

# Style Developments for This Spring Season 1918

Show a decided tendency toward the more conservative, without in any way neglecting the charm and fascinating qualities which all garments for wear in the new season should have.



## Splendid Spring Suits A Few Prominent Models

Detailed for This Announcement

So many and so varied are the styles that are arriving daily that space will only permit description of a few.

**A NEW MODEL**—Direct copy of the imported; made of light sand shade Poret Twill—straight line with belted sash and large, novel pockets and soft rolling collar, neatly hand embroidered in black and sand to match. Priced at... **\$125.00**

**ANOTHER NEW MODEL**—Joffre Blue Roshanara Silk (the new crinkly creped silk fabric) so much in vogue this season. Trimmed with self material and collars and cuffs in light tan for contrast. The novel pockets and buttons are hand embroidered in a multi-colored effect. A splendid, fancy tailored suit, priced at... **\$69.00**

**BEIGE IMPORTED Poret Twill Suit**, long coat effect, loose lines; with sash belt. The vest, back of collar and broad strip across the back at waist-line of navy blue silk Jersey—a copy of an imported model. Very unusual, at... **\$139.00**



Hand Made  
French and Philippine  
Embroidered  
Blouses

THERE MUST BE MORE than mere style to a Blouse to make it appealing. There must be that intangible something which is called fascination—a different—distinctive style.

Beautiful blouses of voile, batiste and linen, in white and flesh, also hand-smocked blouses.

**\$6.95 to \$22.50**

Second Floor

## New, Dressy Gowns A Complete Showing

Lovely creations from the foremost designers.

For Theater, Dinner and Afternoon Wear

**DAINTY** shades in Georgette—displaying the extensive usage of beading and embroidery in self-tones or contrasting shades. Beautiful new, lustrous satins, taffetas in both plain and fancy stripes or figured designs. Foulard combinations with satin or taffeta will be shown.

**THE** shades are exquisite and when combined with lovely laces in touches on collars and cuffs, or to form a part of the gown itself, the daintiness is irresistible. New light colors that are meeting with high favor are peach, orchid, maize, porcelain blue, white and flesh. While in the darker silks are shown beige, silver, beaver, navy, wisteria, and black.

**\$49.00, \$65.00 to \$89.00**

Second Floor



## Serge Street Frocks for Misses and Small Women

**NEW** Eton styles—some with straight silhouette. This Specialty Shop is showing Spring styles that carry that air of distinctiveness and "youth," which is, of all things, desirable to the woman who can wear the smaller sizes.

**\$25.00 to \$95.00**

The Eton model is a decided favorite for the new season—and these garments elicit the word "smart" with the slightest hesitation.

Second Floor

All garments displayed at our recent fashion show at the Brandeis Theater may now be inspected in our Gown and Suit section

We are now prepared to show a splendid stock of novelty and tailored suits (arriving daily), in all the fashionable materials and new shades, ranging in price from... **\$125 Down to \$29**

### The New Sport Skirts

Consisting of the Royal fiber satins and Roshanara silks, in the light, plain and fancy patterns, suitable for sport wear—also the dark colors in taffetas and satins and the plain shades, as well as the new Roman stripe novelty patterns and silk gingham patterns. Also cloth skirts in dark and light materials. Every conceivable new design shown this season.

Second Floor

## Laces That You Want Now for Trimmings, Collars, Cuffs etc.

As we get closer to the Spring Season, so your needs for dainty Laces increase, and now, while the stock is crisp and fresh and new, and the prices extremely low, is the right moment to pick and choose that which you will need later on.

**27-Inch Imported Organdy Swiss and Batiste Flouncing**, with ruffled and plain hemmed edges, neatly embroidered in this season's newest patterns, special, a yard, **98c**

**36-Inch Beautifully Embroidered Organdy**, all new embroidered floral patterns, suitable for skirt flouncing and children's dresses, special, a yard, at... **59c**

**3 and 4-Inch Ruffled Edges and Beading**, combined for trimming of children's dresses and undergarments, special, a yard, at... **35c**

**Metal Laces**, gold and silver flouncing, 18 and 24 inches wide, black and silver and black and gold flouncings, very special, a yard, at... **98c**

Main Floor.

