

BRANDEIS STORES

ANNOUNCE IN ADVANCE OF THE REGULAR SEASON A COMPLETE AND AUTHENTIC SHOWING OF THE NEWEST

Suits -- Coats -- Skirts For Fall 1912



All the Accepted Models in All Sizes for Women and Misses.

It is at Brandeis that discriminating women expect their first glimpse of the new styles that are strictly correct in every fashionable detail. Greater varieties give wider latitude for selection, and at Brandeis Stores you will find the models that are really smart and genuinely practical. It is safe to choose now, if you choose here.

The New Fall Suits Differ Greatly From Recent Styles.

Here are the new and very dressy cutaways—the longer length coats, 30 to 36 inches—the Robespierre collar innovations—the modified pannier effects—the new Norfolk, etc. Materials include the heavily corded fabrics—two-toned rough fancy weaves, etc. The prices are \$25, \$35, \$39, \$49 to \$85.

The Newer Models in 1912 Fall Coats Are Very Attractive.

Probably the chief charm of the new long coats lies in the materials. Most of the coats are cut on simple, mannish lines, semi-fitting and narrow at the bottom. The fabrics show many innovations—the new Chin-chilla cloaking will be very popular, the boucle novelties find great favor and there are many striking striped diagonal two-toned effects. We show groups specially priced at \$15 up to \$50.

The New Tailored Skirts are Destined to be Popular.

Two new features are the pannier or draped skirt and the plaited or fluted skirt. Skirts are wider and the hobble has disappeared. The new materials are wonderfully attractive. Button trimmings have great vogue. Specials at \$5 to \$10.

Our Annual August Sale of Muslins, Sheets, Pillow Cases

Wonderful bargains in muslins, sheeting, pillow tubing, sheets and pillow cases. Every yard of material, regardless of price, sold in our muslin department is absolutely dependable. Muslins and sheetings woven of selected staple cotton and all well suited for frequent laundering

Utica, Pequot, Lockwood and Pepperell sheeting and casing, in every desirable width are priced very low.

Utica, Pequot, Dwight Anchor, West Farnam, Armorside and Hotel Special sheets and pillow cases—every wanted size—plain or hemstitched. Prices are now low.

The very best grades of tubing and casing that are made will be found in this special lot of desirable lengths for making pillow cases. Many are woven with a round thread that can easily be drawn—up to 25c values, yard **10c**

Plain and fancy woven Mercerized Poplins—We are not allowed to advertise the name of this fine poplin when it is sold for less than 25c a yard. You will find just the shade you will want for present or early fall wear; also black and white. On basement bargain square, at **15c**

Fancy figured, striped, dotted and barred embroidered white Swiss, equal to the high cost imported fabrics—on sale at, the yard **15c**

Persian Cotton Challies, also fancy figured and striped designs—thousands of yards, from the bolt, at, the yard **3 1/2c**

BRANDEIS BASEMENT

TRICKS OF TRADE HALTED

Short-Weight Packages of Food Outlawed in Eight States.

RELIEF FOR THE HOUSEKEEPERS

Food Contents of Cans, Jars and Paper Packages Reduced Nearly One-Third in a Few Years.

When Governor Dix signed the Brooks bill requiring that all package foodstuffs be plainly marked on the outside of the package with the net weight, measure, or numerical count of its contents, New York fell into line as the eighth state to pass this law, which should do so much to give the householder full value for his money and in that way materially affect the cost of living to his benefit.

Only one other eastern state has such a law, Connecticut, and in the south Florida has passed it; the other five states with similar provisions in their statutes are west of the Mississippi river, North and South Dakota, Nebraska, Wyoming and Nevada.

In most cases it is a section of the state pure food and drug act which contains this provision, and usually the terms of the law are simpler than those of the New York law. North Dakota is the pioneer state in such legislation. When, in 1907, it was passing the modified federal pure food law, which is now

on its books as the pure food law, the valueless provision in the former that when a package of foodstuffs bore a weight mark it should represent the accurate net weight of its contents, was made over into one obliging the marking of such packages with their actual net weight in order they might not be deemed misbranded.

