

NEW CLOTHING "HOME"

Smartly Furnished Men's and Boys' Sections at Rosenberg's

A pleasant surprise awaits the visitor to Rosenberg's Third Floor Men's and Boys' Sections. A well-carpeted floor underfoot, and bright, new fixtures all about one, imparts a friendly spirit even before a word is spoken.

In fact, everything is new about this section—for it has just been remodeled to care for the ever-increasing patronage of discriminating men and mothers of North Shore youth. But wait—all is not new—for the same pleasant faces greet you—the same Mr. Gibson and Mr. Parmelee who have been identified with this section for years.

Messrs. Gibson and Parmelee invite you—come in and see their new home—see the new Fall stocks, overflowing even in these better quarters. A larger alteration department has been installed, assuring excellent service to the clothing-buyer.

"And the Goblins 'll Get You if You Don't Watch Out!"

If you should enter Rosenberg's and look into the glaring eyes of a goblin, fierce in its red and black frame—don't become frightened! It's only part of the weird decoration on Rosenberg's Hallowe'en Booth, on the first floor.

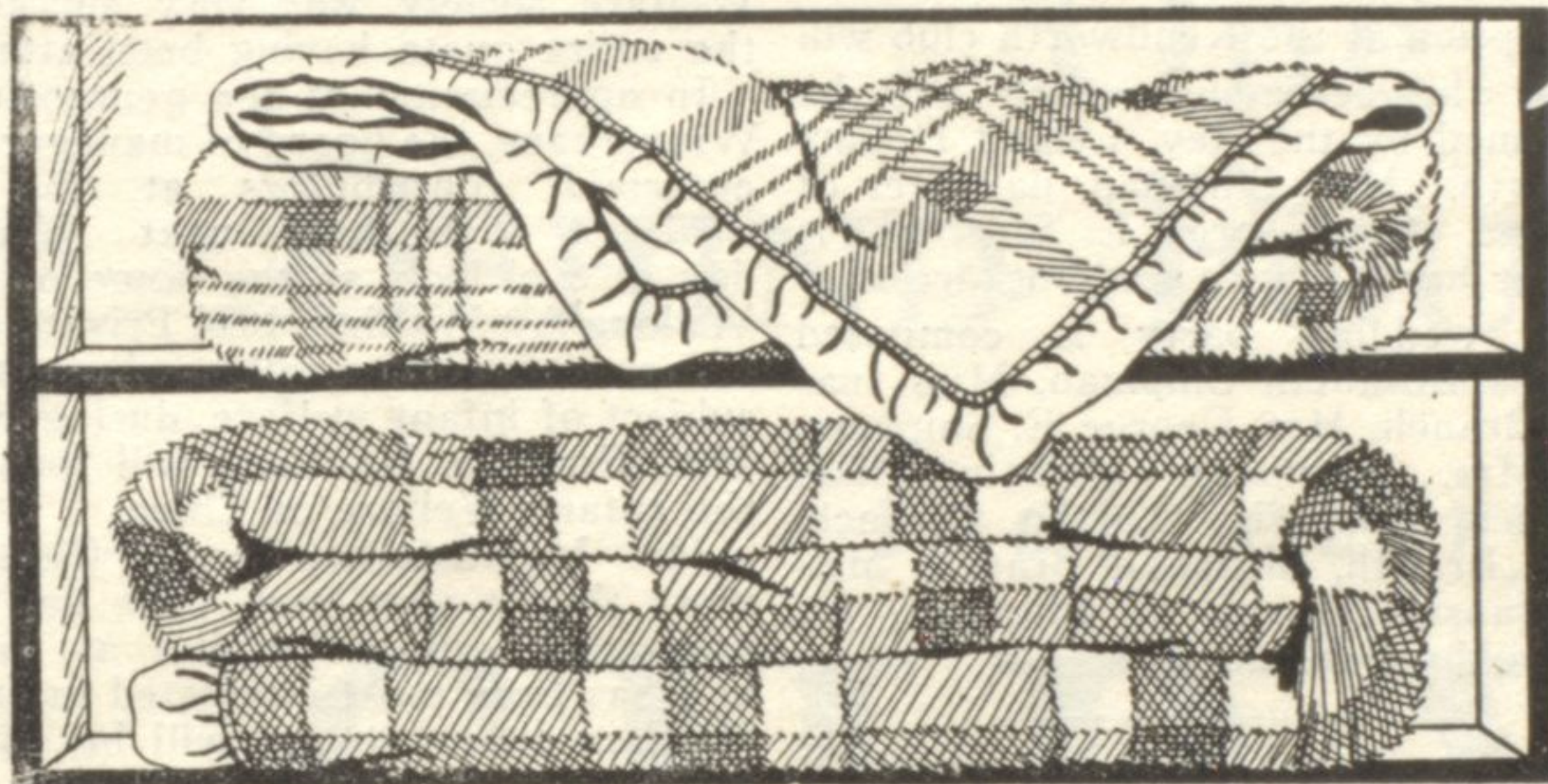
Brilliant lanterns set into a festive background make this booth especially attractive, and the young lady attendant politely informs you that therein you may secure party favors, decorations, streamers, lanterns, noise-makers, and what-not for your annual Hallowe'en blowout.

