

# January White Sale of Handkerchiefs

**Madeira Handkerchiefs**—Real hand-scalloped and hand-worked eyelet embroidered corner; made of real fine sheer Irish linen; regular price 50c; January White Sale Price, **29c**

**Women's Soft Bleached Handkerchiefs**—Imported from India; all made by hand; three rows of spaced and stitched hemstitching; regular price 25c; January White Sale Price, **11c**

**Women's Imported Cotton Handkerchiefs**—Imitation madras; embroidered scallop all around; also embroidered eyelet corner; regular price 25c; January White Sale Price, each, **12½c**

**Imported From Belfast**—Women's fine Irish linen handkerchiefs; very sheer quality in all widths; from ¼ to 2-inch hemstitching; regular price each 50c; January White Sale Price, **25c**

**Women's Hand-Made and Hand-Embroidered Irish Linen Handkerchiefs**—Embroidered corners and embroidered dots; all are neatly hemstitched; all beautiful new designs; regular price 75c; January White Sale Price, each, **50c**

**Women's Handkerchiefs**—Imported; all made of hand-spoked and hand-stitched designs; regular price 75c; January White Sale Price, **50c**

Main Floor—East

# THE BRANDEIS STORE

## January White Sales

We believe that no store in America will be able to sell White Goods cheaper in January than The Brandeis Store. Whether it be sheets, pillow cases, domestics, linens, towels, table cloths, napkins, muslin or silk underwear ---or anything that comes under the heading of White Goods---this store offers quality goods at prices that cannot be beaten. Read this ad carefully and then compare our prices with those of other stores---bar none---even New York and Chicago.

POSTAL TELEGRAPH - COMMERCIAL CABLES  
TELEGRAM

26 0M 05 155 Pa 7 Cable  
Manila Dec 22  
Brandeis'

### Wait for This Big Sale

Ugubwalec falytritic gowtschimo Jackson Jefferson

Translated, the above cablegram reads: Referring to telegram of the 18th you may expect shipment from steamship "President Jackson" arriving Seattle December 31 and from steamship "President Jefferson" arriving Seattle January 12.

These shipments comprise **Philippine Underwear** for which we contracted about three months ago, buying it all at the lowest prices we have ever paid for this merchandise.

By reason of the delay in the arrival of these purchases it is, of course, impossible to include Philippine Underwear in our regular January White Sale. This **Philippine Underwear Sale** will take place on a date to be announced later, possibly during the next two weeks.

As soon as possible after its arrival we will put this merchandise on sale in this store, at prices so low that we suggest you defer all your purchases of Philippine Underwear until these goods arrive.

## Our 1924 January White Sales of Linens Table Cloths, Napkins, Towels, Spreads, Etc.

Will Break Records for Value Giving and Savings to Our Customers

Now is the time of times to buy linens. Months of careful planning and thoughtful purchasing have assembled more linens, better linens and better values than we can remember every having offered. Replenish your linen cabinets now and you will realize that your money is not only worth more when used to purchase specials in the Brandeis January White Sales, but it is worth more in white goods than when expended in any other direction. Below are quoted some of the remarkable money-saving opportunities our big January White Sale of linens offers you:

**6,000 Large Size Bleached Turkish Towels**  
Hemmed ends, suitable for hotels and rooming houses. Regular price 39c; January White Sale Price, **25c**

**3,000 Extra Large Size Turkish Towels**—Hemmed ends. Regular price 59c; January White Sale Price, each, **39c**

**10,000 Turkish and Knit Wash Cloths**—Limit of 6 to a customer; regular price 5c; January White Sale Price, **2c**

**Turkish Towels**—A good size bleached Turkish towel; heavy weight. Regular price 29c; January White Sale Price, each, **18c**

**The Famous Ribbed Terry Towel**—For bath or face; here is a good complexion towel. Regular price 39c; January White Sale Price, each, **25c**

**5,000 Yards Mercerized Table Damask**—Best make, in three widths; 58-inch width. Regular price 59c; January White Sale Price, per yard, **39c**

