

Our Great White Sale is the Talk of Omaha.

# J. L. BRANDEIS & SONS

Every Day This Week Will be an Extraordinary Bargain Day at Brandeis'

TUESDAY'S SPECIALS ARE EXTRAORDINARY! IN OUR GREAT ANNUAL JANUARY SALES OF

## Muslin Underwear

Never was a sale of undermuslins conducted on such a big scale. A big, beautiful section on our second floor is attracting thousands of women who find the greatest bargains every known in Omaha.



**Gowns, Drawers, Skirts, Corset Covers, Chemises**—Very nicely made garments—lace and embroidery trimmed, many with cluster tucks and hemstitching—regular 65c, 75c and \$1.00 values, at—

**Dainty Undermuslins, Elaborately Trimmed**—In this assemblage are lace embroidery and tuck trimmed gowns and drawers, corset covers, chemises and skirts—they are worth regularly up to \$1.25, at—

**Skirts, Gowns, Chemises, Drawers, Corset Covers**—Beautifully made of fine nainsook, cambric and lawn with lace edgings and insertings, also embroidery and fine tuck trimmings—actually worth up to \$2—

**39c**      **75c**      **98c**

Similar price reductions throughout all our lots of higher grade domestic undermuslins. Thousands of genuine bargains.

### FRENCH HAND-MADE LINGERIE

We import our lingerie direct through our own Paris office. Our foreign buyer secures them at far less than ordinary prices and we can sell them at about half what such garments usually cost you.

Corset Covers, worth \$1.25, at.....	75c	Drawers, worth \$1.50, at.....	98c	Chemises, worth \$1.25, at.....	75c	Gowns, worth \$2.75, at.....	\$1.98
Corset Covers, worth \$1.50, at.....	98c	Drawers, worth \$1.50, at.....	\$1.50	Chemises, worth \$2.00, at.....	98c	Gowns, worth \$3.50, at.....	\$2.50
Corset Covers, worth \$2.50, at.....	\$1.50	Drawers, worth \$4.00, at.....	\$1.98	Chemises, worth \$2.50, at.....	\$1.25	Gowns, worth \$4.00, at.....	\$2.98
Corset Covers, worth \$3.00, at.....	\$1.98	Drawers, worth \$4.00, at.....	\$2.50	Chemises, worth \$2.50, at.....	\$1.50	Gowns, worth \$5.00, at.....	\$3.50

## New Lots and Bigger Bargains EMBROIDERIES

These are all new designs of Swiss, nainsook and cambric embroideries shown now for the first time—beautiful new effects in corset cover widths, skirtings, flouncings, galloon beadings, etc.—also medium and wide edges and new lots of fine bands—actually worth up to 50c a yard—three big lots at.....

**5c - 15c - 25c**

**DRESS GOODS**  
At Less Than One-Half Price  
36-inch to 42-inch dress goods, fancy suitings, serges, henriettes, albatross, panamas, Jamestown suitings, pretty wool plaids, 50c, 89c and 75c dress goods, at, yard.....

**25c**

**Mousseline de Soie**  
Pretty dots and scrolls, 27-inch Soie Mousseline in every light and street shade, also black, cream and white—an article advertised in every fashion book and magazine to retail at 58c—for party gowns, summer frocks and children's dresses, yard.....

**35c**

**HANDKERCHIEFS**  
Some are lace and embroidery trimmed, some are plain, pure linen with all widths of hems, many kinds, some are samples—many slightly mussed from use in window display.  
Actually Worth Up to 25c

**2 1/2c and 5c**

**EMBROIDERIES** Thousands of yards of fine cambric and nainsook edgings and insertings—neat designs, worth up to 5c yard, at, yard **2c**

**January Sale of Linens** In Our Basement

Table Cloths—2 1/2 and 3 yards long—famous Stillier grass bleached linens, worth \$5, at, each.....	2.50	Napkins—22 and 24-inch—Stillier's famous grass bleached linen—worth \$5.00 and \$6.00, at, dozen.....	2.50
72-inch full bleached all linen Table Damask will go at, yard.....	49c	1,000 dozen 15-inch non-shrinkable duck Napkins—hemmed ready for use—a great restaurant napkin, worth 50c, at, dozen.....	25c
		35c all linen Huck or Damask Towels, each.....	19c

## JAN. SALE OF WHITE GOODS

draws more and more women every day. It is a sale that is filled with genuine bargains.

