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Open a Charge Account at Rosenberg's—the Largest Store
Between Chicago and Milwaukee.

Beginning Saturday, Dec. , This Store Will Be Open
Every Night Until Christmas.

The Gift Store of the North Shore

IN THIS great "Gift Store" practically every form of gift expression has been given attention, until our displays, in variety and distinctiveness, outrival those of the largest stores. There are gifts for everybody—sensibly selected—economically priced.

Do your Christmas Shopping at Rosenberg's
—It will Save You Time, Trouble and Money.

The Christmas Shopper

A Chronicle of Interesting Christmas Store News—Published by the Gift Store of the North Shore

Volume 2 December 13, 1918 Number 2

Christmas Things Seen in the Gift Store by the Curious Shopper

Anybody could use a Conklin's Self-Filling or a Waterman Ideal Fountain Pen.

Don't forget the smallest but most important member of the family—the baby. In our Infants' Section are the cutest baby things you ever saw. (Second floor.)

Priscilla Sewing Cabinets of solid mahogany, with removable spool tray in the top, \$6.00. (Third floor, Furniture.)

Fifty little sheets of paper which, when properly manipulated, produce 25 beautiful Japanese photographs—real photographs in sepia. Package, 10c. (Stationery.)

Those little Accordions, at 19c, should be purchased now, because they are going so rapidly.

Phoenix Silk Hose, in holly gift boxes, at \$1, \$1.35, \$1.55 and \$2.00 per pair—the maximum in silk hose value.

Infants' Bootees, in dainty fashions. Pair, 65c.

What more comfortable and appreciated gift than a pair of felt bedroom slippers? The daintiness and variety of these we show excel anything we have previously attempted.

Writing Portfolios, in cotex and leather, from 65c to \$7.50. (Gift Shop.)

Snap Shot Memory Albums—always acceptable gifts—35c to \$2.50, in our stationery section.

Real Cloissonné-topped Marmalade Jars, an exceptional value at \$1.25, in our silver section.

Ad-itorial—by the Ad-itor

Every bit of gift merchandise has been arranged and displayed for your convenience during your shopping trip through the store.

Thousands of articles in the way of helpful gift suggestions are offered in every section.

Practical shoppers will turn to these displays, for they know superior quality can always be depended upon here.

In the Fancy Goods Section are hundreds of beautiful things that please any woman. For instance, there is a display of particularly attractive Silk Ribbon Novelties—coat hangers, pin cushions, etc.—at 35c to 75c.

A man who smokes would be pleased with a solid mahogany Humidor with cedar lining. It just holds comfortably one box of cigars. \$2.50, in the furniture section, third floor.

Remember, we are headquarters for Community Table Silver, a practical and worth-while gift.

Christmas Cards of every kind, for everybody, 1c to 75c. (Stationery.)

The Eversharp Pencil—a gift for men or women—\$1 to \$4.

Fold-Away Books—the children's delight—are only 25c each.

The American's Creed, in a dignified and attractive frame, 75c. (Stationery section.)

For the Housewife, Try Our Basement Thousands of Home Utilities

In our large Basement Section there are thousands of household utilities that any housewife would be delighted to receive. Cut glass, china, enamel, porcelain and aluminum ware are a few suggestions.

Try a set of Wear Ever Aluminum Cooking Utensils on "friend wife."

A Waldemar Watch Ribbon, with beautifully enameled slide, in our jewelry section, each, \$1.50.

Give him an umbrella. He needs it, but will not buy it for himself. We have a very liberal showing.

A utility kitchen set of Tools, with white enameled handles, for \$1.25 in our basement section.

Filet Lace Scarfs in our fancy goods section, \$1.25 each and upwards.

Leather Picture Frames, in various styles and colors, a very much sought-after gift, will be found here in great abundance.

A Japanese Doll Furniture Set which dovetails into a single piece, for 50c in our Gift Shop.

A wonderfully dainty box of Crane's Writing Paper that should certainly delight anyone. At our stationery section, 85c.

To tie your Christmas parcels you will want holly ribbon, gold and silver tinsel cord and white tissue paper. These, with holly gift boxes, are displayed in our stationery section.