**3, 4 and 5-Inch Embroidered Edges**, in Swiss long cloth, neatly embroidered in blind and open patterns for trimming of children's dresses, underwear and aprons, a yard, **12½c**

**Collar Laces**, splendid assortment of filet, also filet and venise combinations; white, cream, ecru and real shades for the new collar and cuff sets; specially priced, a **\$1.50** yard, at 59c to...

**Camisole Laces, VanDyke Points** with beading tops, filet and shadow patterns, very special, a yard, at... **25c**

**Wash Laces**, filet and French vals, edges and insertions, Platt vals up to 3 inches wide, all linen cluny bands, ecru only, special, a yard, at... **5c**

## Beautiful New Spring Silks Amazing Color and Design Variety

Walking through this Silk Department is like walking into a rainbow—every color you ever heard or thought of, and many that you never even imagined. Fascinating designs—luxurious fabric and amazing variety—all at modest prices.

**40-Inch Georgette Crepe**, very strong and firm, regular \$2.00 quality, in all the new colorings, very special, a yard, at... **\$1.25**

**36-Inch Novelty Wash Crepes**, in self-toned plaid and stripe effects, suitable for blouses and dresses, in a splendid range of colorings, very special, a yard, at... **95c**

**40-Inch All-Silk Crepe de Chine**, splendid weight and finish; will give the best of service; regular \$1.75 quality; in fifty new shades; special, a yard, at... **\$1.25**

**The New Korean Silk**, 32 inches wide, very soft shimmery crepe finish, will launder nicely for the new dresses; very special, a yard, at... **\$1.25**

### Black Silk Specials

**36-Inch Chiffon Taffeta** **\$1.50**  
**36-Inch Duchess Satin** **Yard**  
**36-Inch Messaline**

Main Floor

**40-Inch Silk and Wool Poptins**, extra good weight, soft brilliant finish, worth \$1.75 a yard, at... **\$1.25**

**36-Inch New Chiffon Taffeta**, pure dye, soft suede finish, in all the new colorings, worth to \$2.00 a yard, special, a yard, **\$1.50** and **\$1.69**

**We are headquarters for the New Foulards** in the new dots, floral, disk stripes and other beautiful new combinations; 36 and 40 inches wide; very special, a yard, **\$1.75** and **\$1.95**

**40-Inch New Novelty and Plain Effect Tussah Silks**, for separate skirts and dresses; one of the most popular and practical silks of the season; worth to \$3.00 a yard, special, a yard, at... **\$1.95**

## White Goods Specials For Spring Sewing

The dainty materials that will enter into the making of many things for your Spring outfit—and not a bit too early right now to begin your sewing for the new season.

**Fine Quality Sheer, Crisp, White Organdy** for Dresses, Waists, Trimmings, etc. 45 inches wide, special, a yard, at... **35c**

**White Poplin, Highly Mercerized**, good, firm quality, for Dresses, Uniforms, Middies, Skirts, etc., 36 inches wide, special, a yard, at... **45c**

**Imported White Pique**, in wide and narrow wales; soft and fine 27 inches wide; a yard, at... **29c**

**New, Dainty White Novelties**, for Dresses and Blouses, in a wide collection of pretty patterns to select from; 39 inches wide; special, a yard **59c**

**White Flaxon**, in pin check and small double cross-bar, 32 inches wide, special, a yard, at... **25c**

**36-Inch White Pajama Cloth**, in large plaids; sold from the bolt; Monday, a yard, at... **15c**

**40-Inch White Voile**, slightly soiled, worth 30c a yard, Monday, a yard, at... **15c**

Basement

## Curtains and Curtain Materials Advance Spring Showing

Every woman is interested in things which will brighten up and make the home take on a new appearance, when the Spring season approaches. We make suggestions of Draperies and Curtains, which we think most suitable right now, and quote modest prices on everything.

**Cretonnes at 39c a Yard**  
An attractive lot of new and beautiful materials; values up to 75c a yard; special for Monday, a yard, **39c**

**New Nets**, in all the best weaves and patterns and price for every purse, in white, ivory and beige, a yard at... 19c-\$3.50

**Velours, Velvets, Tapestries, Damask**, plain 50-in. fiber silks in many colorings, Arumres, Repps, Poptins and a great many other fabrics for draperies, hangings, furniture coverings, cushions, etc.

