

ROSENBERG'S

Davis Street ~ Downtown Evanston



Formal Opening of The Christmas Season

Saturday, all Evanston joins in inaugurating the Christmas season, with Downtown Evanston aglow with Christmas lights and the Holiday spirit reflected everywhere. This great Christmas store is ready—with an array of gifts greater than ever before. The entire store a gift store!

The Gift Shop

With Gifts From the Four Corners of the World

Majolica From Italy—

Vases, ferneries, wall pockets each with the characteristic beauty of old majolicaware—gorgeously colored, perfectly designed.

Hindu Brasses—

There's the spell of the Orient in these peacock book ends, smoking sets, cobra candle holders, cigaret boxes or desk sets designed in the manner of East India.

A Folio From Florence—

A traveling folio for photographs. Of real leather in grey, blue or brown with dainty design, \$12.95.

Modernistic Brass—

Many unusual brass objects of that popular scratch-brush finish. Toreador, Roundelay plate holders, \$2.95.

Charge Purchases Are Payable in January

Christmas-shop now and pay in January! Charge purchases that are made these remaining days of November will be entered on December statements, payable January 3rd. Enjoy this convenience. "Every representative family of the North Shore should have a charge account at Rosenberg's."

Gifts for Foreign Lands—Select Now

Now, all the store is a Gift Store, and there's an added pleasure in selecting your gifts now—when there is plenty of time, complete assortments, and no crowding. If you send gifts abroad, the last day of mailing is:

Dec. 1 for Greece; Dec. 2 for Japan; Dec. 7 for Belgium; Dec. 8 for Austria, Czechoslovakia, Denmark, Germany, Hungary, Italy, Norway, Sweden and Switzerland; Dec. 10 for Ireland; Dec. 14 for Panama, Scotland, England, France, Honolulu and Cuba.

AN OVER-NIGHT CASE, fitted with 6 pieces, has rounded corners; 16-inch at \$11.95.

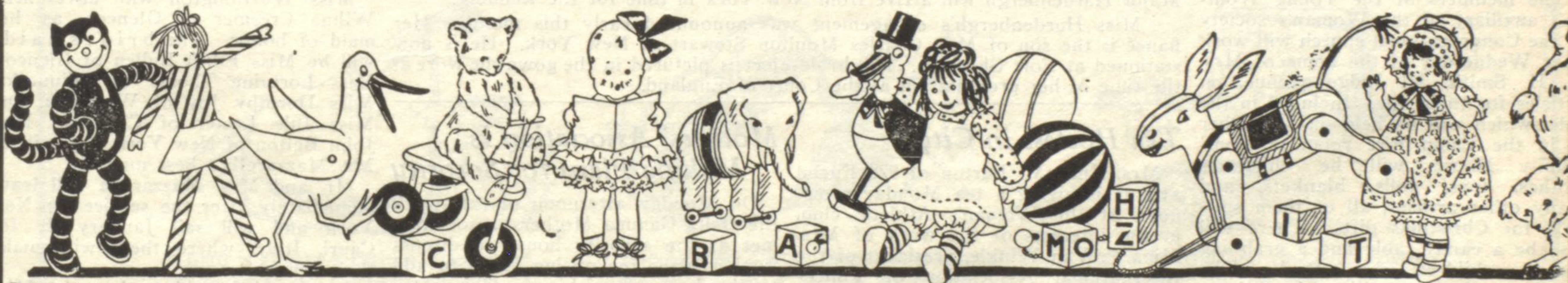
Second Floor

PICOT EDGE CHIFFON Hose suggest themselves as the feminine gift beautiful, at pair, \$1.95.

First Floor

FROM AUSTRIA COME hand-blocked silk scarfs for men—soft as a rose petal, \$6.00.

First Floor



A New and More Complete Toyland With a Myriad of Glorious Toys!

Up on the third floor is Toyland—a veritable fairyland of magic and wonders and thrilling things for young and old. Toyland, with its myriads of playthings is now open. Santa Claus will be here Saturday to see all his little friends again.

(Toyland—Third Floor)

Dolls—One Great Family

You never saw so many dolls. They come from everywhere—fat dolls, talking dolls, sleeping dolls, party dolls—all kinds of dolls in one great family.