You are also told that still more Hallowe'en paraphernalia may be secured in the Stationery Section, a few feet away. And oh yes! This same section has the loveliest Christmas Cards—taking orders for them in October at 10 percent reductions.

A large and beautiful Christmas Card selection awaits you at Rosenberg's.

ROSENBERG'S

Davis Street ~ Downtown Evanston



Among the Very Unusual Blankets at Rosenberg's

—a blanket from Leiden, Holland

Woven by skilled Dutch artisans, this blanket is individual in its gold mottled effect and luxurious with its long, fleecy nap. 68x84 inch. \$22.50.

—the famous old Hudson Bay Design

A white blanket with 4 varied colored stripes at each end. It is 72x90 inches and weighs about six pounds, \$18.95.

A Camels' Hair Blanket as Used in Europe's Best Hostelties

It is imported from the continent, coming from one of the world's oldest mills. A camels' hair surface combines with a cotton base. 68x80 inches, whip stitched, \$12.50.

THE NEW NOTE in comfortables is English patterns printed on Satin with an unusually odd color matched in the border; wool filled, \$25.

A DOWN FILLED COMFORTABLE is as light as a cloud, yet abundant in warmth. An English pattern is printed on lavender satin, \$31.50.

Blankets—Third Floor

Here's the Reason For Those Scratched Gloves

Pigskins are without doubt the most wanted of the new gloves, and the most difficult to procure. If glove buyers could see a batch of pigskin leather as it arrives at the factory, it would open their eyes!

The wild pig, having his habitat in a country filled with bushes and brambles, is a fierce beast who must indulge in countless fights.

Nine out of ten skins are so scratched that to procure a dozen skins that will cut a perfect pair of gloves is practically impossible. The manufacturer must pay for the waste skins as much as he pays for the usable ones, so that the waste is enormous.

Thus the buyer can see what great value is being offered in Rosenberg's special selling of these gloves.

ROSENBERG'S

Davis Street—Downtown Evanston



Hallowe'en

—and Everything That Goes With It

Hallowe'en — the time of walking ghosts, spooks and weird noises — with all the parties, masques and dances. Hallowe'en — it's only a few days away. Time to prepare now.

- Invitations, doz., 35c. 50c
- Place Cards, doz., 35c. 50c
- Tally Cards, doz., 25c. 35c
- Nut Cups, dozen, 50c
- Snappers, dozen, 50c
- and blow-outs, horns, hats, false faces, games, noise makers, skeletons, stickers and cut outs
- yes, even Hallowe'en costumes for men and women, \$1.39.

Stationery—First Floor

And the newest thing is to make your own costume from strikingly patterned fabrics in Hallowe'en character. Yard at 39c and 50c. (Second Floor)

You Can Order Your Personal Christmas Cards Now at a 10% Discount

By placing your order for your Christmas greeting cards now during the unhurried season, you can save 10%—and the engraving results will be the very best.

Stationery—First Floor

ROSENBERG'S

Davis Street—Downtown Evanston



Now "le Debut" 4 New Odeurs by Hudnut

The latest creation in exclusive perfumes from Paris is "le Debut" by Hudnut — four odeurs, captivating and rare; bottled in Paris at \$12 an ounce. Other sizes at \$3.75 and \$7.50. Of course, all of Hudnut's other odeurs are represented in Rosenberg's Toiletries.

Special for Thursday, Friday and Saturday Only

- 25c Listerine Tooth Paste, 17c
- Guest Ivory Soap, 12 bars, 48c
- 25c Mavis Talcum Powder, 17c
- 35c Cutex Preparations at 24c
- Squibb's Cod Liver Oil at 93c
- Olivilo Toilet Soap, doz. . .79c
- 50c Orphos Tooth Paste . . .27c
- Bottle of Forhan's Antiseptic with Tube of Forhan's Tooth Paste59c
- 11 Varieties in a 3 lb. box of fresh Home Made Candy, \$1

Rosenberg's For Toiletries

- VIGNY
- LELONG
- HOUBIGANT
- COTY
- YARDLEY
- GUERLAIN
- BOURJOIS
- CORDAY
- CHEMAMY
- LEIGH
- HUDNUT
- AYERS
- RUBINSTEIN
- WOODWORTH
- CARON
- MELBA
- PIVER
- BURNHAM
- BALDWIN
- ROGER & GALLET

Rosenberg's—First Floor