**Beautiful New Panel Curtains**, in nets, voiles, marquisettes, combined with real lace motifs.

Let us figure on your window shades, curtain rods, etc. Estimates furnished free of charge

Third Floor

**Curtain Nets, 39c a Yard**  
A wide variety of the newest curtain nets for Spring; values up to 75c a yard to be offered here on Monday, a yard, **39c**

**Beautiful Filet Nets, 25c**  
Copies of real lace, in white, ivory and beige. Regular 49c values, at 25c

**Colored Madras**, for overhangings, large line.

**Couch Covers**, very large assortment of patterns, colorings and prices.

**Mattings Covered and Cedar Chests.**

**Folding Screens.**

**Portieres**, in velour, velvet, fiber silks, damask, Repp, Arumres.

**Table Runners and Covers. Curtain Stretchers, Rug Fringes and Binding.**

## Eight Offerings in Rugs At Prices That Cannot Be Duplicated

EVERY WOMAN has need of a new Rug or two, but sometimes the cost is a deterrent—look at the figures we have set down for these items advertised for Monday, and then decide whether you can afford to miss the opportunity here set forth.

**Lot No. 1—9x12 and 8-3x10-6 French Wilton Rugs**, that sell regular at \$80.00 and \$85.00, at a saving of \$15.00 and \$20.00; Monday, at... **\$65.00**

**Lot No. 2—9x12 and 8-3x10-6 Art Loom and Hartford Wiltons**, that sell regularly at \$50.00 and \$55.00, at a saving of \$11.00 and \$16.00; Monday, at... **\$39.00**

**Lot No. 3—Hartford Body Brussels, 8-3x10-6, and 9x12**, that sell regularly at \$35.00 and \$37.50, at a saving of \$10.00 and \$12.50, Monday, at... **\$25.00**

**Lot No. 6—4-6x7-6 Tapestry Brussels Rugs**, for reception halls and small bedrooms, regular \$8.75, Monday, at... **\$6.50**

**A Fine Showing of Braided Rag Rugs Just in From Japan**

24x36, at... \$2.75 | 24x48, at... \$3.75 | 27x54, at... \$4.75 | 36x63, at... \$6.75

Third Floor

**Lot No. 4—9x12 feet Axminster Rugs**, slightly mismatched, some hardly noticeable. We bought them at lower prices than usual, however, and offer them to you at the same proportionate reductions. Good patterns and the well known Bussorah and Electra qualities, selling regularly, in perfect rugs here, at \$37.50; special on this lot for Monday, **\$27.50**

**Lot No. 5—Same merchandise; a little more noticeable—same quality as number 4.** Monday, while they last, at... **\$21.98**

**Lot No. 7—4x7 Chenille Chamber Rug**, in blue and gray; regularly sold today at \$12.00; our price, Monday, at... **\$6.98**

## Art Embroidery

**Imported Cretonne Sewing Bags**, fitted with needles and thimble—silk draw cords, \$1.25 value, each, at... **69c**

**Stamped, Made-up Night Gowns** of extra quality nainsook; pink and blue bands on neck and sleeves, designs for French knots; round necks; special, each, at... **98c**

**Silk Velour Table Scarfs**, tapestry and gold galoon trimmed, sateen lined, colors are red, blue, green, gold and brown; special, each, at... **\$2.59**

**Stamped Bed Spreads**, fast color pink or blue, chambray applique stripes, for full size beds; designs on stripes; \$4.00 values, each, at... **\$2.95**

**Stamped Woolnap Baby Blankets**, 31x43 inches, overcast edges, blue borders, designs for French knot and loop stitch, special, each **98c**

**Stamped Terry Cloth Bath Sets for Baby**; wash cloth, towel, lap cloth and bib, in pink or blue; overcast edges; special, a set, at... **\$1.69**

### Bucilla and Royal Society Crochet Cotton

White, ecru and colors; all sizes; colors are fast; special, a ball, at... **8c**

### Plenty of Yarn Here

Gray and khaki yarns, a big lot just received, in the various weights for army and navy and Red Cross work. Come in and learn how to knit and crochet free of charge, and take advantage of the modest prices on these yarns.

Third Floor

# Brandeis Stores