

THE NEW YORK TIMES MAGAZINE, DECEMBER 11, 1933

They KNEW what they wanted

FOR CHRISTMAS and told our Inquiring Reporter

As you sit here this night in New York, you are probably thinking of the gifts you will give to your loved ones. But have you thought of the gifts you will receive? Our Inquiring Reporter has been busy all day long, talking to people who have just bought their Christmas gifts, and he has found out what they really wanted. Here are some of the things that they told him they wanted most.

THEY WANT TO LEAVE NEW JERSEY

Bamberger's has it!

Four more advertisements for American department stores noticeable for clear arrangement or strikingly conceived illustrations.

South Jersey's Largest Christmas Sale

VARIETY

YOU NEEDN'T LEAVE NEW JERSEY

BAMBERGER'S HAS IT

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

Be on your feet at dinner-time!

\$19.95

\$12.95

as for watches . . . just watch us!

Fine Perfumes AT GREAT SAVINGS!

SALE **JUNE 20!**

WOMEN'S LEATHER Fitted Cases \$9.98

OLD AND RARE BOOKS AT SPECIAL LOW PRICES!

130 Magazine Racks \$2.75

Schick Dry Shaver \$15

25-In. Chair SOLID MAPLE \$13.25

27-In. Chair \$19.95

12⁵⁰

Thermatically Controlled Heat Regulator \$14.75

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

Vier weitere amerikanische Kaufhausinserate, die durch klare Gliederung oder überraschende Bebilderung auffällig sind.

"What I'd Like for Christmas"

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