

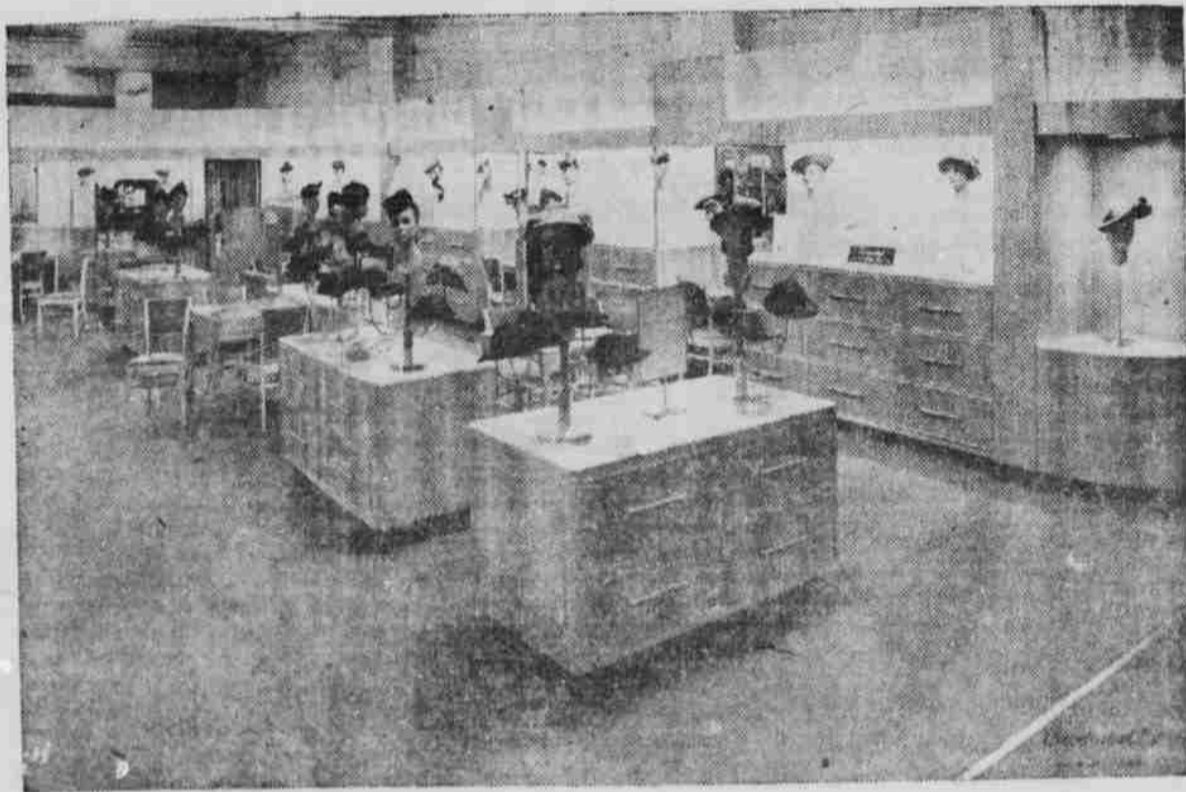
Rudge's

—Better Dress Section and Budget Shop Dresses.

53

We Open A New Fashion Floor
 Dedicated To Clothes With A

Young Flair



—View of Millinery Salon



—Furs, Coat and Suit Section

- 10 individual sections . . . (besides our children's center) . . . each specializing in fashions that are not only style-right but young of heart . . . in appreciation of the fact the modern woman, whatever her years, is perennially young.
- Each section styled in modern sophisticated tempo . . . with spacious proportions, charming appointments and a complimentary rose and grey harmony . . . to accomplish a setting essentially of today . . . perfect foil for today's dramatic and flattering fashions.

• Open House

Thursday, 1 to 4 p. m.

. . . With living models parading from 1 o'clock to 4 o'clock in clothes that express significant news. Music . . . and a rose for each visitor.

You Are Invited!

Rudge & Guenzel Co.

1886

1939