**64-inch width. Regular price 89c; January White Sale Price, yard, 69c**

**72-inch width. Regular price 1.00; January White Sale Price, yard, 79c**

**1,000 Hemmed Huck Towels**—Red borders; a close out of all rejects and samples; limit one-half dozen. Regular price 15c; January White Sale Price, each, **6½c**

**Bleached Twilled Toweling**; 3,000 yards soft absorbent; neat red border; limit 20 yards to a customer. Regular price 15c; January White Sale Price, per yard, **9½c**

**6,000 Sample Pieces of Fine Hand-Embroidered Linens**  
6,000 pieces of hand embroidered Madeira linen piece, samples from Bardwill Brothers, one of the largest importing concerns in the country; included are scarfs, center pieces, doilies, bibs, carriage covers, lunch cloths, handkerchief cases and napkin holders, oblong and oval stand covers, pillow cases; an assortment unusual in range and value; all **Half Price and Less**

**All Sizes in Scarfs**—Regular Price 9.00 to 12.00; January White Sale Price, **4.50**

**6-Inch Doilies**—Regular Price 20c; January White Sale Price, each, **10c**

**9-Inch Doilies**—Regular Price 79c; January White Sale Price, each, **39c**

**6x12 Bread Tray Doilies**—Regular Price 49c; January White Sale Price, **25c**

**28-Inch Center Pieces**—Regular Price 8.98; January White Sale Price, ea., **4.50**

**24-Inch Center Pieces**—Regular Price 7.50; January White Sale Price, **3.25**

**Baby's Pillow Cases**—Regular Price 1.50; January White Sale Price, **79c**

**Glove and Handkerchief Cases**—Regular Price 1.00; January White Sale Price, **50c**

**10,000.00 Worth of Linen Tablecloths and Napkins for 5,500.00**

**Exceptional Offering of the Famous Novelite Bed Spreads**  
A manufacturer close of this famous brand they have been selling over the country at 50 to 60 per cent more than our price; here is the best bargain we have ever offered; 2 sizes, 90x100 and 81x90. For the same price. Regular price 5.00 to 5.75; January White Sale price, each, **2.50**

**Bed Spreads**  
A wonderful line of bed spreads for three-quarter and full size beds, crocheted and satin; these prices are not considered in the last two advances in cotton, so therefore you are getting real values.

**Marseilles Bed Spreads**—55x95 inch size heavy quality satin finish Marseilles bed spreads; hemmed ends; a good quality Regular price 7.50; January White Sale Price, **4.98**

**Scalloped Crochet Bed Spread**—Size 78x88 inches; snowy white in Marseilles design; an excellent wearing quality; well finished. Regular price 4.00; January White Sale **2.98**

**Hemmed Crochet Bed Spreads**—Size 78x88 inches; good wearing quality; a good hotel spread. Regular price 2.98; January White Sale Price, **1.98**

**Colored Dimity Bed Spreads**—81x90-inch; hemmed and scalloped finished ends; assorted colors; all fast colors. Regular price 5.00; January White Sale Price, **3.98**

**70-inch Silver Bleach All Linen Table Damask**—About 800 yards of beautiful soft mellow finish; will wear forever. Regular price 2.50; January White Sale Price, special per yard, only, **1.55**

**Imported Linen Towels**—Our own importation; hemmed and hemstitched; large size and guest size. Regular price 49c; January White Sale Price, each, only, **25c**

**6,000 Initial Wash Cloths**  
Fine Turkish toweling woven in blue; all initials to start; limit of 5 to a customer. Regular price 15c; January White Sale Price, each, only, **5c**

**Bleached Linen Toweling**  
Direct from Belfast; red or blue borders; best bargains we have ever had; limit 20 yards to a customer. Regular price 29c; January White Sale Price, per yard, **12½c**

Main Floor—West

Main Floor—West

**65-Inch Unbleached Table Damask**  
64-inch unbleached heavy quality, all linen damask; assorted designs. Regular price 1.59; January White Sale Price, per yard, **98c**

