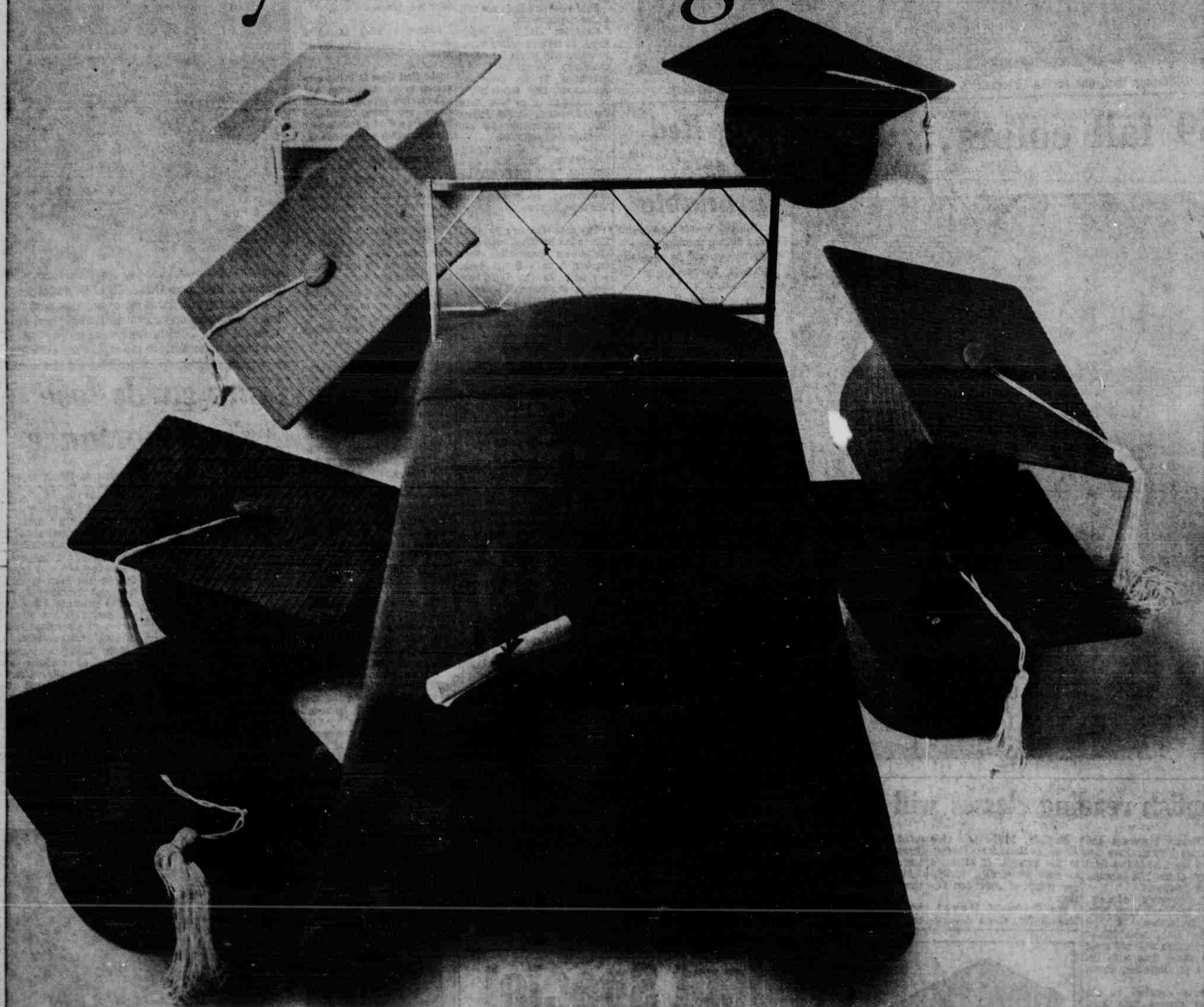


# The Great American College Bedspread may send you to college free!



You've been taking us to college for so many years, we created this contest because we finally felt it's our turn to take you.

To enter, go to the domestics department — might as well call it the bedspread department — of any of the stores listed in this ad (there's one near you). Fill out an entry blank and drop it in the ballot box.\*

Naturally, if you're not already an owner, we're hoping you won't fail to observe Bates Piping Rock®, the Great American College Bedspread, draped or made up on a bed near the contest area.

You know how Piping Rock got to be a college bedspread?

One reason is because it comes in 18 different colors, which covers one of the colors of practically every school around. Let's say your colors are red and white. O.K., you get a red bedspread and white sheets, and that's it.

Another reason is that our No Press finish makes this spread machine washable and dryable without ironing. In an hour. Or roughly as long as it takes to get through a homework assignment if you don't knock yourself out.

**Bates**

Piping Rock in 18 college colors. In sizes, twin, \$10.98; double, \$12.98; and bunk, \$9.98. Prices a bit more in the West. Matching draperies available. 112 West 34 St., N.Y. 10001

\*CONTEST RUNS FROM SEPT. 9 TO OCT. 5. FULL DETAILS AT STORES. Piping Rock is a Bates T.M. Reg.

**J. L. Brandeis & Sons, Omaha Orchard & Wilhelm Co., Omaha**