For Dainty Gifts for Milady

Perfumes and toilet waters are always an acceptable gift for any woman. Our displays include the most complete assortment of the best domestic and imported brands, in Gift Boxes.

Melba Perfumes, 60c to \$3.50.

Hudnut's Perfumes, in gift boxes, 75c.

Lundborg's Perfumes, in gift boxes, 50c.

Houbigant's Perfumes, \$3.97 to \$7.55.

Hudnut's Violet-Sec Toilet Water, \$1.00 and \$1.75.

Melba Toilet Water, in gift box, \$1.00.

Djer Kiss Perfume, \$1.75.

Also Price's Azorea and Le Trefle, Ideal Queen Bess, Rigaud's, Mary Garden and various other well known makes.

A large and well selected line of face powders and other toilet requisites.



Every Woman Appreciates Jewelry

What woman or girl does not like to wear jewelry! Our displays include many beautiful and useful pieces—all reasonably priced.

Sterling Silver Circle and Bar Pins, set with rhinestones and combination of other stones, 95c to \$2.50.

Other attractive Green Gold Brooches, 75c to \$1.75.

Sterling Silver and Gold Filled Lingerie Clasps, 75c pair.

Solid Gold Lingerie Clasps, \$1.95.

La Vallieres in attractive designs, 95c to \$2.95.

Baby Pins and Cuff Pins, set of three in fancy gift box, 75c.

Pearl Neck Chains, 25c to \$2.50.

Jet, Amber and Fancy Colored Novelty Neck Chains, 75c to \$2.50.

Earrings, pearls, jet and novelties, 50c to \$1.95.

Victory Silver Vanity Boxes, with enameled tops, \$1.50.

Baby Gold Filled Bracelets, 95c to \$1.50.

A visit to our jewelry section will certainly prove profitable, because you are certain to please if you select jewelry.

(First Floor—Center Aisle)



Gift Handkerchiefs They Are Always Appreciated

Whether it is a little square of fine embroidered silk or linen or the most modest bit of initialed lawn, a handkerchief is the most acceptable of Christmas Gifts.

Gift shoppers will find it profitable to select from our extensive displays, where the new and novel are featured at a moderate price.

Irish Hand Embroidered Handkerchiefs, 18c.

Colored Crepe-de-chine Handkerchiefs, 16c.

Crepe-de-chine, embroidered corners, each, 23c.

China Silk Handkerchiefs, in the newest striped and checked designs, 20c.

Women's All Linen, Hand Embroidered Handkerchiefs, 29c, 35c, 39c, 45c and up to \$1.

Initialed Linen Handkerchiefs, 35c.

Kiddies' Embroidered Corner Handkerchiefs, 3 in a gift box, 29c.



Joyful Toyland for the Little Folks

If you haven't made up your mind what to get for the little folks, to make their Christmas joyful, bring them to our basement toyland and they will soon tell you.

There are hundreds of toys, including good games and books for boys and girls.

Boys' and Girls' Automobiles, in attractive colors, rubber tired wheels, \$5.89 to \$19.00.

Dolls of all kinds and sizes—character dolls, dressed and undressed dolls, sleeping and "Mama" dolls, 50c up to \$9.00.

Doll Buggies and Go-Carts, collapsible steel frames, leather hood and covering, rubber tired wheels, \$1.75 to \$15.00.

Key Wind Trains, on tracks, 95c to \$3.69.

Ives' Electric Trains, \$3.50 and up.

Gilbert Erector Outfits, \$1.75 to \$5.00.

Steel Body Wagons, strongly built, \$1.89 to \$3.25.

"Toledo Flexible Flyer" Sleds, extra strong, for racing, \$1.00.

Boys' Air Rifles, Boy Scout and Pop Guns, 29c to \$1.50.

(Basement)



French Ivory

The charm of French Ivory, due to its pure whiteness, makes it a popular and attractive Christmas gift. It is easily cleaned and comparatively inexpensive.

4-Piece Manicure Sets, in gift box, 95c.

Manicure Articles, 25c, 50c and 75c.

5-Piece Toilet Table Sets, \$1.95.

12-Piece Dresser Sets, \$15.

Picture Frames, 50c to \$5.

