

REYNOLDS STOCK Saturday

BRANDEIS STORE

INCLUDED in this sale are many timely purchases of overstocks, manufacturers' samples and other desirable goods which, purchasing for cash and in large quantities, we are able to offer in this sale at similar reductions, to these prices on the Eldredge-Reynolds stock.

Great White Sale Prices

Beginning of the season and who must consider and family for the fall quality of fabrics and low prices they really "NOW!" A great many of the Reynolds stock and the outstanding values of this bargain event!

Dresses—Including dresses of voile, tissues and gingham. Reynolds prices, 4.98. Special for this sale **2.98**

Sweaters—In all colors. Eldredge-Reynolds prices, 14.99. Special price **14.99**

Over Sweaters—In all colors. Reynolds prices, 2.95. Specially priced. Only **1.95**

Wool and Pure Fibre Silk—Eldredge-Reynolds prices. Special for this sale **4.98**

Shoes—The better kind. Eldredge-Reynolds prices, 3.95. In this sale price **1.95**

White—Eldredge-Reynolds prices, 2.99. Special while in this sale price **2.99**

Of the better kind. Eldredge-Reynolds prices, 10.00. Special sale price, only **5.98**

Wool Skirts—In beautiful sizes 32 to 38 waist. Reynolds prices, 7.98. Special price **7.98**

Silk Petticoats—With double Eldredge-Reynolds prices, 1.69. Special price **1.69**

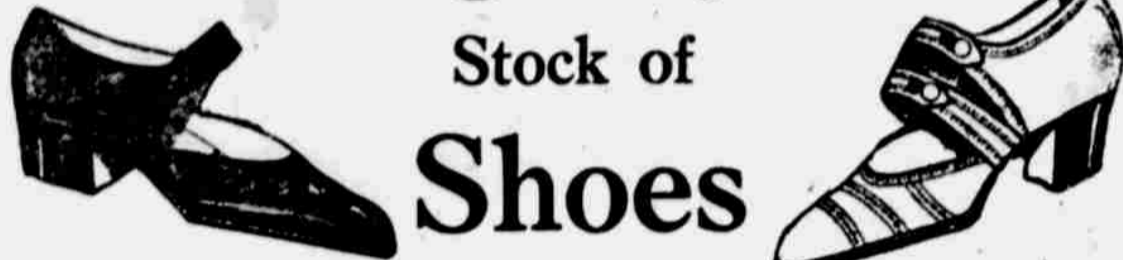
Bloomers—In regular sizes, pussy-willow and satin. Eldredge-Reynolds prices, 7.00. Special for this sale **3.98**

Suits—Regular and extra. Eldredge-Reynolds prices, 4.95 to 7.00. Specially priced for Saturday **2.49**

and Misses

Knickerbockers. Khaki Riding Jackboots. Eldredge-Reynolds prices, 3.98. Now **3.98**

Continuing Saturday Sale of Eldredge-Reynolds



Stock of Shoes

For Women, Children and Boys

These shoes of the best quality leathers and in assorted styles, these shoes are marked at price out of all keeping with their real values. The women's shoe's include the smartest styles in Strap Slippers, Colonial Tongue Effects, Oxfords and Plain Pumps in satin and patent leather, black or brown kid or calf. The children's shoes include high and low shoes, oxfords. The young men's shoes include high and low shoes in snappy styles. At the prices offered it is common sense economy to purchase several pair.

Women's Black or Brown Kid Walking Oxfords—Eldredge-Reynolds price, 11.00. Sale price, **5.95**
Brown or Tan Calf Oxfords—Eldredge-Reynolds price, 10.00. Sale price, **4.95**
Black Satin Strap Pumps—Eldredge-Reynolds price, 8.50. Sale price, **3.95**
Women's High Shoes—In various leathers, including buckskins. Eldredge-Reynolds price, 12.00. Sale price, **1.95**
Women's Lace Boots—Black or brown kid; military heels; welt soles. Eldredge-Reynolds price, 10.00. Sale price, **4.95**

Women's Satin Strap Slippers—With beaded vamps. Eldredge-Reynolds price, 10.00. Sale price, **4.95**
Women's Patent and Dull Leather Strap Sandals—Eldredge-Reynolds price, 8.50. Sale price, **2.95**
Women's Miscellaneous Low Shoes—In all leathers and various styles. Eldredge-Reynolds prices, 7.50 to 10.00. Sale price, **1.95**

