

Mail Orders

Mail orders will receive our very prompt attention—but we cannot promise delivery on all numbers, as some are sure to sell out in a few hours.

THE BRANDEIS STORE

Many Styles

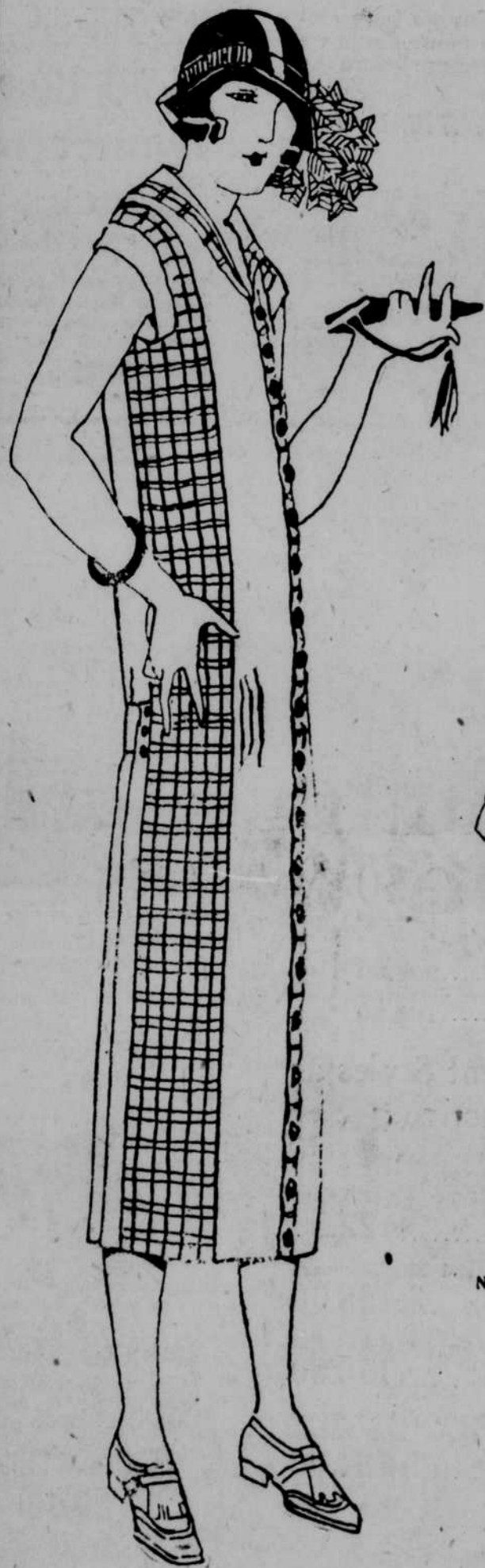
Many Charming frocks in delightfully refreshing styles and color combinations cannot be pictured due to lack of space.

Presenting Monday—Nelly Don in Person in a

Special Showing

Spring Frocks for Home and Informal Wear by Nelly Don

See Our Window Displays



MONDAY is the first day of our Annual Spring Sale of these distinctive Wash Frocks—an announcement made more important—more pretentious—when we say these are quite the most attractive values Nelly Don has yet presented.

5,000 New Frocks

—combining fine points of the new mode—a touch of French influence and that delightful originality by Nelly Don. Frocks that are a perfect delight each in its own individual manner—some styles are limited in quantity and will be among the first to sell out quickly—hence the advisability of being here when our doors open at 9 o'clock.

Nelly Don Says---

Every frock that leaves her designing room—whether it be the most simple, inexpensive apron or her most expensive models—must have that “little red gardenia”—that little touch that spells style. It must be finished to meet the most exacting demands of the “many, many women with whom style is supreme”—and priced to make it easy for all women to buy them.

“COME out of the kitchen” indeed and out for a “promenade” may she go if gowned in a refreshing spring frock by Nelly Don. For Nelly Don with her inimitable chic—a something more that is style and charm and gaiety, has created frocks that reflect all the glory of expensive models and priced them so low that the least of us can afford them.

Frocks to wear about the house, to wear when visitors come to tea; frocks that will go a-marketing, and shopping and calling.



A Pleasure Indeed to Present

Mrs. P. F. Donnelly (Nelly Don)

In Person Tomorrow

CHARMING and gracious Mrs. P. F. Donnelly, the originator of the equally attractive frocks, “Nelly Don,” will be on our big Third Floor Monday in person. Come in and meet her—sparkling, vivacious, cultured, the spirit of spring in her smile, then you'll realize how interpretative are the garments which bear her name. You'll understand, then, the exquisite charm, the perfect delight of “Nelly Don” frocks, every one of which is designed by Mrs. Donnelly.