Mirrors, \$1.50 to \$8.50.

Clocks, \$3.50 to \$5.50.

Hair Brushes, \$1.50 to \$7.

Hat and Clothes Brushes, 95c to \$3.95.

Jewel Boxes, 75c to \$5.

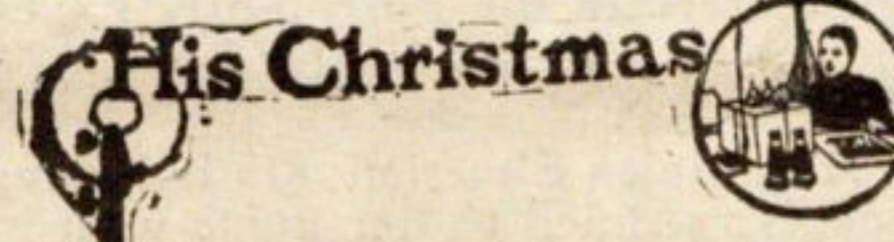
Hair Receivers and Powder Boxes, \$1 to \$3.

Nail Buffers, \$1.35 to \$2.50.

Salve Jars, 25c to \$2.50.

Candlesticks, \$1.50 to \$2.50.

(First Floor—Center Aisle)



For those whose special interest is to choose something with which to please Mr. Man for Christmas, we advise that you buy it in

The Men's Store of the North Shore

Silk Neckwear, in beautiful new patterns, 50c to \$2.50.

Interwoven Pure Silk Hose, all colors, 75c and \$1.00 a pair.

Fibre Silk Hose, 50c a pair.

Pure Wool Cassimere Hose, natural gray, white and black; pair, 65c and 75c.

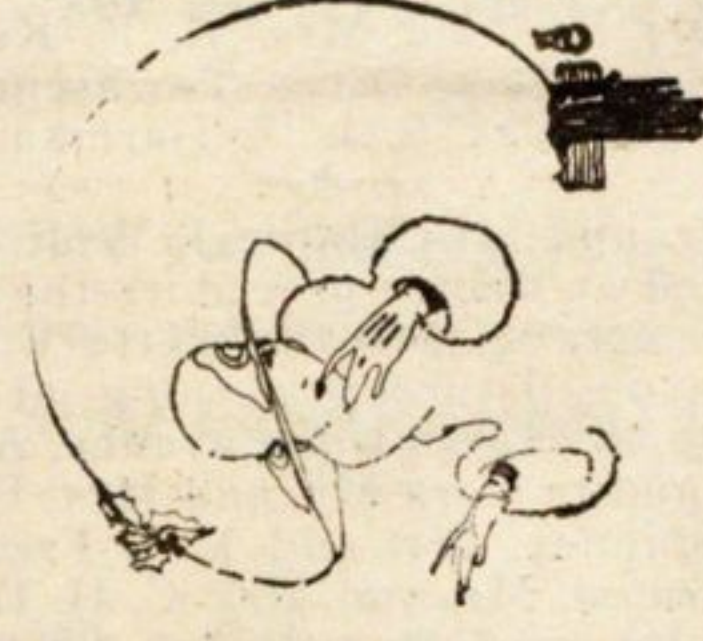
Pure Silk and Fibre Silk Shirts, new fall patterns, \$3.00 to \$7.00.

Fine Shirts of other durable materials, \$1.50 to \$3.00.

Dress Gloves, in silk, kid, suede, chamois and chamoisette, \$1.50 to \$4.50.

Anything in the way of men's apparel accessories, such as handkerchiefs, silk mufflers, bath robes, smoking jackets, sweaters, jewelry, etc.

(First Floor—Men's Store)



Gift Gloves

Gloves, from time immemorial, have been acceptable Christmas gifts.

First of all, gloves of the character we are offering are well worth giving, and these assortments, which include a splendid variety of values and colors, will settle many a Gift problem.

Black and white, tan and gray French Kid Gloves, plain and contrasting backs, pair, \$2.00, \$2.50 and \$3.00.

Washable Kid Gloves, gray, tan, Newport and pearl, pair, \$2.00 and \$2.50.

(First Floor)

Rosenberg's

EVANSTON