

MANY VERY IMPORTANT BARGAIN EVENTS MONDAY

A Rare Opportunity for Lovers of Fine Embroideries 6,000 YARDS EXTRA HIGH GRADE HAND LOOM St. Gall Embroideries At 1/2 Price or Less Than Half

These are on the very finest of Nainsook and Swiss fabrics—all in elegant high-class designs in dainty spray effects, neat English eyelet, baby patterns, blind and shadow effects, Mexican drawn work, Irish point and Venetian effects—edgings, narrow flouncings, insertions and galloons—many to match, in widths from four to twelve inches. A most exquisite assemblage of fine embroideries.

In Three Grand Lots on Bargain Square

All the 25c Embroideries	All the 40c Embroideries	All the 60c Embroideries
12 1/2c	19c	29c

18-Inch Corset Cover and Flouncing Embroideries
This is one of the best lots we have ever shown—many charming open work patterns, worth up to 50c yard—special at, yard..... **25c**

New Arrivals in Pretty Embroideries
Edgings, insertings and ribbon beadings—the goods are all new and the patterns extremely pretty—exceptional bargains Monday—at, yard..... **5c and 7 1/2c**

25c Turnover Collars at 5c
Dainty Swiss and Batiste Turnover Collars, hemstitched and scalloped, also some crochet edges—worth up to 25c each—on bargain square, main floor—at, each..... **5c**

EXTRA BARGAINS IN THE NEW BASEMENT

One special lot of fine white goods and corded Swisses—These are regular 15c values, but are slightly soiled on the outside fold—just the thing for curtains—tomorrow, at, yard..... **5c**

Plaid, checked and striped ginghams, at—yard.....	Heavy black and white twilled shirting, 15c grade, at, yard....	One lot of fancy brocade waisting, with small printed figures, reg. 15c val. tomorrow, at, yard.....
2c	5c	5c

Bargains in the White Goods Dept.
Persian Lawn, 12 1/2c, 15c, 20c, 25c and 30c yard.
India Linen, yard 7c, 10c, 12 1/2c, 15c, 20c and 25c.
Batiste, 48 inches wide, 19c, 25c, 35c, 39c, 50c, 55c and 60c yard.
40 inch Victoria Lawn, 7 1/2c, 12 1/2c and 15c.
Bolton Cambric, 36 inches wide—Monday yard..... **15c**
Imperial long cloth at special prices Monday.

Big Alteration Sale of Carpets **BRANDEIS BOSTON STORE & SONS OMAHA** Carpet Sale Old Store—2nd Floor

BRANDEIS "BOSTON STORE" & SONS

STOP and think what it means to you to trade in a store of such tremendous enterprise as this one. Not a week goes by without evidence of the wonderful energy of this firm—of its constant achievements in the markets of the world. Week after week the best goods that the world's labor yields are brought to Omaha to sell at less than the established price the country over. Every avenue of supply is watched by this vast buying organization. Advantages are seized by Brandeis before less alert concerns even hear of them.

It is an organization that is never idle, that is never satisfied with a half measure of success but demands and exacts the best from the world's markets to give its thousands and thousands of loyal patrons a reduced price on every yard or piece. Every day the tremendous enterprise of this house proves its own power by the lower prices maintained in every department.

INTRODUCING THE NEW 1907 SPRING SUITS

BRANDEIS IS INVARIABLY FIRST TO SHOW THE AUTHENTIC STYLES IN LADIES' APPAREL IN ADVANCE OF EACH SEASON

Weeks before our opening display Brandeis gives to Omaha women their first welcome glimpse of spring styles. Monday we show the cleverest new ideas direct from the hands of the greatest designers of women's wear. Our New York office has used its utmost efforts to make this showing in Omaha the most authoritative expression of spring styles. We wish every woman in Omaha to see the new spring suits, no matter if she has not the slightest intention of purchasing.



