

# THE BRANDEIS STORE

## Our Annual Fall Opening

Beginning Monday

On Our Second Floor

### Fall Coats and Wraps

**P**REDOMINATING in the new autumn Wraps is the use of color and fur. Bright colored linings—warm red and gold tones in the woolens—metallic fabrics—vivid plaids and stripes for sports.

And new lines—fitted, circular and flaring—provide variation for the popular tubular silhouette.



**T**HE work of the world's most famous designers is shown in this opening



### The Costume Ensemble

The Costume Ensemble: Tubular silk or wool frock and long fur-trimmed coat to match—which is making an early appearance for autumn, may be seen in Juina, fawnskin, imported woolens and other fabrics—in the new shades, and with lavish trimming of furs.

69.50 to 295.00

**T**HE finest in fabric and style characterize our displays



**M**ONDAY evening our new Sixteenth Street Windows will be open for the first time for public inspection. We are proud of these windows, for we feel that our improved display space is one of our most important steps in keeping up with the best stores in America. We take great pleasure in inviting the public to view these windows Monday Evening. Also for Monday evening we announce

### An Elaborate Fashion Revue

**B**EGINNING at 8 p. m. on our second floor—entrance on Seventeenth street. Models by Irene Castle, Hickson, Milgrim and other foremost designers will be shown. Latest modes from Paris and New York will be displayed on living models. Millinery from Bruch-Weiss, Hadley Leon, Normandie, Kibel, Hyland, De Marinis, Joseph, Lucienne.

**M**USIC will be furnished by Randall's Royal Orchestra. You are cordially invited to attend this Revue and Display between the hours of 8 and 10 p. m. Monday evening.

**M**ISS EDNA WALLACE HOPPER, the renowned stage beauty, has consented to be present at this revue at 8:15, and she will greet you there with a short talk. Miss Hopper will wear some lovely gowns of famous designers, and some stunning hats by the best makers of New York and Paris. We cordially invite all our patrons to be present and meet Miss Hopper.

**P**ARIS and New York have given their best to make Brandeis outstanding in women's fashionable millinery. Most unusual is our fall display. Rich in color, beautiful in design.

\$5.00 to \$50.00

### The Fall Frocks

**E**ARLY Fall Frocks are arriving constantly at Brandeis—with all the freshness of a new season written in their smart, youthful lines and beautiful shades.

Daytime Frocks of gleaming satins—lace-trimmed, fur-trimmed—of crisp twills, embroidered, plain or fur-trimmed.

Evening Frocks glamorous with the shadow of laces, the shimmer of beads, the sheen of rich metallic fabrics—

19.75 to 295.00



### Children's Wear

**N**OTHING has been spared to make our Children's Department unusual in assortment. So complete is our stock that you can choose from unlimited variety.

Coats, \$10.00 to \$89.50  
Dresses \$2.95 to \$39.50

### Accessories

Accessories take on the fall motive of subdued color, and hosiery turns to the richer shades of taupe and brown, with their infinite variations. Slippers are simpler, a little more pointed, and oxford ties demand recognition among walking shoes. Leather bags meet the Directoire influence with flat under-the-arm models. Silken lingerie is beautifully varied, and embroidered voiles and batistes are taking their places with the aristocrats.



### Yard Goods

Fall showings of yard goods are rich with lustrous silks, soft velvets, harmoniously colored brocades, satins and crepes. Woolen materials are warm and fluffy in coatings, and smoothly twilled in suitings and dress fabrics. The woman who indulges her creative sense in making her fall wardrobe, will find everything beautiful and new, to be made up into models as charmingly varied as her ingenuity can devise.



### Knitted Goods

**T**HIS season's brightest new thought in Knitwear is the Bobbed Coat with thick fur-like yarn collar and the brushed wool coat. A complete selection of lovely warm colors.

\$4.98 to \$19.75

**F**URS are new and wonderful this season, featured by fullness of sweep and graceful straight lines. Mink, Viatka, gray Squirrel, Hudson Seal, brown and silver Muskrat are made up into garments as luxurious as they are beautiful. To see them is to buy them.

Coats, 79.50 to 1,500

Jacquettes, 59.50 to 295.00