

IF CHRISTMAS CAME TOMORROW, WOULD YOU BE READY?

As Christmas season rolls around, more and more people realize the wisdom of shopping early.

As a result of Rosenwald's notes, a great increase in the number of early shoppers.

Toyland is filled with smiling throngs. The Christmas stocks are being displayed in other departments. Once more the Christmas spirit rules supreme throughout the store.

This Christmas season it is possible to purchase under the one roof of Rosenwald's every essential to a Merry Christmas, from the toys for little folks to sparkling jewels, and from the gifts men most enjoy to the necessary staples and dainties for the Christmas dinner.

We are justly proud of the Christmas shopping facilities afforded to Albuquerque this year by Rosenwald's. The stocks are larger and more widely varied than ever before, and as part of our Anniversary plan, calling for a greater volume of business at a smaller margin of profit, prices are uniformly lower than ever before for the things that are seasonable at Christmas time, for both gifts and utility requirements.

Yet, in spite of the big stocks and assortments, we still urge you to do your Christmas shopping early. There are practical reasons which appeal to us, and should appeal to you for purely selfish reasons. Here are some of them:

1—You get your pick of the new seasonable things, and first choice is best choice.

2—You choose from an almost unlimited variety of Toys and Novelties—many of which are sure to sell quickly and thus deprive you of the selection later on.

3—You shop at leisure and avoid the tremendous last minute rush that always occurs at Rosenwald's as Christmas day draws near.

4—Our sales people always strive to be quick and courteous, but they cannot possibly give to each patron the same time and attention a day or two before Christmas when the final rush is on, that can and will be given during the next two weeks.

Thus early shopping helps you to wiser selections and eases the strain of last minute Christmas shopping for you as well as for us.

Make up your Christmas list tonight and tomorrow. Make up your mind to begin your Christmas shopping in earnest on Monday. Rosenwald's invites you to begin the shopping tour with a thorough inspection of the great assortments of Christmas merchandise on display in every department. We urge you to make this inspection now when everything is at its freshest and prettiest—when stocks are complete—when there is every facility for comfortable and leisurely buying.

Do Your Christmas Shopping Now!

Gifts for Others—A Gift for Yourself

S. & H. Green Stamps With Christmas Purchases

Rosenwald's

S. & H. Green Stamps With Your Holiday Purchases

A Closer Margin of Profit on a Greater Volume of Business.

