

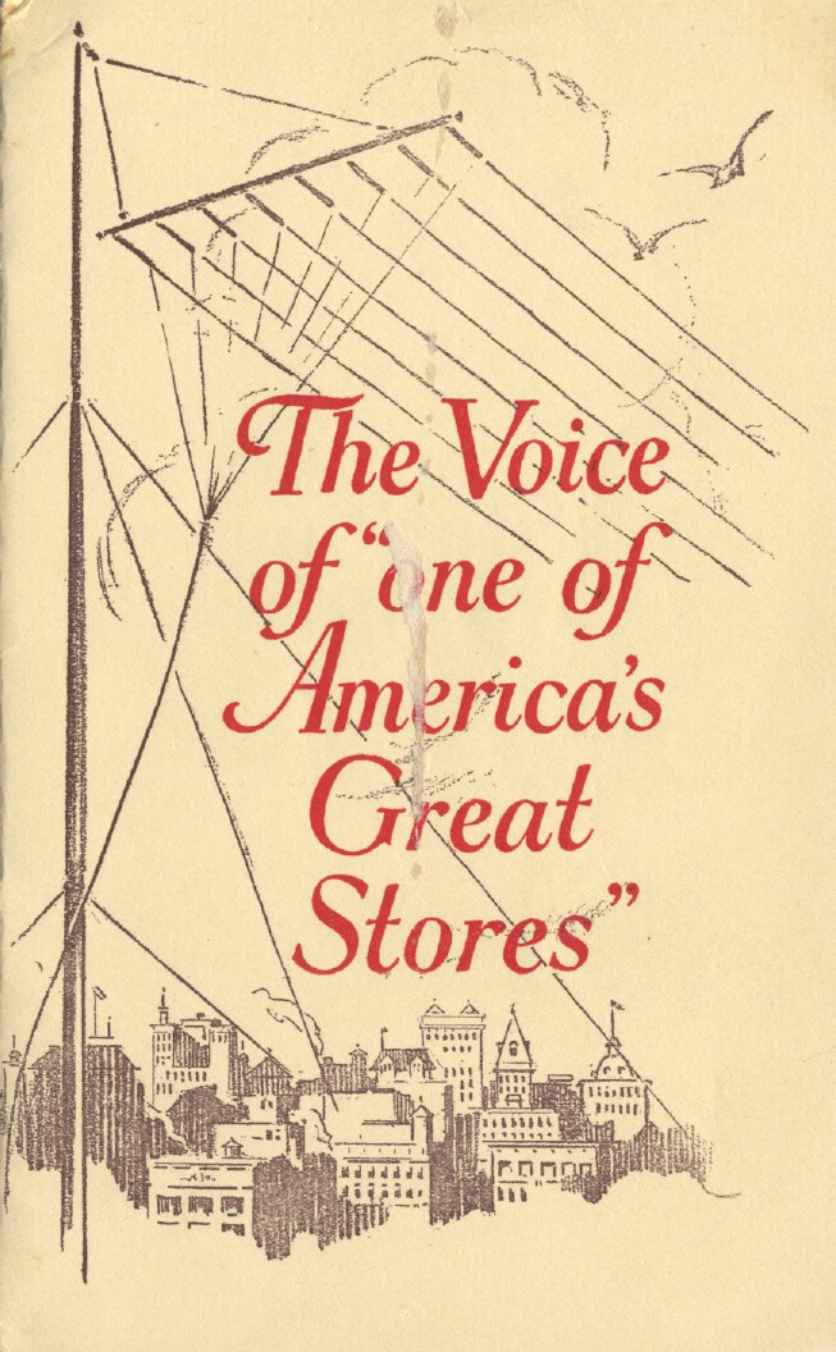
WOR STUDIO

*In mailing to you this little
booklet Station WOR desires
to express its appreciation of
your recent communication*

L. BAMBERGER & CO.

"One of America's Great Stores"

NEWARK, N. J.

The illustration features a tall, dark flagpole on the left side. A large flag is attached to the pole, with its top edge forming a wide, shallow triangle. The flag's surface is defined by a grid of thin lines. In the background, a cityscape is visible, consisting of various buildings with different architectural styles, including one with a prominent dome and another with a tall spire. The sky is filled with several birds in flight, scattered across the upper half of the page. The overall style is that of a woodcut or a similar engraved illustration.

*The Voice
of "one of
America's
Great
Stores"*

Station "WOR"

L. BAMBERGER & CO.

"One of America's Great Stores"

NEWARK, N. J.

Copyright 1923

Just So That You May Know More About the Store Whose Radio You Have Heard—



E are issuing this little booklet in which we have condensed such features of the L. Bamberger & Co. organization as we think will be of interest to the "WOR" listening-in audience.



