



This Christmas Store Brims Over with GIFT Hints



ONCE AGAIN comes the Holiday season, and once again you'll find Schell's ready to serve you with a host of gifts that is so complete that your Christmas Shopping will be a great pleasure.

IN SCHELL'S New Store you will find practical gifts, and practical gifts can so easily be decorative as well. Everybody is made much happier with a useful gift than one that can only be looked at.

SCHELL'S New Store you will find conveniently located; here you may easily come to make your Christmas selections.

TOYTOWN FOR THE KIDDIES

In our large and exclusive toy section, replete with extensive and new Christmas Novelties—it invites every boy and girl.

R. H. SCHELL & CO.

Department Store

806-808-810 Elm Street

WINNETKA

Telephone Winn. 900-01