

Rosenberg's

The North Shore's Greatest Store

Evanston—Davis Street at the "L"



THE CHRISTMAS STORE



Come to
The Third
Floor

Of Santa
Claus'
Store



Santa Claus Welcomes You to Toyland

Santa Claus Land is ready for Christmas. Santa is here and his Toys are here and oh, what a land of magic and wonders! Santa brought Felix along, and loads and loads of wagons, and trains, and automobiles, and Dolls, why, there's so many dolls, you'll wonder how Santa got them all into his pack! It won't be Christmas if you don't pay a visit to Santa Claus. Santa is here seeing little boys and girls every day.

The Gift Shop
Abounds with
Christmas
Inspiration

Gifts for everyone are in the Gift Shop on the first floor. Different, new, unusual things that one will take pride in giving. Gifts from everywhere. Visit the Gift Shop.

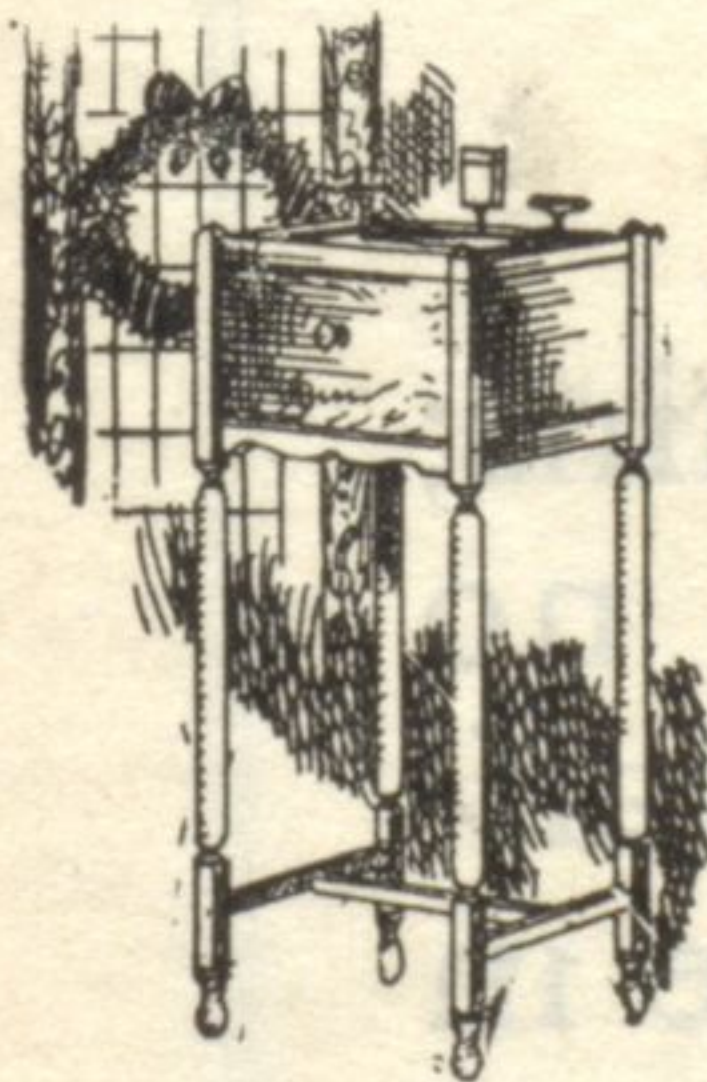
Hindu Brasses

From far off India come brass candle sticks, pen trays, and other pieces, beautifully etched by hand. \$1.00 to \$12.95.

Imported Pottery \$2.50 to \$5.95

Unusually effective in its black and white stripings — scores of pieces including vases, candy jars and powder boxes.

First Floor



Humidors \$15.95

Walnut Humidors with copper lined chamber; complete with large tray, ash tray, match box holder and two tobacco jars.

Third Floor

DOLLS



Cuddle Dolls, 59c

They snuggle right up into baby's arms. They are soft stuffed.

Ma Ma Dolls, \$2.59

They walk and talk, and are all dressed up in pink, blue and green organdy dresses.

Mme. Hendren DOLLS

50c to \$12.95

These famous dolls walk, talk and sleep—a wondrous assortment.