This little booklet was prepared in response to the hundreds of requests from "fans" all over the country—we might say, all over the world—who were anxious to know something about the store whose voice is daily heard across the continent.



The Greater Bamberger Store is an eight-story and basement structure of pure white terra cotta, situated on Market, Halsey, and Washington streets, one of the busiest traffic points in the country.



The store is rightfully called "One of America's Great Stores" because of the high ideals in merchandising upon which it was founded, because of its marvellous success over a period of thirty years, and because of its business methods which are copied and applied by merchants from coast to coast.



There are eight spacious selling floors covering more than half a million square feet of space; over one hundred and forty-six selling departments, and from 3,000 to 4,000 co-workers, depending upon the time of the year.



The Bamberger Store

of Newark, New Jersey

The Bamberger Store is a department store in every sense of the word. It is considered one of the greatest stores in the country.

Few stores can equal it from the standpoint of service, assortments, or merchandise quality. People talk of it as one of the really progressive stores in the country.



Merchants from various parts of the country come here or send their executives to study our systems and policies with a view to adopting ideas.



To give you an idea of the extent of this establishment we append a few pertinent facts and figures, e. g.



Founded December, 1892.

10 Up Escalators.

4 Down Escalators.

140 Power Motors.

14 Passenger Elevators.

15,000 Electric Lights.

80 Miles Electric Wire.

Over 3,000 Co-workers.

146 Selling Departments.

12 Miles of Steam Radiation.

Complete Air Filtration System.

4 Generators 1150 K.W. Capacity.

Two 40-ton Refrigerating Machines.

Average Daily Coal Consumption

35 tons.

3 Boilers aggregating 1500 h. p.

114 Automobile and delivery

vehicles.

4 direct connected Steam En-

gines aggregating 200 h. p.

Area including Warehouses,

Service Stations, etc.—1,000,

000 square

feet.

Occupies prac-

tically en-

tire block

bounded by

Market, Hal-

sey, Wash-

ington and

Bank Sts.

The Bamberger telephone switchboard is said to be the second largest Department Store switchboard in the United States—equipped actually to handle as many as 3,000 calls per hour.



Our mail order service efficiently reaches all parts of the world.





Where the Radio is First Sent Forth

THIS is the WOR "Studio" as it is called, where the artists come to broadcast their entertainment. From this little room Sir Thomas Lipton sent his voice to England—the first time a Broadcasting Station was heard across the Atlantic—and here, too, Miss Edith Bennet, singing on March 21st, was heard as far East into Europe as Berlin. Hawaii, also, six thousand miles away listened to concerts from this famous studio.

On this page we reproduce the sensitive little microphone that catches the voices and music and transmits them unerringly to the power panel of the operating board.



Station WOR is listed as one of America's super-broadcasting stations, and is one of the pioneer stations of the country.



Recently our wave length was changed from 400 to 405 metres but this will make no perceptible difference in the tuning of your set.



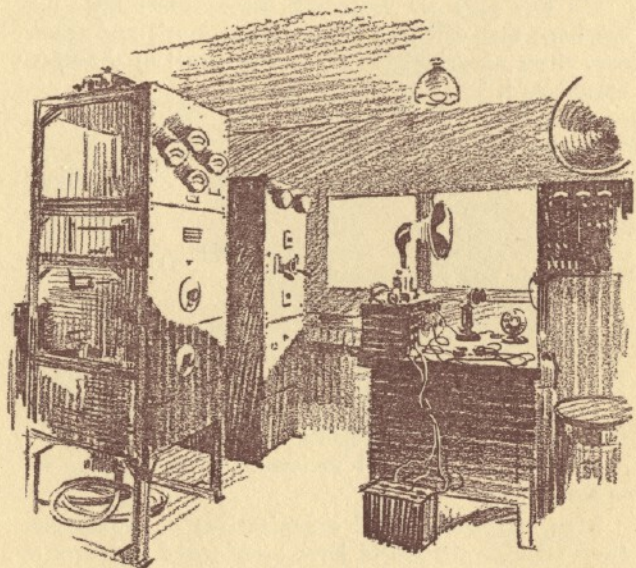
It is our pleasure to daily escort scores of people through our studio and operating room and to you we extend the same cordial invitation whenever you are in town.

Men and women and organizations of prominence from all over the world have broadcasted messages to the WOR listening-in audience.

