

Rubin's Toytown "Biggest Ever" and "Best Ever." Everything Moderately Priced
THIRD FLOOR

RUBIN'S
The Best Store - On the North Shore

BRING THE CHILDREN TO TOYTOWN!
Santa's Outpost Here in Waukegan
THIRD FLOOR

'Tis the Old, Old Story Shop Early in the Day for Greatest Comfort

The Gift Beautiful
Fur Coats



Now at
20 per cent off

This is our suggestion for the most important feminine gift because it is lovely enough to be worthy of her. The older woman, who, somehow, is the rightful mistress of the rich fur piece, would prize a Scarf of Sable or of Fox.

This is the Christmas on which to give your almost-out-of-her-idea daughter her first Fur Coat for Christmas. The thrill that she will get when she pulls it out of its box will make this Christmas a memorable one for both of you.

\$195.00 Fur Coat	Now \$156	\$350.00 Fur Coat	Now \$280
\$250.00 Fur Coat	Now \$200	\$395.00 Fur Coat	Now \$316
\$295.00 Fur Coat	Now \$236	\$595.00 Fur Coat	Now \$476

RUBIN'S - SECOND FLOOR

What would Noah have done if he hadn't gotten an early start before the flood? Heaven knows! But don't waste too much time thinking about it when you should be getting started on your Christmas shopping yourself. Else the dashing, raging flood of Christmas shoppers will be upon you before you know it. Experience warns us - heed the old adage and SHOP EARLY IN THE DAY.

Gift Lingerie

The Sure to Please
Feminine Gift
\$4.98 and \$6.98

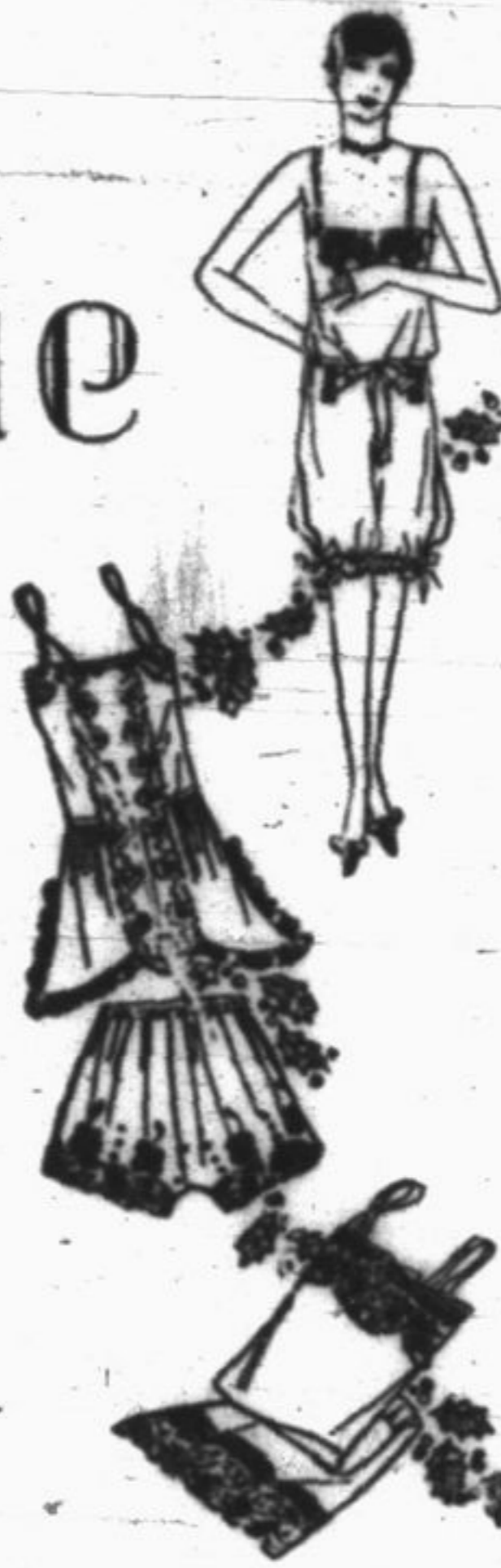
Christmas and Lingerie are inseparable ideas in the mind of a feminine person - without at least one lacy and frilly chemise or smooth silken night-gown Santa seems a mythical person, indeed.

NIGHT GOWNS - STEPI-INS
CHEMISES - in Many Colors

Lingerie for a girl friend, for Sis or Nether is exquisitely tailored or delightfully frothy, depending on the nature of the person, and is selling at a special Christmas value.

