

The Brandeis Store Closes Daily 5:00 P. M., Excepting Saturdays at 6:00 P. M.

THE BRANDEIS STORE JULY CLEARANCE SALE

A Mid-Summer Festival of Bargains

A midsummer festival of bargains that mean money in the pocket of every woman who attends. This July Clearance Sale has many features which make it different from any of our previous July sales. Here are one or two reasons why this should be

OUR GREATEST JULY CLEARANCE SALE

A Backward Season---

The spring and summer season has been most backward—rainfall in July, 1924, was greater than in any year since 1883—therefore our stocks of spring and summer merchandise are much heavier than they should be.

Reductions Are More Drastic---

Because these great stocks MUST BE disposed of in order to make room for new goods due to arrive.

Because we are clearing out these stocks, we cannot guarantee quantities to last. Therefore, we advise early shopping. We deserve the right to limit quantities and we cannot guarantee to fill mail or telephone orders.

In every department are many lots of merchandise not advertised which are marked so exceptionally low that you cannot afford to miss them. That is why we urge you to shop thoroughly all over the store.

Overlook no item. In every line you will find a way to value, service and economy. Because of space limitations, we cannot mention and describe every bargain. These are the "high spots" in a storeful of wonderful values.

Save In Every Department---

Shop thoroughly through the store. You will be amazed and gratified by the savings you find.

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45c Bicycle Playing Cards 29c
Only two packages of these well known cards allowed to a customer; a most remarkable offering. 500 packs. Regular price, 45c. July clearance price, 29c.
Main Floor

1.25 Decorated Pantry Sets 49c
144 sets, each including can for coffee, tea, sugar and flour; excellent pantry convenience.
Fifth Floor—West

3.50 6-pound Electric Iron 2.39
72 irons; guaranteed for one year; your chance to get a fine electric iron at extremely low cost.
Fifth Floor—West

7.50 Knit Wool Sport Costumes 6.95
They are of genuine wool and fiber combinations; made in all colors, combination stripes, checks and plain, suitable for sport or street wear; all sizes.
Basement—East

1.00 and 1.98 Neckwear 49c
Just 190 in net guimpe and embroidered linen collars.
Main Floor—Center

59c 3-quart Water Coolers 35c
175 coolers, made of excellent weight galvanized iron; to fit next to ice in refrigerator.
Fifth Floor—West

1.98 to 12.00 Lace Collars 99c to 6.00
Real Venice, Carryck Macross, Irish and filet collars; all hand made; all different; just 25 of these collars. Regular price 1.98 to 12.00. July clearance sale price at One-Half
Main Floor—Center

60c Fan Tied Corn Brooms 35c
144 brooms of excellent grade; fan tied; with painted handle; long wearing.
Fifth Floor—West

75c Children's Dimity Union Suits 49c
Boys' and girls' athletic union suits; made of good quality dimity; bloomer and open knee styles; sizes 2 to 16 years.
Third Floor—Center

1.25 to 3.00 Novelty Jewelry 59c
Imported and domestic jewelry—earrings, necklaces, pendants and novelty pieces; in colorings so necessary to today's costume. Regular prices, 1.25 to 3.00. July clearance price, 59c.
Main Floor

2.98 to 4.98 Philippine Chemises 1.98
Sheer, dainty, but slightly soiled. All hand embroidered; built-up shoulders; sizes 36 to 44.
Third Floor—Center

1.98 to 2.50 Satinette Petticoats 1.39
Extra fine quality; scalloped or hemstitched bottoms; shadow-proof; also hip hem styles.
Third Floor—Center

To 12.75 Girls' Spring Coats 5.89
75 coats of tweed mixtures, and polo cloth in smart girlish styles; colors of tan, browns, green and combinations. Broken sizes.
Second Floor—South

Values to 1.50 Boys' Tub Suits 89c
Guaranteed fast color tub suits, in sizes 3 to 8. All styles and colors, odds and ends from higher price lines.
Fourth Floor

1.98 Jersey Bust Forms 1.48
J. P. Coats' Machine Thread, Dozen, 39c
Star and O. N. T. Crochet Thread, Ball, 7c
15c Singer Sewing Machine Oil, 7 1/2c
Busy Bee Basting Thread, 300-Yd. Spool, 6c
Moto Snap Fasteners 3 Dozen to Card, 4c
Main Floor—South

Remarkable! July Clearance Women's 1.25 SILK HOSE 69c Pair
Silk, with double reinforced lisle tops and feet. Semi-fashioned hose in black and white and all the popular and desired new shades for summer. All sizes.
Main Floor—Center

Our Entire Stock of July Clearance of WOMEN'S AND MISSES' APPAREL

65 SPRING DRESSES
Were up to 75.00, now **25.00**
Light and dark shades in satins, crepes, twill and a number of imported silks. Exquisitely trimmed with self material, laces, embroideries and attractive ornaments. These dresses sold formerly to 75.00.

