Under-

A DAY OF BARGAIN WONDERS!

FRIDAY OUR NEW BASEMENT

The Great New Basement is filled to the brim with Bargains. Tomorrow's sale will demonstrate how Brandeis can sell far below the regular prices. Square after square is piled with goods that we sell cheaper than they were ever before offered in America.

Every Item Here Is A Rare Bargain:

Very fine new lot imported madras-white grounds with printed dots, stripes, neat figures and Jacquard effects; suitable for waists, men's shirts, etc.; 35e quality, yard..... All the 36-Inch Cotton Beige-That sold at 15c yard will go at-per yard....

10,000 yards yard | Heavy printed car-Black and colored sawide shirting and pet burlaps, usual teen and percaline lincorded madras price 25c yard, in ings. They sold from remnants, sells in long mill rem- the bolt at 25c yard;

36-inch Cretonne and Drapery Denims—Usually sold Remnants Standard Apron Checked Ginghams-Remnants Heavy Quality Outing Flannel-Light and dark styles, very special bargain; at, yard....6 20

All the slightly | Thousands of yds. | Long lengths regmussed white unbleached muslin ular 121/2c percales goods that were -30 inches wide, -solid colors, re-121/2c and 15c regular price 5c markable bargain yard-at, 61/2c yard-at, 21/2c for Friday 31/2c

In the Forenoon, from 8 Till 10-We will sell light shirting prints-this is a new, fresh lot and a bargain that will be appreciated-at, yard.....

Remnants Wash Laces and Insertings

Bargain square filled with these fine TORCHONS laces-worth regularly up to 15c a POINT de PARIS - yard many patterns and a big bargain-at, a yard.....

Remnants of Embroideries AND INSERTINGS-In the finest of Nainsooks and cambrics-three big Fri-

6c-72c-122c day specials-at, Plain and Fancy Buttons All 12c doz.

Table Damask Remnants

In 13 to 33-Yard Lengths. All Kinds and Qualities. One Big Lot of All Linen Toweling Remnants at Way Below Regular Prices.

Cotton Toweling—in rem- 21c | 5c Sanitary Knit-Wash Cloths 1c nants—at, yard......1c Hemmed Barber Towels— 21c Napkins—in half do the 5c kind—at, each... 21c ONE-HALF PRICE. Napkins-in half dozen lots-at

Dress Goods Remnants

Remnants of plaids, waistings, challis and cashmere-3 to-10-yard lengths, worth up to 29c; Friday, yard..... Remnants of serges, Henriettas, Panamas, cheviots, fancy suitings, silk and wool novelties and basket suitings, 3 to 8-yard lengths, worth up to 59c yd.—yd. 25c Remnants of black and colored Panamas, storm serges, plaids, granites, checks, voiles, French novelties and etomines, worth up to 75c yd; Friday, at, yd. . 39c

-----: BRAN

WAIT FOR OUR Grand Sale

Muslin Underwear BEGINNING NEXT

Monday January 7

The Rarest Bargains in **Dainty Undermuslins** Ever Offered in the West SEE THE WINDOW DISPLAY



Most Important Bargain Event In Years Our Annual Sale of Linens

> BEGINNING -MONDAY, JANUARY 7, '07

Specially Big Bargains in High-Class Table Cloths and Napkins: Also Dollies, Center Pieces, Etc.



Omaha's Pure Food Center



Canned Vegetables

Packed for those who want the true flavor of freshly gathered vegetables. Now that winter is here, it is impossible to get those right out of the garden. We offer the "FERNDELL" brand of canned goods as being the purest and best that money can buy. They are so reliable—so appetizing you are sure to like them and we guarantee them absolutely perfect. These goods are the best effort of the best factory in the best fruit and vegetable growing section of the best country on earth.

PURE FOOD PRUNES Absolutely no lye used in the pre-servation of Gibson's anti-lye prunes. Once tried, always used; 5,000 lbs. at

Fresh Fruits and Vegetables Strawberries, per qt............25c English Hot House Grapes Head Lettuce California New Turnips New Beets New Carrots

Green Onions Hubbard Squash Sweet Potatoes-at Lowest Prices. Butter and Eggs Strictly fresh eggs, per doz 28c Choice Country Butter, (roll) per

1b...... 24c





The Wales Adding Machine

Is the latest, most modern, up-to-date Adding and Listing Machine on the market. It must be seen to be appreciated.

Correspondence Solicited. Trial Examination Free.

A. L. McCreary P. O. BOX 891, LINCOLN.

Phenomenal Sale

Cooper Remedies Continue

of the wonderful cures from Cooper Remedies. Thousands are singing Dr. Cooper's

Cooper agents and we positively guarantee every bottle, your money back if you fail to see results.

To Sell

Household Goods Machinery

Horses Wagons, Buggles Real Estate, or

If You Want to Exchange Anything

A Bee Want Ad will be found a speedy and satisfactory method to employ.