Hand-made Philippine Gowns, \$2.98
Novelty Voile Garments, \$2.49
Novelty Colored Voile Pajamas, \$3.49
Pongee Silk Pajamas, \$6.50

Rubin's Second Floor



Gifts for the Home

A gift for the home adds to the comfort of everyone who lives there and enhances each one's joy in entertaining his or her friends therein. Suggestions here are almost unlimited and depend entirely upon the individual's need. No gifts could be easier to select than these.



Magazine Baskets
\$7.85

Decorative Waste Baskets
69c

Charming magazine baskets, lacquer finish in green or red. Hand decorated sides. Four pocket size. A helpful gift for mother.

These decorative, useful waste-paper baskets are made of heavy metal and come in many attractive stenciled patterns and colorings.



Give Her Novelty Jewelry

\$1.00 \$1.50 \$2.50 \$3.50

Novelty Jewelry from all the world over, objects of beauty from quaint shops of distant lands make it an easy matter for you to select a gift of jewelry that will give a real holiday thrill. When she opens a little leather box to find some sparkling bit of colored Rhinestone or crystal she'll just naturally bubble over with appreciation, for from the tiniest bauble to strand of pearls or intriguing bracelets women love jewelry.

RUBIN'S - MAIN FLOOR



Gloves, the Gift of Her Choice

The Pair, \$2.98 and \$3.75

If she could choose and you could ask her, her answer would invariably be - Gloves. But Christmas gifts are secrets, from experience in feminine likes and dislikes, when we offer Gloves as a gift suggestion we know it will be a good one.

There are French cuffed Gloves, slip-ons and button Gloves in cape and Tibetan leathers, all the newest styles in color, stitching and cuff design.

RUBIN'S - MAIN FLOOR



Attractive Christmas Bags

\$5.00 and \$6.75

The Pouches are rising with the Envelopes for late winter and it is pretty hard to say which is the favorite. Soft leathers, beige and brown, and rich suedes, make the nicest daytime Bags in both the Pouch and the Envelope. The Envelope Bag is sometimes trimmed with colored enamel, a silver clasp or lizard skin. For more formal wear, the flat little Envelope of moire or brocaded silk is quite ideal - and these, especially, are delightful gifts.

RUBIN'S - MAIN FLOOR

Comfy Slippers \$2.00 to \$4.50



What better gift for those you love than an intimate one like Comfy's? They are always welcome, always appropriate. Warm, cozy felts, flexible leathers, delicate satins and brocades, they are not only useful but charming as well, in their many attractive styles and colors. Comfy's bring a real glow of gratitude that is constantly renewed in the many hours of restful comfort for the lucky owner - a daily reminder of the giver's thoughtfulness. They are an evidence of a discriminating taste, too, that makes them doubly appreciated. Let us show you our holiday selection.

RUBIN'S - MAIN FLOOR



New Flower Boutonnieres
\$1.25

Large, fluffy chrysanthemums, magnolia blossoms, gardenias, dewdrops and violets come in velvet, metallic and satin of attractive color and design. A very pretty and attractive gift.

Main Floor



Gifts Ideal - New Silk Scarfs
\$3.50

Crepe de chine and georgette in block, floral and novel designs, also in plain shades. Have fringed and hemstitched ends. Any lady whose name adorns a holiday shopping list will be delighted with one.

Main Floor

For the Woman Friend
40-In. Ripple Crepe, yd. \$3.95

And how much more she is going to appreciate a dress pattern of this lustrous fine silk material, for this fine crepe stands without a rival at the price. 40 inches wide in Black and Navy only.

40-Inch Satin DeLis, Yard \$3.50

A satin faced crepe of exceptional weight and beauty. Clear crepe back - a superb cloth for dresses, and frocks. In Dardanelle Blue, Grey, Ruby, Chanel Red, Coco, Beaux de Rose, Jungle Green and Brown.

40-in. Crepe Chalet
Yard \$3.75

40 in. Flat Crepe
Yd. \$2.50 and \$3.00

The semi-transparent feature makes this cloth the most desirable for finer frocks and unlimited wear and beauty - in all the new service shades.

