

1883

1928



Our 45th Anniversary Presents the New and Fashionable

To offer the things that have won fashion-acceptance is one of the foremost objects of this Anniversary Celebration. In our windows we will show you the fashion of yesteryear - - - in 1883 when this store had its beginning - - - in contrast with those of today. We cordially bid you welcome to see how the new fashion may accent your individual charm.



In 1883--

A lady's autumn walking suit as worn by North Shore fashionables in 1883—just when Rosenberg's began as an Evanston institution. The dress is French cashmere.

In 1883--

This ponderous coat of black diagonal cloth was the fashion of the day. Kilt pleating, chenille fringe and passementerie rosette ornamentation all contributed to its correctness.

ROSENBERG'S

Davis Street—Downtown Evanston

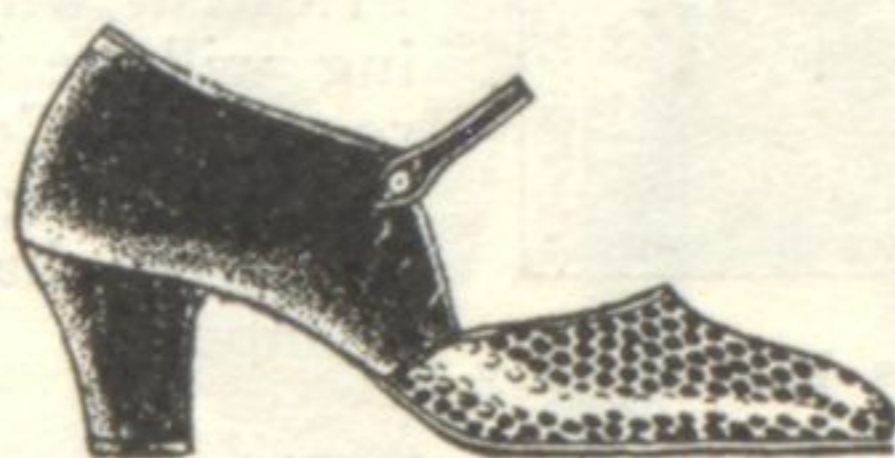
and now--



**Smart
Fall Dresses
in our Anniversary
\$29.75**

Glorious are the frocks that authentically interpret the established mode for Fall and Winter. The fashion importance of velvet and of lace is illustrated by the models pictured above. Our Anniversary presentation offer numberless versions of the mode; sizes 14 to 46.

Fashions—Second Floor



**The Python
Fashion in Shoes
\$10.50**

Smart is the shoe designed of python. The model pictured combines with black suede for dual smartness. A one-strap model with the added advantage of the Arch-Bridge comfort feature.

Shoes—First Floor

**Chiffon Hose Have
French Heels
\$1.95**



A finer 48-gauge picot edge chiffron hose with the new high, narrow French heels—the last word in smartness—and an Anniversary value at \$1.95.

**Kid and Cape
Gloves, \$2.95**

Strap wrists and novelty cuffs introduce a new fashion element into cape and kid gloves for Fall and Winter. Smart shades, sizes 6 to 7½.

First Floor

and now--



**Fall Coats
Subscribe to the
Fur Dictum
\$69.50**

The fashionable coat must have its fur trim whether it be raccoon, fox, caracul, wolf, susliki or French beaver. We present them in authentic mode for Fall and Winter, designed of smooth woollens for dress wear, and of tweeds and novelties for sports and travel.

Fashions—Second Floor