

Fall Opening

Monday, September Seventeenth

THE first authentic showing of the newest Fall Coats, Dresses, Suits, Blouses, Hats, etc.—and all the fascinating dress accessories that go to make the perfectly appointed wardrobe.

Indicative of the times, the military influence manifests itself in unmistakable terms—but curiously enough, the most positive inclination is toward the Chinese, and we see Suits with Chinese jackets and Mandarin Coats for evening wraps.

Evening gowns are shown in short lengths with the train dropped from the belt and magnificent Over-Wraps and Coats are all lavishly trimmed with beautiful furs. Beautiful shades of Taupe, Sapphire Blue, Beet Root and Black, also Silver and Emerald, together with the brighter hues of Peach, Primrose, Maise and Wood Brown. These, together with the employment of Silver and Metal Laces, produce an effect that is truly fascinating.

Panniers and side drapes show prominently, and exceedingly interesting is the tendency to hark back to the early '50's to find a modification of the bustle.

The employment of Silks, Moonglo Satins and Georgette, Velvet and Taffeta combinations in the gowns, and such cloths as Seville, Duvet de Laine, Buckskin Velour, Peau de Pache, Reindeer Cloths, Bolivias and Pom Pon in Suits makes this the richest season in ideas and variations that we have ever known.

*Cheruit
Hickson
Drecoll*

*Premet
Joseph
Beer*

*Jenny
Lanvin
Raudnitz*

*Bendell
Brandt
Georgette*

are the names of some of the adaptations of famous makers represented in this style exhibit.

SPECIALTY Shops for small women, misses and children assemble in their own domains the most attractive and select of the "youthful" in apparel.

FRENCH hats are here in their original woden boxes. This is very extraordinary, owing to the extreme difficulties of transportation, and consequently this exhibit will be of greater interest than usual. Marie and Annie, Louison, Mme. Lewis and Mme. Germaine are the sponsors for these hats.

THE entire establishment participates in this Fall Opening—from floor to floor, beautiful color, fascinating fabrics and charming adornments make this the most complete Style Exhibit ever held in the middle west country.

THE third floor has undergone a transition that gives to it a vastness and charm never before attained, and begins with the opening day a new era of service.

The Greatly Enlarged and Beautified Apparel Departments

Give Broader Scope for a Most Magnificent Display,
And Three New Elevators Will Give Splendid Service

THE entire second floor has been given over to the Apparel Departments and many of them have doubled and tripled in size, affording us the opportunity of making the most impressive exhibit that this store has ever announced.

THREE beautiful new Passenger Elevators on the southeast side of the store will be opened to the public on this first Fashion Show Day—the very latest and most attractive elevators installed in this part of the country.

You Are Invited
to Be Present

Brandeis Stores

At This Fall
Style Exhibit

