

"What I'd like for Christmas"

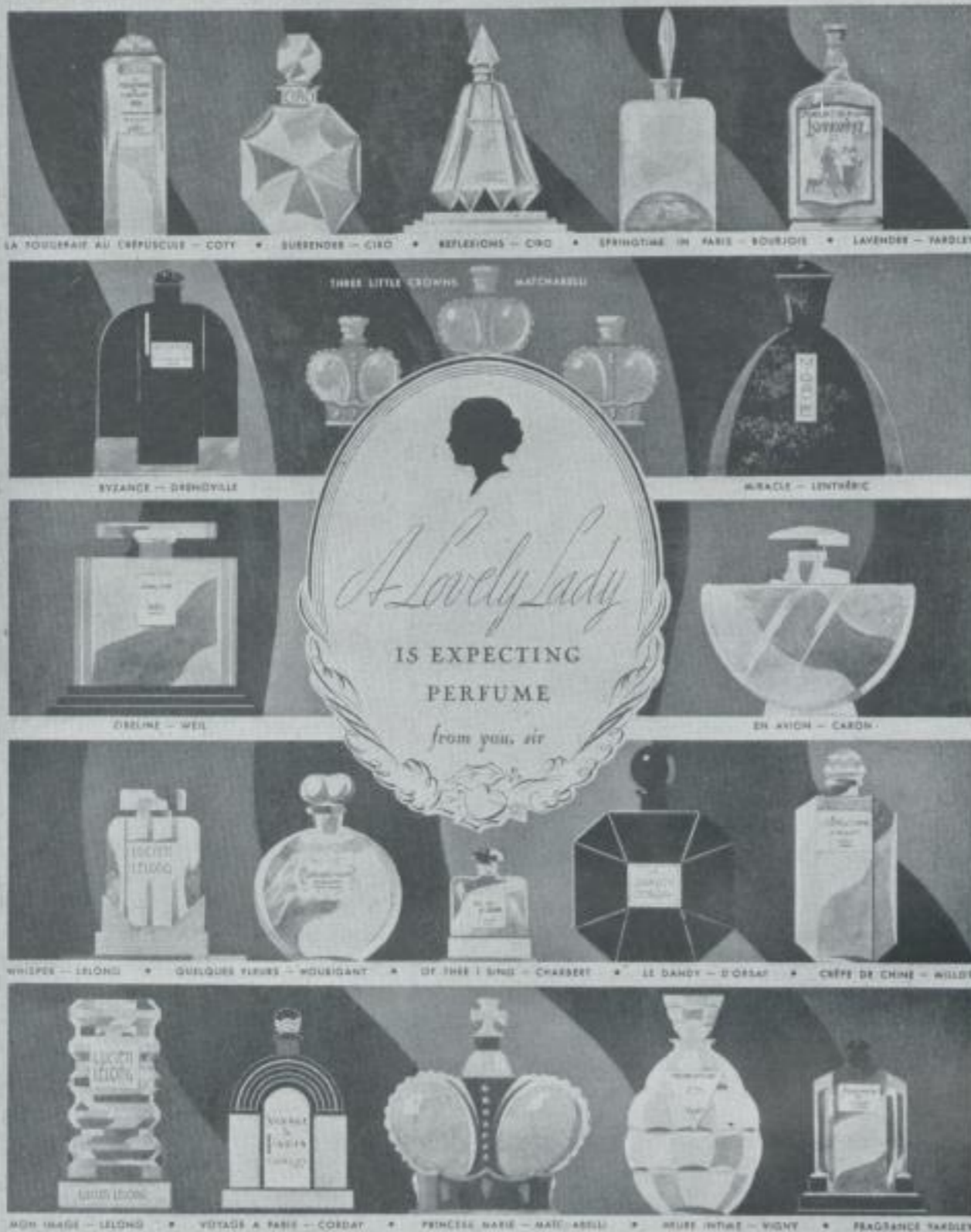


AS TOLD TO BAMBERGER'S INQUIRING REPORTER

by BETTY BRONSON, Home Star, East Orange

"I want some perfume and a portable typewriter for Christmas!"

Take one of our lovely gossamer silk party dresses as your Christmas gift? Perfume is the perfect gift to make your problems and the radiant face of your sister here when they were from the north in the fresh and girlish is essential for your Christmas. I want \$1.25 to \$15. In the quantities you're ready now and we think they make fine gifts for men or women. And don't forget our fine selection of Christmas trees for your shopping.



A Lovely Lady
IS EXPECTING
PERFUME
from you, sir

L. BAMBERGER & CO.

"One of America's Great Stores"

seit Generationen bekannten Dinge sind Anlässe zu besonderen Verkaufsveranstaltungen und werden durch Inserate bekanntgemacht. Die Zeitpunkte dieser Veranstaltungen liegen fest, und der Kaufmann disponiert seine Waren fast immer ein halbes Jahr und länger voraus. Nur in der Werbung wird er scheinbar durch Ostern, Pfingsten und Weihnachten jedesmal überrascht, als ob diese Feste zum ersten Male gefeiert werden. Warum nicht länger vordisponieren? Wir zeigen hier eine Reihe Tageszeitungs-Inserate, die in mancher Hinsicht Anregung bieten.



Pure! Latest Fashions in Alaska Sealable
A YOUTHFUL MODEL by Marion Forbes
COUNTESS VERA BUREA Wears the new dress
LUSTY LADY designed the dressmaker
A CLASSIC EXAMPLE by Florence Wolf

oben: Ganze Seite aus der Tiefdruckbilderbeilage einer Tageszeitung.

above: A page from the illustrated supplement of a daily in rotogravure.

"What I'd like for Christmas"

LEONARD ADY'S Specially Priced Men's Gladiators \$12.95

Women's Washable Coats \$18.50

Men's Specially Priced SHIRT and SHORT SETS \$1.00 - \$1.50

When fun should last with a BICYCLE

Special Purchase \$2.50

Men's White Socks 15c

Every Style that's popular and smart

SHIRTS Specially Priced \$1.29

Special Purchase \$1.25

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

"What I'd like for Christmas"

Max Davis Cook

67¢ 30,000 Pairs of Silk Stockings

17¢ 6 for 1

Maple 98¢

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