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Our rigid selling policy demands that all winter goods must be cleared away at the height of the season.

Brandeis' Regular Prices are Lower

Than Others' Cut Prices.

Our Special Clearing Sale

PRICES BAFFLE ALL

COMPETITION

We positively carry no goods over from one season to another.

We take no account of value or profits when these goods must be reduced to a minimum. Nothing is withheld. Everything sold at a saccifice. THE OMAHA DAILY BEE: SUNDAY, JANUARY 3, 1904.

All Our Winter Goods Must Go Now everything is priced without regard to it's real value.

This will be the most gigantic trade opportunity Omaha has known in years. Great as our clearing sales have been in the past, this event will establish a new record for amazing bargains.

CLEARING SALE BEGINS MONDAY MORNING at 8 O'CLOCK

All the goods offered in this sale are fresh, new and up-to-date, and everything is going at an extraordinary bargain. We are bringing forward for rapid clearance our highest grade and most seasonable merchandise. We have been left with an unusually heavy stock and we will shatter all bargain records in clearing them away in haste. Prices cut far below the profit line.

NEARLY A MILLION DOLLARS

WORTH OF WINTER MERCHANDIS

IN OUR STORE TO BE CLEARED

OUT AT A BARGAIN

sacrince.		CLEANING SALL DEGINS MONDAT MONIMU at OUCLOCK The prom the.	
 dark outing pat terns, 150c Ladies' Black Knit Hoods 100C S1.00 Feather Boas, 100C \$2.50 Ladies' at - 100C \$2.50 Ladies' Sweaters. at - 980C 50c Ladies' and Children's Sweaterettes, at - 255C bat - 255C 	tains silk chiffon, double width, in of the rainbow, 50c quality, in silk	And the stand of the stand o	for ladies and misses, worth up to the pr. 15C at- Fancy Wash Laces, many worth 2'2C Pearl Buttons. all sizes, worth up to 10c doz. 12C Weber Collar Forms, all sizes, worth 15c, at- DANISH CLOTH, a yard - 10C
12ed Petti- conts, 3900 This will s instances are le instances are le damask, wo 64-inch Germa fine quality	damask, value 50c, at, yard 40C 20-i		Boys' & Girls' 50c and 75c quality 25C wool under- wear, at 50c Ladies' Underwear, all 250

