

# Meritorious Merchandise Priced As Never Before.

Sacrificing Regardless of Cost or Value  
**\$500,000 STOCK**  
 Damaged By  
**SMOKE and WATER**

# BRANDEIS

"BOSTON STORE"  
**& SONS**

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**\$500,000 STOCK**  
 Damaged By  
**SMOKE and WATER**

The vast throngs that have crowded this store daily since this sale has been in progress, and the phenomenal selling, thoroughly demonstrates the people's appreciation of the *great money-saving advantages* it affords. *Two, three, four and five-fold values* are bound to attract the multitudes. It's very, very seldom that merchandise of such a *desirable character* is offered at such *trifling prices*. The *damage* the stock sustained is *slight*. A small portion became *wet* and the balance was subjected to the *smoke* that filled the store. The following will give you an idea of the amount you can save by coming here *tomorrow* or *every day* for that matter, while this sale is in progress.

## Look How We Have Priced the Damaged Linens

It's a grand opportunity to replenish your linen stock. No woman with an eye to economy will ignore these rare and enticing offerings.

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|--|------------|---|--|------------|
| 250 dozen full size, full bleached, all linen damask napkins, worth \$1.25 dozen—go at, per dozen  | <b>50c</b> | One Case all Linen Table Damask               | One lot of turkey red, large size, fringed table covers that generally sell at \$1.50, we will sell at, each                                       | <b>50c</b> |
| One solid case full bleached extra heavy, all linen damask napkins that generally for \$1.50 to \$1.75 dozen—go at, per dozen  | <b>75c</b> | 3 grades in the case, on sale as follows:     | One big lot of damaged linen towels that generally sell at 10c each, nothing the matter with them, only having been wet—go at, each                | <b>2½c</b> |
| One case assorted qualities, all best grades, of napkins, worth \$2.50 doz. These are large size and all linen, free from any other damage than having been wet—go at, doz | <b>98c</b> | The 50c quality on sale at <b>25c a yard.</b> | Think of it, linen towels 2½c each.  |            |
| One lot of fringed napkins in turkey red and damask, worth \$1.20 dozen, we will sell them at, each  | <b>2½c</b> | The 75c quality on sale at <b>39c a yard.</b> | One big lot of 25c, 35c and 40c all linen damask and huck towels, knotted fringed and drawn worked, hemmed and hemstitched, many worth 50c, all at | <b>15c</b> |
|  |            | The \$1 quality on sale at <b>50c a yard.</b> |  |            |
- These are all linen, full bleached and very big bargains.

## Look How the Dress Goods and Silks are Priced

Have you ever seen the time such fine dress goods and silks have been sold at such low prices? We haven't. And we actually believe these offerings will eclipse all previous bargains. Stop and realize the magnitude of the values we mention, and remember everything goes in proportion.

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|---|------------|---|-----------|---|------------|--|------------|--|------------|--|------------|
| <b>50c French Flannels 15c</b><br>All of our French flannels and striped waistings that were sold before the smoke damage at 50c yard, on sale on bargain square at, per yard, only | <b>15c</b> | <b>25c Dress Goods, 9c yd</b><br>On Sale in Basement.<br>Thousands of yards of double width wool plaids, checks, and stripes, also plain English cashmeres and henriettas, black and colors, on sale in basement at, yard | <b>9c</b> | <b>\$10 Dress Patterns at 47c yard</b><br>Hundreds of high class dress patterns in Zebillines, panne cloth, granite cloth, silk and wool novelties, chevots, serges, etc., Many of these sold before the smoke and water damage at \$10 per pattern, go on front bargain square, at, yard | <b>47c</b> | <b>\$1 &amp; \$1.50 Dress Goods, 25c, 39c</b><br>All wool suitings, henriettas, cashmeres, serges, silk and wool novelties, all bought for this Fall's business, and the majority of them very slightly damaged from smoke, go in 2 lots at, yd., 25c, | <b>39c</b> | <b>\$1.50 Silks at 69c yard</b><br>27-inch taffeta in all colors, peau de soie, black and colors, handsome waist silks in taffeta plain and imported novelties, before the smoke damage they sold up to \$1.50 yard. In silk department at, yard | <b>69c</b> | <b>75c and \$1.00 Silks at 39c and 50c</b><br>These include extra quality taffeta in all colors, fancy checks and plaids for waists or linings, gros grain silks, satin duchesse, on bargain square at, yd, 39c and .. | <b>50c</b> |
|---|------------|---|-----------|---|------------|--|------------|--|------------|--|------------|

