

Formal Fashions

For the Winter Social Season

This season the evening mode is more than ever enchanting. The many fashions and types of frocks and accessories in our collections give everyone a chance to look her loveliest.



Evening Frocks Express A Mode of Elegance

\$39.50

For the slender, perfectly sophisticated woman there are frocks of satin or crepe combination with fluid classic lines. For the truly feminine type there are the romantically bouffant models.

Especially flattering to the full figure is the frock pictured, with spider web stitching on Lanvin green georgette, finished at the waist with crushed velvet girle and rhinestone buckle, \$39.50.

Formal Frocks—Second Floor

Crepe Chiffon for Evening Stresses the New Brown Shades, \$2.00 yd.

The vogue for a warm, peachy sun tan, carried browns into the evening mode. For nothing is so becoming to a tawny skin as these complimentary shades. 40 inches wide; in 25 shades, with 199 additional shades to be had within a day.

First Floor



Handkerchiefs With Your Monogram or Autograph

Select from four groups of white linens and we will monogram or autograph them for you in 1 or 2 colors. Prices according to quality, \$3, \$4, and \$5 a dozen; men's 4 for \$3.75.

First Floor



Evening Bags

\$10

Gold sequins and beads enrich this rich tan velvet bag with gold frame and novel clasp.

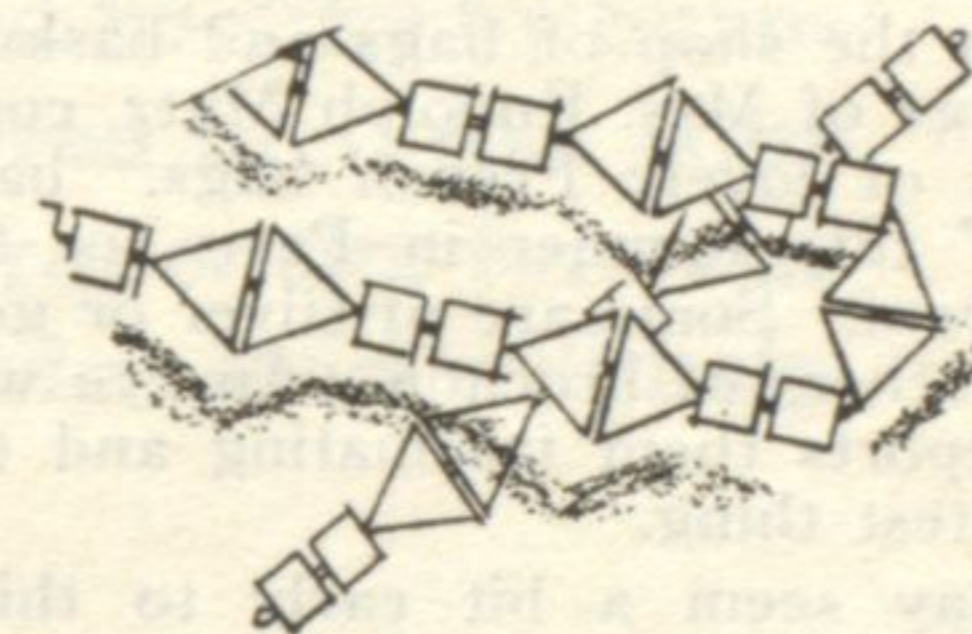


Metallic Hats in Evening Mode

\$15

The evening cap of gold or silver will accentuate the loveliness of rich furs and formal frocks. In this collection are the fashionable turbans of metal tricot copied after Agnes and Reboux.

Millinery—Second Floor



Evening Costumes Wear Crystals

Modernistic crystals in the manner of Chanel, designed in classic simplicity with white metal setting. Bracelet, \$6.95; Necklace, \$12.95.

First Floor

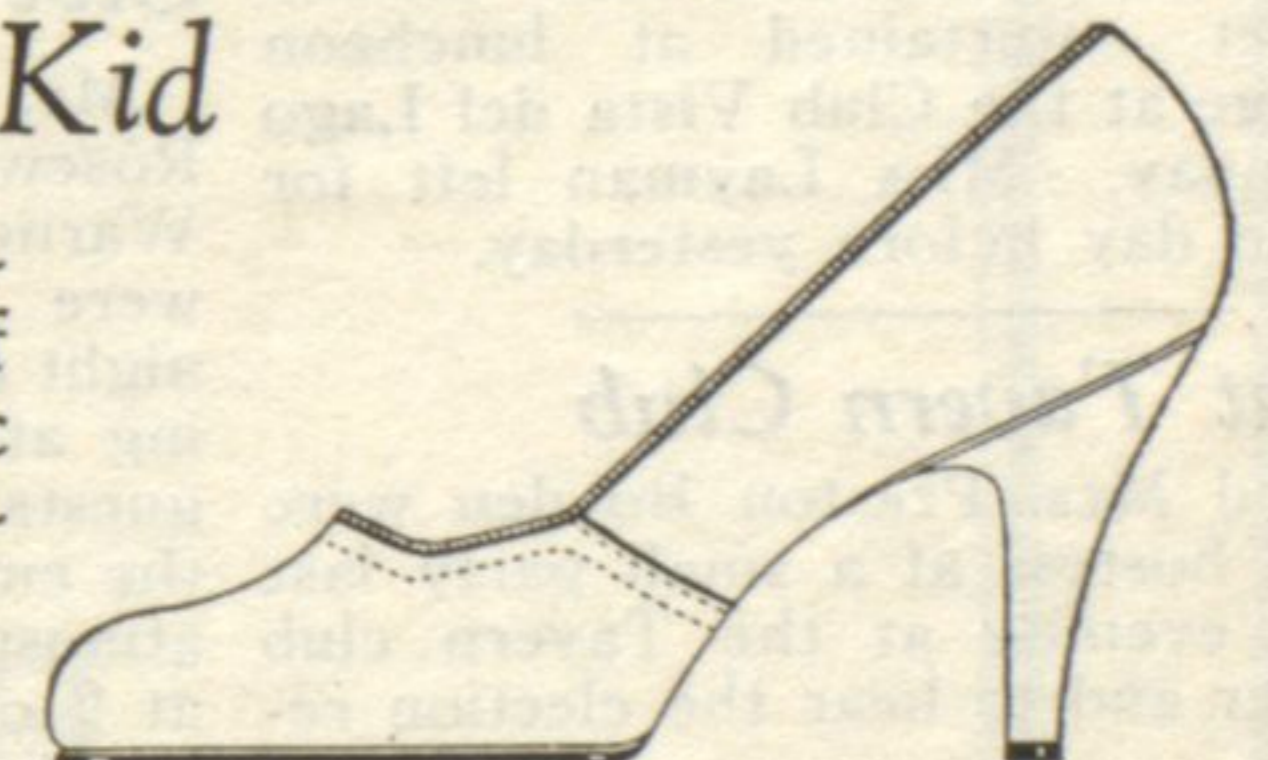
Evening Hose of exceedingly Sheer Ingrain Chiffon with picot tops, \$3.95.

First Floor

Evening Slippers at \$10.50 In Silver Kid

Formal elegance is expressed by this pump of silver kid. Also a classic 1-strap slipper with rhinestone buckle at side.

First Floor



"Sooner or later every representative North Shore family will have a charge account at Rosenberg's."

ROSENBERG'S

Davis Street ~ Downtown Evanston