

The Rosenberg Mer. Co.

Department Stores
Abbeville, S. C.

4 Stores

Many Departments

Dry Goods Store

Ladies Ready-to-Wear --- Coat Suits - Dresses - Coats

New Models of Quality for women accustomed to quality at price lower than you are accustomed to hear.

A woman is an instinctive judge of quality. The quality of a fabric and the nature of tailoring is revealed to her by a touch of the hand and a glance of the eye.

In the language of quality, so clear to all women, the garments we are offering tell a significant story.

The fabrics are rich in texture and excellent in character.

The models are unquestionably smart in fashion, and the prices make the measure of quality even greater.

While the ladies of Abbeville are thinking "What shall I wear this winter?" the manufacturers of women's ready-to-wear are working on models for spring, 1920. Some models have already arrived from Paris and are being "added to" and revised to please the American women.

Some of the largest manufacturers of high grade women's garments in New York City have large stocks of fall models, which they sacrifice in order to clear the track for next spring.

Being acquainted with these conditions, our Mr. S. H. Rosenberg made a special trip to New York for the purpose of buying a stock of **High Grade Coats, Suits, and Dresses in quantity, quality, and price**, new to Abbeville.

The express shipments are coming in daily. The garments are now displayed in our New Ready-to-Wear Department, which covers half of our New Dry Goods Store.

We want every lady in Abbeville County to pay us a visit.

Every garment is marked in plain figures—One price to everybody.

The prices we ask you are no higher than the prices we would have paid if we had bought earlier in the season. We were rather fortunate in securing this merchandise and are offering the ladies of Abbeville the benefit of our good fortune. **No Discount Sale would offer the values or reductions we offer.**

¶ In making what we might call "our debut" in ladies ready-to-wear, we wish to state that we are entering this field, with the determination to make this department a credit to our selves and to this community.

The Rosenberg Mercantile Company

Quality—Style—Variety.

Prices Lower Than Any
Discount Sale.