

"What I'd like for Christmas"



by HON. MEYER C. ELLENSTEIN, Mayor of Newark  
 "Well, like every man, I'm always glad to get neckties — but my fondest wish and prayer this Christmas is for employment for the 50,000 citizens now unemployed in Newark."  
 "We're wholeheartedly with you in that wish, Mayor. And speaking of wishes, the fact seems in this store showed upward of 15,000 good looking ties, not to mention correspondingly large assortments of all the other gifts you may want this year."

**Special Sale**

**Women's Luggage**

**\$6.95** 130 Leather Suitcases  
 50 Leather Hat Boxes

Only suggestions available for less and in making these prices. And in addition the leather has been finished over a variety of colors and the most beautiful. It's a pity you don't have something of the luggage business; it would be hard to make sure what a real bargain this quality luggage is at this low price. Hand with well known hardware and lined with water-resistant, 15, 15, 15, 15 inches. Hat box, 10 inches square.

**Just 50**

**Men's Gladstones**

Made of colored rayon material. Lined with silk or leather. 7-1/2 inch straps. Buckle or brass, in 14 and 16 inch lengths. Specially purchased to obtain this price.

**\$9.98**

**Christmas Gift Sales**

**FROM BAMBERGER'S "MEN'S STORE"**

**Neckwear** OF IMPORTED SILK **94c**  
 Usually would be \$1.10, \$2.00, \$2.50

**Wool-lined Gloves** **\$1.79**  
 Sale price

**Handkerchiefs** **6 for 89c**  
 Sale price

**Suede Jackets** **\$6.94**  
 Usually \$8.75

**Silk Hose** FULL-FASHIONED WITH CLOCKS **59c**  
 Usually would be 75c

**Smoking Jackets** **\$4.94**  
 Sale price

**L. Bamberger & Co.** "One of America's Great Stores"

**TAGESZEITUNGS-INSERATE**

Kurzlebigkeit mag wohl eine der Hauptursachen sein, daß Tageszeitungs-Inserate in Form und Erfindung fast immer hinter den Zeitschriften-Inseraten zurückstehen. Es ist überflüssig, hierüber zu polemisieren. Nach den Ursachen braucht man nicht lange zu suchen, sie sind zu offensichtlich. Abgesehen von den „Kleinen Anzeigen“ benutzt der Einzelhandel den umfangreichsten Inseratenraum in den Tageszeitungen. Fest-, Frühjahrs-, Sommer-, Herbst-, Winterverkäufe, Weiße und Grüne Wochen usw., all die

Inserate der Firma Bamberger & Co., New York  
 Gut und klar gegliedert, sehr übersichtlich im Angebot, Interessant und spannend illustriert.  
 Good and clearly balanced arrangement, excellent comprehensive presentation, Interesting and arresting illustrations.

**VARIETY**

**YOU HESITATE LEAVE NEW JERSEY**

**Bamberger's has it**

**Variety**

**YOU HESITATE LEAVE NEW JERSEY**

**Bamberger's has it**