

accordingly. The date of these events is fixed betimes and the dealer makes arrangements for his merchandise almost invariably six months or more in advance; it is only as regards publicity that Easter, Whitsun and Christmas take him as much by surprise as if they were being kept for the first time. Why not arrange for your publicity earlier?

We here reproduce a series of newspaper advertisements which are stimulating in many respects.

Trans. by E. L. W.-Williams.

NEWARK EVENING NEWS, FRIDAY, DECEMBER 5, 1929

AS TOLD TO BAMBERGER'S INQUIRING REPORTER

by WILBUR GRELIN, Newark Manager, Newark News

"Another winning baseball club for Newark—and a good all-weather outfit for those January and February days and nights to come."

All Newark's winning for winter presents clubs, and all Newark would be interested in the news revelation of all weather suits to sport at Bamberger's. If you get the same year suits and the year you want them it certainly has a value. Mr. Grelin—just as for that matter, will suggest who who chooses a gift from the millions in our collection.

LOOK PROSPEROUS; START THE NEW YEAR RIGHT

SPECIAL SALE!

2-trouser Suits and Overcoats

\$24.50

SUITS—Business and young men in business will be interested in this assortment of suits. Values are excellent. Delicate tailors have been selected by planning this sale far in advance. Black, blue, and navy suits for your first suit, resulting in better appearance and better fit than in custom-made suits. Among the many attractive patterns we particularly call attention to a group of stripes and vertical checks.

OVERCOATS—To low prices we have added the further advantage of a very broad selection in both styles of coat and fabric. Tailor-made overcoats, for instance, are available in both single and double breasted models. Checked type coats may be had in all fabric such as a flannel, cloth-lined. There are also, in addition, various and various. Every suit is made comfortable and well tailored and represents an extremely fine value.

"MEN'S STORE" SECOND FLOOR

BICYCLES

With New Departure Brakes

Steel 26-inch wheel	\$19.95
Steel 28-inch wheel	\$21.50
Steel 26-inch wheel	\$23.95
Steel 28-inch wheel	\$25.95

All equipped with new Shimano gears, Spades gear pedal, Shimano gear sets, rubber tires and gear oil, and more. Chain, head lamp, big wheels with heavy springs.

Special Steel 26-inch wheel set \$27.50

Special Steel 28-inch wheel set, with rubber tires and gear \$28.50

SKATES

IRVING JAFFEE in person

Mr. Irving Jaffee of these skates and Olympic champion, will be here tomorrow to help you select your skates.

Figure Skates	7.95
Ice Skates	5.95

Skates are made of the finest material. There is no need of any glue. No need of any glue in the edge of the new skates in winter skating.

Figure Skates \$7.95

Ice Skates \$5.95

3 Eye skates that were a double ball skates, representing the latest in skates with rubber tires. \$11.95

Home Handle Sport Skates \$3.95

Special \$1.95 7 and 8. Large variety of skates, 1 1/2 to 2 1/2 inch wheels, rubber tires. \$1.95 to \$2.95. Large variety of skates.

Ring End Flashlights \$2.95

Special \$1.95 2 1/2 inch size. Special \$1.95 2 1/2 inch size. Special \$1.95 2 1/2 inch size. Special \$1.95 2 1/2 inch size.

Football and Pump \$1.95

Latex. Football and pump of rubber. Special \$1.95. Football and pump of rubber. Special \$1.95. Football and pump of rubber. Special \$1.95.

Regulation Basketball \$1.95

Latex. Made of rubber. Football and pump. Special \$1.95. Football and pump of rubber. Special \$1.95. Football and pump of rubber. Special \$1.95.

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

AS TOLD TO BAMBERGER'S INQUIRING REPORTER

by Mrs. EDNA YOUNG, Newark Manager, Newark News

"What I'd like for Christmas is a new dress for winter. I'm looking for a dress that is stylish, comfortable and easy to wear."

There is no other store in Newark that has such a large assortment of the latest styles in dresses and suits. Here you will find a complete line of dresses and suits, all made of the finest materials and tailored to fit. You will find a complete line of dresses and suits, all made of the finest materials and tailored to fit. You will find a complete line of dresses and suits, all made of the finest materials and tailored to fit.

Buy to wish

Diamond Five Finger

Five fingers at \$12.95

Four fingers at \$9.95

SALE \$2.19

New Handbags

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

More Wallach's

STORE FOR MEN'S GIFTS

Special purchase! Big-Saw Puzzles \$35

Velocipedes \$5.95

POOL TABLE \$10.95

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

Weitere Beispiele ganzzseitiger Tageszeitungsanzeigen, die durch Aufteilung in Einzelangebote besonders wirkungsvoll werden.

Further examples of full-page newspaper advertisements, rendered specially effective by the arrangement in separate units.