Prices: 1.50 1.98 2.98 3.98 4.98 Up



A Neat Percalé Morning Frock

No. 375—A fresh “sunshiny” frock, with effective tailored motif at the neck and trim slipped cleverly through slashes in pockets—little touches which mark it a Nelly Don. Particularly pretty in blue, orchid, rose or soft yellow, and only —1.50



A Quaint Home Frock of Windsor Print

No. 346—A French morning frock with tiny sleeves ruffled under the arm. Fashioned on long, slender lines; yet inverted pleats below the belt give needed fullness. Beige piped in red, beige piped in tan, blue piped in peach and blue piped in red. —1.98



A Dainty, Youthful Bracloth Plaid

No. 380—The skirt of this novelty brae loch gingham is cleverly piped and trimmed to complement the unique tie arrangement. The tie fastens through two bound button holes. A dainty, youthful plaid in gray and rose, blue and yellow, coral and blue, peach and blue. —2.98



Paris Inspired This Clever, Exclusive Nelly Don

No. 386—Destined to be one of the successes of the season. The narrow tie gives an unexpected dash of smartness; the skirt is flounced prettily in front. Cherry, blue, yellow, green, on a vivid black and white background, trimmed with matching pongette. —2.95



A Smartly Tailored Crepe Suiting

No. 356—A smart and sport frock. Through the medium of black bone buttons Nelly Don has simulated an extremely clever vest effect. Silk military braid forms a smart tailored trim. Colors are beige or peach striped in black, blue striped in red, brown striped in green. —3.98



A Rare Combination of Smartness and Economy

No. 364—A smartly tailored Irish linen effectively trimmed with white silk military braid. The twin pockets, the only trimming motif, and the straight lines give the slim French garçonne effect. White, maize, blue, rose, orchid or green. —4.98

Donnettes Especially Good

1.00

Just 600 garments in English prints and percales, light and dark colors, with round necks, pockets and belt, has been used as trimming. See this number at 1.00.

1.98

No. 253—A gay morning frock of Windsor Wide Print. Becoming to all figures—so easy to slip on. A youthful, straight silhouette relieved by a smart bow at the left; triple pocket and cuff effect. Poppy red, Nelly Don blue, black and white.

2.98

No. 376—A becoming frock of soft pasted-in fashion. Trim, semi fitted lines, becoming square neck and short sleeves, neat criss-cross hemstitching, rather wide sash. In blue and beige—cherry and beige—honeydew, blue, green, cherry.

The Brandeis Store—Third Floor—South.

Spring SILKS

Vibrant With Colors and Novelty Weaves

THE question what is smart and where to buy it is solved in our large silk section, for silks are there in infinite display—all assembled for your approval. Our presentation of new spring and summer silks is one of the largest in the middle west—more than that, you will find the prices astonishingly low.

54-inch Europa Crepe

This beautiful lustrous silk is so wide that one length is sufficient for a dress pattern. There are 24 new spring colors. Yard, 4.50

Striped Tub Silk

Created for sport wear, they are all silk and washable, and come in a range of beautiful colors. 32 inches wide. Yard, 2.49

40-inch Ombre Georgette

An exquisite material in lovely shadings. Much used for afternoon and evening dresses, scarfs, millinery and lamp shades. Yard, 2.25

40-inch New Printed Crepe

Crepe that is new and different and makes up beautifully into the new tunic dresses and blouses. Fifty lovely styles. Yard, 2.95

Blazer Striped Pongee

Greatly favored for sport wear are these new blazer stripes which come in a varied assortment of styles and colors. 32 inches wide. Yard, 1.69

Cherry Blossom Prints

A new all-silk fabric similar to foulard that will give excellent wear. 36 inches wide. A range of light and dark colorings. Yard, 1.49

True Economy Features This Special Offer of

Footwear

Values From 9.00 to 12.00



5.95

In Styles to Be Worn This Spring

Because we do not have entirely complete size ranges in each model we have greatly reduced these very popular shoes. This is high grade footwear, in styles favored for this season.

- Novelty Slippers
- Brocade Slippers
- Calf Oxfords
- Strap Pumps
- Opera Styles

Third Floor.

Here Is Latest Fashion News In Kayser

Silk Hose

Full fashioned chiffon, service chiffon and heavy thread silk hose with square heels and the new slenderizing slipper heel. All just arrived, bringing with them smart spring and summer shades:

1.95

- Tille
- Taupe
- Sunset
- Camel
- Toreador
- Peau
- Chaire
- Blonde
- Platinum
- Hoggan
- and Black

Sizes 8 1/2 to 10 1/2.

Kayser's All Silk Chiffon Hose

Very sheer chiffons, silk to top. A delightfully attractive hose to be worn with the new dinner or dance frocks. 2.95

Kayser's All Silk Service Chiffon

Full fashioned hose, silk from top to toe. Black, beige, nude, sand and other popular shades. Splendid evening quality. 2.50

The Brandeis Store—Main Floor—North

Silks—Main Floor