Telephone Douglas 238

OMAHA WEATHER FORECAST-Friday, Fair.

After-Inventory Bargain Hot Shot

YOU'RE LUCKY, INDEED

THIS IS NO FORCED HOT-AIR SALE

BUT A DETERMINED PROFIT-DROPPING EFFORT TO CLOSE OUT BROKEN LINES, DINKY LOTS AND PETTY PACKAGES OF

Clean, Reliable After-Inventory Merchandise

Dress Goods

FRIDAY WE WILL PLACE ON SALE A LARGE LOT ALL WOOL DRESS GOODS, some wool Waistings, Challies, etc.- these goods sell regularly at 50c-Friday,

yard

Yard

\$1.00 AND \$1.25 NOVELTY SUIT-INGS AT 39c-This lot consists of nearly every stylish weave, suitings of all kinds, 54-in. wide; some 46-in. wide-this lot is an exceptional bargain-BARGAIN FRIDAY,

56-IN NEW GREY SUITINGS that just arrived-they are elegant in style and quality, pretty color combinations same goods are sold for \$1.00; our 75c sale price, yard, is.....

Another Tremendous

Lot

Will be offered Friday. This assortment consists of beautiful effects, embroidered or dainty stripes, etc., just the quality of silk for suits -new coloringsthese silks are worth from 85e to \$1.00— BARGAIN FRIDAY, yard-

Bargain Friday Coat Suit Specials

Second Floor

\$15 Fancy Plaid Coats, 50-in. long, each \$6.95 \$15 Tailor-made Suits, all colors, \$15 Fine Kersey Coats, half lined,

50-in. long, velvet and braid trimmed \$7.95 89c Outing Flannel Kimonas - - . 49c \$7.50 Taffeta Silk Petticoats \$19.50 Evening Coats, white, gray, tan \$11.75

Bennett's Big Grocery

Friday and Saturday List of Money Savers in the Best Goods. Bennett's Capitol Flour, sack\$1.30 And Seventy-five Green Trading Stamps. Granulated Sugar, double Green Trading Stamps.

Bennett's Best Coffee, 3 lbs \$1 And Seventy-five Green Trading Stamps. Teas, your choice, pound . . 5 Sc And Forty Green Trading Stamps. Maine Corn, can 10c, doz. \$1.00

Bennett's Capitol Mince Meat, HEADQUARTERS FOR BUTTER-Butter received daily from the best dairies. Fresh Country Butter, pound22c CHEESE-New York Cream, lb......20c And Ten Green Trading Stamps. Swiss Cheese, pound25c And Ten Green Trading Stamps. Corn Meal Special-White or yellow, And Twenty Green Trading Stamps. Bulk Pickles—Sour Pickles, quart 10c And Ten Green Trading Stamps.

Cocoa Special-D. Gherardelli's Cocoa, And Ten Green Trading Stamps.

Grape Nuts, pkg ... 10c,
Egg-o-Sec, 1 pks ... 725c
Navy Beans, 10 lbs ... 25c
Unceda Biscuit, 4 pkgs ... 15c
And Ten Green Trading Stamps.
A. B. C. Catsup, pint bottle ... 23c
And Twenty Green Trading Stamps.
Jello-O, assorted, 2 pkgs ... 25c
And Ten Green Trading Stamps.

BROS.,

Fine Clothes for Men and Young Men

Suits and Overcoats

> that sell regularly up to

Your Choice Friday

Third Day of January Clearance

Compare the Quality and Price of Our Offerings

Unmatchable Bargain Opportunities Friday

Friday the Greatest Day of All

A tremendous Holiday trade in all lines and two days of unprecedented selling in our January Clearance has left us with many Remnants and Odd Lots, which must be closed at once. Hence these tremendous price reductions.

Phenomenal Silk Bargains

A general clean-up of all short lengths and odd pieces from our immense stocks of silks. Never before has the equal of this assortment of such values been offered at the prices here quoted:

Remnants of odd pieces of Fancy Silks, Taffetas, Chiffon, Poplins, etc., etc., Heavy Rustling Taffeta, 27-in. wide, Beautiful Plaids, in the very newest

Remnants of Wool Dress Goods

About 1,000 yards of Stevens' cele- 5,000 yards of 40, 44, 50-in. Mohair, in brated Broadcloth, in all colors, that sells at \$2.00 to \$3.00 a yard, in short lengths from 11/2 to 5-yard pieces, all will go at, a yd..... 59¢ About 2,500 yards of Stevens' fine Broadcloth, made to sell at \$1.50 to \$2.00 a yard, will go at, a yard. 496 ,000 yards of 52-in, Broadcloth that sold from \$1.00 to \$1.50 a yard, in

all colors, in good length, that sells from 50c to \$1.00 per yard, on sale 50c Henriettas at 25c-10,000 yards of 35c and 50c Henriettas, in all colors, in good, long lengths, at, a remnants of 11/2 to 5-yard pieces, in 15c Danish Cloth, all colors and cream, all colors, will go at, a yd....39¢ in good, long lengths, at, a yd.81/2¢

High Grade Linen Dept.