Broadcasting Hours

MON.	2.30—4.00 6.15—7.30 8.00—11.00
TUES.	2.30—4.00 6.15—7.30
WED.	2.30—4.00 6.15—7.00 8.00—11.00
THURS.	2.30—4.00 6.15—7.30
FRI.	2.30—4.00 6.15—7.30
SAT.	2.30—4.00 6.15—7.30 8.00—11.00





The Operating Room

NEAR the skyline of Newark, perched nine stories above the street on the Bamberger roof, is a spacious room built expressly for the Bamberger Broadcasting Station.



Here is installed the Western Electric transmitting apparatus which sends the WOR programs broadcast. It operates on a wave length of 405 metres with an output of 500 watts into the antennae.

Bamberger's— As A Store for Women

NOT by chance, but by studied attention to detail has this store become intimately a store for women. And not a small part of this charming intimacy is the individual shops or rooms which give character to the various departments.

The Blouse Shop, for instance, is typical of the store-within-a-store idea. In the shaded light of its gray finished interior are shown our most beautiful imports in an atmosphere that is as exclusive as the blouses themselves.

Then there are the four exquisite period sales rooms just off the Millinery salons, where a customer may choose hats for every possible occasion, under the care of an experienced salesperson.

As for the Chinese room where-in are discovered magnificently embroidered mandarin coats and kimonos and handsome imported negligees, here lurks a piquant almond eyed maid attentive to lady's slightest want.

Besides these, there is a cozy corner of the lingerie department given over to the particular needs of the woman of larger proportions. The Extra Size Lingerie Room is beautifully finished and decorated in warm creamy tones.





“Fashion Lane” on the Third Floor

RUNNING the full length of a city block through our ready-to-wear salons is a broad aisle now designated as “Fashion Lane.” Why? Just because a woman may stroll its length and find here the newest and most striking creations in wearing apparel simultaneously with or close upon their Paris debuts.

For Bamberger's not only concentrates on the conservative, the useful, the beautiful in apparel but—a proportionately large amount of their merchandising endeavor is toward presenting the new while it is still new. Not *after* it has been accepted by the fashionable elite but *at* the very moment of acceptance.

So when there is a hint of a bustle in the mode, somewhere on Fashion Lane one finds a bustle frock. And if the vogue is for tiers, plaited or plain, frocks built in tiers blossom out overnight on Fashion Lane.

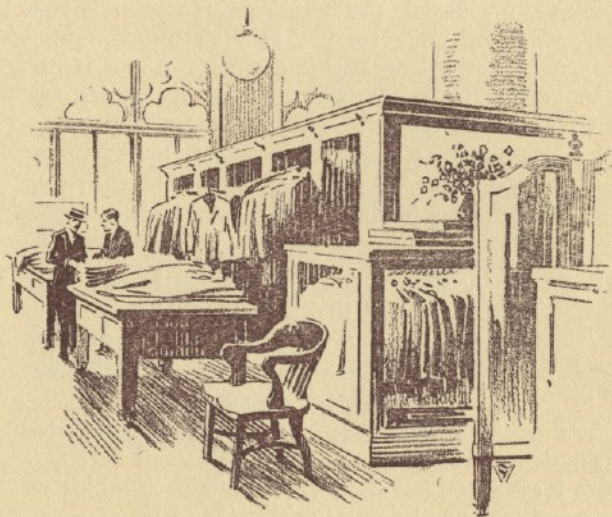
That is why women find this Fashion Lane a most desirable place to meet their shopping friends, or to linger while seeking inspiration for the new chapeau, dress, suit, coat or shoes needed for a particular day or occasion.

We might continue at great length enumerating the unique services that make Bamberger's ideally a store for women, but there are other aspects which we do not want our readers to miss. One is—

The Bamberger Store As A Shop for Men

ON the street floor, bounded by Market and Washington Streets, will be found the Men's Corner, a wonderfully equipped department devoted to men's furnishings. Here a man may outfit himself in everything that is correct in haberdashery.





The Men's Clothing Division at Bamberger's

THIS department occupies large, spacious quarters on the second floor where a flood of daylight makes the selection of patterns and colors an easy matter. This section enjoys the reputation of being one of the finest men's clothing shops in the country. It is easily accessible from both the street and the Men's Furnishings Department by means of two stairways and an up and down escalator.

The Beautiful Seventh Floor at Bamberger's

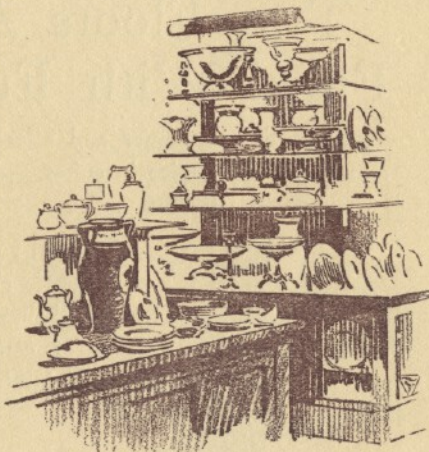
IF color can add charm to the home, and beauty in the little things make for added happiness, then indeed the rich stocks of this floor have real excuse for being.

