

The Specialty Shop for Misses and Small Women—Opens

With Smartest Togs for the New Season

IT IS THE LOGICAL OUTCOME OF A TREMENDOUS PROGRESSIVE BUSINESS

THE apparel business of this store has grown to such immense proportions that we must needs specialize, centralize our efforts on different groups so as to render a service that is in every sense of the word *personal*. So the Specialty Shop of Smart Togs for Small Women and Misses comes into its own.

Every garment purchased from makers who specialize on the smartest Togs for Misses and Small Women, assuring that most elusive, but ever desirable factor, "youthfulness."

So the "Eternal Youthful" is the supreme quest, and to have and to hold this is the ambition that this new Specialty Shop will foster.

On Monday We Shall Welcome You to View the Latest and Smartest Togs

For Misses and Small Women

Exact Reproductions of the Models

From the Ateliers of Such Famous Makers As

Callot, Jenny, Lanvin, Paquin, Worth, Peggy, Cheruit, Bulloz, Beer, Georgette, Martial & Armand, Drecoll, Agnes



"Jeune Fille" expresses the atmosphere of the Springtime of life, of which these garments are the exponent.

Novel shaped tapering revers, can be converted into a double breasted effect, with a small V neck in front and a one button fastening at the waist line.

A collar, the long pointed ends of which extend along the shoulder and drop over, conveys the vivid impression of a soldier's epaulettes.

Linings are shown in scores of colorings, designs and materials. "Paisley" is extremely good, and a Hindoo design comes in for a share of attention. Beautiful satins and silks are shown.

Silk stitchings, beadings and braidings ornament the gowns and dresses in beautiful and bizarre effects—NEW, NEW, NEW, groets one on every hand. Beaded Silk Sashes are a fitting finale to some of these feminine fancies.

Buttons are important in their bearing on the impression that these newest garments give. And there is a never ending variety of buttons, from bright to sombre, silk to metal—it seems the more the merrier. Twelve buttons on each cuff is the proud boast of one smart suit, as well as scores of followers all over the jacket and skirt.

Tinsel and gold embroidery lend a picturesque touch to the decorative idea that is highly pleasing.

The "Jupe Tonneau" is very much in evidence, and this barrel shape skirt is extremely smart.

Collars so varied in shape and style that every type seems to be employed—collars that button high—collars that flow low—collars that veritably fold over—and the half has not been told.

Accordion Pleatings court admiration and lend a charm not to be denied.

Contrasts?—Startling contrasts convey the motif of the designer. A coat that looks like beaten gold has for its compatriot a dull black and white skirt—its veritable antithesis.

Just a brilliant dash of color to relieve the darker tones of a beautiful satin frock—and a masterpiece is conceived.

Belts that belong in a class by themselves, for they go far beyond the usual utility and lend so much of the decorative and the fascinating to the coats or the jackets that they are veritably "The Idols Eye."

Pockets—Some so bashful that they tuck, half concealed, under long lapels—others that bulge with pride like a barrel—then the patch and strapped and stitched sort hold sway, each in their separate way.

Plaids are good—all the Clans of Scotland seem to have contributed their quota to brighten this corner for fashion.

Checks that do not in any way "Deter," but rather enhance the charm of the materials employed, find their way into many of the smartest garments.

Persian designs and colorings lend an idealistic tone to some of the more severe type of garments, particularly where the solid, deep colors prevail.

Introducing three distinct silhouettes:
THE BARREL SILHOUETTE, sponsored by Callot, Jenny, Lanvin, Paquin, Worth, and Peggy.
THE STRAIGHT SILHOUETTE, sponsored by Callot, Cheruit, Jenny, and others.
THE DRAPED SILHOUETTE, sponsored by Paquin, and Bulloz.

Here Are Some of the Materials Employed:

Wool Jersey, Poiret Twill, Burella Cloth, Gabardine, Serge and Satin Combinations, Checked Velour, Bolivia, Tritotine and Khaki-Kool.

Suits, Gowns, Afternoon and Evening Dresses

Top Coats, Motoring Coats, Dress Coats, Sport Clothes, Skirts and Country Club Frocks—all will be shown here Monday.

The eye will be charmed and the senses gratified with the knowledge that a Specialty Shop, complete in its personal service for misses and small women, is at last a reality.

