



October Is FOUNDERS' MONTH

At Rosenberg's A Month-long Celebration of Forty-Two Years Forward with the North Shore

So closely is this institution part and parcel of Evanston, that the Anniversary celebration of its progress can hardly exclude celebration of the progress of this city as well.

In mutual jubilation, then, we begin the Founders' Series, calling forth in brief biographical sketches, Evanstonians of long ago who gave abundantly of their time and services that the meagre village of 1853 might be transformed into the glowing city of today. From them you will learn something of the splendor and fame of Evanston.

FOUNDERS' SERIES



Dr. John Evans
1814—1897

"Father of Northwestern University"

This town had its official beginning in 1854 when the board of trustees of Northwestern University, with Dr. John Evans as president, platted this tract of land into parks, streets and a railroad right of way.

Because of his generous contributions, both of personal services and finances, to the founding of the University, the name of this community was changed from Ridgeville to Evanston.

Dr. Evans came from Chicago to Evanston to live in 1855 and built a house on the site of Rufus C. Dawes' residence.

There he lived until 1862 when Abraham Lincoln appointed him governor of Colorado territory, and he moved to Denver, there to carry on monumental works of achievement.

Anniversary Activities

In particular celebration of the happy completion of our Forty-two years of conscientious service to the people of the North Shore, we set aside this month as a token of gratitude for favors past and a pledge of earnest purpose for the future. Everything has been done to make this month crowded with things of interest for everyone.

- A Gala Corset Revue
- A Month-long Store-wide Selling of Merchandise Distinct for Unusual Values
- Unusual Window Displays Depicting the Founding of Evanston.
- An elaborate Fabric Demonstration
- And other events to make this month the crowning month of our 42 years of service.

Charles Rosenberg
1859—1918

Founder of Rosenberg's

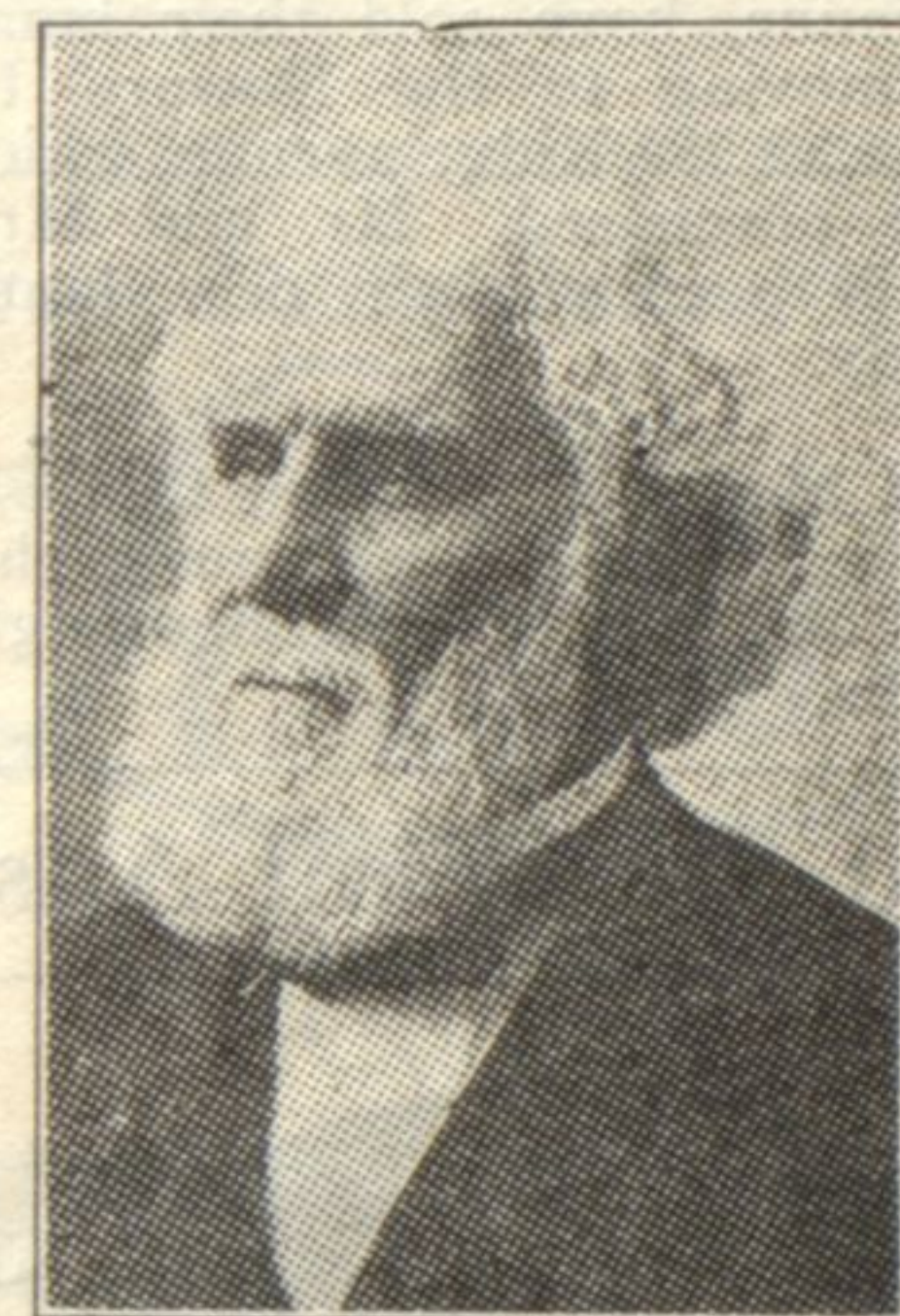


Forty-two years ago in Evanston! Charles Rosenberg established the original Rosenberg store, the forerunner of our present organization.

This month we pay homage to him—the trail-blazer who marked the path of absolute reliability, honest and satisfying quality in merchandise. These principles have so permeated this store, that today they are a part of every process—selling, buying, advertising and service.

The same ideals and services that transformed marshlands into a glowing city, have reared the North Shore's Greatest Store. It's only fitting that we celebrate.

FOUNDERS' SERIES



Orrington Lunt
1815—1897

"Father of Evanston"

Frances Willard likes to call Orrington Lunt the discoverer of Evanston. And so he is. It was he who sensed the fitness of this place for Northwestern University, whose establishment in 1853 brought into being the village of Evanston.

In 1842 Orrington Lunt came from Maine to Chicago and engaged in the grain business. In 1853 he moved to Evanston.

Both Mr. and Mrs. Lunt saw a brilliant future for Evanston and labored incessantly for the prominence it has achieved.

The Orrington Lunt Library at Northwestern University stands in his honor, streets and avenues bear his name—a name that is woven forever into the history of this community and its institutions.

Rosenberg's

—The North Shore's Greatest Store—