Beauty and durability to the last degree for formal or informal wear. In every good shade of the season. Why not a Christmas gift of crepe? Rubin's Main Floor

No Time Like This to
Pick Men's Neckwear
\$1.00 \$1.25 \$1.50

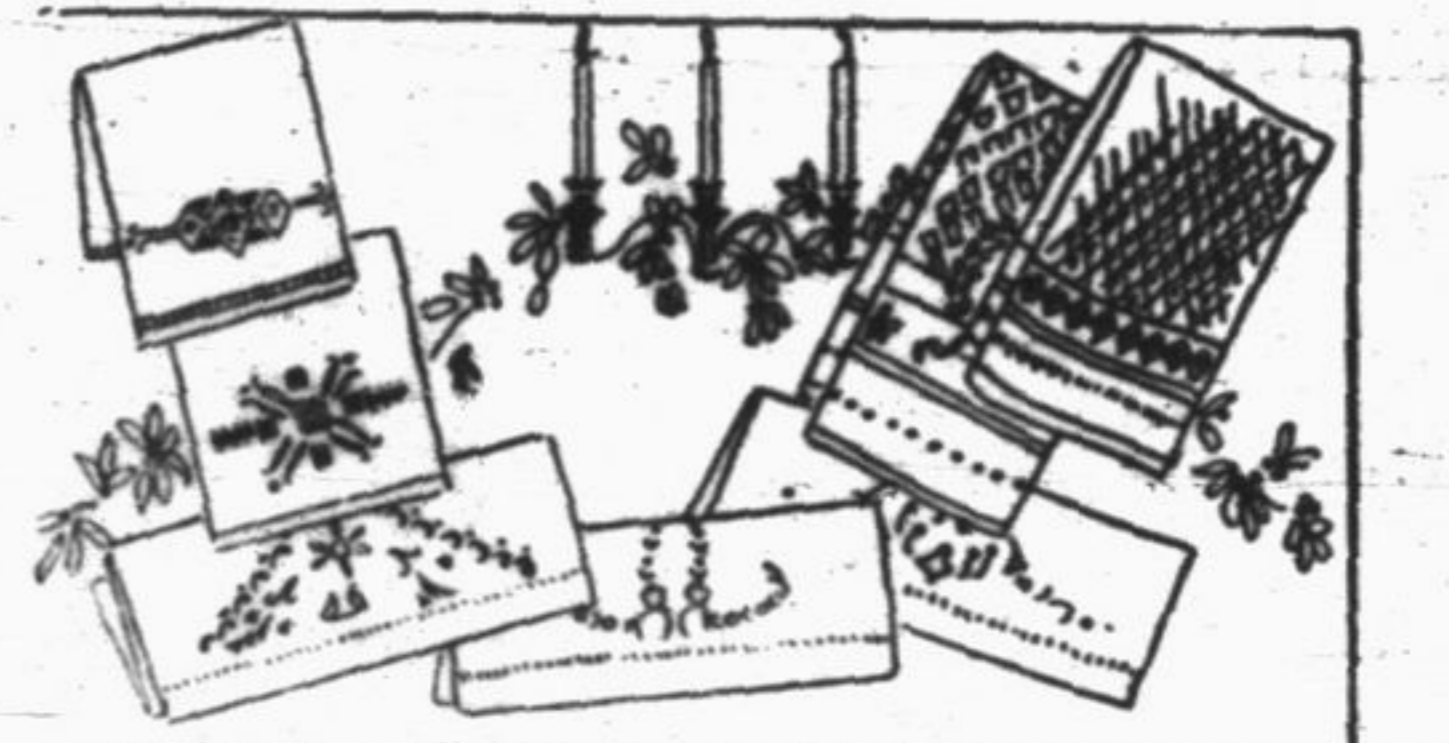


Did you ever notice how the fine patterns in men's neckwear seem to disappear just before Christmas? Always plenty of scarfs, to be sure; but not in the superb variety of patterns and colorings that we are showing now.

COLORFUL STRIPES AND FIGURED PATTERNS IN FINE TAILORED NON-WRINKLEABLE NECKWEAR OF HEAVY SILK.

If you are particular about what you send him, pick out the cleverest styles right now, before the collection is too much picked over.