Fine white India Linens—very sheer—6, 8 and 10 yard lengths, special January sale price, yard..... **12 1/2c**

Regular 15c and 19c printed batiste and figured organdies—light, dark and tan grounds with dots, figures, stripes and floral designs—special January sale price, per yard..... **6 1/2c**

Unbleached Canton flannel remnants, yard wide, worth double the price, for Tuesday, per yard..... **5c**

White dress Swiss, cable cord grounds—over shot with embroidered dots, figures in various styles. The prettiest of all white goods for waists and dresses. These 25c and 35c grades are in waist and dress lengths, yard..... **15c**

Four cases various grades and lengths bleached muslin and cambric—all one yard wide, Tuesday sale price, per yard..... **3 1/2c**

Unbleached muslin remnants, yard wide—heavy grade—unusual bargains, per yard..... **3 1/2c**

Exceptional Bargains Now Going On in Our Great Sale of **MUSLINS and SHEETINGS** Ready-to-use Sheets and Pillow Cases

We request your presence at our Annual January Snowing and Sale of **The New 1908 Waists** We are the first to show these stunning new styles—Waist Section—3d Floor.

# BRANDEIS BOSTON STORE

# BENNETT'S THE WHITE CARNIVAL

now on in great swing. Monday's business, to moment of writing, greatly exceeded total business on corresponding date of a year ago. Monday's success is indicative of a plunging enthusiasm as the sale progresses. We've been working up this sale for a full year, determined to secure extraordinary results. Spite of price advance on raw cottons our prices on all white goods—linens, undermuslins, embroideries, laces, sheetings, etc.—are less than ever—not only on prices but on range of qualities we are distinctly Omaha's headquarters in white sales.

## White Carnival Bargains in Spring Embroideries

Thousands of yards Tuesday morning—twenty special tables, besides our regular Embroidery counters—filled full of fresh, new Embroideries. The finest and most attractive patterns of this season's Embroideries at very surprising prices.

Edgings and Insertions to match, two to nine inches wide—with eyelet, solid or medallion embroidery, all fresh, new patterns, worth up to 15c, at.....	3c	Swiss and Nainsook Embroideries, elegant designs, very choicest patterns, wide variety, values up to 15c, genuine bargains, at.....	4c
CORSET COVER EMBROIDERY—2,000 yards of 18-inch Corset Cover Embroidery, in fifty different styles, blind and eyelet combinations. Every style is entirely new; regular price is 25c, sale price, per yard.....	12 1/2c	27-inch Flouncing, all new designs, blind and English eyelet effects, embroidered on fine Swiss cloth, values up to \$1.50—	29c
Sample lot of fine Batiste and Swiss Embroidery, all handsome new designs, tabs and edgings, from 10 to 16 inches wide, worth up to \$1.25, at.....	19c	Over one hundred new spring patterns of French and German Valenciennes Laces, Insertions and Edgings to match—values to 75c a dozen yards; a dozen yards for.....	19c
Fine Swiss Embroideries, Insertions, Edgings to match, from two to twelve inches wide, all new, attractive designs, worth up to \$2.00 yard, for.....	29c	All-over Embroideries on sheer materials, including batiste; desirable new patterns, blind and open work, suitable for waistings, worth up to \$2.50, at.....	59c

## LINENS Greater Bargains Than Ever

9c Crash for **6 1/2c**

25c Towels for **19c**

\$1.50 Napkin, dozen **\$1.00**

50c Table Damask **39c**

\$1.25 Table Damask **85c**

\$3.50 Table Cloth **\$2.50**

\$6.50 Table Cloth **\$4.75**

\$8.50 Table Cloth **\$6.75**

\$12.50 Table Cloth **\$8.25**

\$27.50 Table Cloth **\$18.50**

Napkins to match all table linens—proportionately reduced.

