

NEWSPAPER ADVERTISEMENTS

Their short lease of life may account for newspaper advertisements being almost always inferior to the magazine advertisement in invention and design.

It is idle to raise the point or enquire into the reasons they are too obvious.

Besides the "Small ads" the small dealers utilise the most extensive advertising space in the dailies. High days and holidays, spring, summer, autumn and winter sales, things we have been familiar with for generations are pressed into service as an occasion for a special sale and boomed

CONCERT PLANNED BY N. J. ORCHESTRA

Popular Program Will be Held at Social House December 5.

The orchestra of the New Jersey Symphony Association will give its "Popular Program" at the Social House, 1000 Broadway, on Tuesday, December 5. The program will be the most popular of the season, and will include a variety of music, including the "Symphony in G major" by Beethoven, the "Symphony in D major" by Brahms, and the "Symphony in C major" by Mendelssohn. The program will be conducted by the orchestra's conductor, Mr. [Name].

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Coffee Table, \$7.00 Lamp Table, \$10.00

What a whale of a difference a few dollars make in

Tables

It's the way of difference you catch at a glance. A well-proportioned table is really an art form. It has to be as good as a picture. It has to be as useful as a tool. It has to be as comfortable as a chair. It has to be as beautiful as a work of art. And so, you see, it's not surprising that a few dollars make such a difference in the way you feel about a table.



End Table, \$7.00 Coffee Table, \$10.00



Drum Table, \$15.00 Top Table, \$18.00



Table, \$12.00 Table, \$15.00

SALE OF LASTEX BELTS

65c

Our belts are made of the finest Lastex material. They are comfortable, durable, and stylish. They are available in a variety of colors and designs. They are perfect for the office, the gym, or the beach. They are a great gift for anyone who loves to stay in shape.

A wave of waves!

The summer has a wave of waves! It's the perfect time to get a new wave of waves! It's the perfect time to get a new wave of waves! It's the perfect time to get a new wave of waves!

Which Scotch? Which Rye?

WHICH CHAMPAGNE?



SOON after report books across the five pages, thousands of different brands of liquor will be offered for sale. There are about 100 different whiskeys, some as fine as the finest Scotch whisky of Argyllshire for which Napoleon is said to have prepared a dinner. Scotch, medicine, rye, definitely good. How are you, after all these years of drought, going to know which is which?

Bamberger's selection will rival any that flourished in the busy racing days before the word "speakeasy" climbed to our lips. Mr. Winter's book, it will have been assembled by the same expert team, who presented New York's best liquor assortment of liquor in the good old days. A man whose palate is his fortune, who can tell a

L. BAMBERGER & CO.

As told to Bamberger's Advertising Specialist by **GEORGE W. McEAT**

"I never knew what I want. But Mrs. Mellor always manages to make a good guess. This year I suspect she's going to give me a travelling bag."

As you can see, a travelling bag is a very useful thing. It's the perfect gift for anyone who loves to travel. It's the perfect gift for anyone who loves to stay in shape. It's the perfect gift for anyone who loves to stay in shape.

What I'd like for Christmas

"YOU NEEDN'T LEAVE NEW JERSEY"

Bamberger's has it

Advertisements of the Firm Bamberger & Co., New York

Geschichte Aufteilung der ganzen Seite in mehrere Einzelinserate, alle für die gleiche Firma. Jedes Angebot wird dadurch besonders hervorgehoben.

Clever disposition of the whole page, several advertisement items, all for the same firm. This arrangement secures special emphasis for each offer.