

WHITE GOODS
Worth 20c to 25c yd., in our basem't, 12 1/2c

Brandeis cash secured these surplus stocks of waist and dress lengths of embroidered white batiste, checked dimity, lace stripe batiste, striped swiss muslin, broken striped lawn, etc. Every length is fresh and new. Actually worth up to 25c yard, at 12 1/2c yard

BRANDEIS STORES

Every Item in This Ad is an Extra Special and Means an Actual Saving of Money

WOMEN'S \$15 and \$20 Cloaks at \$8.98

A new group which we have just assembled of scores of smart, plush, plain cloths, heavy mixture coats, etc.; all the newest, most popular winter features—extra special for Thursday at \$8.98

Scores and Scores of Remarkable Bargains for Thursday Are Brought Forward For Selling in Our

January Clearing Sale

It is just such wonderful bargains as these that have made Brandeis January sales known all over the west as the most important bargain events of each year. These values cannot be duplicated anywhere else in the United States.

CLEARING SALE
Your Choice
Any Woman's Suit in our Entire Stock (Many have been selling at \$30 and \$35.00) FOR \$15

12 1/2c Nurse stripe gingham, perfect dress lengths; January sale price, basement, yd. 7 1/2c

Beautiful white cambric and lingerie lawn, the quality is exceptionally fine—basement, at yard. 10c

Yard wide bleached and unbleached muslins, well known brands, soft finished muslin remnants—basement, at yard. 5c

Beautiful floral crepes for kimono and dressing saques, also day designs—5, 6, 8, and 10 yard patterns. The price is 15c regularly. January sale price in basement, at yard. 10c

Pull standard prints in Persian Challie designs suitable for covering comforters—basement, at yard. 3 1/2c

January Sale CURTAINS and Draperies in Basement.

We start each new season with a complete new stock. To clear everything before new spring goods arrive we give some wonderful bargains.

All the Lace Curtains, that have been selling up to \$2.50 pair, go at, pair. \$1.50

All the Lace Curtains, that have been selling up to \$5 a pair go at, pair. \$3.50

All the Lace Curtains, that have been selling up to \$6.00 pair go at, pair. \$4.50

All our fine Cretonnes, taffetas, ivory cloth, worth up to 50c yd., go at, yard. 30c

All our fine imported colored Scotch Madras worth up to \$1.00, at, yard. 75c

All our Figured and Bungalow Sets, worth up to 75c, at, yd. 50c

All the Figured Etamine that sold as high as 25c, go at, yard. 15c

1,000 fine imported Samples of Lace Curtains, as long as they last, at each. 50c

All the 50-inch Bungalow Cloth, worth up to 50c, go at, yd. 15c

OUR ANNUAL JANUARY Sale of Linens

is the Greatest Linen Event Ever Known in Omaha's History—Greater Varieties—Better Qualities—More Wonderful Bargains

Every day we bring new lots to our counters and squares. We state positively that Brandeis nor any other western house has ever had such bargains to offer.

Pattern Table Cloths at \$3.98

These cloths are the finest grade of hand loom linen, made of pure Irish flax and never sold over any counter in America for less than \$10—special at \$3.98

Hand Loom Flemish Linen Banquet Cloths

Exquisite cloths of the rich Flemish linen, with those exclusive and artistic French patterns; 2 1/2x3 to 2 1/2x5 yard sizes; \$18 to \$20 are the regular prices—extra special, at \$5 and \$5.98

\$4.00 Pattern Table Cloths at \$1.98

HIGH Quality Irish Linen Satin Damask Table Cloths—Pure linen extra weight table cloths, in 2x2 1/2 sizes. Never sold anywhere at less than \$4 each—special, at \$1.98

\$3 Fine Hemstitched Table Cloths at \$1.69

Two and one-half yards and made of extra fine Austrian damask, all pure linen, \$3 values, at \$1.69