Wyoming put such a provision in its statute in 1910, and the other states mentioned did so last year. One city, Seattle, has a municipal ordinance requiring this in strict terms, and the ordinance went into effect at once upon its being signed by the mayor, stringency in action, which no state has followed. New York's is the only barrel law, establishing the sizes of the larger containers of foodstuffs, but Seattle has gone after the large package, barrels, and boxes, with fully as much vigor as in the case of the boxes and cans and bottles which hold the smaller packages.

More Grace to Manufacturers. New York's new law gives a longer period during which the manufacturer may put up his packages without regard to its provisions than was done by any other state. When last year Connecticut gave eighteen months after the passage of the act, which was approved in July, this was considered unreasonable delay. In most cases a few months have sufficed to avoid injustice to manufacturers, who may pack their goods far ahead of their actually reaching retail shelves; New York gives them eight months after the law takes effect, even, and as that will be about fourteen months after approval by the governor, the total is twenty-two months grace.

Florida got into a tangle over this. The law was rushed through its legislature on June 5, 1911, and the details of its enforcement left to the state commissioner of agriculture. He named August 3 as the date when all goods coming under the law must be marked according to it, giving only the option of the use of stickers for this purpose until January 1, 1912. The outcry which arose caused him to extend the initial enforcement of the law to January 1, 1912, and he has since substituted August 1, 1912, for that date.

Burton bill, and there appeared representatives of the national associations of wholesale grocers and of retail grocers. Dr. Wiley also appeared to give his vigorous support to this substitute for the original section, which he condemned. The grocers' associations' representatives presented an amendment which covers the ground of the principal anxiety felt by their members over such a law, providing for reasonable tolerances and variations in weight or measure.

Most of the state laws have this and New York's new law does. The point is many foodstuffs, usually packed without intentional excess of water, shrink before reaching the consumer. Dried fruits and cereals do, anything packed in a container not airtight is subject to evaporation. There is also the matter of leakage, and the fact that a container of standard size may not always take the same weight of contents—as in the case of sardines—but lawmakers and state officials customarily regard these conditions as quite within the control of the packer, while evaporation and the possibilities of variation in the weight of goods packed in one factory for shipment to many states with differing climates clearly are not.

The Burton bill has not yet been reported out of the committee, and there has been no active work on the Stevens bill by the house committee. This pressure for net weight legislation comes from the campaigns which have been waged by mothers' associations and Dr. Wiley and the advertising men of foodstuff manufacturers against the can-in-the-crate grocery; and the unsanitary bulk methods of handling household necessities. The consumer has been educated to demand sanitary packages which have not been opened between the factory and the kitchen. The gradual lessening in quantities packed in such packages has escaped most buyers, however, though often there is wonder that the money spent for food doesn't go as far as it used to go.

Soon after the national pure food act was passed, there was a gathering of foodstuffs manufacturers who were affected by it at Atlantic City. One of the largest of them is reported to have replied to some doleful comments on the new law in this wise: "You fellows don't seem to realize that there is a very easy way to get even. If you reduce your packages a little now and then or put just a little less weight into the same bulk in their contents, the public will never realize the difference. In what household is there a last year's tomato can for a comparison of size with one bought this year?"

Shrinkage in Size of Packages. Clearly, he has been taken at his word—though possibly the idea didn't originate with him—and the shrinkage in the contents of foodstuffs packages in five years is remarkable. Usually the packages have grown smaller, and in some cases of boxes of cereals or cans of baked beans, but in the case of articles packed in glass, the amount of glass has been increased, while the amount of contents decreased. Cereals have shrunk 40 and 50 per cent, pancake flour, 25 or 30; crackers and ginger snaps and the like, 30; boxed dates and raisins, 20—and one might go on with the list of articles packed in pasteboard for some lines more.

In the commodities packed in glass—pickles, catsup and chili sauce, and other relishes, syrups, honey, extracts, dried and cured meats, jams, jellies, jar cheeses, and so on—the average lessening in quantity packed approaches 50 per cent, and here the package has changed little or none in size.

When it comes to canned goods, baked beans furnish a fine illustration, and a series of cans, one for each year of the last five, run a descending scale that could hardly be excelled as an object lesson. Once a three-pound can of baked beans held three pounds of beans; the can was weighed in, and then it began growing smaller. Today the gross weight of the three-pound can is two pounds seven ounces; of the two-pound can, twenty-four and a half ounces, and of the one-pound can, twelve ounces.

