# CRANDE 

An eastern merchant，who was studying features of Bran－ deis Store on Saturday，remarked：＂WHY DON＇T YOU CHARGE MORE FOR YOUR GOODS？ Everyone else does．You don＇t need to push the prices down．People have money and will
buy anyway．＂ buy anyway．
Why don＇t we charge more for our goods？
Because Brandeis has in less than 25 years built the biggest store west of Chicago on the prin ciple of giving customers more for their money than they could get anywhere else． ecause we＇ve taught our customers to expect the best values that Brandeis enterpise and Brandeis buying power can secure．That＇s why we don＇t charge more for our goods．
운표ANOTHER GRAND SILK SALEıローロ
7,500 yards of choice dress silks just received．These consist
of 20 to 27 －inch newest fancy silks，checks，barred silks and stripes from the narrow pin stripe to the more elaborate stun－ ning stripes，dress chiffon finished taffeta，
spot proof Foulards and fancy Rajahs，

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 worth up to $\$ 1.25$ yard on three large
bargain squares，at，per yard．．．．．．．
 O－IE $\$ 1.00$ Q $\$ 1.25$ FANCY DRESS GOODS at 59c $\mathrm{Yd}=\mathrm{CO}$ These are foreign and domestic weaves in
light and medium colors－all this season＇s styles
but we must clear them away at once－entire
lot in main dress goods department，per yard


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| inge man trom the bank．Jon |  |  |
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$\$ 15$ Real Hand Embroidered
cular skirts，fine handkerchief linens，hand neediework
$\$ 12^{\text {．50 }}$ Real Hand Embroidered 4.98
French Batiste Robes（Misidu）．．．．

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