

# Autumn Opening



ENTIRE WEEK BEGINNING



Monday, September Twenty-Sixth

AT

## BRANDEIS STORES

Initial Showing of Our Direct Importation of French Pattern Hats, together With Exclusive Models in Women's Gowns and Wraps, Personally Selected in European Fashion Centers By Our Own Foreign Buyers

An entirely new feature of this opening will be the display of Gowns and Wraps on living models.

Our New York buying organization has collaborated with our own office in the style colony in Paris in assembling the most authentic styles in apparel from two continents.

### A Letter From Our European Buyer:

Paris, September 9, 1910.

The purchases I have made this season are such that you can satisfy the most fastidious customer, as well as the one who depends upon you for something smart, yet not too expensive.

I have made some remarkable selections of coats in Berlin which is the world's greatest market for wraps.

I have never seen so many exquisite things in Paris as at the present time. Gowns from Paquin all have a tendency to the Empire effect with draped shoulders and many with kimono sleeves.

Round length skirts are popular in both street and evening gowns, but Drecol, Francis and Paquin are showing a few pointed trains on their evening gowns.

The colors this season are mostly in soft dark shades.

Many exquisite blouses are being shown here in Paris to be worn with tailored suits.

In Millinery, the smartest hats run extremely large or extremely small. The most favored trimmings are eigarettes, Paradise or shaded ostrich plumes, the tints running from taupe to pink, light blue to black, etc.

Large simply trimmed hats are worn over lace evening caps.

Silk evening head dresses in American Beauty shades and trimmed with silver embroidery and tassels fit very snug to the head.

Tapestry hats embroidered in gold are so much copied in cheaper models that they are no longer elegant. In Paris they are quite ordinary.

I am sending some fur evening sets with hat trimmed with skunk, and velvet and skunk muff and neck piece to match.

MRS. D. E. FLETCHER,  
European Buyer for Brandeis Stores.



Every department in Brandeis Stores shares in this opening, each section displaying its most attractive novelties for the new season.

Extreme novelties in imported Dress Fabrics for Fall.

An Assembly of the Newest arrivals in Silks and Velvets.

The season's Cleverest Models in Women's Separate Costume Waists and Fine Tailored Waists.

Newest Arrivals for Fall and Winter in Perrin's Famous Kid Gloves.

Unusually Fine Assortment of Superior Grades of Silk Hosiery.

New Fall Neckwear.

Superb Showing of the Latest European Novelties in Jewelry.

High Grades of Women's and Men's Footwear.

A Splendid Showing of the New Laces and Embroideries.

A Showing of Everything that is Correct in Men's Apparel.

The Entire Store Interior is Decorated After a Theme in Harmony With the Occasion.



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