

What Shall be Newark's Percentage?

The "Red Cross Christmas" cover, published this week with the Newark Post is not a paid advertisement, but an honest effort on the part of the newspaper to stir the people of this community to a consciousness of their part in the great nation-wide Christmas campaign for ten million members in this organization.

And only a suggestion is needed, we believe, to make the hands on the membership clock move forward in every little community, until America shall register the total gain in millions. Christian America cannot but turn gratefully this Christmas season to the Red Cross, to the one organization that stands true, in the midst of a war-mad world, to the ideals of Him whose birthday we celebrate. "For I was an hungered, and ye gave me meat: I was thirsty and ye gave me drink: I was a stranger and ye took me in: naked and ye clothed me: I was sick and ye visited me: I was in prison and ye came unto me." These are truly the ideals of the great organization, brought home, in practical service, to hundreds of thousands, with every passing day, in Europe.

Like a "Star in the East" the Red Cross shines, radiating in deeds of mercy, a message of faith in God and good will to all the world.

It is not enough to be a member. Find another member. Pay a dollar for someone who cannot afford it. Swell the membership by one, two, or three, a dozen, or a score, according to your ability.

One Delaware town has 100 per cent. membership. What shall be Newark's percentage?

Red Cross Christmas Cheer

The people of the United States are approaching the Christmas holidays under conditions this country never has seen before; and, moreover, it is probable that this year we shall not experience our most sorrowful Christmas while this world-rages.

With the thought of the nation dwelling largely on the infinite suffering abroad, on the certainty that our own flesh and blood will soon be enduring its full share of that suffering, and on the absence from home of hundreds of thousands of dear ones, Christmas, 1917, will be a war Christmas.

Into this somber outlook the Red Cross is seeking to bring something of cheer. In a campaign lasting from December 16 till Christmas Eve it will ask for 10,000,000 new members. It will urge these 10,000,000 to become "Red Cross Christmas" recruits, that they may enable the Red Cross to lighten the burden our Army and Navy and those of our allies are called upon to bear.

This co-operation with the Red Cross is real service of which we may all be proud. And that this service, when rendered by one, may be known to his neighbor, the Red Cross will urge each old and each new member to display at his home a Red Cross service flag on which each red cross stands for a member.

The hundreds of thousands of these flags already being shown by old members will swell into millions before Christmas, each flag and each little cross bearing testimony that some one's Christmas has been made happier for himself or herself, happier for our own boys and happier for the soldiers of our allies.

Let us all help to make this a Red Cross Christmas---which is another way of saying: Let us make it the happiest Christmas possible with the war clouds hanging low.

SNELLENBURG'S

The Store that Saves you Money

MARKET AND SEVENTH STREETS

Store Opens 8 a. m.

Closes 6 p. m.

Saturdays 9.30 p. m

---And Christmas but 5 Days off

Choose "his" gift now, while stocks are Complete and before the "last minute" rush. In doing so you will get better merchandise and better attention. You will be more pleased and so will "he."

Snellenburg Clothes for Christmas

As a gift to yourself or to some one else, nothing would please more than a good suit or overcoat. The pleasure would be manifold if Snellenburg Clothes are chosen.

In them you get naught but the best---best fabrics, best tailoring, best wear---and you will find the cost less than you would pay elsewhere for clothes probably not so good.

Why? Because of our vast purchasing power and the operation of our own factory, which enables us to bring the garments direct to you, thereby saving about 25 per cent---and maybe more---which usually goes in the middleman's pocket. Remember, then, buy your Christmas "togs" at Snellenburg's.

Suits for Men and Young Men

\$15, \$18, \$20, \$22, \$25, \$30, \$35

Overcoats for Men and Young Men

\$15, \$18, \$20, \$25, \$30, \$35, \$40, \$65

Second Floor--elevator.

Gift Suggestions That Are Sensible

Special Holiday Sale of Men's Fine Blanket Bath Robes

\$ 7.50 Blanket Bath Robes at	\$ 5.00
\$ 8.50 Blanket Bath Robes at	\$ 6.00
\$10.00 Blanket Bath Robes at	\$ 7.50
\$12.50 Blanket Bath Robes at	\$ 8.50
\$15.00 Blanket Bath Robes at	\$10.00

Coat style, shawl collars, silk cord trimmings. All sizes.