## Look How We Are Selling Smoke Damaged Hosiery, Underwear

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|---|------------|---|------------|---|-------------|---|------------|--|------------|--|------------|--|------------|---|------------|---|------------|
| All kinds of hosiery for men, women and children, fast black, full seamless, medium and heavy weight, plain and ribbed—all sizes—worth 25c, go at, pair | <b>10c</b> | 35c hosiery for misses, boys and ladies, including imported lisle thread, also finest maco cotton, children's all wool, on one immense bargain counter at, pair | <b>15c</b> | Men's 25c half hose in fine cotton and heavy wool, also all wool cashmere, go on sale at—pair | <b>12½c</b> | Men's 3c merino underwear in natural and camel's hair, at | <b>15c</b> | Men's 50c sanitary fleece lined shirts and drawers, at | <b>25c</b> | Men's \$1.00 heavy wool over-shirts, double front and back, at | <b>50c</b> | Misses', children's and boys' all kinds of underwear in plain and fleece lined—all sizes—worth 39c, go at—each | <b>15c</b> | Ladies' medium weight jersey ribbed union suits and ribbed vests and pants, all sizes—go on sale at, suit | <b>19c</b> | Ladies' silk fleeced underwear in gray and fancy colors—regular price \$1.00—on sale at | <b>39c</b> |
|---|------------|---|------------|---|-------------|---|------------|--|------------|--|------------|--|------------|---|------------|---|------------|

## The Cloaks Have Been Greatly Reduced for This Sale

Notwithstanding the fact that the damage, except in a few instances, is very slight, these are marvelous bargains.



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|---|-------------|---|-------------|--|-------------|---|-------------|---|-------------|
| <b>\$15 Box Coats, \$6.50</b><br>An immense assortment of box coats and automobile coats in reds, castors, oxfords, tans, etc., some of them slightly smoke damaged, all of them beautifully trimmed, guaranteed satin lining, in lengths from 27-inch to 42-inch choice of entire lot at | <b>6.50</b> | <b>\$5 Golf &amp; Dress Skirts, 1.98</b><br>\$5.00 golf and rainy-day skirts, slightly smoke damaged, all of them stitched flounce, all wool, gray and blue, at \$1.98. Also black cloth dress skirts, flounced with satin stitched bands, excellent lining, at | <b>1.98</b> | <b>\$25 Silk Skirts, \$10.00</b><br>The greatest lot of high grade silk skirts, beautifully trimmed, at ridiculously low prices, worth up to \$25.00, at \$10.00, \$5.00 and | <b>3.98</b> | <b>\$10.00 Box Coats, \$2.98</b><br>Some of these are slightly smoke damaged, all of them are the latest styles, made of chevrot, meltons, kerseys, black and all colors, silk and satin lined, throughout, on sale in cloak department, at | <b>2.98</b> | <b>\$12.50 Raglans and Automobile Coats, \$4.98</b><br>Choice of any of our Raglans and Automobile Coats that we sold for up to \$12.50, in oxfords, tans and blacks, all sizes, at | <b>4.98</b> |
| <b>\$2 Flannelette Gowns 89c</b><br>Women's fine quality flannelette night gowns in various colors, made full size, trimmed with ribbon—worth up to \$2, on sale,   | <b>89c</b>  | <b>Ladies' 35c quality</b><br>wool cashmere and fleece lined gloves, all sizes, on sale at, per pair—only   | <b>10c</b>  | <b>10c Handkerchiefs</b><br>in plain white and fancy colored border, hemstitched, many styles, go at 1c and  | <b>3½c</b>  | <b>25c Handkerchiefs</b><br>for men and women, all pure linen, all widths of hemstitching, fine sheer and heavy qualities, go at  | <b>8c</b>   | <b>\$1 Quality High Grade Corsets</b><br>and corset waists, some of the very best well known brands, all sizes, in black and white and drab, slightly musced, go at                 | <b>25c</b>  |

### SACRIFICING \$100,000 CLOTHING STOCK DAMAGED BY SMOKE AND WATER

This is without exception the most remarkable clothing sale ever known. The stock was only slightly damaged by smoke. For quick selling we have divided them into four special lots at prices never before heard of.

