

BRANDEIS "BOSTON STORE" & SONS

35c Wash Goods, at 10c Yard
 Fine Checked and Corded White Waists, worth 35c off the bolt, at, yard **10c**

40-inch wide Remnants India Linon
 Very sheer—sold from bolt at 25c yard—2 to 10 yd. lengths, New Basement, yd. **10c**

19c White Goods-7 1/2c
 Dotted Dress Swisses in check, ed, striped and lace effects— an extra special in New Basement—worth 19c, at, yard **7 1/2c**

Mill Lengths of Fine DRESS GINGHAMS
 And Embroidered Madras—for dresses, waists and children's wear— neat checks, plaids, etc., at, yd. **8 1/2c**

Imported Madras WAISTING and Shirting
 32 inches wide, printed black figures, stripes, checks, etc., worth 50c, New Basement, yard **19c**

Remnants of Lonsdale and Hope Muslin
 In the forenoon only— in New Basement, at, Yard **5c**

Opening Sale in Brandeis' New Basement

EIGHT months ago we started preparing for this Great Opening Sale. We were determined to open this Immense Economy Salesroom with the biggest gathering of Real Bargains ever brought together. Week after week the markets of America were studied and searched by our alert buyers. All the power of Brandeis' marvelous buying organization was brought into action.

The great bargains will be spread before you tomorrow. These are proofs of Brandeis' power to give the **Biggest Bargains that Are Offered Anywhere in the United States.**

Our Great January Sale of Linens

Our linen department is now located in basement of new store. We offer you the most wonderful bargains ever known during the great January Sale. The prices tell their own story.

Eyelet Embroidered and Real Cluny Laces
 All the \$100 pieces at **\$39.00**
 All the \$59.00 pieces at **\$27.50**
 All the \$49 pieces at **\$25 and \$19.98**
 All the \$19.98 pieces at **\$9.98**
 All the \$16.98 pieces at **\$8.50**
 All the \$14.49 pieces at **\$7.50**
 All the \$9.98 pieces at **\$4.98**
 All the \$5.00 pieces at **\$2.98**
 All the \$3.98 pieces at **\$2.50**
 All the smaller pieces at proportionate low price.

Monday we offer 500 Pattern Table Cloths, all 2 1/2 yards wide and 3 and 3 1/2 yards long, very heavy double satin finish damask, nothing better in quality ever brought to Omaha at any price—actually worth to \$25—January sale price, each **\$5**
 100 doz. extra fine full 3/4 size heavy double satin damask napkins, real actual value \$10, January sale price, dozen **3.98**

Bleached Linen Table Damask
 \$1.25 and \$1.50 all linen bleached table damask, yd. **98c**
 \$1.00 all linen bleached table damask, yd. **75c**
 30c bleached table damask, yd. **48c**
 30c all linen bleached table damask, yd. **18c**
 \$1.00 napkins, 75c doz. **75c**
 \$2.00 Napkins, 1.50 doz. **1.50**
 20dozen hemmed all linen napkins, the \$1.50 kind, doz. **98c**
 All our scarfs, squares hemstitched napkins, tray cloths, dollies, etc., way below regular price.

Great January Sale White Goods (IN NEW BASEMENT)

These prices are for January selling only, and, although we bought great quantities of white goods before the advance in price, we doubt very much if these bargains will last through the entire month of January, and we strongly advise you to buy at once.

Sea Island Nainsook, in 12-yard pieces, regular price \$2.25; at, per bolt **1.89**
 Sea Island Nainsook, in 12-yard pieces, regular price \$3.00; at, per bolt **2.45**
 Imperial English Nainsook, in 12-yard pieces, regular price \$2.50; at, a bolt **1.98**
 Imperial English Nainsook, in 12-yard pieces, regular price \$2.00; at, a bolt **1.49**
 Imperial English Nainsook, in 12-yard pieces, regular price \$1.25; at, a bolt **89c**

Our entire line of Imperial Long Cloth at special prices for this month only.
 Special bargain in 40-inch Lawn—would be cheap at 12 1/2c; at, per yard **7 1/2c**

Our 35c White Batiste, January sale—**25c**
 Our 45c White Batiste, January sale—**35c**
 Our 15c Persian Lawn, January sale—**12c**
 Our 15c Persian Lawn, January sale—**15c**
 Our 25c Persian Lawn, January sale—**20c**

Our 30c Persian Lawn, January sale—**25c**
 Our 35c Persian Lawn, January sale—**30c**
 Our 45c Persian Lawn, January sale—**35c**

Handsomest line of White Cambric Waistings, in plaids, checks and stripes—would be a bargain at 25c; at, per yard **19c**
 Poplin and Madras Waistings, entirely new; at, per yard **15c**
 All our 19c Dimities and Mull checks go during January at, per yard **15c**

On the bargain tables are some extraordinary values in soft finished Lingerie Lawns, in 40-inch Lawns and fancy and plain White Goods in mill lengths. All during January they will be sold at extraordinary bargain prices.