Bed Spread Specials

Largest Size Scalloped Edge or Crochet Bed Spread—without corners; fine Marseilles patterns; regular \$3.50 spreads, at \$2.39

Extra Weight and Extra Quality Improved Satin Marseilles Bedspreads—Fringed or hemmed in rich, beautiful patterns; \$4 values, very special, at \$1.98

Two Specials in Fine Napkins

Extra large pure linen double satin damask napkins; regular \$1.50 quality, will go in this January sale, at, dozen. \$2.98

Very fine quality pure linen satin Damask Napkins, good size, worth up to \$3.00 a dozen, at, per dozen, at, per dozen. \$1.69

Towels and Crashes

Extra size all pure linen, pin huck towels, hemstitched or scalloped borders; all guaranteed perfect. Often sold at 50c—never sold less than 40c—special, at, each. 15c

Extra large size Irish or Austrian Huck Towels; regular \$1.00 quality, at each. 75c

The largest size, full bleached double thread Turkish towels—large assortment; 50c values, each. 25c

18-inch all linen Brown Crash, extra weight, blue borders; 5c grade, at, yard. 3 1/2c

Fine Linen Table Damask

12-inch extra weight double Satin Damask in a beautiful range of patterns, that is regularly worth \$1.50 a yard, at, per yard. \$1.10

12-inch all pure linen Silver Bleached Damask, adapted for hotel boarding houses, etc.; \$1 value, at, yard. 69c

CLEARING SALE
18-in. Swiss, Nainsook and Cambric EMBROIDERED FLOUNCINGS

Also corset coverings in English eyelet and blind effects, etc.; thousands of yards. Actually worth up to 25c yard; big special bargain, at 19c yard. 19c

\$1 WIDE EMBROIDERIES at 50c yd.

27-inch fine Swiss, bartle and Nainsook flouncings, waist frontings; also all-overs and baby flouncings in English eyelet, floral, blue and combination—\$1, at yard. 59c

UNDERWEAR
Boys' and Girls' Heavy Fleeced Union Suits, grey and white; ages to 14 yrs; worth up to 75c, at, each. 39c

INFANTS' HOSE
Infants' All Wool Cashmere Hose—black, pink and blue; 2 1/2 to 4 pair, at, per pair. 7 1/2c

HAND-CHIEFS
Women's, children's and Men's sizes, plain white hemstitched borders and fancy prints; worth up to 40c, at, each. 3 1/2c

KID GLOVES
Black, white and color in one and two clasps effects; some are slightly mused. Many are worth up to \$1 pair, at, pair. 49c

Women's, Children's and Infants' Golf Gloves
Cashmere Gloves and Mittens

Silk lined, unlined and wool lined; black, red, brown, navy and white—actually worth up to 50c, at, pair. 1c

Clearing Sale NOTIONS

Darning cotton, 45-yd. spools, dozen. 4c

Tape, 24-yd. rolls, white or black. 5c

Chadwick's six cord in a c h line thread, white or black, all numbers, 3 spools— at 10c

Big lot of yarn, German-tow, zephyr, Saxony, Shetland, Joseph, etc.; worth up to 30c—at, skein. 5c

Southdown Yarn, just like cloverleaf, for toques, worth 25c a skein, at 10c

New wash trimmings and embroidery edgings, big line of colors, worth up to 34c yard, at, yard. 34c

90 yard Spools Basting Thread, at spool. 3c

Safety Pins, all sizes, at 4 cards for. 5c

Best Brass Pins, paper, at 5c

Hose Supporters, the Princess Chic, at 30c Nickel-plated Folding Coat Hangers at 5c

BENNETT'S

Stronger and better each season, the Annual January Linen Sale continues to add to the reputation of this store for value-giving.

Value-giving, with us, means, first of all, the keeping out of inferior goods. Secondly, value-giving means proper goods at fair prices. Thirdly, value-giving means the showing of satisfying variety. You'll find all of these things in our Annual January Sale of Linens. In the sale are



Pattern Cloths, worth from \$3.25 to \$10.00, at \$1.98 to \$5.00.