## WHITE CARNIVAL Undermuslins

Tuesday you are offered an extra special in fine undermuslins. Here it is—

Fifty dozen drawers, corset covers, gowns, skirts and chemise, handsomely trimmed with lace and embroidery—regular \$1.25 and \$1.50 values—

**69c**

Tuesday.....

## An Extra Special in Waists

Handsomeness lawn waists, elaborately trimmed in lace and embroidery—every one a 1908 model, would readily sell for from \$1.98 to \$2.50—

Tuesday bargain price—

**98c**

## APRONS APRONS

Aprons made of fine lawn, made extra wide with bib and bretells—regular 50c values—

Tuesday—

**23c**

Second Floor.

**Bennett's Big Grocery**  
Daily Specials and Only the Best—Granulated Sugar Double Green Trading Stamps.  
Bennett's Golden Coffee, lb. 25c  
And 20 Green Trading Stamps.  
Basket Fined Japan Tea, lb. 35c  
And 30 Green Trading Stamps.  
Smaller Chocolate Powder, per can..... 25c  
And 20 Green Trading Stamps.  
Australia Valencia Raisins, per pound..... 15c  
And 10 Green Trading Stamps.  
**SALMON SPECIAL**  
24 dozen tall cans Diamond "S" Salmon, usual price is 22c, 10 close outs, per can..... 15c  
Corn Starch, lb. package..... 4c  
**JOB, TETLEY'S TEAS.**  
Yellow Label, pound tin..... 50c  
And 40 Green Trading Stamps.  
Yellow Label, half lb. tin..... 25c  
And 20 Green Trading Stamps.  
Yellow Label, quarter lb. tin..... 15c  
And 10 Green Trading Stamps.  
Smoked Salmon, can..... 15c  
And 10 Green Trading Stamps.  
Gallardo's Olive Oil, bottle..... 35c  
And 20 Green Trading Stamps.  
California Rippe Olives, can 45c  
And 20 Green Trading Stamps.  
Bennett's Capitol Mince-meat, 3 packages for..... 25c  
And 10 Green Trading Stamps.  
Fresh Country Roll Butter, lb. 25c

## Clean-up Stock Sale of Women's, Misses', Children's and Men's FELT SLIPPERS

Women's red, brown and black felt fur trimmed Julietts, regular \$1.25 and \$1.50 values, at..... **89c**

Misses' and Children's red felt, black fur trimmed Julietts, belting leather soles..... **69c**

Men's Felt Slippers, leather and felt sole, values up to \$1.50, at..... **89c**

Women's leather sole, felt Slippers, large sizes only, 60c values, at..... **39c**

Women's warm lined laced shoes, patent tip and plain toes, all sizes up to 6, values up to \$1.75..... **98c**

Buster Brown Leggings, black, Jersey and brown corduroy, values up to \$1.25..... **49c**

**33 1/3 PER CENT OFF ALL WHITE CHINA THIS WEEK**

A Bargain Chance for All Ceramic Workers—Greatest Varieties in Omaha

FRESH SUPPLIES FROM RESERVE STOCK EVERY HOUR. WHITE CARNIVAL SALE ON ALL WEEK.

**DR. BRADBURY, Dentist, 16 Years** 1608 FARNAM ST., OMAHA. Phone Douglas 1769

Extracting..... 25c  
Porcelain Fills..... \$1 up  
Crowns..... \$2.50 up  
Bridge Work..... \$2.50 up  
Plates..... \$2.00 up

We make a specialty of metal and rootless plates. Painless work in all operations. Open evenings till 8 o'clock.

## Annual Sale of White Goods and January Clearance Now On

**HAYDEN'S THE RELIABLE STORE**

Greatest Variety. Lowest Prices

## Great Embroidery Sale Continues

The crowds attending this sale Saturday and Monday were more than well pleased and the new lots added for Tuesday will prove a surpassing delight to all. Nothing equalling these bargains ever before shown.