Fine New 36-in. DRESS PERCALES
 Light grounds, checks, stripes—best quality, New Basement, at, yard **8 1/2c**

WHITE PIQUE
 25c grade, in desirable lengths—New Basement at, Yard **10c**

Great January Sale Muslin Sheetings, Sheets and Pillow Cases (IN NEW BASEMENT)

UTICA SHEETING
 10-4 bleached Utica Sheet- 28c
 9-4 bleached Utica Sheet- 26c
 8-4 bleached Utica Sheet- 23c
 7-4 bleached Utica Sheet- 21c
 6-4 bleached Utica Sheet- 18c

LOCKWOOD SHEETING
 10-4 bleached Lockwood Sheet- 25c
 9-4 bleached Lockwood Sheet- 23c
 8-4 bleached Lockwood Sheet- 21c
 7-4 bleached Lockwood Sheet- 19c
 6-4 bleached Lockwood Sheet- 16c

Extra heavy quality 45-in. satin finished pillow tubing, usual price 22c yard, January sale price, yard **15c**
 Regular 25c grade 9-4 Nameless bleached Sheet- ing, sold from the bolt during January muslin sale at, yard **19c**
 Regular 23c grade 9-4 unbleached Sheet- ing, sold from the bolt during January sales at, yard **16 1/2c**

BLEACHED PEPPERELL SHEETING
 10-4 Pepperell Sheet- 24c
 9-4 Pepperell Sheet- 22c
 8-4 Pepperell Sheet- 20c

7-4 Pepperell Sheet- 18c
6-4 Pepperell Sheet- 16c
5-4 Pepperell Sheet- 12c

Sheets and Pillow Cases
 Bleached seamless Sheets, 81x90 size, nicely hemmed, very good grade, at **59c**
 72x90 seamless bleached Sheets, made from very durable grade sheeting, at **49c**
 Bleached seamless Sheets, 72x90 size, a hem, heavy linen finish **49c**
 Bleached seamless Sheets, 72x90 size, a hem, heavy linen finish **39c**
 45x36 and 42x36 inch Pillow Cases, well made from Fruit of the Loom and Hill muslin, the value of this pillow case is well known; special, at, each **12 1/2c**
 42x36 and 45x36 inch linen finished Pillow Cases, finished with hem— at **10c**

CLEARANCE IN NEW BASEMENT LACE CURTAINS Etc.

Brandeis always gives the greatest curtain bargains. Tomorrow we will again prove this fact beyond all doubt.

All the full size Lace Curtains, worth up to \$2.50 and in pairs, at, each **59c**
 All the fine imported Nottingham, Cable Net and two-tone Curtains, worth up to \$4, pair **1.98**
 All the Brussels Net, Arabian, Cluny, Point Mallin and Battenburg Curtains—these Curtains imported to sell at \$7, at, pair **3.98**
 Velour Portieres, in pairs or single, worth up to \$12.50 pair, at, each **2.98**
 Fish Net, Novelty Net and Grenadine, regular price 30c yard, tomorrow, yard **19c**

Clearing Sale of Ladies' Imported Apparel, Furs, Etc.

A \$155.00 Violet Broadcloth Gown at **\$85.00**
 \$35.00 Opera Coats at **\$19.00**
 \$65.00 Opera Coats at **\$25.00**
 A \$95.00 Lingerie Princess Gown **\$35.00**
 A \$65.00 Lingerie Princess Gown **\$19.00**
 A \$125.00 Chiffon and Lace Princess Gown **\$47.50**
 A \$150.00 Bordeaux Velvet Opera Coat **\$50.00**
 \$50.00 Crepe de Chine Gowns **\$25.00**
 \$35.00 Crepe de Chine Gowns **\$16.50**
 Silk Corset Blouse and Pony Jackets, worth up to \$45.00, at **\$19.00**
 Long, light and loose fitting black broadcloth Coats, worth \$25 to \$35, at \$14.85, \$17.50 and **\$19.00**
 Ermine Scarfs, at Half Price.
 Long, tight and loose fitting black broadcloth Coats, worth \$39, \$45 and \$49, at \$22.50 and **\$25.00**

Big Clearance—Black and Colored DRESS GOODS

Lot 1—Consisting of black fancy suitings, Colored Cashmeres, Etamines, novelty suitings, serges, plaids and check suitings—not a yard in the lot worth less than 35c and up to 49c yard, 36 to 45 inches wide, at, yard **18c**

Lot 2—Camel's Hair Suitings, Henriettas, Serges, Granites, Hair Line Stripes, Basket Suitings and Albatross, 38 to 50 inches wide, worth from 50c and up to 69c, at, yard **29c**

Etamines, Eolennes, Habit Cloths, Brillantines, Storm Serges, Novelty Suitings, Silk and Wool Fancies, Checks and Chevrots, 42 to 54 inches wide, worth from 69c and up to \$1 yard—at—per yard **38c**

35-inch all wool Black Granite Cloth, that cannot be matched for less than 65c yard, at, yard **39c**

40-inch all wool Black Panama Suiting, excellent wearing fabric, worth 75c yard, at, yard **45c**

OUR ANNUAL JANUARY SALE OF MUSLIN UNDERWEAR

MAIN FLOOR—NEW STORE.