NEW FEATURES FOR 1907
Show Many of the Most Charming Style Innovations

The New Fitted Tailored Suits—Etons, Pony, Prince Chaps
Strictly Tailored New Hip Length Suits in Semi and Tight Fitting Backs

New French "Pony Etons"
New Broad Shoulder Pleated Etons

The coats are quite novel and the skirts reveal many delightful innovations in cluster pleat and hip pleat effects—many single and cluster self fold trimmings around bottom.

Fabrics are quite stunning and include new worsted woolsens, voiles, chiffon panamas, broadcloths and new stripes and checks in striking or subdued colorings.



This is the introductory showing of authentic style that fashionable Omaha demands and has the right to expect of her leading style store. It is a source of pride to us that we can meet this demand in a way that is possible to only a few of the leading American stores.

The New Spring Skirts for 1907 We Are Showing Are Very Fetching
Separate skirts for spring are shown in the popular chiffon panamas, new worsted woolsens, voiles, broadcloths etc. Among new style features are the cluster pleats with self folds and straps, silk strap trimmings, etc., etc.

Opening of Our New Wall Paper Dept. Monday

We cordially invite the public to inspect our new and up-to-date Wall Paper department. The opening of our new department is due to the demand of the public, as for several years we have been repeatedly urged by many of our patrons to establish a Wall Paper department. We are now pleased to state that we have added this department, equal to any in the country, to be opened tomorrow.

We will display the largest assortment of papers consisting of the latest novelties at the lowest prices. In order to introduce this department quickly we will place on sale tomorrow:

Good Glimmers, worth up to 8c a roll, at, per roll.....	3c	Good Embossed, worth up to 25c a roll, at, per roll.....	10c
Good Glits, worth up to 15c a roll, at, per roll.....	5c	Handsome Two Tones, worth up to 40c a roll, at, per roll.....	15c

Hotel owners, real estate men and property owners will find it to their advantage to attend this opening sale.

"77"

Humphreys' Seventy-Seven Cures Colds and GRIP

It appeals to busy people

If you will keep "Seventy-seven" handy (it fits the vest pocket) and take it promptly, you will not have to lay up with the Grip, but can keep about your business. Because "Seventy-seven" acts directly and quickly on the sick parts; without disturbing the rest of the system.

Use it as you would render "first aid to the injured" and save a winter's illness.

At druggists, 25 cents or mailed, Humphreys' Homeo. Medicine Co., Cor. William and John Street, New York.

A GREAT SPECIAL SILK SALE 39c SILKS at 15c Yd.

In order to close out all of our short lengths and odds and ends in taffetas, twilled satins, surahs and China silks, in blacks and all colors—many waists, skirt and suit patterns in this immense lot, as displayed in our immense window—on sale in main store, bargain square, per yd. **15c**

17,500 YDS. SILK at ABOUT 1/2 PRICE

Black 24 and 27-inch Chiffon Taffetas, Peau de Cygne, fine two hair-line stripe Taffetas, 27-inch Radium Silks, new Glace, Moire Antique, Dress and Lining Taffetas, 20-inch Ombre Louisenes, plain and fancy Shantung, etc., positively worth up to \$1 yard, in 3 lots. **29c-39c-49c**

The Newest Effects in Foulards

The latest dots, scrolls and geometrical effects, new blues, resedas, gobelin, tans, navies and white, black and white, white and black combinations, pretty patterns are selling fast—Monday at, yard..... **49c-75c**

Black Silks	White Japanese Silks
Extra special—25 pieces medium finish, wear guaranteed, black taffetas, worth 75c yd., at, yard.....	Washable, our own importation at 1/2 less than regular prices.
10 pieces 36-in. Swiss off boiled taffeta, worth \$1.50 yd., at, yard.....	27-in., worth 65c yard, at, yard.....
10 pieces 36-inch Peau de Cygne, worth \$1.50, yd.	34 in., worth 50c yard, at, yard.....
	20 in., worth 35c yard, at, yard.....
	39c
	29c
	19c

