



Announcing Our
GREAT



OCTOBER SALE of BLANKETS and BEDDING

IN ANNOUNCING SALES of Blankets, Bedding and Yard Goods, we wish to say that they are merely the first of a long list of tremendous bargain sales of all classes of new merchandise, which we will hold in the month of October. The October sales will include wearing apparel for women and children, men and boys, articles for the home as well as many other items of seasonable merchandise.

WE BELIEVE MONDAY TO BE the supreme opportunity of the year to buy Bedding, Blankets, Yard Goods and Accessories! No effort has been spared to make these particular sales, as well as the other October sales to follow, notable in the history of this store. In every instance the prices are as low as they can possibly be made—and the merchandise is of the newest and best.

Mattresses At 1/3 to 1/2 Savings

Cotton Top Mattress
Covered with fancy striped ticking and filled with good quality excelsior; deep layer cotton top; for full size beds; a wonderful value; each, at **5.75**

Full Size Mattress
Cotton top and bottom; covered with good grade fancy ticking; deeply tufted and well made; a regular 9.00 value; special, at **6.95**

Combination Mattress
For full sized beds; covered with splendid quality art ticking; standard size and weight; well made with deep tufts and considered by many more durable than the cheap felt mattress; worth 13.50; special, in this sale, at **8.50**

All Felt Mattress
Wonderfully built with layer cotton; splendid quality assorted art ticking; deeply tufted with roll edge; worth 18.50; special, Monday, each, at **12.50**

Sanitary Couch Pad
Made of good quality all cotton felt and covered with nice quality fancy ticking; regulation standard size and weight; a regular 8.50 value; special, Monday, at, **5.75**

Basement—West

Blankets at 1/4 to 1/3 Savings

Soiled Blankets
Worth 7.50 to 9.00 Pair
Soiled blankets, including woolnap, wool finish, Beacon blankets and other equally popular standard qualities; mostly gray and tan, and some white and a few plaids; all full double bed size; the values range from 7.50 to 9.00; in one big lot, special, per pair, **5.50**

Wool Finished Cotton Blankets
Worth 3.95 Pair
In white, gray and tan, with assorted fancy washable borders; thread whipped edges; worth originally 3.95; special, Monday, at, per pair, **2.95**

Cotton Blankets
Worth 2.95 Pair
In assorted colors with fancy washable borders and thread whipped edges; suitable for single beds or cots; worth 2.95; special, at, per pair, **1.75**

All-Wool Bed Blankets
Worth 15.50 Pair
In white, gray and assorted plaids; sizes 68x80 inches; thoroughly scoured and steamed to prevent shrinking; extra heavy homespun weave; neatly whipped edges; positively worth 15.50; for Monday only, at, per pair, **10.95**

Beacon Plaid Blankets
Excellent Values
Made of imported China cotton, in an almost endless assortment of attractive Jacquard styles, overlaid and checks in two and three-toned effects; extra thick and warm; bound with two-inch mohair blanket binding; Monday only, at, per pair, **8.95**

Beacon Blankets
Extraordinary Values
In tan, white and gray, and fancy plaids with assorted fancy borders and ribbon bound edges; extra heavy and warm; a wonderful value; Monday, at, per pair, **6.50**

Wool Blankets
Worth 12.50 to 18.00
135 pairs soiled wool blankets; this lot includes plaids, plain, gray, and some white with assorted borders. The blankets are perfect in every respect, but slightly soiled or mused from handling or window display; some are mohair bound and some are neatly whipped; while the lot lasts, **7.99**

Wool Finished Blankets
Worth 5.75 Pair
In assorted plaids with thread whipped edges; long warm fleecy nap in size 64x76 inches; for full double beds; positively worth 5.75; special, Monday, at, per pair, **3.75**

Bed Linens at 1/4 to 1/3 Savings

Bleached Sheetting
Worth 1.10 Yard
Blackhawk, Aurora or Sterling brands, three well-known standard makes, at less than present wholesale cost; 90 inches wide; positively worth 1.10; special, per yard, **79c**

Bleached Sheetting
Regular 90c Value
Two standard qualities; 63 inches wide, correct width for twin bed or three-quarter bed sheets; regularly worth 90c; remarkably fine values, on sale, special, per yard, **60c**

Bleached Muslin
Regular 39c Value
Our well known repeater quality; full spring-water bleached; 36 inches wide; regular 39c value; an exceptional opportunity to replenish your household needs in this great sale; while 4,000 yards last, per yard, **25c**

Bleached Seamless Sheets
Worth 2.75 Each
Made of extra heavy linen finished sheeting; suitable for hotels, hospitals or rooming houses; 72x99; positively worth 2.75; while a limited quantity lasts, **1.95** each.