Napkins, worth from \$1.10 to \$17.50 the dozen, at 89c to \$11.98.

Damask, worth from 50c to \$1.25 the yard, at 39c to 98c.

Towels for All Uses

3 1/2c large size bleached huck towels with red borders, sale price \$1 1/2 each.

25c 26x26-inch all linen huck towels, purchased especially for our January sale, in extra heavy white and blue borders, 25c each.

25c 18x26-inch all linen hemstitched huck towels, of an extra heavy weight; none better for wear, January sale price, 15c each.

25c large size bleached bath towels, hemmed and all ready for use, 19c each.

Bed Spreads

\$2.75 12-4 extra heavy weight bed spreads with scalloped edges and cut corners, sale price, \$1.98 each.

\$5.00 12-4 satin bed spreads with embroidered edges, sale price, \$3.98 each.

\$3.25 12-4 good weight fringed bed spreads with cut corners, January sale price, \$2.39 each.

Pillow Cases and Sheetting

15c 42x36-inch pillow cases of an extra weight, made especially for our January sale, 20c each.

15c 42x36-inch pillow cases, made from a very superior quality muslin, sale price, 10 1/2c each.

25c 72x76-inch seamed bed sheets, made especially for rooming house and hotel use, while they last, 39c each.

30c 9-4 bleached sheeting of an extra good weight, 24c the yard.

Blankets Blankets

\$6.00 wool blankets in all of the wanted colorings, extra heavy, January sale price, \$4.25 the pair.

\$7.00 all wool blankets for large beds, come in all colors of checks and plaids, sale price, \$5.25 the pair.

\$1.25 good size cotton bed blankets, in grays and tans only, have colored borders, sale price, 98c the pair.

The Entire Stock of Pyrography Goods on Sale Thursday--Nothing Reserved.

This stock is divided in four lots and displayed on special tables set aside for this purpose.

Table No. One—Values Up to \$3.50 at 25c. Consisting of tabourettes, plate racks, stein racks, cigar sets, etc.

Table No. Two—Values Up to \$1.00 at 15c. Consisting of handkerchief boxes, stein racks, plaques, etc., etc.

Table No. Three—Values Up to 50c at 10c. Consisting of very large and complete lines of novelties of various kinds.

Table No. Four—Values Up to 25c at 5c. Consisting of boxes, plaques suitable for children, photo frames, novelties, etc.

Concerning the January Clearance of Women's Garments

Never did we have so many garments for clearance, never did we find it expedient to force prices so low throughout our entire lines, and never has any clearance sale we ever held attracted such throngs.

The advantage of buying now, while stocks are practically unlimited, is readily apparent. These few items will give you an idea of the pricing.

Women's Coats at \$9.50--
This price is for your choice of every woman's and misses' polo coat, reversible coat and fancy mixture coat in the store that formerly sold up to \$23.50. Browns, grays, navy and fancy patterns \$9.50

Separate Skirts at \$5.00
A big lot of serge, panna and worsted skirts in a wide variety of styles and plain black, navy and gray colors; that sold at \$7.50 to \$12.50, will be cleared on Saturday at \$5.00. All sizes in the assortment.

Children's Coats at \$5.00
Choice of the entire stock of girls' coats that sold up to \$12.50, Thursday and while they last, \$5.00. There are plain tailored and trimmed styles in blues, reds, grays, browns and novelty effects. Made of winter weight materials and warmly lined. Ages from six to fourteen years.

All Fur Sets and Separate Fur Pieces at HALF PRICE
This is for your unrestricted choice of the entire stock and includes sets and separate pieces of the finest mink, fox, lynx, coney, hare, etc. Positively none reserved.



Make the New Year a Musical Year

The new year will be full of genuine joy and entertainment for him who places the RIGHT musical instrument in his home. A piano, piano-player and Victor Victrola are instruments that make home, for no household is filled with the true atmosphere of home unless it has a high class musical instrument.

