

Adding a New Page to Evanston's History

Saturday, July 11, Marks the Opening

of a BETTER Store for BETTER American Homes

The opening of S. Rosenbaum's new furniture store will mark a new epoch in the history of Evanston—Saturday this new and greater store opens its doors to you and invites your inspection. It is located at 810 Davis street, in the store formerly occupied by the F. W. Woolworth Co.

This event signifies more than the mere opening of a new furniture store in Evanston. It signifies the beginning of a new standard in furniture selling and service.

This great store of S. Rosenbaum Co. will do more than merely sell furniture. It will sell BETTER FURNITURE. It will offer for selection greater variety—It will extend to its customers a broader and more satisfying service in beautiful home furnishing.

It will be a store where home lovers will find every need that suggests added beauty, comfort and charm to their homes—

What is more, it will be a store at which you can buy for cash or enjoy the accommodations of dignified credit—every piece of furniture will be marked in plain figures.

It will be a store the prices of which will be the lowest possible, for S. Rosenbaum Co. through its vast business developed in the conduct of a chain of stores can buy for less and sell for less.

It will be a store that no Evanstonian should fail to visit—We therefore invite everybody to pay us a visit—if only to look.

We want the people of Evanston to see why S. Rosenbaum Co. has added a new page to the history of this city in the opening of its new store.

We Will Have a Beautiful Souvenir for Every Visitor

S. ROSENBAUM CO.

Fountain Square, Evanston

810 Davis Street

Telephone University 5023

3120 Lincoln Ave.

—CHICAGO STORES—

5228 N. Clark St.