Bleached Pillow Cases
Worth 65c and 62c
500 dozen, made of extra heavy muslin; compares in quality with pepperell; in two standard sizes; less than present mill cost. Size, 45x36, worth 65c, each, **48c**
Size 42x36, worth 62c, each, **46c**

Indian Head Muslin
Regular 56c Value
Bleached; every yard stamped on selvedge; well known to every housewife for its wearing qualities; in fact, there is nothing better for dresses, middie blouses, interlinings, nurses' uniforms, etc.; 33 inches wide; special, for Monday, per yard, **39c**

Pequot Bleached Sheets
Regular 3.25 and 3.00 Values
The celebrated Pequot bleached seamless sheets; none better made and known to every housekeeper for wearing and washing qualities; in two popular sizes; torn and hemmed, ready for use. Torn, size 81x99, value 3.25, each, **2.75**
Torn, size 72x99, 3.00 value, each, **2.50**

Bleached Seamless Sheets
Pepperell's Famous Brand
The housekeepers pride; a wonderful wearing sheet, free from dressing or sizing, therefore practical for hotels or rooming houses; hemmed and ready for use; a limited quantity. Torn, size 81x99, 3.00 values, each, **2.50**
Torn, size 72x99, 2.89 values, each, **2.25**

Comforters At 1/3 to 1/2 Savings

Beacon Comfortables
In a wonderful collection of beautiful color combinations and patterns; size 70x84 inches; each one neatly boxed; **7.95** wonderful values, Monday, at

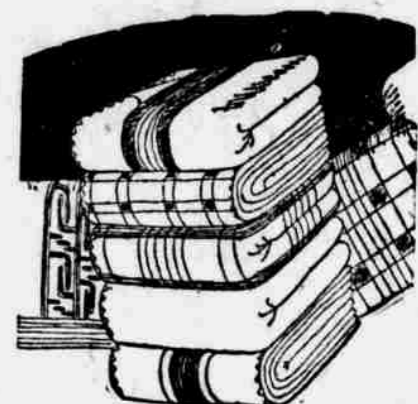
Silkline Covered Comforters
Filled with white sanitary cotton batting, neatly yarn tied, in medium and light colors and weight; double bed size; worth 3.85; special, at **2.69**

Full Sized Bed Comforters
Some covered with good grade sateen, others with full standard quality silkline; beautifully scroll stitched or hand tufted; medium or heavy Winter weight; values range from 7.00 to 9.00; in one big lot, Monday, at **4.95**

Quilted Mattress Protectors
Made of splendid quality bleached muslin, in size 54x76 inches; beautifully quilted; regular 3.95 value; special, Monday, at **2.59**

Feather Pillows
Covered with good grade fancy art ticking and filled with sanitary mixed feathers; thoroughly renovated and odorless, free from dust; regular 1.39 values; special, for this great sale, each, **79c**

Basement—North



Wonderful Values in Our Annual Basement Spread Sale

17.50 Bed Sets, 11.50

For this sale about 50 sets of a beautiful, high-class satin finish bed sets, consisting of one spread, scalloped and cut corners, and one bolster to match; very elaborate patterns; for the one day only. **11.50**
Special, per set,

A chance for every housekeeper to save about 30% on bed spreads. For this sale we are offering some very exceptional values.

3.98 Spreads, 2.50

One lot of light weight Krinkle spreads, in pretty colored stripes of pink, blue or yellow; hemmed ends; special, each, **2.50**

3.50 Spreads, 2.98

About 150 crochet spreads; hemmed ends, regulation size; in a range of pretty patterns; special, each, **2.98**

10.00 Spreads, 7.48

About 100 only, of superior finish, extra quality satin damask spreads; plain hemmed or scalloped, cut corners; a special offering in this sale, each **7.48**

5.00 Spreads, 3.50

An extra quality of crochet spreads; hemmed ends; size 78x88 inches; a heavy quality, unexcelled for wear; special, **3.50**

6.00 Spreads, 4.98

Extra large size crochet spreads; hemmed ends, heavy quality; very pretty patterns, special, each, **4.98**

Brandeis Stores—Basement—North

Basement—South

Fancy Blankets

In assorted colors with whipped or scalloped ends; of good quality outing flannel; size 29x39 inches; each, special, at **29c**

Beacon Blankets

Colors of pink or blue in beautiful floral, animal, Jacquard or nursery designs; extra heavy and warm; worth 1.19; special, Monday, at **75c**

Quilted Pads

Made of best quality bleached muslin and sanitary white cotton padding; beautifully stitched; size 17x18 inches; suitable for baby's bed or cot; regular 79c value; special, each, at **50c**

OUR SEMI-ANNUAL SALE of YARD GOODS and ACCESSORIES

Silks at 1/3 to 1/2 Savings

We never have been as fortunate as we now are in assembling such a wonderful assortment of high-class silks at such ridiculously low prices. Every yard of this remarkable offering is this season's newest, and the silks are of as high-class shown in any retail shop in the country. In many instances we are selling at about half price.