The Hooper store carries the largest stock of high grade pianos and musical instruments in the city and one of the largest in the west. This fact insures the selection of the best instrument at the exact price one is able to pay. AND HOOPER TERMS ARE TERMS THAT MEET YOUR CONVENIENCE.

Mason & Hamlin, Kranich & Bach, Bush & Lane, Cable-Nelson, Pryor & Co., Kremlin & Son, Hallet-Davis and Hooper.

A. HOOPER COMPANY
1513-1515 DOUGLAS STREET, OMAHA.
Branch Store—107 Broadway, Council Bluffs, Iowa.

Matchless Saving Opportunities in the January Clearing Sales

You're sure of dependable quality at least price. **HAYDEN'S** THE RELIABLE STORE. It's the quality of our offerings that attract most.

Better Bargains Than Ever in Our Great January Clearance Sale of Women's Garments

Long Coney Fur Coats—That sold to \$40—to close at, choice. \$20.00

Long Hudson Seal Coats—\$175 values, in this sale at, choice. \$87.50

Long XXXX Hudson Seal Coats—\$250 values, perfect beauties, while they last, choice. \$100

All Ladies' Dress Skirts at Half.
The most complete stock shown in Omaha here for your selection, all sizes, all kinds.



\$3.00 Skirts at \$1.50

\$5.00 Skirts at \$2.50

\$7.50 Skirts at \$3.75

\$10.00 Skirts at \$5.00

\$12.50 and \$15.00 Skirts, Thursday at. \$6.25, \$7.50

Long Novelty Coats that sold up to \$35, newest styles, most wanted fabrics, at \$10.00

Tailored Suits—200 of them that sold up to \$15, on sale in Domestic Room at \$4.95

Other Interesting Specials for Thursday.

Long Flannelette and Crepe Kimonos—\$2.00 to \$3.00 values, while they last, at \$1.45

Women's Percal Wrappers—In all sizes, regular values to \$1.25, your choice 59c

Ladies' Blanket Robes—Wool and eiderdown, \$5 value, choice \$2.95

Ladies' Silk Underskirts—Messaline or taffetas, \$5 to \$7.50 values, \$2.95

Ladies' Flannelette Dress-values, on sale 49c

Saques—Regular \$1

Children's Wool Serge Dresses—All sizes, 4 to 14 years, to \$5.00 values, choice \$1.95

Rousing Bargains in Furnishing Goods

Splendid savings throughout the entire stock. Values offered that are bringing crowds every day to Hayden's.

Ladies' Auto Hoods, \$2.50 values, all colors. \$1.45

Ladies' Union Suits, all kinds, \$1.00, \$1.50 and \$2.00 values, on sale. 98c, 75c, 49c

Ladies' Fleeced Underwear, heavy quality, vests or pants, values to \$1.00; on sale at, choice 49c 39c and 25c

Men's or Ladies' Wool or Cashmere Hose, regular 25c and 50c values; on sale at, per pair 25c and 12 1/2c

All Ladies' Outing Flannel Gowns, that sold up to \$2.50; choice 98c and 49c

Men's or Ladies' Union Suits, all kinds, all wool, or silk and wool; on sale. \$1.95

Children's Fleeced Union Suits, \$1.00 values, all sizes up to 16 years, at 49c

Children's Fleeced Vests or Pants, to 50c values; on sale at 25c and 15c

Grand Linen and White Goods Sale

The greatest quantities, the finest importations, the products of the best mills in the world.

India Linons, 5e, 7 1/2c, 10c, 12 1/2c, 15c, 18c and 25c

English Longcloth, 7 1/2c, 10c, 12 1/2c, 15c, 18c and 25c

Persian Lawns, 10c, 12 1/2c, 15c, 18c, 25c, 30c and 50c

French Lawns, 15c, 20c, 25c, 30c, 50c, 75c, \$1.00 and \$1.25

Irish Dimities, 12 1/2c, 15c, 18c, and 25c

Fancy White Goods, 10c, 12 1/2c, 15c, 18c and 25c

High Grade White Goods, 25c, 35c, 39c, 45c, 50c and 75c SHEETS.