55 SPRING COATS
Were up to 65.00, now **25.00**
55 coats of twill and charmeen in black, gray and navy; also beautiful sport coats of all wool English materials. Regular and extra sizes for larger women. Coats in this group sold to 55.00.

110 LOVELY SUMMER DRESSES
Were up to 15.00, now **8.90**
Correct and smart for street, afternoon. Dresses of beaded voiles and linen. All colors including pink, blue, rose, maize and all other pastel shades.
Second Floor

75 SPRING DRESSES
Were up to 155.00, now **49.75**
Afternoon and evening wear; made of exquisite satins, laces, imported georgettes. Most of them are in the light shades appropriate for evening and summer club wear. Many exclusively one-of-a-kind models.

75 SPRING COATS
Were up to 75.00, now **39.75**
75 high class coats of twill, charmeen and many imported mixtures in models for trimmed and plain. Exclusive designs, many are one-of-a-kind models, from New York's finest manufacturers. Values to 75.00.

A FEATURE! Your Choice of All Fine Voile DRESSES
On Our Third Floor Which Were Up to 7.50 **3.98**
Normandie and flock dot voiles, also some fine tissue gingham in the most attractive styles and colorings.

JULY CLEARANCE of FURNITURE

Suites and Single Pieces for All Rooms at Drastic Reductions for Quick Disposal

Easy Time Payments 30.00 Parlor Chairs or Rockers 17.95
Finished in dark mahogany, upholstered in choice tapestry or velour; a real value in odd chairs. Regular price, 30.00. July Clearance price, 17.95.
Seventh Floor

275.00 Library Suites 149.50
Beautifully upholstered in blue or mulberry velour; heavy davenport with chair and rocker to match. Just two suites. Regular price, 275.00. July Clearance Sale, 149.50.
Seventh Floor

Easy Time Payments 75.00 Pullman Velour Da-Beds 55.00
Beautifully upholstered in various colored velours; opens easily to full size bed. Only eight beds in this group. Regular price, 75.00. July Clearance price, 55.00.
Seventh Floor

14.00 50-Lb. Mattresses 6.95
All felt and cotton, full size only; covered with a good grade of fancy ticking; rolled edge; exceptional value. Just 54 in the lot. Regular price 14.00; July Clearance price, 6.95.
Seventh Floor

22.50 Couch Hammocks 14.95
With stand; heavy brown ducking, with solidly built steel frame. Wonderful summer luxury. Only 14 in this group. Regular price, 22.50; July Clearance price, 14.95.
Seventh Floor

July Clearance All Open Stock Imported and Domestic CHINAWARE 25% Off

Domestic and Imported Dinnerware
For Example at 25% Off.
43.95 50-PIECE SET, 32.95
27.00 50-PIECE SET, 19.95
11.95 100-PIECE SET, 41.95
75.50 50-PIECE SET, 56.50
Table Glassware
Imported and domestic, at 25% off. For example:
33.00 ENCRUSTED GOBELTS, 24.75
16.00 Optic and Green Stem Goblets, 12.50
16.30 OPTIC AND GREEN STEM GOBELTS, 12.50
7.21 AMBER GOBELTS, 5.45
4.73 CUT GOBELTS, 3.50
The Brandeis Store—Fifth Floor—West

July Clearance Sale of 36,000 Yards DOMESTICS AND WASH FABRICS In Four Extraordinary Groups

Special purchases have been made, and because of unseasonable weather and market conditions, we have been able to buy at a fraction of the material's worth. Such a sale comes but once in many months, and such prices for such materials are indeed extraordinary.