Just a feature or two in the costumes that will be shown:

DINNER GOWNS with Short Sleeves.
 AFTERNOON GOWNS with Elbow Sleeves.
 COLLARS that open on the shoulder.
 COLLARS square in front and rather large, but round in back and somewhat narrow.

Colors Run Riot—Everything in the Rainbow—the Earth and Sky

Cornflower, Ruby, Apple Green, Peacock Green, Orchid, Japanese Blue and Purple, Chartreuse, French Blue, Bisque, Copenhagen, Gold, Burgundy, Wine, Jade, Heron, Dove Gray, Periwinkle, Rose, Reseda, Magenta, Leather, Coral, Emerald, Flame, Nile, Peach, Beige, Navy Checks, Sunset, Joffre Blue, Helio, Begonia, American Beauty, Alsace Green, and Maple.

So the Specialty Shop for Misses and Small Women Opens with a wealth of beautiful colors and styles. No woman should miss this important event. Second Floor.

Another New Feature of Fashion

Is the Jersey Sports Suits

SPORTS SUITS of Jersey Cloth enter the lists for admiration and serious attention—they already have a big following and recently when our personal representative was in New York, a special purchase was made and arrangements perfected for first showing of the newest models here.

Jersey Cloth lends itself particularly well to this style of Suit and the colors are manifold—such as Rose, Emerald Green, Burnt Almond, Peacock Blue, Canary Yellow, Copenhagen Blue, Etc.

To take one model as an example—The Jacket is a modified Norfolk effect, trimmed with stitching and fancy buttons and the sleeves are "finger tip" length. The Skirts are comparatively narrow.

Some others are elaborated with stitched braided designs. There is a style here to suit every taste.

\$32.50, \$35.00, \$39.00 and \$55.00

Concerning Some of the Newest Dresses

Again Jersey Cloth is employed. Plain, chic dresses with wide girdles; fancy buckles and buttons and stitching. Chartreuse, Copenhagen Blues, GOLD and Grays. Prices are \$35.00, \$45.00 and \$55.00. Second Floor.

Lace Flouncings, Bands, Edges

Pretty laces that adapt themselves readily to many purposes. They are especially useful for camisoles, petticoats, jabots, trimming and skirt flouncings. Fashion predicts that laces will be "very good" this coming season. This is a splendid opportunity to purchase your requirements at small prices.

- Heavy Gold and Silver Laces, Bands and Edges, up to 9 inches wide. Worth \$2.00, yard. **98c**
- All-Silk Chiffons, 40 inches wide; black, white, and colors. Per yard **65c**
- Dainty Shadow Lace Flouncings, 18 inches wide. For making jabots, waists and dresses; white, cream and black. **Worth 59c, Yard, 39c**
- Gold and Silver Run Laces. **39c**
- Oriental Net Top Flouncings, 18 inches wide. **39c**
- All-Linen Clusy Laces, white and ecru. **Worth 10c, Yard, 5c**
- Fllet Vals., matched sets, all widths. **5c**
- French and German Vals. **5c**
- Platt Vals., Bands and Edges. **5c**
- 6-Yard Bolts of Plain Lace Beading, bolt. **5c**

High-Grade Footwear for Women

Semi-Annual Clearance Sale Continues Monday

Any woman that did not attend this sale Saturday and share in these remarkable savings, should take advantage Monday.

Of course, the size range is somewhat broken, and that is the reason we are going to make a final clearance of all of them AT THE ONE PRICE, \$3.85 a pair.

There are both lace and button styles—many different toe shapes and variety of heels and all NEW patterns. In all about 40 styles to choose from.—Both light weight turn and medium welled and stitched soles. Low leather heels, leather Cuban heels, leather Louis heels and wood Louis covered heels. This is a fine opportunity for women to supply themselves with splendid footwear at a remarkably low price.

The market prices are advancing every day, and we seriously advise every woman to buy for future as well as present needs. Main Floor.