Here is your chance to get remnants of the finest goods made at one-fourth of their value.

grade goods from our regular stock, and sold from 60c to \$1.75 a yard, in good lengths from 1 1/2 to 3 1/2 yards, in bleached, silver bleached and unat, a yard, 69c, 59c and 49¢ Manufacturers' stock of Merc. Table Linens, in lengths from 2 or 31/2 yards, would be worth in regular way up to 75c yard, only two patterns to

Remnants of Table Linen, all high Odd lot of Napkins, in bleached and unbleached, 18x18 and 22x22, most of them full dozen, sold regular up to \$2.25 a dozen, in three lots at, a doz., \$1.25, 89c and 59¢ bleached-we will place in three lots Odd lot of Dresser Scarfs, center Pieces and Stand Tops, slightly soiled, all sizes, in one lot at, each 24¢ Odd lot of Towels, Turkish and Huck, all linens and unions, extra large sizes, sold up to 15c apiece, only 6

In the Great Bargain Room

Compare these prices. Examine the quality of the offerings and you'll quickly recognize the cause of the great popularity of Omaha's greatest bargain room.

Remnants of Wash Goods, worth up to

Remnants of Wash Goods, worth up to | 15c Toll du Nord Dress Ginghams, Fri-yard 5c | 10c Outing Flannels, extra heavy qual-15c yard, Friday, on bargain square, 12 1/2c Indian Head Muslin, 36-in. wide, 12 1/2 C Lonsdale Muslin, every piece 10c Percales, extra heavy quality and

Great Cloak Department Clearance

All other sales must take second place to ours.

Ladies' Suits, Opera Coats, Costumes and Street Coats, \$20,00 to \$25,00 val-\$150.00 Otter Coats in this sale \$300.00 Alaska Seal Coats at

Lace Curtains and Draperies

From the great bankrupt stock purchase will be offered Friday to close at lower prices than ever before known for mechandise of equal quality:

Cable Net, Nottingham and Barnett Lace Curtains, worth from \$3.00 up to \$6 Slightly damaged Lace Curtains, worth from \$1.50 up to \$3.00, will go at, Figured and Plain Burlap, regular 15c quality, at, a yard.......... 10c Silk Drapery Fringe that sold up to 25c a yard, Friday only, at, a yd. ... 15c Cord for Portieres, regular 25c and 35c quality, go at, a pair......10c

Laces, Embroideries, Ribbons

Thousands of yards to be closed at almost any price to make room for new spring goods:

Fancy Val. Laces of all kinds, at, yard, insertings of all kinds at, yard, 15c. 19c, 15c, 10c, 7½c and5¢
Embroideries of all kinds, at, yard, 15c, 10c, 7 1/2c, 5c, 2 1/2c 1e Handkerchiefs at, each 2 1/2

Groceries Groceries

We have completed our inventory. We have a large number of broken stocks on hand. To close them out we are going to give our patrons the benefit by closing them out regardless of cost.

our patrons the beacht by closing them out regardless of cost.

21 hs. Best Granulated Sugar ..., \$1.00
8 hs. Best Hand Picked Navy Beans .25c
8 hs Best Bolled Breakfast Oatmeal .25c
Egg-o-See Breakfast Food, per pkg ..., 4c
Corn Starch, per pkg ..., 4c
Oil or Mustard Sardines, per can ... \$2c
Campbell's Condensed Soups, per can ... \$2c
Golden Table Syrup, per can ... \$2c
Golden Table Syrup, per can ... \$2c
Pearl Sage or Tapioca, per lb ... \$2c
Peanut Butter, per lar ..., \$2c
10-lb. sacks Buckwheat Flour ... \$2c
10-lb. sacks Best White or Yellow Cornmeal ... \$2c
The Best Soda or Cyster Crackers, per pound ... \$2c
The Best Soda or Cyster Crackers, per pound ... \$2c
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The Best Soda or Cyster Crackers, per pound ... \$2c
The Best Fruit Preserves ... \$2c

Fancy Highland Navel Oranges, per fancy Cipe Cod Cranberries, per qt ... \$2c
Fancy Highland Navel Oranges, per Fresh Roasted Peanuts, per qt ... \$2c
Fancy Highland Navel Oranges, per Fresh Roasted Peanuts, per qt ... \$2c
Fancy Highland Navel Oranges, per Fresh Roasted Peanuts, per qt ... \$2c
Fancy Highland Navel Oranges, per Fresh Roasted Peanuts, per qt ... \$2c
Fancy Fard Dates, per lb ... \$2c
Farcy Fard Dates, per peck ... \$2c
Farcy Fard Par