GROUP 1
12,000 Yards Assorted Materials. Regular Price, 18c to 25c **11 1/2c**

GROUP 2
9,000 Yards Remnants in Domestic and Wash Goods. Regular Price, 25c to 35c. **15c**

GROUP 3
8,500 Yards Short Lengths Wash Materials. Regular Price, 35c to 39c. **22 1/2c**

GROUP 4
6,500 Yards Choicest Materials. Regular Price, 39c to 69c. **29c**

900 Pairs Silk Hose 39c
900 pairs, semi-fashioned, with double sole, heels and toes; lisle tops. All sizes in white and black. Are slightly imperfect.
All of These Items on Sale in Our Bargain Basement

July Clearance 1,100 Yards of Laces
Spanish lace flouncings and allovers, 36 inches wide. Venice laces and insertions, 4 to 9 inches wide. Metal laces, bands, 9 to 18 in. wide. Regular Price, Yard, 2.00 to 3.00. Clearance Sale Price, Yard, 1.00.
The Brandeis Store—Main Floor—Center

25c Women's Lisle Hose 12 1/2c
300 prs. slightly irregular hose of the 25c value cotton and lisle hose, in black only. Sizes 8 1/2 to 10.

25c Children's Mercerized Socks 15c
900 pairs for children; solid colors in half and three-quarter length socks. All sizes in the lot.

59c Knit Union Suits 29c
600 white cotton fine weave suits for women and children with regulation built-up shoulders and shell or cuff knees.

25c Women's Cotton Vests 12 1/2c
800 vests of bodice and regulation built-up top; all first quality vests of fine weave. Sizes 36 and 38.

15c Children's Cotton Hose 10c
1,000 pairs medium weight in a good ribbed cotton stock; colors of black and cordovan; sizes 5 to 9 1/2.

25c Women's Regent Keds 79c
200 pairs of Sea Island duck with flexible rubber sole and covered heels. No exchanges or refunds.

1.00 White Oxford Pumps 79c
300 pairs of Reinskin and Sea Island duck; flexible welt and turn soles. Louis military and flat covered heels.

25c Women's 1.25 Kayser Vests--69c
250 vests of fine mercerized lisle; band and bodice tops; full bleach. Regular and extra sizes. Regular price, 1.00 to 1.25. July clearance price, 69c.
Third Floor

8c and 10c Toilet Soap 5c
Olive Cream, Palmolive, Hardwater Castile, Lily White, Lano Oil.

25c Mavis Talcum Powder, July Clearance 15c
1.00 Mavis Toilet Water, July Clearance Price, 49c

35c Linen Handkerchiefs 23c
For men and women; made of pure linen with hemstitched and poked hems and embroidered corners; white and colors; 1,500.

7 1/2c Turkish Wash Cloths 2c
960 cloths of single thread terry cloth in plain and white with colored stripes and checks. Regular price 7 1/2c.
Main Floor—South

Women's Musing Union Suits 98c
2,000 samples and odd lots of our regular stocks—knitted suits, athletic suits and athletic step-ins. All styles and all sizes in the lot. Regular Prices 1.35 to 2.25. July Clearance Price, 98c.
Third Floor

4.50 Linen Table Cloths 3.69
200 70x70 all linen, pattern table cloth; extra fine quality; neat, assorted designs; Scotch manufacture.
Main Floor—South

4.98 Dozen Linen Napkins 3.98
50 dozen napkins of fine quality pure linen; extra weight; satin finish; size 22x22 inches.
Main Floor—South

3.49 and 6.30 Children's Hats 2.98
Fine taffeta and straw combinations, also leghorn and milans. Colors are blue, sand, brown, red, pink and gray. Hats for all summer. To fit girls 2 to 6 years.
Third Floor—East

89c Fiber Silk Vests 59c
Colors are orchid, flesh, peach and white. All sizes, 2,100 of these unusual sets. Regular price 89c.
Third Floor—Center

1.00 Baby Flouncing, Yd., 49c
1,000 yards of fine swiss and batiste in ruffles and plain hemstitched effects; 27 inches wide; a real value.
Main Floor—Center

1.29 Women's Apron Frocks 67c
6,000 aprons in gingham, percale and chambray; of styles and light colors; trimmings of ric-rac braid, pockets, belt and pearl buttons; plenty of extra sizes.
Basement—East

39c Nainsook Embroideries 15c
5,000 yards ruffled embroideries of the very finest nainsook; 4 inches wide; fine for lingerie.
Main Floor—Center

19c Cotton Huck Towels 10c
660 towels, perfectly bleached; with fancy white and colored borders; size 16x31 inches, and 16x30 inches.
Main Floor—South

To 3.50 Girls' Wash Dresses 1.89
500 dresses in gingham, crepes, Normandie voile, tissue gingham, and cotton pongee; attractive, straightline, girlish styles. Sizes 6 to 14.
Second Floor—South

2,000 Yards 10c Wash Laces 2 1/2c
2,500 yards cluny, torchon and val laces in white and ecru; desirable widths; in edges and bands.
Main Floor—Center