

You furnish the house, we'll furnish the home.
Better Furniture at Moderate Prices

THE BRANDEIS STORE

BUSINESS MEN'S LUNCH
Delicious food—beautiful surroundings—efficient service, 60c
Men's Grill Room—Tenth Floor
Take 17th Street Elevators
Seventh Floor

Just from Paris!

The first consignments from the corps of Brandeis buyers who have gone abroad to make personal selection of the choicest offerings of European markets are here. They have been hurried back and have even preceded them to the home shores.

Gorgeous and Unique

—are these advance heralds. They are scarcely out of their foreign wrappers and you will want to have the distinction of being among the first to see and choose some of these rare and beautiful things.

Best of All

—the prices are surprisingly low and a revelation of the purchasing power of the American dollar in foreign ports today.



Laces

Radium Laces in glowing fuchsia or royal blue of a soft cobwebby texture that suggest the grace of a summer evening gown or a lovely blouse.

Priced: 4.98 and 5.98 a yard
Hand-made Princess Lace, made in Belgium for the June bride—you know every wedding gown longs for a bit of real lace. In varying widths. Priced: 3.98 to 29.50 a yard

Beaded Bags

Only in France do they make them in these exquisite colorings—soft Persian harmonious beautiful hennas and marvelous blues. Beads of such a rare fineness the bags are soft and supple to the touch. Envelope shapes with beaded strap handles fasten with a single pearl—only an artist would have thought of that. Others with mountings of burnished gold or filigree. Every bead of cut steel, each bag a different design. You must see these!

Priced: 21.00 to 100.00

Girdles

But They're Different

Shaped girdles of jet, in all black, or combined with embroidery and sequins in colors, made to fit the low waist line. With their long pendant fringes they make a complete decoration for a frock. Only a few yards of soft silk with one of these stunning girdles and you have a gown of distinguished elegance.

Priced: 7.50 to 15.00

Beaded Bandings in steel or iridescent sequins. Novelties like these are indispensable to the dressmaker.

Priced: 39c to 98c a yard

Robes, glistening with sequins or elaborately beaded. A striking one uses gray beads on Mohawk georgette. There are blues, blacks, and other colors.

Priced: 14.95 to 39.50

Ribbons

"Haute Nouveaute"
French designers have originated some "extremely novel" ribbons. Among the high points of their distinction are embroidered Jacquard effects—tiny rosebuds or conventional patterns—metal borders are frequently used, also pictorial edges in tasteful contrasting colors. Narrow ones, say for sashes, and wider ones for millinery, they're all very interesting.

In the Windows

Many of these lovely imports are displayed in the Seventeenth Street windows. Look for them!

More to Come

These are but forerunners of the many tasteful selections and rare values that will result from this special purchasing trip to foreign lands.

Washable Dress Fabrics

The reason for the assured vogue of wash frocks is no mystery. The new voiles, organdies and gingham are simply adorable, and the colorings are as magnificent and plentiful as the hues in a summer's sunset. Here are some of the new values which will help to make wash dresses still more popular:

Epongeette—A beautiful cotton fabric in all the leading sport shades. Very desirable for suits, skirts and jumper dresses. 36-inch width. Ordinarily worth 69c; for Monday, per yd., **39c**

Woven Flaxon—This dainty, sheer material in a magnificent range of checks and plaids in every wanted color combination. 32 inches wide. Regular 75c value; per yard, **59c**

Swiss Organdy—Beautifully embroidered in contrasting colors. This material is charming for pretty waists and dresses. 40-inch width. Specially priced, per yard, **69c**

Embroidered Tissue Gingham—Exact copies of the imported French novelties. 36 inches wide, in a variety of designs and colorings. Our regular price 98c; Monday, per yard, **50c**

Swiss Organdy—Sheer and dainty, with guaranteed permanent cilander finish. In white only. Regularly worth \$1.00; Monday, per yard, **69c**