72x90—38c, 45c, 50c, 55c, 59c, 65c, 75c and \$1.00

\$12x36—48c, 55c, 65c, 75c, \$1.00 and \$1.25

Bed Spreads, 75c, \$1.00, \$1.25, \$1.50, \$1.98, \$2.50, \$2.98, \$3.50 and \$3.00

9-4 Bleached Sheetting, 15 1/2c, 18 1/2c, 20c, 22 1/2c and 25c

Lonsdale 3 1/2c

Table Linens

Pattern Cloths, size 8-4, worth \$1.75, each. 85c

Pattern Cloths, size 8-4, worth \$3.50, each. \$1.65

Pattern Cloths, 8-10 size, linen, worth \$4.75, ea. \$2.50

Pattern Cloths, 8-10 size, all linen, worth \$6.00, ea. \$3.25

Pattern Cloths, 8-12 size, all linen, worth \$8.00, ea. \$3.98

Napkins, dinner size, pure linen, worth \$2.75, doz. \$1.50

Napkins, dinner size, pure linen, worth \$7.00, doz. \$3.50

Napkins, dinner size, pure linen, worth \$10, doz. \$4.95

Start the New Year Right

Buy your Groceries at Hayden's. Get the best. Buy for cash and save from 25 per cent to 50 per cent.

17 lbs. best Granulated Sugar \$1.00

15 lb. sacks best high grade Diamond H Family Flour, nothing like it, per sack. \$1.25

10-lb. Best "E" All or Diamond C soap. 35c

8 cans Lavaing Polishing Powder 25c

5 cakes Silikon scouring soap 25c

3 lbs. best white or yellow corn meal. 15c

4 lbs. good Japan rice. 15c

4 lbs. fancy macaroni, 12 1/2c quality. 25c

1 doz. Golden Table Syrup. 50c

at 35c

3 pkgs. Self-Rising Pancake Flour, at 35c

Jellyroll or jelly, pkgs. 7 1/2c

Grape Nuts, pkgs. 10c

Corn Flakes. 14c

1 lb. cans assorted soups. 7 1/2c

Quart bottles Canadian Maple and Sugar Syrups. 35c

Pint bottles Canadian Maple and Sugar Syrups. 25c

Best Creamery Butter, lb. 28c

Presalt Butter, lb. 25c

Fresh Vegetable and Fruit

Bunches Fresh Beets, Carrots or Turnips. 40c

Fancy squatts, bunch. 35c

2 bunches Fresh Leaf Lettuce. 50c

2 bunches Fresh Parsley. 50c

Fancy Hip Tomatoes, lb. 7 1/2c

Fancy Cauliflower, lb. 7 1/2c

Brussels Sprouts, lb. 15c

Fresh Cabbage, lb. 14c

Fancy Sweet Potatoes, 3 lbs. 10c

Our Famous Highland Navas, per dozen. 15c, 20c, 25c, 30c

Special Lemon Sale.
Extra large, fancy juicy Lemons, 210, 240, 270 size, dozen. 30c

300 and 350 size. 25c

Per case, any size. \$3.25

Try HAYDEN'S First

If you lose your pocketbook, umbrella, watch or some other article of value, the thing to do is to follow the example of many other people and advertise without delay in the Lost and Found columns of The Bee.

That is what most people do when they lose articles of value. Telephone us and tell your loss to all Omaha in a single afternoon.

The Thing To Do Put It In The Bee

NEXT MONDAY, JAN. 8 Begins our GREAT ANNUAL SALE



MUSLIN UNDERWEAR
The Bargains Will Be Wonderful
BRANDEIS STORES