

Stores:
New York
Perth Amboy and
Wilkes-Barre



The Berlin

137 SMITH ST. PERTH AMBOY

TELEPHONE 1724 ESTABLISHED 1891

STORE OPEN
EVENINGS UNTIL
CHRISTMAS



Why Not Buy Early and Safely at the Berlin Shop?

Every Christmas purchase made now means not only that more thoughts and leisure may be devoted to the transaction, but also that later some tired sales woman will have less work.

This is pre-eminently the Christmas store for discerning people---the store for you. Each article to be found here is distinguished for one or several points of excellence--quality always

originality in treatment, rare beauty, fashion--something which elevates, is far above the common place; something which makes it desirable.

And Christmas shopping done here is done at its best. Amid pleasant surroundings, with largest stocks of worth while gifts to choose from. Individual attention, courtesy and the most modern service at your disposal. See how much you can get done today. It pays!

Regardless of How Little or How Much You Wish to Spend, the New Berlin Shop Can Best Supply Your Gift Needs

Three Important Reduction Sales 1060 Dainty Christmas Blouses



In all regular sizes. The variety of models, material, the range of styles, and the finishing touches of these blouses makes this special offering one of the most notable



260 Blouses

Crepe de Chine, Voiles, Tub Silks, Candy Stripes, Plaids, Pink, White, Black, Flesh, Green and Purple.

\$1.95

Sold formerly up to \$4.00

350 Blouses

Georgette Crepe, Net, Crepe de Chine, Taffeta and Lace, in all shades and up-to-date styles.

\$2.95

Sold formerly up to \$5.00

450 Blouses

Georgette Crepes, Soire, Satins, Lace, Tailored and Hand Embroidered.

\$3.95

Sold Formerly up to \$6.00

Take the hint and see these waists; as for the styles and workmanship, there is nothing to say, but they are just as desirable as the material

Furs---Gifts to Make Any Woman or Miss Happy for Xmas

Here at THE BERLIN SHOP you will find assembled comprehensive assortment of furs; in dependable qualities and in newest styles, and every fur is correctly labeled. You are positively safe in buying furs here. Nothing misrepresented. Quality for quality, prices are the lowest to be found any where, and it goes without saying that the styles are the newest.

Hudson Seal Coats

(Dyed Muskrat) Genuine skunk trimming; regular price \$250.00. Reduced to **\$185.00**

Fur Trimmed Capes and Stoles

\$12.95, \$14.95 up to \$59.00

Fox Fur Sets, Taupe Fox Fur Sets

Large, animal scarf with muff to match Reduced to **\$58.00**

Jap Cross Fox Sets

Large animal scarf and muff to match Reduced to **\$59.00**

Genuine Red Fox Sets

Large animal scarf with muff to match Reduced to **\$49.00**



Separate Muffs and Separate Scarfs

From **\$2.95 up to \$50.00**

In natural racoon, black wolf (dyed)

Taupe Wolf; Dyed

Hudson Seal; Dyed Muskrat

Black Fox; Dyed Natural Nutria

Natural Mole Natural Skunk

Iceland White Fox and White Ermine

Children and Girls' Sets

An extensive variety of styles, most appropriate and becoming Furs on sale at

\$1.50 to \$10.00 per set

All Kinds of Fur Trimmings

New Winter Coats

Fitted, Flare and Belted Models Greatly Reduced

Coats at \$10.00

Wool Velour, Duvetyn, Montagnacs, Seal Plush, with or without fur trimmed. Sold formerly at \$19.00.

Coats at \$14.95

Bolivia Cloth, Suede Velour, Velour de Laine, Velveteen, Broadcloth, with or without fur trimming. Sold formerly at \$25.00.

Coats at \$19.95

Peau de Piche, Cashmere Velour, Suede Velour, Bolivia; handsomely fur trimmed. Sold formerly up to \$29.50.

25 Per Cent Off Any Coat Formerly Priced Above \$35.00, Includes All the Higher Priced Coats in Stock.

YOU NEVER PAY MORE AT THE BERLIN