**70-Inch Unbleached Table Linen**  
Assorted designs; our own importation. Regular price 1.98; January White Sale Price, per yard, **1.39**

**Linens and Cotton Huck Towels**  
Big heavy union huck towels; extra good quality; neat red borders. Regular price 69c; January White Sale Price, each, only, **35c**

**All Linen Hemstitched Towels**  
Damask border; monogram space. Regular price 79c; January White Sale Price, each, only, **49c**

**A Big Lot of Cotton Huck Towels**  
Plain and fancy border; suitable for hotel and homes. Regular price 25c; January White Sale Price, **12½c**

**A New Price on Quilted Table Padding**  
For three days only or as long as this lot lasts; it may be only one day; 54 inches wide; straight stitch or zig-zag. Regular price 2.68; January White Sale Price, per yard, **1.39**

**January White Sale of Blouses**  
**Dimity Overblouses**—Overblouse and regulation models; made of finest imported dimity; featuring Peter Pan, Tuxedo and Club collars; long sleeves with smartly tailored turn back cuffs; sizes 34 to 46; regular prices to 2.98; January White Sale price, **1.89**

**January White Sale of Art and Stamped Pieces**  
**Stamped Buffet Sets on Indian Head**—Hemstitched for crochet edge; attractive patterns; regular price 69c; January White Sale Price, **59c**  
**Stamped Scarfs on Indian Head**—Hemstitched for crochet edges; some of the designs match the buffet sets; regular price 69c and 75c; January White Sale Price, **59c**

**January White Sale of Hosiery**  
**Lovely White Silk Hosiery**—All silk from toe to toe; all first quality purse thread silk; all are full fashioned and well reinforced; also a few with hile tops and colored embroidery clox. regular prices 2.95 to 3.50 January White Sale price, **1.95**

## Our 1924 January White Sales of Domestic Sheets, Pillow Cases, Sheeting, Tubing, Etc.

Practically every famous brand of Sheeting, Tubing or Muslin is to be found in this Great White Sale, and in every instance at Prices that mean tremendous savings. No Mail or Telephone Orders Filled From These Specials

**Pequot Sheets, Sheeting Pillow Cases and Tubing**  
The celebrated Pequot quality; world-famed for its washing and wearing qualities; also for its uniformity of weave and finish.

**10-4 90-inch Bleached Sheeting**—Regular price 85c; January White Sale Price, **67c**

**8-4 72-inch Bleached Sheeting**—Regular price 75c; January White Sale Price, **57c**

**81x90-inch Pequot Sheets**—Regular price 2.25; January White Sale Price, **1.69**

**10-4 90-inch West Farm Sheets**—Regular price 2.15; January White Sale Price, **1.59**

**45x36-inch Pequot Cases**—Regular price 55c; January White Sale Price, **42c**

**42x36-inch Pequot Cases**—Regular price 52c; January White Sale Price, **39c**

**40-inch Pequot Tubing**—Regular price 50c; January White Sale Price, per yard, **41c**

**42-inch Pequot Tubing**—Regular price 52c; January White Sale Price, per yard, **44c**

**45-inch Pequot Tubing**—Regular price 55c; January White Sale Price, per yard, **46c**

**Pepperell and Aurora Sheets and Sheeting**  
Pepperell and Aurora qualities, noted for their uniformity of weave and long wearing quality, are priced in this sale at

**10-4 90-inch Bleached Sheeting**—Regular price, 70c; January White Sale Price, **52c**

**9-4 81-inch Bleached Sheeting**—Regular price, 65c; January White Sale Price, **49c**

**8-4 72-inch Bleached Sheeting**—Regular price, 60c; January White Sale Price, **44c**

**81x90-inch Bleached Pepperell Sheets**—Regular price, 1.88; January White Sale Price only, **1.45**

**81x90-inch Bleached Pepperell Sheets**—Regular price, 1.85; January White Sale Price only, **1.35**

**Hope Bleached Muslin**  
At less than mill cost. The celebrated Hope Bleached Muslin, 36 inches wide, made and finished by the Lonsdale Company; January White Sale Price, per yard, **15c**. Limit of 10 Yards to a Customer