Tootal's Famous English Gingham—Known and recognized as the superior of all others. In beautiful checks and solid colors. Per yard, **98c**

Main Floor—Center

Special Prices in Wash Goods

Fancy Printed Dress Voiles—In a big range of new printings and colors. Specially priced, per yard, **35c**

Printed Dress Batiste—Many new floral patterns. 40-inch width. Specially priced, per yard, **29c**

Beach Cloth—Most desirable for sports suits, skirts or middies. 36-inch width. Special, per yard, **35c**

Gingham—Neat checks in assorted colors. 32-inch width, 2 to 10-yard lengths. An unusual value, per yard, **17½c**

Tissue Gingham—In a wide range of new styles and colorings. 36-inch width. An exceptional value, per yard, **39c**

Madras Shirting—Pretty corded and jacquard patterns. 36-inch width, per yard, **25c**

Basement—North

Extraordinary Values! Famous Brands of Sheeting and Pillow Tubing

At Less Than Today's Wholesale Cost

This offering consists of 20 cases of bleached and unbleached sheeting made by America's leading mills and of exceptional high quality. Widths offered are most desirable.

10-4 90-inch Unbleached Utica.

10-4 90-inch Bleached Mohawk. **52½c** 9-4 81-inch Bleached Pequot. **52½c** 9-4 81-inch Bleached Dwight. **52½c**

Bleached Pillow Tubing

Ten cases of the very best brands: Pequot, Dwight Anchor, Continental, Wearwell, Pepperell, Aurora, Indian Head, Androscooggin and Cabot in assorted widths. The values range from 48c to 65c; per yard, **39c**

We Reserve the Right to Limit Quantities. No Mail or Phone Orders.

Basement—North

Special Selling of

Armours' Toilet and Bath Soaps

At Great Reductions

Auditorium Bath Soap—Regular 15c a bar, special, **25c** 3 for

Sylvan Floral Series—Assorted odors; regular price 15c a bar; special, **25c** 3 for

Main Floor—West

Protect Your Original Investment

By Proper Upkeep

A lot of your success depends upon your personal appearance, of which your footwear is a most important item. You cannot afford to wear seedy, sloppy, wornout and runover shoes.

Brandeis Shoe Repair Department

Bring your worn shoes to be rebuilt with the best of materials obtainable by expert repair men.

Basement—East



Purchasing Power

"How do they do it?" part question and part exclamation, is a common remark in the Brandeis Store. It is made by well pleased customers and is prompted by the remarkably fine goods offered at remarkably low prices, and offered continuously and upon all lines of merchandise.

The answer is that these offerings are made possible by the **Purchasing Power** of the Brandeis Store. **Purchasing Power** as thus used must be a comprehensive term. It means ability to buy for cash on short notice and in large quantities. But it means, also, the ability to discover buying opportunities and to place proper value upon them when they are discovered.

Purchasing Power, in this view, can only operate under a highly organized and carefully developed system. In the Brandeis Store the system has come to be known as "The Lookout in the Foretop." Through this system bargains are hunted out in the markets of the world. If the stock must be sold in one large lump the Brandeis Store, by reason of its ability to handle large stocks, is prepared to take it all. If cash payment can bring lower prices the Brandeis Store can pay the cash.

The Brandeis Store has alert and experienced representatives in every important market and wherever some great emergency makes it necessary for a jobber or manufacturer to realize cash through sacrifice sale the deal with this institution is a matter of moments rather than of days or weeks as it would be with a smaller concern.

This reputation for ability to buy and handle large stocks is so well known that when jobbers or manufacturers desire a quick transaction on a large stock they invariably turn to the Brandeis Store among all the institutions of the Middle-West. They know that this store is constantly in the market for high-class goods at bargain prices.

The result is that our customers are habitually given opportunities so wonderful that "How do they do it?" is one of the most familiar exclamations heard around the well-thronged counters of this institution.

