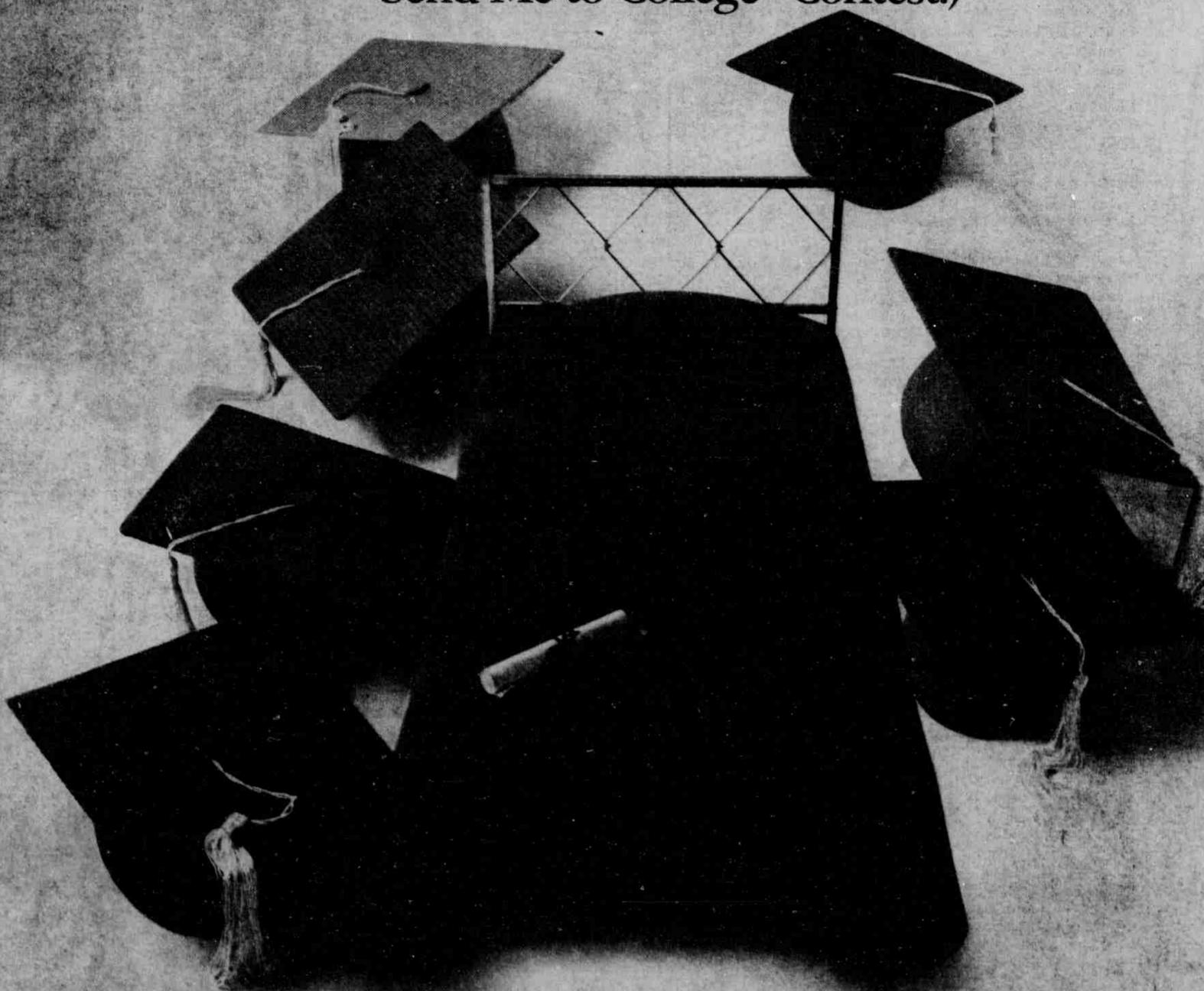


The Great American College Bedspread may send you to college free!

(Announcing the 2nd Annual Bates Piping Rock "Send Me to College" Contest.)



Last year, Denise Bucich, a college freshman, won the Bates 1st Annual "Send Me to College" Contest. And a year's free tuition at Hofstra.

This year, the "Send Me to College" Contest is going to be even bigger. Because this year Bates is going

to send three students to college.

And one of those students could be you.

The contest is simple to enter. All you have to do is go to the Domestic Department in any of the stores listed in this ad. Put your name and address on one of our ballots. And wait. The contest

runs from September 8 to October 3.

Why is Bates doing all this?

Well, you've been taking a Bates Piping Rock to college for so many years, we felt it was about time Piping Rock took you to college.

You've made Piping Rock the Great American College Bedspread. And no wonder. Piping Rock comes in 18 different colors. And you don't have to waste valuable time taking care of it. Piping Rock is machine washable and dryable. There's even a No Press finish, so it never needs ironing.

So enter the Bates Piping Rock "Send Me to College" Contest at any of these stores.

And let Bates take you to college.

PIPING ROCK IS A BATES T. M. REG. *FULL DETAILS AT STORES



This is Piping Rock. Available in 18 college colors. In sizes: twin, \$10.98; double, \$12.98; bunk, \$9.98. Prices a bit more in the West. Matching draperies available.

J. L. BRANDEIS CO., *Omaha* MILLER & PAINE, *Lincoln*