are charming!

You Are Invited to Our Fashion Show Monday and Tuesday, Sept. 17-18

ROSENBERG'S annual Fall Fashion Exposition will take place Monday and Tuesday afternoons, September 17th and 18th, at three o'clock. Women's and children's fashions will be displayed by mannequins.



Lace and Velvet after Chanel \$50

An afternoon dress with black transparent velvet continuing from a bodice of natural lace. A soft, shimmering, exquisite creation. 38.

Fall Dresses for Afternoon In Sizes 14-50 at \$25-\$50

Fall Leaf Coat Has Susliki Trim \$95

Smart exponent of the new mode, this dress coat of norma cloth, lined with silk crepe, and warmly interlined. Leaf shade, susliki fur. 38.

Fall Dress Coats in Sizes 14 to 50 at \$39.50 to \$150



On the Fashion Floor—the Second

ROSENBERG'S

Davis Street - Downtown Evanston