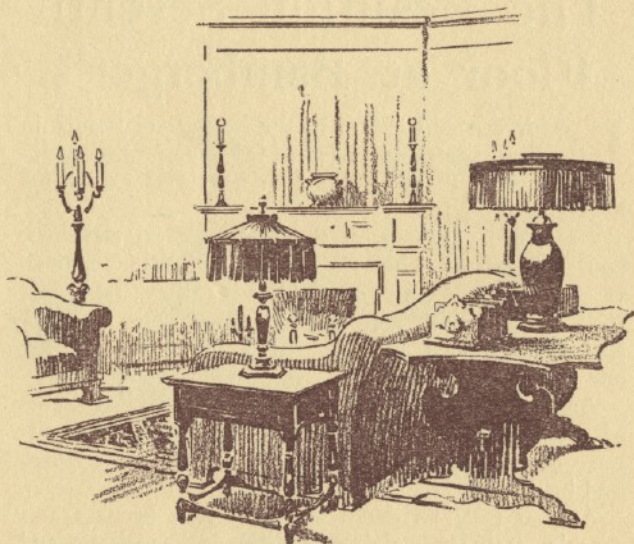
For when you step off the Halsey street elevators, you are confronted with a phantasy of liquid color—vases of china, deep blue, vivid red, yellow; table services touched with delicate garlands of pink roses or entirely encrusted in glittering gold. This, on the one hand.

And on the other, the scintillating, sparkling lights of crystal clear glassware cut deeply in intricate patterns or diffusing deep ultramarine or amber rays which find brilliant reflection on every side.

As you progress down the aisle past bronzes and marble statuary, elaborate dinner services and graceful pottery, you suddenly come upon the dramatic beauty of the nickel plated electric table appliances.

From then on, one is lost in the fascinating mazes of useful house-furnishings with washing machine and divers other demonstrations claiming first attention. Such is the Seventh Floor.





Two Floors Almost Filled With Furniture

—astonish the newcomer and afford the shopper the greatest possible choice in suites and occasional pieces of characteristically fine make.

In addition to the fine Oriental rugs, the beautifully patterned draperies, and domestic rugs of fine weave and lovely coloring which all have place on these floors, there is a series of completely furnished "model" rooms offering untold inspiration to the home furnisher.

There Is So Much More To Tell That

—even if our space were not just about all used up, we could hardly go into adequate details. For instance, there is the restaurant on the Fifth Floor, and the Ivy Tea Room on the Street floor, known to and patronized by the most prominent people of Newark and its suburbs; and the soda fountain in the Basement.



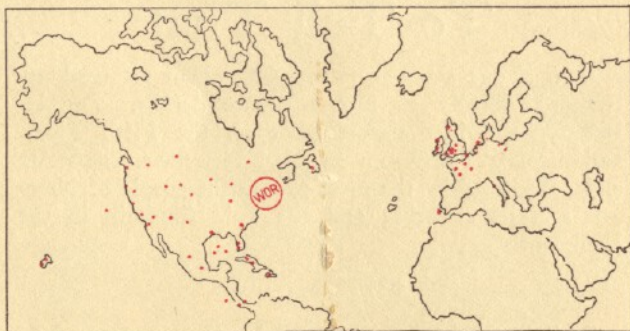
This last brings us to a whole store—composed of no less than 26 distinct departments—wherein we have proved that lower priced merchandise need not be "cheap," unattractive, or a waste of money to buy. Light, cheerful and perfectly ventilated, the Bamberger Basement is fast building a reputation for quality merchandise at less-than-usual prices.



There only remains to say a word about those features of the store best known to the workers themselves. Specifically, the Roof garden, solarium, and library built atop the new building especially and solely for the pleasure and benefit of the co-workers, men and women. And of the hospital where doctor and white clad trained nurse are in daily, uninterrupted attendance.



Where "WOR" Has Been Heard



Newark, N. J.

Population, 1920 Census, 414,524.

Population of Greater Newark within 10-mile radius, 1,000,000.

Fifteenth city in population in the United States.

Eleventh city in value of its industries in the United States.

The largest diversified industrial city per capita in the United States—2,155 industrial establishments.

Distance from New York by rail—8 8.10 miles to downtown district.

Port Newark, located within the Port of New York District, has a 400 feet wide by 35 feet deep ship channel. It contains one of the largest railroad classification yards in America.

NEWARK, N. J.