J. L. Brandeis & Sons



Do It to Music

Soldiers march better to the measure of a band. You can finish dull tasks quicker to the tune of a catchy Brunswick record.

The Brunswick has a place every hour in the day—you can work to it, rest to it, as well as amuse in leisure hours.

You dance to it, sing with it and enjoy the world's great musical classics. Whatever you play—whatever make or type of record, Brunswick reproduction is perfect. Hear The Brunswick and hear Brunswick Super Feature Records—the sensation of the musical world.

Brunswick

Complete outfits can be purchased on monthly terms so low that you will hardly miss the money. For instance:

Brunswick Model No. 200

With needles, both jewel and steel, record cleaner and record albums.

103-30

Just buy a few records and pay the balance at a rate of about 30c a day.

Main Floor—West

Embroideries

Fine Cambric and Swiss Embroideries

Values to 15c **5c** Per Yard

These embroideries are all pretty new patterns in varying widths up to 5 inches.

Main Floor—Center

A Silk Sale

Of Astounding Proportions and Values

Will Be in Operation in Our Silk Department, Main Floor

At Savings of 20% to 50%

Beginning Monday, April 3

Two New York manufacturers of high-grade silks had on hand considerable overstocks of the new and standard weaves. After considerable bargaining they accepted a very low cash offer for these goods. In this way we assembled this wonderful collection of silks, which we offer at savings of 20% to 50%. Because of the extreme values and great demand for these weaves we advise early shopping.

Here Are Wonderful Silk Values:

Crepe Knit and Creponge **2 79**
All colors; 50 shades; 36 inches wide; regular prices 3.50 and 3.95; now priced **2 79** Yard

Regular Price	Sale Price	Regular Price	Sale Price
4.00	2.79	3.75	2.79
—Crepe Satin—Black, brown and navy, 40-inch width,		—Twill Foulards—Cheney Bros., 40-inch width, at the low price of	
3.75	2.79	3.75	2.79
—Baronet Satins—All colors, 40-inch width, very special,		—Canton Crepe—All colors, 40-inch width, very special,	
3.50	2.79	3.75	2.79
—Heavy Crepe de Chine—All colors, including plenty mohawk, henna,		—Gray Radium—Heavy weight, 40-inch width, special at	
4.00	2.79	3.50	2.79
—Mallinson Khaki Kool—Limited quantity of tan only, 40-inch width,		—Motora Pongee Suiting—Oyster white only, 36-inch width,	
3.00	1.59	3.00	1.49
—Charmeuse—Heavy quality, in black and navy only; 40-in width,		—Swiss Taffeta—Wonderful weight in navy blue only, 36-inch width,	
2.75	1.59	2.50	1.59
—Mallinson's All-Silk Fisher Maid—Sport colors, 40-inch width,		—Black Sport Satin—"Superior" quality, 36-inch width,	
2.25	1.59	2.25	1.59
—White Silk Jersey—A washable all-purpose silk—36-inch width,		—White Tub Silk—Launders beautifully, 36-inch width,	
2.25	1.59	2.00	1.59
—Black Taffeta—Good strong quality in black only, 36-inch width,		—Georgette Crepe—Full line of colors, 40-inch width,	
2.00	1.59	2.50	1.59
—Pink and Flesh Wash Satin—For lingerie, 36-inch width,		—Printed Georgette Crepe—Light and dark patterns, 40-inch width,	
1.35	95c	1.98	1.09
—Natural Pongee—Japanese quality, 12 mommie, 32-inch width,		—Black Messaline Satin—Limited quantity, 36-inch width,	
1.50	1.09	2.00	79c
—Kimona Silks—New patterns, 32-inch width, at the very low price of		—2.00 Satin Faille—In Copen and Japanese blue for	

Natural Pongee **79c**
20 Mommie weight; pure silk; special on Monday at, per yard,

Crepe de Chine **1 09**
Good weight and in all colors; 40-inch width; on sale Monday, per yard,

Main Floor—Center