Third Floor

Shoes for the Children

Children's and Growing Girls' High Shoes—Patent vamp, white kid top; lace or button style. Eldredge-Reynolds prices, 6.00 and 8.50. Sale price, pair, **2.45**
Infants' and Children's Shoes—In all leathers and styles; high and low shoes with turned or welt soles. Eldredge-Reynolds prices, 2.50 and 3.00. Sale price, per pair, **95c**
Children's High Shoes—In button or lace styles; in all leathers; tan, brown, black or patent leathers. Eldredge-Reynolds prices, 5.00 and 6.00. Sale price, pair, **1.95**
Growing Girls' High Shoes—In lace style only; tan, brown or black; sizes 2 1/2 to 6. Eldredge-Reynolds prices, 6.00 and 8.00. Sale price, per pair, **3.95**

Third Floor

For Young Men and Boys

Young Men's Oxfords—In black, brown and tan calfskin; Goodyear welt soles. Eldredge-Reynolds prices, 6.50 and 8.50. Sale price, per pair, **1.95**

Boys' High Shoes—In black, brown or tan calfskin; Goodyear stitched welt soles; sizes 11 to 5 1/2. Eldredge-Reynolds prices, 4.50 to 5.00. Sale price, per pair, **2.45**

Boys' High Shoes—In black, brown and tan calfskin; also elkskin play shoes; sizes 10 to 1. Eldredge-Reynolds prices, 3.50 to 4.50. Sale price, per pair, **1.45**

Fourth Floor

Eldredge-Reynolds Stock of Kerchiefs

Women's Pure Irish Linen Handkerchiefs—Plain with dainty narrow hems, initialed and with embroidered corners. Eldredge-Reynolds price, 50c. Our price, **25c**

Hand-Made Armenian Lace-Edged Handkerchiefs—Beautiful linen kerchiefs with sheer linen centers. Some are initialed. Eldredge-Reynolds price, 1.00. Our price, **50c**

Shamrock Lawn Handkerchiefs—Plain and fancy styles with embroidered dots. All made in Ireland. Eldredge-Reynolds price, 1.25. Our price, **12 1/2c**

Main Floor—North

Eldredge-Reynolds Stock of Underwear

Pure Spun Silk Vests and Silk Lisle Vests—Bodiee or regulation top, in flesh or white. Eldredge-Reynolds price, 1.25. Our price, **79c**

Women's Jersey Silk Vests—Flesh colored with satin ribbon or jersey silk shoulder straps. All sizes. Eldredge-Reynolds price, 2.50. Our price, **1.59**

Women's Jersey Silk Bloomers—All lingerie shades, including flesh, orchid, green and nude. 3.25. Our price, **2.39**

Women's Silk Knit Bloomers—A superb quality in all sizes and all shades. Eldredge-Reynolds price, 4.25. Our price, **3.50**

Children's Athletic and Knit Union Suits—Various styles with drop or closed seat. Sizes 2 to 16 years. Eldredge-Reynolds price, 89c. Our price, **59c**

Third Floor—Center

When a Sale Is Operated by "The Lookout in the Foretop"



YOU HAVE often seen in The Brandeis Store advertisements, references to "The Lookout in the Foretop." That is the terms used to describe the system that is ever operating at The Brandeis Store for the advantage of the customer as well as of the store.

The figure of speech was well explained by a writer in the New York Commercial, who said: "The Lookout in the Foretop" is a picture phrase of splendid beauty. The pilot in his cabin, the engineer below deck, the captain, the mate, passengers, stedevores, travelers and crew alike are dependent on "the lookout in the foretop."

Likewise the buying public is dependent upon the systematic operation of the mercantile institution with which they chiefly do business.

"The Lookout in the Foretop" is ever "on the job" for The Brandeis Store and that accounts for the many advantages which our customers have obtained. It is the system that has been organized to take advantage of bargain opportunities and to feel out market conditions. Immense sums of cash are often necessary to close an exceptional bargain.

A part of "The Lookout in the Foretop" system is such an arrangement in our own financial affairs that we can meet any bargain emergency that may arise. Even in the face of high prices undeveloped signs indicating a fall in prices are detected and our customers profit by it. A manufacturer or jobber loaded down with desirable goods and in need of immediate funds is readily discovered. Our customers reap the benefit.

The thousands of men and women who every day through The Brandeis Store's counters are familiar with the record. That record speaks for itself. "The Lookout in the Foretop" gives the assurance that with each passing day The Brandeis Store's history for Prices, Quality and Service will repeat itself. When that has been said, nothing need be added for the understanding of a discriminating buying public.

The wonderful crowds of well satisfied shoppers that have attended the great sale of the Eldredge-Reynolds stock is only another evidence of the successful operation of "The Lookout in the Foretop" system. Come early Saturday and join the crowds of money-saving shoppers.

J. L. Brandeis & Sons

THE BRANDEIS STORE

Saturday Special!



Hats for Autumn Moderately Priced at \$5

Never have moderately priced hats so successfully combined chic with becomingness. These early models are developed in the loveliest new shades—cinnamon, henna, brown, blue, and black continues a popular favorite. Velvets and Pannees with combinations appear in both tailored and dress models—soft sport models, draped turbans and picturesque wide brimmed hats.