In the larger packages of foodstuffs, all grains there is the same sort of shortage. Barrels of flour—which no one ever weighs—bags of hay, all are short weight, and boxes of fruit are shipped short count. These facts relate to American goods, it ought to be noted, and English jams, jellies, pickles and relishes and other foreign goods remain at the same amounts which have always been packed. Some American package goods, a few, have never varied in weight, also. Baking powder, for instance, is labeled on the can, "One pound net," and the pound is in the can.

Some Honest Weight Packers. There are certain brands, too, even among the kinds of articles in which the most flagrant advantage has been taken of the public, of which the same quantity is packed in the same size packages as always; for a few manufacturers and packers were unable to compromise with their consciences. Some of these belong to the American Specialty Manufacturers' association, which has been aiding in the passage of these laws in the different states, but standing for uniformity in provisions. The association is anxious for a federal law on the subject. Probably not all of its members were in favor of such legislation formerly, but those who are not for it because of the inherent rigidity in it see that it is bound to come.

CANNIBALS CHANGED DIET

Barbarian Appetite Checked by Tattooed Crucifix on Boy's Arm.

Baring a sinewy arm, on which was tattooed a rough-impaint of a crucifix, the Rev. Thomas Needham, a well-known Baptist evangelist, held 2,500 people spellbound at the religious service at Lemon Hill, Philadelphia, while he related how that crucifix saved his life, many years ago, when he was captured by cannibals in Patagonia.

The Baptist preacher, who is a resident of Collingswood, N. J., told a story that made fiction look commonplace. He was born in the loom of Ireland, he said, and when a boy of 13 accidentally became a stowaway. He was playing hide and seek with some companions and during an interval in the game fell asleep aboard a tramp schooner. When he awoke, the vessel had put to sea, and the lad was delivered over to a brutal sea captain, a South Ireland native, who vented all his hatred of the North Irishlanders upon the friendless boy.

For months the lad was beaten and kicked at will, and when the coast of Patagonia was sighted the captain conceived the plan of putting the boy ashore and allowing him to be eaten by cannibals. Although the captain's wife prayed to her husband to be merciful, this was done.

Meanwhile, during the voyage, the captain had tattooed various parts of the boy's body, seemingly to enjoy his pain. Among other things he tattooed a crucifix on Needham's left arm. A few hours after he had been marooned the lad was discovered by a band of cannibals, who carried him into the interior. Upon arriving at their village they stripped Needham, preparatory to slaughtering and feasting upon him, when, beholding the crucifix, a wonderful change came over his captors.

Brandeis Extraordinary Special Sale of Hair Switches

We secured an entire surplus stock of natural wavy hair switches, from a well known New York importer, at less than actual wholesale cost. The stock is all new and comes in the right lengths for the present styles.

- 18-in. Natural Wavy Hair Switches for **75c**
- 20-in. Natural Wavy Hair Switches for **\$1.00**
- 22-in. Natural Wavy Hair Switches for **\$1.50**
- 24-in. Natural Wavy Hair Switches for **\$2.00**
- 26-in. Natural Wavy Hair Switches for **\$3.75**
- Extra large Cluster Puffs, \$1.90
- Chignon Clusters, over 15 puffs, \$2.50 values for **90c**
- \$5 Natural Wavy all around Transformations at **\$1.98**



An Extra Special Cargain in German Casserole Sets



Nine piece German Casserole Sets, like illustration—one handsome, large, 8-inch covered casserole with nickel plated frame—two 5-inch nappies and six custard cups—complete set on sale Monday, at **\$1.48**

SALE OF BATH ROOM SETS. Five pieces heavily nickel plated; will not rust—one flat soap dish, one 18-inch glass towel bar, one toilet paper holder, one combination tumbler and tooth brush holder, one heavy hanging soap dish, on sale at, per set **\$1.69**

Haviland China Dinner Sets of 100 pieces, beautifully decorated and treated with pure coin gold—our regular \$59 sets, go on sale, Monday only, at **\$33.85**

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Merry Christmas, Happy New Year, American Red Cross, 1912—Springfield Republican. The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.