- Men's \$10 Suits and Overcoats **\$5.00**
- Men's \$15 Suits and Overcoats **\$7.50**
- Men's \$20 Suits and Overcoats **\$10.00**

All of Rogers, Peet Co.'s Men's Suits and Overcoats that were \$35 go at **17.50**

Boys' \$1.50 Suits 50c — Boys' and children's 3-piece suits nicely trimmed, ages 3 to 9, worth \$1.50, slightly smoke damaged, in basement, at **50c**

\$3 Reefers, Cape Coats and Ulsters \$1.49 — Boys' cape coats, reefers and ulsters, made of all wool material, ages 3 to 13 years slightly smoke damaged—3.00 values, for **1.49**

Boys' \$3 Knee Pants Suits 98c — Boys' suits, ages 3 to 15 years, small sizes have vestes, large ones double-breasted coat, all wool materials, smoke damaged—\$3.00 values, for **98c**

Boys' Suits, Overcoats, Reefers and Ulsters—Ages 3 to 16 years, including all the finest and newest style garments—\$5.00 values, damaged by smoke—on sale **1.98**



### SACRIFICING \$60,000 STOCK OF SHOES DAMAGED BY SMOKE AND WATER

Now is your opportunity to buy fine shoes. The smoke damage did not injure them in the least, and the reductions, considering the extra fine qualities, are enormous. When the loss was adjusted we said to the shoe man:

- Mark the \$4 women's shoes down to **\$2.48**.
- Take the women's \$2, \$2.50 and \$3 shoes and mark them **\$1.39**.
- Mark the \$4 and \$5 sample shoes, including tans, mark **\$1**.
- Take the \$3 satin slippers and cut them down to **39c pair**.
- The \$2.50 quilted fancy fur trimmed Juliettes mark **98c**.

The 29c button overgaiters mark **19c**.  
 The seven-button overgaiters mark **9c pair**.  
 The men's \$2.50 rubber heel shoes mark **\$1.59**.  
 Take the odds and ends of men's \$3 and \$4 shoes and let them go in with the **\$2.25 lot**.

This tells in a nut shell of the immense reductions. We have arranged these shoes where you can make your selections quickly, on the bargain counters on the main floor.

In the basement prices have been reduced in about the same proportion, in some instances out to one-third the former selling price. We mention in particular:

One lot of men's best dress shoes in great variety of styles—there are about 960 pairs in the lot, worth up to **\$5**—they all go at, per pair **1.50**



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|---|-----------|--|-----------|---|------------|--|------------|--|-----------|---|------------|---|-----------|
| All the high grade dress buttons—some cards are slightly soiled, many buttons in this lot are worth 25c dozen, go at, dozen | <b>1c</b> | \$1.00 dress trimmings, including Persian bands and all kinds of fancy silk trimmings, worth up to \$1.00, go at, yard, 1c and | <b>5c</b> | Immense lots of all the finest embroideries and insertions, including nainsook and fine cambric, all widths, neat and showy patterns, regular price up to 35c yd., go in lots at, yard, 3½c, 5c and | <b>10c</b> | All the laces that are slightly musced or damaged by smoke, including Oriental, torchon, Venice and silk chantilly laces, worth up to 40c, go at 2½c, 5c | <b>10c</b> | Double fold, extra heavy 40-inch lawn that generally sells at 12½c—tomorrow, as long as it lasts, at, yard | <b>5c</b> | 40-inch India linen, very fine quality—worth 15c, go at, yard | <b>6½c</b> | 36-inch light and dark percale, worth 15c—these have been wet on the edges and go at, yd. | <b>5c</b> |
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