Notion Needs

- Men's and Women's Sleeve Protectors, pair. **10c**
 - Shell Hair Pins, box. **3½c**
 - Hair Nets, each. **1c**
 - Rust-Proof Dress Clasps, special, card. **2½c**
 - White Ivory Combs, each. **19c**
 - Inside Skirt Belting, yard. **5c**
 - Best Shell Hair Pins, card. **5c**
 - Soft Face Chamois, each. **4c**
 - Best Mercerized Rick-Rack, all colors, bolt. **10c**
 - Darning Cotton, 3 spools for **5c**
 - J. & P. Coats' Thread, spool **4c**
 - Men's and Women's Suit Hangers, 2 for **25c**
 - Sanitary Napkins, dozen. **19c**
 - Sanitary Aprons, each. **19c**
 - Velvet Grip Hose Supporters, 25c values. **19c**
 - Best Sanitary Belts, 25c values, each. **19c**
 - Real Hair Nets, 3 for. **25c**
 - each. **10c**
 - Hump Hair Pins, large package for. **8c**
 - Pearl Buttons, card. **3½c**
 - "American Maid" Cotton, ball. **6c**
 - Scissors and Shears, pair. **10c**
 - Wooden Button Molds, 2 bunches for. **5c**
- Main Floor.

Linen Store Offers

Exceptional Values

Any woman who is in need of an extra spread or two, table damask, fancy linen or crash, will do well to share in this sale Monday.

\$2.75 Spreads, \$2.25

750 Large Size, Heavy Crochet Bed Spreads, scalloped and cut corners; large assortment of new designs; Monday, **\$2.25** each

50c Damask, 39c

1,500 yards of Fine Linen Finish, Mercerized Damask, 64 in. wide; new spot and stripe designs; Monday, yard. **39c**

69c Fancy Linens, 49c

2,000 Scarfs, Shams and Centerpieces, fancy lace trimmed; also white and colored embroidery; very pretty assortment; each. **49c**

12½c Crash, 10c

Two Cases of Bleached Crash, the heavy, absorbent kind; blue and red borders; yard. **10c**

Main Floor.

Wash Goods

White and Colored

NEW Fancy Voiles, in plaid effects. Mercerized and lace stripes. 38 inches wide. Special, yard, for. **59c**

White Cotton Crepe, for undermuslins, 30 inches wide. Monday, yard. **20c**

36-Inch Sea Island Nain-sook, soft, silky and splendid for making dainty undermuslins. Box of 12 yards, for. **\$2.69**

36-Inch Imperial Nain-sook, 12-yard bolts. **\$1.35**

40-Inch Imperial Nain-sook, 12-yard bolts. **\$2.35**

Very fine quality White Voile, for blouses, dresses, children's wear, etc. 38 inches wide. Sale price, the yard. **15c**

Linon in cream color only. Every thread pure linen; 44 inches wide. Yard. **29c**

Basement.

Domestics, Dress Prints, Gingham, Sheets and Slips

The Genuine Red Seal and Everett Classic Dress Gingham, in all the wanted stripes and checks. Mon- **10½c** day, yard

The Genuine Simpson's Prints, best grade; gray, black and white, shepherd checks and fancy designs. Off the bolt, **7½c** yard

36-Inch Best Grade Dress and Wrapper Percale; light and dark grounds. Yard. **12½c**

32-Inch Treffan Dress Gingham, in all the new spring designs and neatest color combinations. Monday, yard. **19c**

32-Inch Genuine English Poplin and Repp Shirtings, in all the newest styles; regular 25c value, sale price, yard. **19c**

Dress Percale, Bookfold; neat light and dark grounds; all the wanted styles; yard. **9½c**

42-Inch "Pequot" Tubing, best grade; lengths to 20 yards; 25c value, yard. **18c**

36-Inch Bleached Muslin, good quality, soft finish; off the bolt, Monday, yard. **8½c**

27-Inch Fancy Outings, Amoskeag "Smyrna" Cloth; best grade; off the bolt, yard. **9½c**

36-Inch Curtain Marquisette, in plain white and ecru shades. Neat fancy borders. Special Monday, 12½c quality, at, yard. **8½c**

81x90-Inch Bleached Sheets; French seam in center, 3-inch hems; good quality; each. **55c**

81x90-Inch Hemstitched Genuine "Cohasset" Bleached Sheets, made from "Pequot" sheeting; regular \$1.15 value; Monday, each. **98c**

42x36-Inch Bleached "Belfast" Pillow Slips, linen finish, 3-inch hems; each. **17c**

42x36-Inch Bleached "Puritee" Pillow Slips, fine quality, 3-inch hems; on sale, Monday, each. **15c**

Basement.

Valentines

—A big assortment from which to choose at prices to fit every purse.

—Unique cut-out designs. More artistic and attractive than ever.

—Popular fiction and beautiful gift books make most acceptable Valentines. Main Floor.



Brandeis Stores