First Floor--rear

Men's House Coats

Specially Priced for the Holidays

Regular \$ 6.00 House Coats at	\$ 5.00
Regular \$ 7.00 House Coats at	\$ 6.00
Regular \$ 8.50 House Coats at	\$ 7.00
Regular \$ 9.00 House Coats at	\$ 7.50
Regular \$10.00 House Coats at	\$ 7.50
Regular \$12.50 House Coats at	\$10.00

Here is a Shopping List

Men's Leather Slippers---Everettes, Operas, Romeos,	\$2.50, \$2.75
Men's Leather Moccasins	\$2.50
Comfy Felt Slippers, all colors	\$1.50, \$2.00
Men's Rubbers	\$1.25, \$1.50, \$1.75, \$2.00
Men's Rubber Boots,	\$5.00, \$6.00
Boys' Rubbers	\$1.00
Boys' Rubber Boots	\$3.50
New Silk Shirts at	\$5.00, \$6.00, \$7.50
New Madras Shirts at	\$1.15, \$1.50, \$2.00, \$2.50
New White Soft Shirts at	\$1.15, \$1.50, \$2.00
New White Dress Shirts at	\$1.25, \$1.50, \$3.00, \$6.00
Flannel Shirts at	\$1.50, \$2.00, \$2.50, \$3.00, \$3.85, \$4.00

New Silk Front Shirts at \$2.15

Each Shirt in a Separate Holly Box

Men's Neck Scarves	\$1, \$2, \$2.50, \$3, \$4, \$5.00, \$7.50
Men's Silk Ties 65c, \$1.00, \$1.50
Men's Knit Ties 25c, 50c, \$1.00, \$1.50
Men's Suspenders 35c, 50c, \$1.00
Men's Arm Bands 25c, 50c
Men's Monogram Belts \$1, \$1.50, \$2.00
Paris, Boston, Brighton Garters 25c, 50c
Men's Dress Gloves \$1.75, \$2, \$2.50, \$3.00
Men's Lined Gloves \$1, \$1.50, \$2.00
Men's Fur-Lined Gloves, \$4.25, \$6.00, \$7.50, \$8.50
Men's Auto Gloves, \$2.75, \$3.50, \$4.00, \$5.00, \$7.50
Men's Wool Gloves 50c, 75c, \$1, \$1.50, \$2, \$2.50
Men's Initial Kerchiefs 15c, 25c, 50c
Men's Silk Kerchiefs 25c, 50c, 75c, \$1.00
Onyx, Phonix, Holeproof, Interwoven Hose 35c, 65c, \$1.00
Men's Madras, Pajamas, \$1.50, \$2.00
Men's Pongee and Silk Pajamas \$2, \$2.50, \$5.00
Men's Domet Flannel Pajamas \$1.50, \$2.00
Men's Domet Night Shirts \$1.25
Men's Muslin Night Shirts 75c, \$1.00

Bag, Suit Cases, Leather Goods

Traveling Bags	\$7.50 to \$25.00
Suit Cases	\$7.50 to \$30.00
Collar Bags	\$1, \$1.50, \$2.00, \$3.00
Shaving Sets	\$1.25, \$1.75, \$2.50, \$3.00, \$3.50, \$5.50
Tourist Sets	\$2.50, \$3.50, \$5, \$6, \$7, \$7.50, \$8.50
Military Brushes	\$1.50 to \$4.50
Razor Outfits	\$1, \$5, \$6.50

Regal Shoes, \$5.00 to \$10.00

Victor Victrolas and Edison Diamond Disc Phonographs

Either instrument would make a most appropriate Christmas gift for the entire family.

Victors \$ 15.00 to \$215.00

Edisons \$100.00 to \$250.00

Sold on easy payment club plan.

Complete Stock of Records for Both Machines---Come In and Hear Them

Third Floor--elevator

N. SNELLENBURG & CO.

"THE STORE ACCOMMODATING"