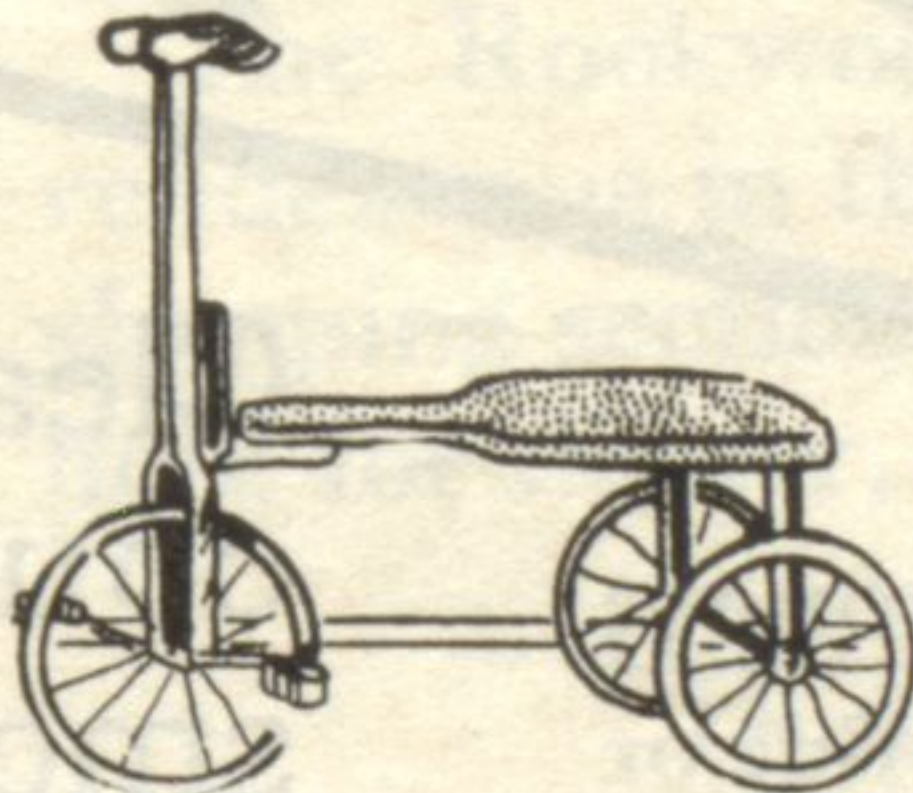
AUTOS

Pierce Arrows \$32.50

Fully equipped car with lots of speed, and painted and trimmed to perfection.

Republic Sedans

Toy sedans that baby will like.



PEDAL CARS \$2.45

A kiddie car with pedal front wheel and a bell. Rubber tired, painted yellow—the kiddie's delight!

WAGONS \$6.95

The Cannon Ball Express with rubber disc wheels and wide, detachable box. Orange wheels with nickled hub caps.

Toyland—Third Floor

SPRING TOYS

- "Boob McNutt" is 50c
- Walking Felix, 50c
- Balking Donkey, 50c
- Twin Trolleys, 50c

An Engine, \$1.25

Red engine with coal car, runs on balance wheel.

ANIMALS

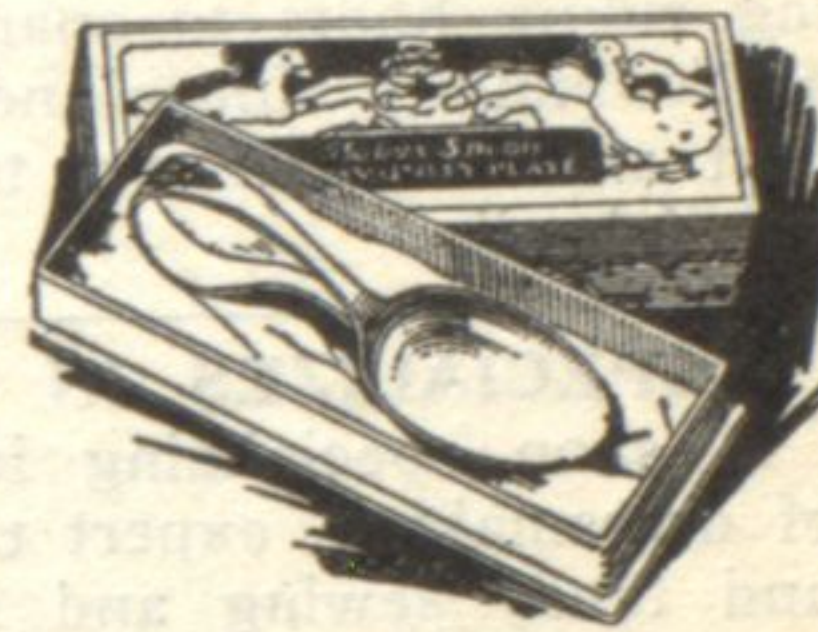
- An Elephant, \$1.25
- Stuffed Horses, \$1
- Fuzzy Dogs, \$1.75