**Lonsdale Quality Cambric and Nainsook**  
**Berkley No. 60 Cambric**—36 inches wide; regular price, 39c; January White Sale Price, **22½c**

**Lonsdale Cambric**—36 inches wide; regular price, 45c; January White Sale Price only, **26c**

**Lonsdale Nainsook**—36 inches wide; regular price, 45c; January White Sale Price only, **26c**

**72x90 Bleached Sheets**  
Made of good grade muslin with reinforced center seam; hemmed, ready for use; regular price, each, 1.00; January White Sale Price, **59c**

**Hemstitched Pillow Cases**  
Made of extra heavy sheeting; size 42x38½ inches; well worth the regular price of 48c; January Sale Price, **29c**

**81x90-Inch Bleached Sheets**  
Made of splendid quality muslin; hemmed ready for use; we reserve the right to limit quantities; January White Sale Price, per sheet, **85c**

**5 Cases Bleached Sheeting**  
72 inches wide; a genuine eastern make; extra heavy linen finish; 2 to 20-yard lengths; regular price, per yard, 60c; January White Sale Price, **35c**

**81x90-In. Hemstitched Sheets**  
A quality we guarantee equal to Pequot; all hand drawn hemstitching; regular price 2.35; January Sale Price, **1.59**. Limit of 6 to a Customer

**Bleached Pillow Cases**  
Made of good grade muslin; size 42x36 inches; regular 29c value; January White Sale Price, each, **15c**

**Bleached Pillow Tubing**  
In assorted widths; all well known standard quantities; in long mill lengths; January White Sale Price, **21½c**

## Nainsook, Longcloth and Other White Fabrics

**36 Inch Fine Longcloth**  
Extra fine quality; made of superior yarns; soft and sheer; the wanted white fabric for underwear, night dresses, misses' and children's garments; 10-yard bolt; regular price 2.75; January White Sale Price, only, **1.39**

**36 Inch Fine Nainsook**  
Beautiful soft chambray finish; snowy white for fine undergarments, lingerie, children's dresses, aprons and other uses; 10-yard bolt; regular price 2.50; January White Sale Price, **1.39**

**36 Inch Windsor Pliss Crepe**  
The wanted fabric for fine undergarments, pajamas, night gowns, children's dresses and many other uses; easily laundered; regular price 48c; January White Sale Price, **29c**

**Genuine White Flaxon**  
Sheer, crisp quality for aprons, dresses, nurses uniforms, blouses, children's dresses, lingerie and many similar uses; regular price 35c; January White Sale Price, yard, **19c**

**Burton's White Irish Poplin**  
36 inches wide; a beautiful soft lustrous finish; for nurses' wear, aprons, shirts and boys' wear; highly varn mercerized; regular price 75c; January White Sale Price, **49c**

**Boxed Nainsook**  
Made of superior combed yarns of genuine Sea Island cotton, admitted finest quality; extra soft and lustrous; our famous 1908 Sea Island nainsook; 10-yard box; regular price 6.50; January White Sale Price, **4.00**

**White Pajama Check**  
Full standard quality for men's and boys' pajamas, waists and blouses; long mill lengths; regular price, per yard, 25c; January White Sale Price, per yard, **12½c**

**White India Linon**  
27 inches wide; a sheer crisp quality; for aprons, blouses, children's wear, nurses' and maids' caps and many other uses; regular price 25c; January White Sale Price, per yard, **10c**

**Genuine Indian Head Suitings**  
Belfast linen finish; at less than today's wholesale cost; this popular and wanted fabric so much used for nurse's uniforms, women's and misses' white wash dresses, scarfs and fancy art needle work; truthfully called the cloth of unlimited uses. 36-inch Belfast linen finish Indian Head; January White Sale Price, per yard, **25c**

**Embroidered Swiss**  
In assorted size dots; very popular for children's and misses' dresses and waists; in long mill lengths; January White Sale Price, per yard, **12½c**

Second Floor

Third Floor—West

Main Floor—North

Main Floor—North

Main Floor—Center