RUBIN'S MAIN FLOOR



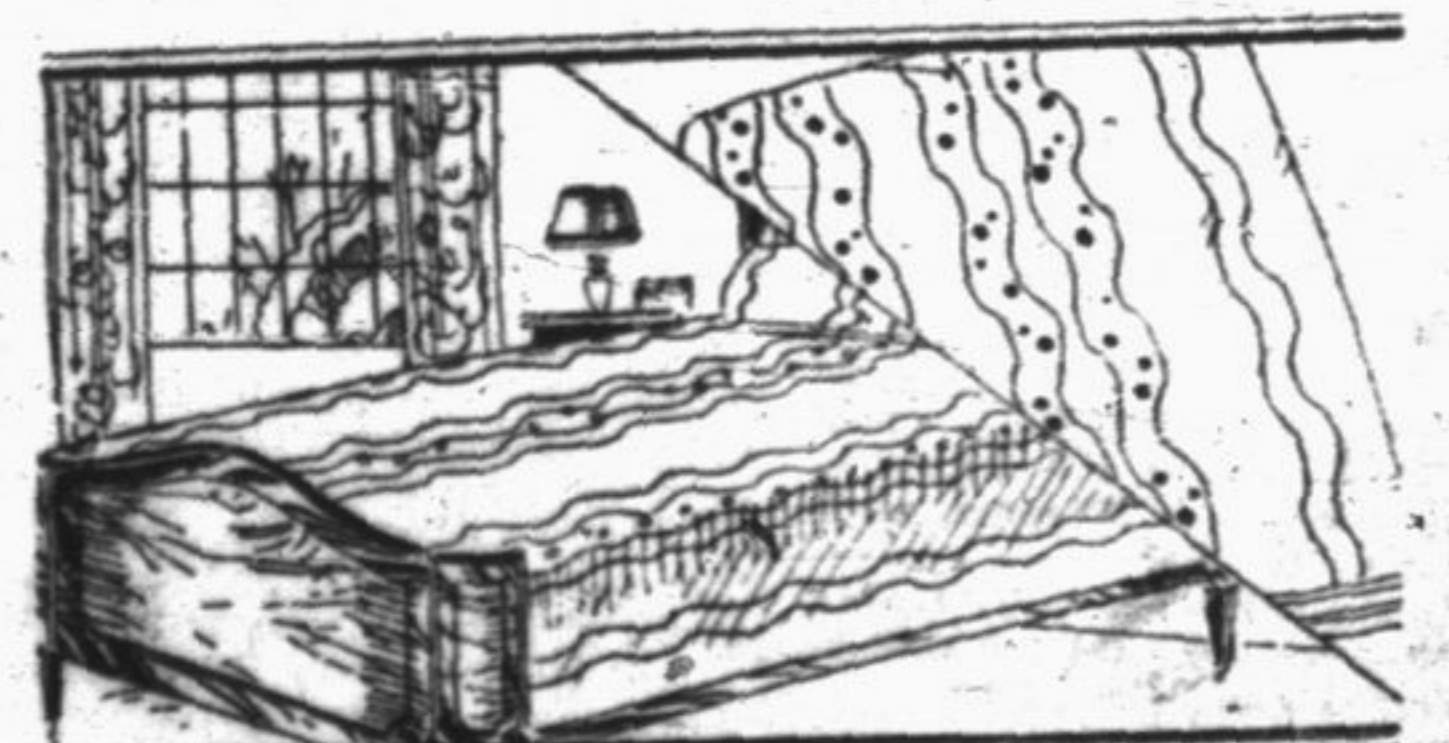
Fancy Turkish Towel Sets
\$1.00 \$1.50 \$1.85 \$2.39

One of these Turkish Bath Towel Sets will make a lovely gift; they include big soft towels and dainty wash cloths to match. They come attractively boxed in fancy holly boxes.

Embroidered Pillow Cases, Pr. \$2.50
36-in. Linen Luncheon Sets, \$3.95

Neatly boxed for gifts. Fine grade of cotton, deep hemstitched hems. A gift that is in the very best of taste for the housekeeper.

Cloth and four napkins to match - plain white linen center with one inch colored hemstitched border of blue, gold, orchid or rose.



Rayon Bed Spread for the Home
\$5.95 \$7.50 \$12.50 \$13.50

Many a housekeeper has her heart set on getting a fine Silk Bed Spread or two for her bedrooms. Nothing does more to brighten up the whole bedroom than a handsome Bed Spread and if friend husband will just say the word, here are the sorts that will make her happy on Christmas morning. They are of the high lustre type of design and finish. Brown jacquard stripes and patterns. Colors are Rose, Orchid, Green, Blue and Gold. Size 81x108 and 90x108.

RUBIN'S - MAIN FLOOR

A Luxurious Comfortable
Makes a Splendid Gift at \$27.50

What a fine, big, impressive gift it is, to be sure! How handsome to look at! How comfortable on a cold winter night! What a genuine service it renders, and how long its comforting service lasts! Coverings of soft, rich satens or lustrous, colorful silks. Filled with soft, luxurious down - light in weight, but sumptuously warm and delightful.

ALL WOOL FILLED COMFORTABLES PRICED AT \$15.00

RUBIN'S - MAIN FLOOR