

FIELD'S PLAN 8-DAY FESTIVAL

Evanston Store Arranges for Gala Session of Entertainment, Gifts, Bargains

In observance of the opening of its fourth year as a north shore institution, Marshall Field and company's local store today will inaugurate an eight-day festival that in program will feature daily entertainment for both women and children, an elaborate display of the latest in seasonable apparel and of holiday merchandise, gifts for all customers, and an offering of more than 300 "celebration values" that in price and quality are unparalleled in the history of the store.

Preparations for the event have been going forward for several weeks, according to Gilbert Robinson, manager. The building has been decorated in festival colors from the first to fifth floor, department facilities have been rearranged so as to permit the most effective use of space and accommodations, and store buyers have combed the markets of the nation for merchandise suitable to the requirements of shore residents.

The entertainment program in itself is sufficiently auspicious to merit widespread attention. Store hostesses each morning will greet customers at both the Church street and Sherman avenue entrances, presenting each with a rose. Mannequins will parade each afternoon from 2 to 5, on the fourth floor displaying the newest and smartest fashions, and in the lingerie section on the third floor modeling the latest in pajamas and negligees. From 3 to 4 each afternoon, Miss Jerry Conley, who is well known throughout the shore area in connection with her dance

concerts, will give an informal piano program on the fourth floor. Miss Conley is now being featured with Vincent Lopez and his orchestra in the Joseph Urban room of the Congress hotel.

The children's events, however, perhaps are the most comprehensive. At 4 this afternoon (Thursday), Sanoff the magician will offer a startling array of new tricks. Tomorrow (Friday) at the same hour, Janet Tietjen's puppets will give the play, "Hansel and Gretel," while Marjorie Barrows, editor of Child Life magazine, will talk to the children at 2:30 Saturday afternoon. Today's and Friday's programs are given late in the afternoon so that the children may hurry to the store after school.

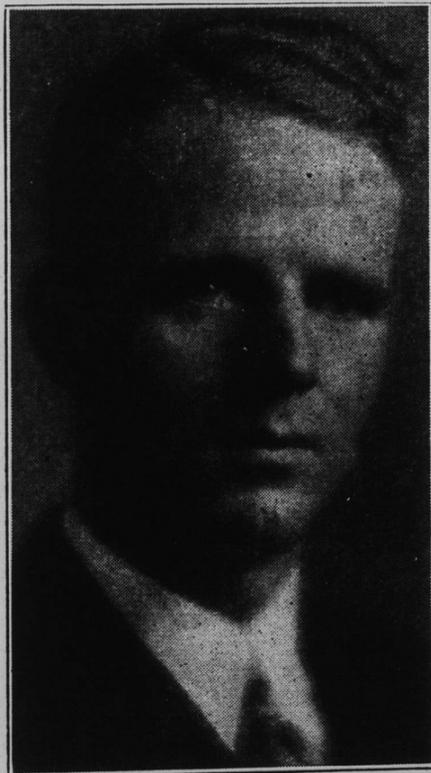
The feature for Monday will be Winston O'Keefe, cowboy singer, who will tell stories of the west and sing cowboy ballads. Janet Tietjen's puppets will return Tuesday afternoon to offer an "Uncle Remus" story. Chief Whirling Thunder, a real Winnebago Indian, will come to the store Wednesday afternoon to tell Indian stories, sing, dance and illustrate the Indian sign language.

Plan Gala Climax

For Friday and Saturday of next week—the closing days of the festival the gala program of the event will be offered. The exact nature of this is being kept a secret for the present. Mr. Robinson states, but it will be an occasion that none of the children will want to miss. From 4 to 5 on each of the eight days, Santa Claus' helper will be on hand to give out balloons to the kiddies. The entire children's floor is trimmed with exciting inflated rubber caricatures.

In merchandise, Mr. Robinson outlines, emphasis has been placed on articles that are regularly needed and on practical Christmas gifts. Dresses and other apparel have been selected with particular reference to this season.

HISTORY OF EVANSTON STORE IS CHRONICLE OF STEADY PROGRESS



Gilbert Robinson

Had Its Beginning in Small Davis Street Bungalow

The four-year history of the Evanston store of Marshall Field and company represents a chronicle of continuous commercial achievement, Gilbert Robinson, manager, pointed out Monday in discussing plans for the birthday celebration which opens today.

The local store was first established for the sale of infants' and children's clothing. It was located in a bungalow at Davis street and Hinman avenue and was opened Sept. 13, 1928. A rapid growth in business prompted the management to take larger quarters in the Carlson building annex less than two months later, departments being expanded to include misses' apparel. A further expansion of facilities took place Feb. 4, 1929, when the second floor of the building was taken over and a boys' room opened.

Ground for the present building was broken in April 22 and laying of the cornerstone followed July 10. The completed store was opened for business Nov. 23, 1929, and received the Art commission's award as the outstanding commercial structure erected in Evanston that year.

ON PIANO PROGRAM

Jean Perrill of 1500 Lake avenue, will play at the Lyon and Healy Senior program Saturday, November 19. The pianist is the pupil of Miss Anna Chinlund of the Columbia School of Music.

MAKE FIRST PURCHASES

When Field's Evanston store was opened Nov. 23, 1929, the honor of making the first purchases went to Mrs. Ronald P. Boardman, wife of the then manager of suburban stores for Marshall Field and company, and Mrs. Thomas H. Eddy, of Evanston, wife of the treasurer of Marshall Field and company.

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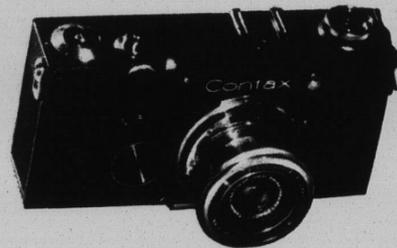
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