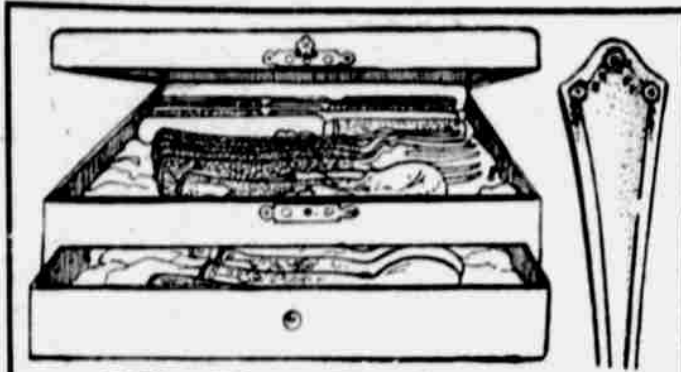


Friday Money Savers in the Big Basement

Community Silverware PAR PLATE

French Gray "Primrose" Pattern

This is a standard pattern and carried in our stocks at all times. Nothing in its range is quite so good as Oneida Community Par Plate Silverware. This excellent A-1 plate is named Par Plate because it gives 100 per cent value and wear. Each piece is guaranteed for 10 years of everyday service.



26-Piece Mahogany Finished Chest, **8.99**

Containing 6 knives, 6 forks, 6 tablespoons, 6 teaspoons, a butter knife and sugar spoon. Sold regularly for 16.50.

	Regular Price.	Sale Price.
Teaspoons, set of six	1.75	.89
Dessert Spoons, set of six	2.00	1.69
Table Spoons, set of six	3.50	1.89
Boasting Spoons, set of six	3.75	1.98
Cream Ladle, one in box	1.00	.69
Gray Ladle, one in box	1.25	.89
Sugar Spoon, one in box	1.50	.99
Butter Knife, one in box	.50	.29
Cold Meat Forks	1.25	.79
Berry Spoon	2.00	1.15
Butter Spreaders, set of six	3.75	2.25
Salad Forks, set of six	4.75	2.98
Baby Spoon, one in box	.75	.39
Knives and Forks, six of each	8.00	4.69
Child's Set, knife, fork and spoon	2.00	1.25

Basement—South

THE BRANDEIS STORE

Low Prices on Ready-to-Wear Apparel

Light Weight Wraps for Fall Wear



If you are needing a light weight cape, wrap or coat for immediate wear, here is your opportunity to secure a splendid value in these good style garments of silk or wool:

At **4.88**

At **9.88**

Knit capes with fringe bottoms and all wool coats in fancy plaids and mixtures. 6.00 to 10.00 values.

Silk lined wraps, novelty coats, capes with fringed bottoms, heavy taffeta coats—good looking garments, just right for now. 10.00 to 17.50 values.

Women's All-Wool Knickers

Great for hiking these fine fall days. Sizes for women and misses; made of effective mixtures and novelty cloth. \$5 and \$6 values. Each **2.89**

All Silk and Satin Bloomers, All Silk and Silk Flounced Petticoats. 2.50, \$3, 3.50 Values.

A very special value is offered in these 266 petticoats and bloomers; desirable dark shades to wear with fall frocks and suits. Each **1.99**

All Wool Pull-Over Sweaters

A great many attractive styles and color combinations. So comfortable to wear these days when the weather is a bit uncertain. Worth 2.50 to 4.00. Each **1.88**

Basement—East

Fibre Silk Sweaters

A large assortment of plain and fancy styles, Minnette and Babette models in belted tuxedo or slipover styles with fringed and fancy trimmed bottoms. Some fine all wool plain worsteds and novelty tuxedos. \$4 to \$6 values. Each **\$2.88**

Service—

The Kind That Keeps Them Coming to The Brandeis Store for "More of the Same."

SERVICE!—A word that will make you or break you, That carries a wallop and packs a bouquet; That's willing to work with you, eager to take you Along on the road to the heights of today; Only demanding a smile and a greeting Whenever a customer enters the door, Letting him know you are glad of the meeting And happy to know that he's come in the store.

SERVICE!—A word that the merchant can play with, A salesman can use in promoting his wares; One that a seller can quickly make hay with And lift from his shoulders a burden of cares; A word that was coined for the pride of the buyer, To tickle his vanity, gladden his soul; To prove that with you he's not taking a flyer, But planks down his coin as a regular role.

SERVICE!—The one thing that brings men together— The one with the gold and the one with the goods; That clears up the skies and creates sunny weather And steers the retailer right out of the woods; Service—a cheery, whole-hearted endeavor To please and to build and to make good the name; Completing the quality line forever And keeping them coming for "more of the same!"

—C. P. McDonald in The Philadelphia Retail Ledger.