Balancing Clown \$1.39

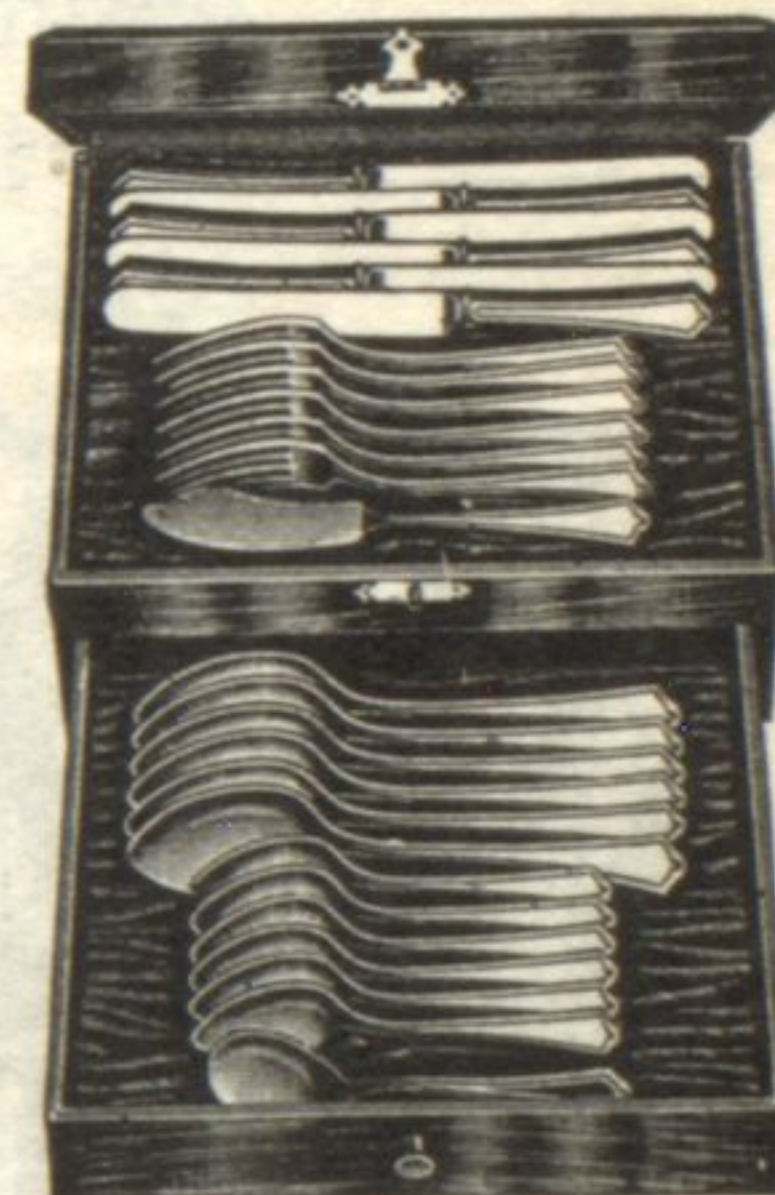
"Cracker Jack" does marvelous stunts.

TO DELIGHT
THE LITTLE
TOTS



A Spoon, \$1

A curved handle spoon of Community Plate, just right for chubby hands. Comes in colored package.



Community Silverware A Case of 26 Pieces

\$13.75

Community Silverware in the favored designs, such as Adam, Grosvenor, Baronet, Duchess and the new Hampton Court are here to help you plan your Christmas gifts.

New! The Snuggle Strap Vests, \$1.95

From Phoenix come these knitted silk vests with straps that WILL NOT SLIP OFF the shoulders. They are in bodice top style and come in pink or peach. Sizes 36 to 44.

First Floor