

Paris' Latent  
Fuchsiaceae in  
Alaska. *Continued*



"What I'd like  
for Christmas"



AS TOLD TO BAMBERGER'S INQUIRING REPORTER

by BETTY BRONSON, Mass Soc, Red Wings

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

Take time, all you lonely gentlemen with lonely money at your Christmas tree! Perfume is the answer now to solve your problems and the easiest way if you have four dollars, buy seven from the fresh and glibly dressed is assembled for year thinking. A mere \$1.15 is all you need for perfume—water or cologne—and see that they make fine gifts for men to women. For

The advertisement features a central circular illustration of a pregnant woman's silhouette, with the text "A Lovely Lady IS EXPECTING PERFUME from you, sir". Surrounding this center are numerous perfume bottles from various brands, each with its name and brand visible. The brands include: LA TOUCERAIÉ AU CREpuscule - COTY; SURRENDER - COTY; REFLECTIONS - COTY; SPRINGTIME IN PARIS - BOURJOIS; LAVENDER - FARDI; BYZANCE - DRENOVILE; THREE LITTLE CROWNS - MARSHALL; MIRACLE - LENTHéric; WHISPERS - ILLÔN; QUELQUES FEUILLÉS - MOUSIGANT; OF THÉE I SING - CHARBERT; LE DANDY - D'ORSAY; CRÈPE DE CHINE - WEIL; and L'ALCHIMIE DES LÉGONS - LALIQUE. The background is dark, making the light-colored bottles stand out.

## L. BAMBERGER & CO.

*"One of America's Great Stores"*

oben:  
Ganze Seite aus der  
Tiefdruckbilderbeilage  
einer Tageszeitung.

above:  
A page from the  
illustrated supplement  
of a daily in roto-  
gravure.



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**TODAY'S SPECIALS FROM BAMBERGER'S** DECEMBER 12, 1936

**WHAT I'D LIKE FOR CHRISTMAS**

**Mrs. ETHEL CROOK**, actress of "The Stage," says:

"I'd like a radio, also model for my home in three colors. To you, she says, this year, bring new, new living radio sets. In other words, get us a different Christmas."

**Give your Christmas gift**

**CARD TABLE** \$2.95

**FOLDING CHAIR** \$3.50

**REMBRANDT'S LINGERIE AND HABERDASHERY**

**SILK STOCKINGS** 67¢  
30,000 Pairs of  
Silk Stockings

**Old English Silver**

**Maple** 98¢

**L. Bamberger & Co.**

**"Our All-American's Silver Silver"**

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.