Hosiery Specials

Children's Cotton Ribbed Hose—Black, white and cordovan colors. All sizes, pair **15c**

Infants' Cotton Hose—In black and brown. Sizes 4 to 6½. Specially priced, per pair **15c**

Men's Cotton Seamless Socks—A good work sock in gray or cordovan color. Special, per pair **15c**

Basement—Arcade

Notions at Special Prices

American Maid Mercerized Crochet Mitt—All colors, ball **5c**
J. & P. Coats' Darning Cotton—5 balls for **10c**
Elastic—Various widths, black and white; yard **5c**
Kotex Sanitary Napkins—Regular price 60c; doz. **49c**

Baby Rubber Pants—Medium, small and large sizes **19c**
Stickered Wash Edging—3 yard bolts, assorted colors; bolt **5c**
Human Hair Nets—Cap shape; dozen **35c**
Rick Rack—Priced for clearance, yard **1c**

Basement—South

Friday Sale of Fall Undergarments

For Women Who Require Large Sizes.

Comfortable Undergarments for cooler weather of outing flannel shown in a splendid assortment, featuring extra sizes for stout women.

Women's and Misses' Outing Flannel Gowns—Cut full and long from splendid outing flannel in white and blue and pink patterns. Nicely made and sewed to stay. Regular sizes, in two groups, specially priced **99c** and **1.49**

Extra sizes, special, at **1.89**

Extra Size Sateen Bloomers—Made of high luster sateen in black and colors, double stitched and reinforced crotch with elastic knee and waist. Special **1.29**

Extra Size Outing Flannel Petticoats—Made of good quality material in light or dark shades. Each **69c**

Extra Size Cotton Taffeta Petticoats—In attractive patterns, **99c**

Extra Size Apron Frocks—Made of standard percales, Martha Washington styles, rick rack trimmed, large pockets and wide sashes to tie. One style open front, the other open back. Good apron frocks for large women at two reasonable prices. Special for this sale **1.29** and **1.49**

Basement—East

Fall Weight Union Suits

Women's Fall Weight Union Suits—Well made suits with flat lock seams. Sleeveless style with band top in ankle length. Sizes 34 to 44. Special **89c**

Women's Gray Yellastyle Vests and Pants—Heavily fleeced garments, 1.19 value. Sizes 34 to 44. Each **89c**

Children's Fleece Union Suits—Full bleached cotton suits in drop seat style with high neck and long sleeves in ankle length. Sizes 2 to 16 years, at **79c**

Children's Vests and Pants—Good weight white cotton vests and pants, warmly fleeced. Sizes 2 to 16 years. Per garment **50c**

Basement—Arcade

Sale of Domestics and Blankets

Assorted Remnants—5,000 yards of gingham, cheviot, percale, cretonne and other similar cotton material in useful lengths. Specially priced, per yard **10½c**

Mill Remnants of Pajama Checks, Madras, Long Cloths—And other useful white wash fabrics, 2,500 yards in 36-inch width. Specially priced, per yard **14½c**

Fancy Outing Flannel—Extra heavy quality in assorted patterns. 27 inches wide. Special, per yard **19c**

Silkoline—A good quality in floral patterns and plain shades for draperies and comfort coverings. Per yard **19c**

Cretonne—A beautiful collection of attractive patterns in warranted fast colors. 36 inches wide; an unusual value, yard **22½c**

Japanese Cotton Crepe—In a range of plain colors. Considered the most practical of wash fabrics. Per yard, at **25c**

Mercerized Sateen—A complete range of the wanted plain shades as well as black and white. 36 inches wide. Our regular 48c quality; per yard **39c**

Dallas Bleached Sheet—Famous for its washing and wearing qualities. 81 inches wide; per yard **55c**

Basement—North

Printed Plisse Crepe—Pretty patterns for underwear, pajamas and night gowns. 2 to 8-yard lengths. Per yard **14½c**

Wool Mixed Plaid Blankets—Assorted colors with neatly whipped edges. A warm winter weight in double bed size. Pair **5.69**

Wool Navajo Blankets—Several good designs and colorings. A splendid blanket for the couch in the den or the auto, at **6.50**

Heavy Wool Finished Cotton Blankets—In assorted colors with fancy washable border. Our regular 2.50 quality for, per pair **2.19**

2,500 Square Yards of Bailey's LINO

49c Square Yd.



Hit and Miss Wash Rugs—Pretty, fresh-looking rugs, 27x54 inches. Special, each **98c**

Basement—West

American Lady Corsets

All new models, boned throughout with "Mighty Boning" which prolongs the life of a corset. Types to suit all figures from the slim young miss to the matron—low and topless models, all elastic or semi-elastic tops, plain or fancy materials. Not every size in each model, but a large assortment to select from. Specially priced **1.00**

Gossard Front Lacing Corsets—Of flesh colored coutil with medium low top, long skirt and free hip, which gives added comfort to the wearer. Sizes 21 to 30. Specially priced **1.98**

Venus Bandeaux—A large assortment of plain and fancy materials with narrow and wide backs, short and long lines. All sizes 32 to 42. Special **50c**

Basement—East

Silk Pieces 65c

About 1,000 pieces of black crepe de chine remnants—ends left over from our silk sale of this week—will be offered all at one price Friday. The pieces are various widths—some have the selvage torn off, others run perfect. These are all black and of an exceptionally fine quality. The lengths range from 1½ yards to 3½ yard long.