1st lot, per yard 2c—Embroideries, Edgings and insertings, in 5 and 6 yard strips, all new, clean stock—these are 2c embroideries, to be had elsewhere, but nothing to compare with these values, Tuesday, at..... **3 1/2c**

2nd Lot, per yard 3 1/2c—The greatest lot of embroideries and insertings you ever saw, sold for less than 5c to 7 1/2c, at..... **3 1/2c**

3rd Lot, per yard 30c—A big lot of \$1.00 to \$1.50 Skirt Flouncing and Corset Cover Embroideries, at..... **2c**

4th Lot at Yard 98c—A beautiful line of all-over Embroideries, worth \$1.50 to \$2.25, at, yard..... **98c**

## Another Great Bargain Day

Tuesday in Our Ladies' Ready-to-Wear Dept.

Never before in Omaha were the equal of our clearing sale values shown in variety and quality at such low prices.

250 Winter Coats—All newest materials and styles, sold at and well worth \$15, on sale, choice..... **\$4.90**

\$15.00 and \$18.00 Tailor Suits, \$7.50—150 nobby suits in the lot to select from, come in chevots and fancy suitings, all new styles, choice— at..... **\$7.50**

\$30.00 French Coney Coats—lined with guaranteed Skinner satin—clearing sale price..... **\$15.00**

\$10.00 Voile Skirts, \$4.95—Handsome garments, trimmed with bands and folds of taffeta—surprising bargains, at..... **\$4.95**

**EXTRA SPECIALS TUESDAY**

Women's Moire Underskirts..... **79c**

\$2.00 Wrappers, choice..... **\$1.19**

\$4.00 Beaver Shawls..... **\$1.98**

75c Dressing Scaque..... **39c**

## Buy Your Flour Now—It Has Advanced 25%

Owing to the shortage of good wheat, flour has advanced from 25 to 50 per cent. We secured five carloads of the finest high patent flour, which we bought before the advance, and as we always do, give our customers the benefit of our shrewd buying. The flour is the finest made, will make the whitest bread, and make more loaves to the sack than any other flour on the market. We want every housekeeper in Omaha to try a sack of this flour. Tomorrow only, we will sell it, per 48 lb. sack..... **\$1.35**

## TRY HAYDEN'S FIRST

Our regular low prices on all fresh vegetables, fruits and groceries.

**SELLING**

**Walk-Over Shoes**

**\$3.50 and \$4**

IN OUR

**New Location**

**314 S. 15th St.**

YOU KNOW THE QUALITY. WE SUPPLY THE STYLE.

**Walk-Over Shoe Store**

Four Doors South Beaton Drug Co. Ed. S. Thompson, Walk-Over Man.

**For a Prudent Man**

We recommend our hesitatingly a pair of our

**\$3.50 Special Shoes**

They are the cream of shoedom—built on special lasts styles and shapes the same as higher priced shoes.

Our guarantee is back of every pair we sell. Well, to make a long story short, we'll refund the money to any purchaser who is the least dissatisfied with a pair. They are made of Velour and Box Calif. Patent Colt and Viet Kid, all sizes.

**MAN'S NEGLIGENCE**

Causes severe losses. A very common one is the loss of his teeth. Nature doesn't supply the second set—we do. One reason it's easy to become accustomed to teeth—WE MAKE—is because they fit your mouth perfectly.

"Didn't know it could be done so easy," is what they say.

Any reason why you should not make a similar remark if you have your teeth made here?

**Drexel Shoe Co.**

1419 Farnam St.

**REMITTER CIGAR**

Needs only a trial from you to convince you that it is better made, made from better tobacco and is a better cigar than any eastern made product. Made in Omaha from only good, wholesome and pure tobacco. Sold everywhere throughout the transmissour country—**5c**

Wm. S. Remitter  
Manufacturer of Remitter, Figs of Haecklings and Money Order Cigars  
1004-64 St. Mary's Avenue, Omaha, Neb.

**Taft's Dental Rooms**

1517 Douglas Street.

**The Traveler's TIME-SAVER RAILWAY GUIDE**

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NOW ON SALE — 25 CENTS  
All Newsdealers or  
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208 Bee Bldg., Omaha.

**D. C. SCOTT, D.V.S.**

(Successor to Dr. H. L. Ramacottelli.)  
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No Matter What You Want Bee Want Ads Will Get It