

A Potent, Powerful and Popular Factor

of our business routine centers in our ability to always give our customers more value for less price.

Our immense stocks, always new and varied, need neither defense nor overpraise, but the simple statement that they are the best to be had and are priced as low as people may safely pay.

The quality of our merchandise, its enduring service and exclusiveness, have constantly been augmented by a price appeal which never has failed to keep this store in the vanguard of great retail institutions.

Brandeis Stores

Gold and Silver Laces

Just received, a new assortment of Gold and Silver and Colored Novelty Laces, worth \$1.50 to \$2.50, specially priced for Monday, yard..... **98c**

Flouncings in gold and silver, up to 27 inches wide.
36-inch Metal Finish Gold Allovers, yard..... **98c**
24-inch Colored Novelty Flouncings, yard.....
Black and Colored Effects.

Featuring Stunning New Apparel Caught by Fashion's Fancy

New Arrivals, Afternoon Dresses

\$10.00, \$12.50, \$15.00

The smart, pretty combinations of silk and serges and all silk, shown in many new and different models. All colors and sizes.

New Silk Sweaters

The demand for these smart garments has been so strong, many new ideas have been originated and our new arrivals show all the latest to be shown. Beautiful self-colored and two-toned; many new stitches never shown before. Some with fur bands and collars. Prices range \$10.00, \$15.00, **\$35.00** and up to.....

New Showing of Silk Petticoats

Many new ideas are shown in the new fall silk petticoats, the wide full flares, new ruffled effects, many with fur trimmings. All colors and sizes. **\$10.00** Prices range \$3.50, \$5.00, \$5.98, \$6.98 and to.....



The Season's Latest Craze White Broadcloth Black Fur Trimmed Suits

The "Smart Set" of the east are demanding the most fascinating tailored suits ever originated. Beautiful white broadcloth with black fox, Hudson seal and black racoon trimmings.

We have several models to show and can insure exclusiveness, at—

\$49, \$59, \$65, \$75

New Broadcloth Fur Trimmed Suits, \$35

Special lot of smart tailor-made. New Russian belted and flared models. Pretty colors in Belgian blue, navy, brown, black, green and blackberry. Sizes for misses and women.



New Black Velvet & Velour Coats

Although heralded as very scarce, we can show you several very interesting models made in the pretty flared bottom, wide belts and military collars. Fur collars, cuffs and bottoms.

\$49.00 to \$89.00

Silk Plush Coats at \$25.00

A special group of Coats made in good lustrous silk plushes, plain and fur trimmed, with heavy satin linings; some made with wide belts, large cuffs and collars. Several different models to select from.

Dancing and Party Frocks

\$25.00, \$35.00 and \$49.00

A dainty collection of effective gowns for the reception and dancing parties. Delicate tinted taffetas, charmeuse, crepe de chine, nets, laces, etc., effective in this filmy loveliness. Misses' and women's sizes. Values that will be sure to appeal.

Remarkable Purchase of About 7,500 Yds. Stylish Fabrics

Another Shipment of Those \$1 Crepe de Chines

We have just received another shipment of those slightly imperfect, extra heavy all-silk crepes which delighted hundreds of our customers last Monday, and by fortunate circumstances were able to obtain 150 more pieces of this beautiful silk, in navy, Copenhagen, tan, mode, old rose, lavender, plum, wisteria, brown, Myrtle, reseda, emerald, burnt orange, sand, amethyst, taupe, silver gray, etc., etc. **\$1.00** Worth \$2.50, special, yard—

54-inch All-Wool Costume Serges
54-inch All-Wool Scotch Plaids
52-inch Fine All-Wool French Serges
54-inch Gabardines
50-inch All-Wool Armures
54-inch Bedford Cords
54-inch All-Wool Epingle
50-inch All-Wool Poplins
54-inch Novelty Stripes
54-inch All-Wool Broadcloths
54-inch All-Wool Cascade Crepe

All Goods Sponged and Shrank FREE Monday.

All-wool dress goods, suitings and coatings in medium and heavy weights, embracing all the most fashionable weaves and colorings for fall and winter wear. There isn't a woman who can fail to find among these splendid fabrics correct materials for tailor-made suits, automobile and street coats, afternoon dresses, house dresses, separate skirts, waists, etc., at such prices that will move them quick.

Values from \$1.50 to \$2.50 Yard

95¢ AND \$1.29
YARD

54-inch All-Wool Zibelines, in blue and black
54-inch All-Wool Novelty Tweed Suitings
54-inch All-Wool Diagonal Serges
54-inch All-Wool Chinchilla Coatings
54-inch All-Wool Novelty Coatings
44-inch Silk and Wool San Toy
44-inch Chudda

All Goods Sponged and Shrank FREE Monday.

New Dress Goods

54-inch All-Wool Black Broadcloth, good twilled back, regular \$1.00 value, Monday, yard..... **59c**
42 to 50-inch All-Wool Dress Fabrics, consisting of French Serges, Coating Serges, Stripes, Crepes, Vigoroux Suiting, Novelty, etc., in a wide range of the newest fall colors. Regular \$1.00 values, special Monday, yard..... **79c**
36-inch Pacific Mills Serges, Whipcords, Granites, Checks, etc., in all the new wanted colors. Regular 50c quality, Monday, yard..... **29c**

Dressy Radium Lace Blouses

Now So Fashionable

\$5.00 to \$12.98

We have just received these new blouses from New York. Lace blouses are the newest craze. They come in cream, flesh, white and black. Some of these fine "cobwebby" laces are combined with velvet.

This \$2.00 Set Scrim Curtains Special for Monday at \$1.59

Three pieces, ivory or ecrú color. Hemmed all ready to hang; well made and will stand the laundry.