Each **65c** regardless of the amount in piece. We advise early shopping. No phone or mail orders accepted.

Basement—Center

Linens

Satin Finish Mercerized Table Damask—72 inches wide; 1,000 yards; in beautiful designs; per yard **65c**

Satin Finish Table Damask—59 inches wide; in several good designs; yard **39c**

Heavy Brown Crash Toweling—19 inches wide; very absorbent; per yard **11c**

Bed Spreads—1,000 of them; a mill's clearance of all seconds; all sizes in crocheted and satin; each, at **1.00** to **4.98**

Basement—South

A Great Sale of Curtains, 95c

A big assortment lace, voile and marquisette curtains with lace edges or ruffled curtains with tie-backs to match. Splendid values; specially priced, per pair **95c**

Tuscan Panel Curtains—An attractive new style for the living room. Extra wide, 2½ yards long, finished with 1½-inch fringe at the bottom. Each **1.95**

Odd Lace Curtains—Many can be matched, 2½ yards long. Each **69c**

Cretonne Remnants—Floral, bird and striped designs. 36 inches wide; worth 39c a yard on the bolt. Special **19c**

Extension Sash Rods—Extend to 42 inches. Worth 10c. Each **5c**

Ruffled Grenadine Curtains—A sheer dotted quality, 2¼ yards long. Ruffled tie back to match. Worth 3.49 a pair. Special per pair **\$2.00**

Mercerized Marquisette—36 inches wide; plain and fancy borders; worth 39c; at per yard **19c**

Basement—West

U. S. Government Surplus Sale of Many Well Made and Useful Articles Continues Friday in our Bargain Basement

U. S. Army Blankets—Olive drab, **2.98**
Khaki Cloth—Special, per yard **59c**
U. S. Army Mosquito Bars—Each **59c**
Arctics—Specially priced, pair **3.45**
U. S. Woolen Socks—Special, per pair **35c**
Army Pup Tents—Specially priced, each **1.49**
Men's Blue Denim Overalls—Per pair, **49c**
Men's U. S. Army Jerkins—Special, **2.98**
Men's Corduroy Coats—Specially priced **4.98**
30 Gallon Army Cans—Special, each **2.69**
Army Hammers—Specially priced, each **49c**
40 Gallon Army Cans—Special, each **2.98**
Khaki Suitings—Special, per yard **25c**
All Wool Olive Drab Shirts—Special, **2.69**
Men's Work Gloves—Special, per pair **19c**
U. S. Army Woolen Socks—Per pair **29c**
Army Brushes—Specially priced, each **19c**

Basement—Center

Shoes for Women, Men, Children

Women's Black Kid Strap Slippers

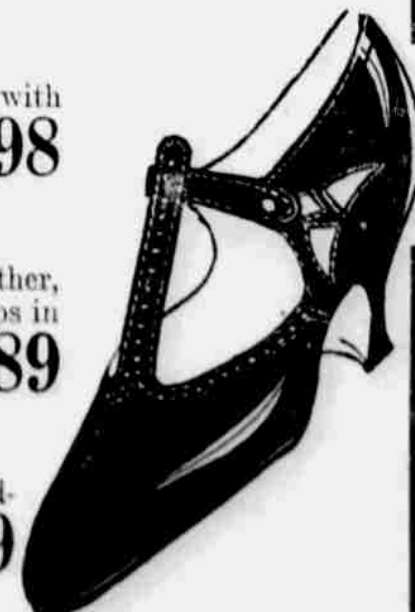
A splendid shoe for all around wear made with Cuban rubber heel and good leather soles. Sizes 3 to 8. Pair, **1.98**

Women's Low Shoes in New Fall Styles

An assortment of smart styles in patent leather, black and brown kid. Oxfords and strap pumps in plain or cut-out effects with baby Louis and Cuban heels. Sizes 3 to 7. Pair, **2.89**

Men's Everett House Slippers

Made over roomy lasts of black kid with hand-turned leather soles. Sizes 6 to 11. **2.39** Sold elsewhere at 3.45. Pair,



Boys' School Shoes, 2.69

In black or brown calfskin with substantial leather soles and U. S. rubber heels. Sizes 1 to 6.

Children's Shoes, 1.45

Black kid with patent tips, black gun metal, brown kid, patent leather and patent with gray kid tops. In button and lace styles with hand-turned soles, spring and top lift heels. Sizes 4-8.

Misses' and Children's School Shoes, 2.45
Lace style in black and brown calfskin with rubber heels attached. Sizes 8½ to 11 and 11½ to 2.

Basement—Arcade