Second Floor—East

Children's Millinery

Priced at 1.95 to 3.95



School Days Naturally Suggest New Hats for Girls

And we suggest that a visit to our Millinery Section will show you the cleverest styles in various shapes and brim lines. Natty off-the-face models are not easily disputed as reigning favorites because of their universal becomingness. Felts and duvetynes challenge the brilliant hues of autumn in their vivid colorings or show a disposition for the practical in presenting themselves in beaver, navy or black.

Second Floor—East

Brandeis Special!

Boys' Suits 9.75



A Sure-Fire Winner
 Every suit with two pair of full lined knickers. Every suit well tailored from strictly all wool fabrics. Every suit in good looking light or dark patterns that are both stylish and boyish. Every suit guaranteed for double wear. Sizes 7 to 18 years. Other suits for boys priced from 7.95 to 20.00.

Middies — Oliver Twists — Etons
 Beautiful little suits in serges, chevots and Jersey cloth. A comprehensive showing of the cream of the season's offerings. Priced at **4.95 to 9.95**

Corduroy Knickers, 2.25
 Every boy needs a pair for play and any sort of hard wear. Here's a dandy made of waterproof corduroy and full cut. Sizes 6 to 18 years.

Wool Knickers, 1.95
 Wear them with the old coat for every day, and it proves a big saving on the boys' best clothes. Neat brown and gray patterns in wool cassimeres, all full lines. Sizes 6 to 17 years.

Boys' School Blouses, 68c
 Fast color percales in neat striped patterns. Standard makes and full cut. Sizes 6 to 16 years.

New Fall Caps for Boys, 1.00
 Tweeds, the big hit of the season, and handsome suiting patterns to match the new fall suits. For boys of all ages.

A Stitched Hat for the Older Boys, 1.65
 Just like dad's. Handsome all-wool tweeds, silk lined. Sizes 6 1/2 to 7 1/2.

Fourth Floor

Sale of Soaps

Wool Soap Flakes—For all linens, fabrics, special, per box, **4c**
Pearl White Soap—New large bar, 10 bars, **29c**
White Borax Naptha Soap—Fine for laundry use, 10 bars for **19c**
Old Dutch Cleanser—The reliable kitchen cleanser, special, per can, **5c**
Britt's Powdered Ammonia—For softening water and whitening clothes; per box, **5c**

Fifth Floor—West

Wonderful Values in INFANTS' WEAR

This has been a big week for the babies and Saturday will be one of the biggest days. Nearly all items at 1-2 price and all represent values you will not soon be able to duplicate.

Children's Gingham Dresses—A big assortment of dresses that sold at 1.19 to 3.98; plaids and plain amoskeag gingham; trimmed in sashes and plain belts; fancy and plain styles; round and square necks; sizes 2 to 6 years; at **1/2 Price**

Little Boys' Wash Suits—In plain chambray with collars and cuffs of contrasting materials; all white middie styles, khaki cloth, in blue and tan; sizes 2 to 6 years; values 1.45 to 3.98; at **1/2 Price**

Little Girls' White Middie Blouses—With emblem and ties; values **1/2 Price**

Children's Muslin Underwear—A wonderful assortment of muslin and nainsook panty waists, gowns, drawers, slips combinations, sleepers; sizes 2 to 12 years; values 75c to 2.98, at **1/2 Price**

Flannelette Gowns, Sleepers and Petticoats and Infants' Gertrudes—75c to 2.50 values, at **1/2 Price**

Children's Pantie Dresses—Dainty English prints; 2 to 6 years; 2.00 values; in this sale, at **1.19**

Infants' Hose and Half Socks—Cotton and mercerized cotton, and cashmere; values 25c to 65c; per pair, **12 1/2c to 39c**

Children's Rompers—In gingham and chambray; nursery designs and pipings; 1.00 values; in this sale, **59c**

Babies' Carriage Robes and Shawls—Hand-Made wool knit carriage robes; shawls are fringed and part cotton; \$3.00 to 7.50 values, at **1/2 Price**

Infants' Worsted Shirts—Botton front, long sleeves; 75c values; each, **39c**

Infants' White Nainsook Dresses—Square or round embroidered yokes; plain lace and embroidery trimmed; sizes 6 months to 1 year; **1/2 Price**

Infants' Knitted Booties—In baby shades; values 59c to 85c; in this sale, at **33c to 59c**

Infants' Wrapping Blankets—Plain centers and striped borders; 35c values, each, **29c**

Infants' Beacon Wrapping Blankets—In baby shades and nursery designs; 98c values, each, **79c**

Third Floor—East