Special showing of Oretones, yard— **39c**
Special showing of Bungalow Nets, yard **59c**
Special showing of Duo Scrim, worth 50c, yard. **29c**

Special showing of Marquisette Curtains, \$2.00 values, pair **\$1.59**
Special showing of Quaker Curtains, \$3.00 values, pair— **\$1.98**

Sale Japanese Blue Print Lunch Cloths

Napkins and Scarfs, in the newest patterns of Chrysanthemum, Bamboo, Wisteria and Macrame, made on a nice quality Japanese cloth, hemstitched ends.

18x54-inch Scarfs, 50c values..... **39c**
62-inch Lunch Cloths, \$1.50 values..... **\$1.00**
72-inch Lunch Cloths, \$2.00 values..... **\$1.50**
12-inch Napkins to Match, dozen..... **50c**
Linen Section—Main Floor.

Bon Ton and Royal Worcester Corsets

The woman who is particular about her health and appearance can be suited and enjoy satisfaction in the wearing of

Bon Ton Corsets

The new corset is higher bust with slight curve at waistline, with straight line in front and back, but the low and medium top has not been discarded, and some of our newest models have about three-inch tops.

Your corset is the greatest factor of your appearance, as well as your comfort, and so we suggest that you see our wonderful complete showing of Bon Ton and Royal Worcester Corsets. Be fitted and have our corsetiers explain their merits and select the one suited for your individual figure.

Bon Ton Corsets for medium figures, in handsome broche, pink or white; medium top with free hip section, long skirt with elastic inset at bottom which gives comfort when seated; 6 hose supporters..... **\$5.00**

Royal Worcester Corsets

For slight figures, low top, but high enough in back to give support and not crowd the figure. Medium length skirt shaped over limbs, does not bind the figure when seated or dancing. This model is especially adapted for girls in school..... **\$1.50**

Other Bon Ton models, at \$3.00 to..... **\$15.00** Royal Worcester Corsets, from \$1.00 to..... **\$3.00**

You Should Be Interested in the Brassiere That Fits Best

Because the very thought of the brassiere is to improve the contour of the figure, and this season the way the brassiere fits is most important, because the figure line is becoming more shapely, the bust must be rounded to conform with the autumn styles.

Warner Brassieres, in sizes up to 52—

50c



"Warner Brassieres" are well modeled and beautifully tailored and meet the requirements of the large, medium and slender figures. We carry the front and back-closing styles in Warner Brassieres so that every type of figure can be fitted. The styles are dainty and serviceable and can be worn under the sheerest blouse.

Other models daintily trimmed with embroidery and laces.

\$1.00 to \$3.00

Advance Shoe Styles

New Tan Calf Button Shoes, made with genuine buckskin tops, French cord bound. Pearl buttons, hand sewed soles. Correct shoes for fall wear. (Weil make.) All sizes, pair... **\$8.50**
Seamless Shoes for Women, black kid, patent trim; button style. All sizes; special, pair..... **\$4.50**



Finest Cotton Fabrics

36-inch Finest Grade Dress and Wrapper Percales, made by the celebrated Pacific Mills. Beautiful styles and colorings. Full bolts. Regular 12 1/2c values, yard..... **8 1/2c**
32-inch English Shirting Madras, neat, fancy cold-woven carded effects—absolutely fast colors. 19c value, special Monday, yard..... **15c**
27-inch Extra Weight Outing Flannel, best woven fleecy nap, both sides alike; warm and durable. 30c value, yard..... **8 1/2c**
Genuine Irish Poplin, highly mercerized yarn, dyed fabric. 19c and 25c value, lengths up to 15 yards, Monday, yard..... **12 1/2c**
Genuine Appleweb Nurse Striped Gingham, all the staple and Red Cross regulation stripe, fast woven dyes. 12 1/2c value, off the bolt Monday, yard..... **8 1/2c**

36-inch Fancy Printed Silkoline, Eddystone Manufacturing Co.'s best grade. Light and dark colorings, neat floral, figure and staple designs. Off the bolt, 12 1/2c value, yard..... **8 1/2c**
Beautiful Bookfold Curtain Madras and Swiss, direct from the Mayville Mills. Neat embroidered dots and figures; plain and hemstitched borders. 12 1/2c and 15c value, to close out quickly Monday, yard..... **9 1/2c**
27-inch Fancy Outing Flannel, extra weight and finish. Warm, fleecy nap, both sides alike. 8 1/2c value, special Monday, yard..... **6 1/2c**
81x90-inch Bleached Sheets, extra weight, heavy linen finish; seamless. 3-inch hems torn and ironed. Each..... **65c**
36-inch Bleached Muslin and Cambric, fine soft finish, free from dressing. Full bolts to select from. Yard..... **6 1/2c**

Blankets and Comfortables

Tomorrow we will offer a lot of exceptionally fine all-wool filled blankets, edges slightly soiled but absolutely perfect otherwise. White, gray, tan and plaids, extra large size. Many have wide silk binding. These ordinarily sell from \$5.00 to \$6.00 a pair, Monday..... **\$2.98**
Extra Heavy Cotton Blankets, largest cotton blankets made, weight 4 to 4 1/2 pounds to pair. Very durable, soft wool nap finish. Well worth \$3, sale price, pair..... **\$1.98**

Silk Mull Covered Comforts, very dainty patterns in pink, blue, lavender and yellow, covered with dotted silk mull, wide plain borders, tied with silk ribbon and filled with best grade white cotton down. Regularly \$2.98 sold at \$4, each..... **\$2.98**
Sateen Covered Comforts, medium and extra heavy weights. Wide plain borders, good heavy sateen coverings, pure white new carded cotton filled, tied and stitched. Material to make would cost \$2.00 to \$2.50, Monday, each..... **\$1.98**