Not only is this the greatest sale of fine Undermuslins we ever held, but it far surpasses any sale of the kind ever planned in the entire west. A vast assortment of the most dainty and elaborate Undermuslins which we offer at prices never thought possible for such splendid garments.

An immense space on our main floor, new store, will be devoted exclusively to this sale on Monday. More goods and more real bargains than any sale ever contained.



CORSET COVERS—Lace and embroidery trimmed, high and low necks, some with ribbon trimming. If you see them in the window you'll know what big bargains they are—worth up to 50c, at—each **15c**

DRAWERS—Wide umbrella cut, with lace and embroidery trimming and cluster of tucks—worth 25c and 35c, go at **18c** only

Gowns, Skirts, Chemises, Corset Covers and Drawers.
 These nicely made garments are lace and embroidery trimmed, many with cluster tucks and hemstitching, also ribbon trimmed, fine fabrics and regular **35c**
 \$1 values.

SKIRTS, GOWNS, DRAWERS, CORSET COVERS AND CHEMISES.
 Nainsook, long cloth and cambric garments, made to sell at \$1 to \$1.50, beautifully trimmed with lace and embroidery, deep ruffles, cluster of tucks and lingerie effects, at—each **65c**

CHEMISES, SKIRTS, DRAWERS, GOWNS AND CORSET COVERS
 Many French effects included here—Skirts with cambric tops, lace and embroidery flouncings; Chemises and Drawers beautifully inserted and trimmed with wide ruffles; all daintily made and worth up to \$2.50, at **98c**

FINE LAWN WAISTS—With daintiest of trimmings and insertions—fresh, new styles **98c to 2 50**

Exquisite Hand Made French Lingerie—Will be sold at prices that place them within the reach of all lovers of pretty undermuslins. This exquisite wear is all hand made in the convents of France. Night Robes, long and ample; Chemises, carefully sized; Skirts that fit about the hips and flare outward at the bottom; wide flared short and long Drawers. Prices are \$1.50 up to \$25.

OUR GRAND CLEARANCE OF CARPETS AND RUGS

Our great Carpet clearance is the talk of the town. Bargains like these are almost beyond belief at such a time when the prices of raw materials are so sharply advanced. Everywhere else prices are going up. At Brandeis' you get the same goods at big reductions.

Choice of all our Wilton Velvet Rugs, 8-3x10-6—worth \$37.50, at **\$27.48**
 Choice of all our \$30.00 9x12 Body Brussels Rugs, at **\$24.98**
 Choice of all our 9x12 Roxbury Brussels Rugs—worth \$22.50, at **\$16.98**
 9x12 Wool Filled Art Squares, worth \$9.00, at **\$4.98**

\$30 RUGS at 18 50
 Take Your Choice of This Fine Line of **WILTON VELVET and AXMINSTER RUGS**
 9x12 size and actually worth up to \$30, **18 50** at, each

9x12 Brussels Rugs, worth \$20.00 at **\$13.98**
 27x60 Axminster Rugs, fine floral patterns, \$3.00 Rugs at **\$1.79**
CARPETS—Discontinued patterns of Axminster Carpets, with or without border, worth \$1.35 a yard, at, yard **.98c**
 Best quality Tapestry Brussels Carpet, with and without borders, worth \$1.00 yd., at **75c**

JANUARY CLEARING SALE LACES and Insertings

Fine French Torchon, Platt Val. and Point de Paris Laces and Insertings—many to match, worth up to **3 1/2c-5c-7 1/2c**
 15c a yard, at, yd.

EMBROIDERIES
 Fine Cambric, Nainsook and Swiss Embroideries, Insertions and Beadings, many dainty small designs to match, also open eyelet and blind effects, at, yard **6c-7 1/2c-12 1/2c**

17-inch fine cambric and Nainsook Flouncing and Corset Cover Embroideries, values up to 45c a yard—big bargain square, **25c** at, yard

KID GLOVES
 Two Clasp Kid Gloves—some are well known makes—special, on bargain square, **69c** at, yard

Ladies' \$3.50 quality 16-button gloves—in white only—real kid, at, a pair **1.98**

LADIES' NECKWEAR
 Embroidered and lace effects—stocks, tabs and turn overs—about 50 styles, **10c**
 Worth as high as 50c—special

SILK CLEARANCE

Phoenix mills first quality colored taffetas, known as the best 75c taffeta. Bargain square at, yard **49c**

Full 3-inch black dress taffetas, \$1.25 grade, every yard is fully warranted—at, yard **79c**

Imported 45-inch printed gauze silks, specially adapted for party gowns, etc., regularly \$1.25 a yard, at, yard **59c**

All silk chiffons, in a good range of colors at less than one-third the regular price, at, yard **15c**

In Our New Basement—All kinds of plain and fancy silks, taffetas, foulards, etc., in broken lines, worth up to 69c a yard, at, a yard **21c**

Special Announcement
 We have about 75 exclusive patterns of silk materials, marquisettes, plain and Broche, rich pompadour satin Messalines, Novelties, Pekin stripes. Our own direct importation at exactly one-half their marked price.