Wonderful Silk Values

A Remarkable Assortment of Silks Worth from 2.95 to 3.95

3.95 Printed Radium, 40 inches wide,
2.95 Printed Satins and Foulards, 36 inches wide,
3.95 Cheney's Radium Twill, black only, 40 in. wide
3.95 Satin Cashmere, 40 inches wide,
2.95 Crepe Stripe Shirting, 32 inches wide,
2.95 Striped Broadcloth Shirting, 32 inches wide,
3.50 Crepe de Chine, 40 inches wide,
3.50 Georgette Crepe, 40 inches wide,

Your Choice
Monday
At
1.95
YARD

Goetz Satin

Worth 3.50 Yard

This guaranteed satin will give you the very best of service; in navy, black, African, pink, flame, ivory, tan and chestnut; 36 inches wide; regular 3.50 quality, special, **2.45** per yard.

Satin Francais

Regular 4.95 Quality

The kind that will positively not rough and pill; in beautiful range of street and evening shades; 36 inches wide; regular **3.50**, 4.95 quality, special, per yard,

Silk Chiffon Velvet

Regular 9.50 Value

A beautiful, soft, drapy finish, suitable for dresses and suits; navy, black, African and open; 42 inches wide; regular 9.50 quality; special, per yard, **6.75**

Black Velour du Nord

Regular 8.00 Value

A most wonderful opportunity to secure material for a coat or scarf at less than half-price; in rich, deep black Velour du Nord; 36 inches wide; regular 8.00 value; **3.95** special, per yard,

Brandeis Stores—Main Floor—Center

Wash Satin

Regular 2.00 Value

Splendid weight, very soft and lustrous finish; 36 inches wide; regular 2.00 quality; special, per yard, **1.19**

Duveltyne

Regular 10.00 Quality

Wool back, silk face duveltyne, in heaver, delft and henna; 52 inches wide; regular 10.00 quality; special, per yard, **5.95**

Notions and Accessories

Bottle Singer Machine Oil, **11c**
J. P. Coat's Best Six-Cord Thread, **11c**
Rust Proof Dress Clips, 6 cards, **25c**
Six 3-Yard Bolts of Tape, **25c**
Bolt Best Grade Bias Lawn Tape, **15c**
Six Spools Basting Thread, **25c**
Skirt Markers, each, **10c**
Dozen Dress Weights, all sizes, **9c**
Bolt Wash Edging, fast color, **7 1/2c**
Rick Rack Braid, 12 yards for **25c**
Men's Collar Bands, all sizes, each **15c**
Hooks and Eyes, all sizes, 6 cards, **25c**
Paper Good English Needles, **11c**
Shoe Trees, per pair, **10c**
Real Human Hair Nets, each **10c**
Kid Curlers, per dozen **10c**
Pair Jiffy Pants for Babies, **75c**

Box Sanitary Napkins, **49c**
Dozen Button Molds, all sizes, **4c**
Boys' Pant Bands, all ages, each **15c**
Skirt Hangers, each **10c**
Yard Skirt Belting, Mercerized, 35c and 50c values, **25c**
Pair Kleinert's Dress Shields, 40c value, **29c**
Bolt Finishing Braid, 25c and 35c values, **19c**
6 Spools Darning Cotton, fast colors, **25c**
Wire Hair Pin Cabinets, 25c value, each, **15c**
Pair Ladies' and Children's Garters, **15c**
Ball Silken Crochet Cotton, all sizes, **10c**

Brandeis Stores—Main Floor—South

Metal Laces, Monday at 1.98 Yard

Fancy novelty, gold and silver bands and edges; 18-inch metal all over lace; novelty lace flouncing, 18 inches wide; gold, silver and fancy color combinations embroidered on silk tulle nets; fancy beaded medallions in plain iridescent and fancy color combinations; silk embroidered medallions and yarn effects in all of the desirable fall styles and colorings; all sizes and designs; all in one big lot, specially priced, for Monday, **1.98** at, per yard,

Brandeis Stores—Main Floor—Center

Pure Wool French Serge

Great Monday Sale of 3,500 Yards of Beautiful 2.50 and 3.00 Values

Beautiful Ottomans and self-striped serges, 40 to 44 inches wide; this wonderful fabric comes in navy, black and all the wanted new Fall colors; these are our regular 2.50 and 3.00 values; on sale Monday while the 3,500 yards last at this remarkably low price, per yard, **1.69** YARD

All Wool Tricotine

A splendid grade of handsome finely twilled soft finished tricotine in the popular shade of navy; 42 inches wide; very special, at, **2.95 per yard**

Broadcloths

Will be popular for Autumn wear and we are showing in great profusion best qualities of all-wool chiffon broadcloths, 50 and 52 inches wide; has rich permanent satin finish in medium weights that will tailor well for suits, coats, dresses, capes and shirts. Comes in black and all the wanted Fall and Winter shades. **At 4.39 and 5.29**

All Wool French Serge

A very fine quality in a soft finished serge that pleats well; a full range of the fashionable Fall shades, 50 inches wide; specially priced, for Monday, at, per yard, **2.89**

All Wool Tricotine

A beautiful soft quality with very fine twill; will give excellent wear for suits and dresses, 50 inches wide; in midnight blue only; special, for Monday, at, per yard, **3.95**

Brandeis Stores—Main Floor—Center