Special DRESS GOODS VALUES

250 pieces of new Suitings, in broken plaids and checks, miniature and shadow effects, 59c values, yd **35c**
We show the biggest line of voiles in Omaha, and we offer for Monday only genuine imported French **69c-75c**
Panamas, chiffons, etc., every desirable design, 50 and 54 inches wide—prices ranging from—yard..... **75c-1.25**
Only few pieces of a splendid imported mouseline Panama, in black, 52 inches wide—\$1.50 value, at, yard..... **\$1**

OUR JANUARY SALE OF LINENS

During the last days of our great January linen sale you will find the most extraordinary bargains at Brandeis.

10c Hemmed Huck Towels, each.....	50
35c extra large Bleached Turkish Towels, each.....	150
15c large size Bleached Turkish Towels, each.....	75c
10c Unbleached Linen Toweling, yd 50	50
12 Satin Placed and Marseilles Bed Spreads, both fringed and hemmed.....	\$1.98

Fine fancy linen pieces at one-half regular prices.

Specials in the New Drapery Dept.

Corded Arabian Curtains, worth \$7.50, go at, pair.....	4.98
Battenberg and Rembrandt Curtains, worth \$5, pair.....	2.98
Imported Scotch and Nottingham Curtains, new styles, at, pair.....	3.98
Couch Covers that always sell at \$5.00 at, each.....	2.25
Table Covers, two yards square, fine silk at.....	2.25
Big table of Lace Curtains in odd lots, worth up to \$3.00 pair, at, each.....	49c
Cloth Window Shades, complete, at, each.....	25c

Specials in Ladies' NEGLIGEEES

New Store—Main Floor

\$2.50 Blanket Bath Robes.....	98c
\$1.50 Flannel and Percale Wrappers and Long Kimonos.....	69c
\$1.50 Fleece and German Flannel Dressing Scaques.....	59c
\$2.50 Norfolk and Blouse Sweaters, all colors.....	1.50
\$1.00 Plain Flannel Gowns.....	50c
\$5 Lace Trimmed Net Waists.....	1.98

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RANGE OF TALK EXTENDING

Improvement in Telephone Practice to Increase Efficiency.

Device by Which the "Decay" of the Message in Transmission is Lessened and Its Life Prolonged.

NEW YORK, Jan. 26.—Not the least among the achievements of 1906 in the industrial world is the long step taken toward making transcontinental telephony an accomplished fact. Thirty years ago people scoffed when Alexander Graham Bell told them that by means of the telephone they could talk from one end of their town to the other. Today we talk under stivers and harbors, over the highest mountain tops, from the lowest recesses of the deepest mines, through snow-drifted wildernesses and across sun-baked deserts. The work done in the last year in hastening the day when New York can talk with San Francisco has been that of development rather than that involved in the making of spectacular discoveries. In bringing about present-day conditions, under which a man can talk by telephone more than

Dr. Lyon's PERFECT Tooth Powder
Cleanses and beautifies the teeth and purifies the breath. Used by people of refinement or over a quarter of a century. Convenient for tourists.
PREPARED BY **J. H. Lyon, D.D.S.**

half way across the continent, there has been a steady succession of improvements in the telephone art, many of which have received little attention from the telephone using public.

In its early days the telephone used the same sort of iron wire that the telegraph employs and the circuit was completed through the ground. This works very well for short distances, but the transmission of every modulation of the voice is a much more delicate matter than transmitting the taps of a telegraph key. The first step, then, toward extending the distance over which messages could be sent by telephone was the invention of a process of hardening copper wire so that it would not stretch from its own weight when strung from pole to pole. And it is an interesting fact that Thomas B. Doolittle, who invented the method of doing this and thereby made possible the use of copper conductors in all electrical industries, is still an active member of the engineering force of the Bell system, which has developed practically every improvement in telephone apparatus and equipment since Dr. Bell's first fundamental discovery.

Limit of Conversation.
The first copper telephone wire was about the size of the iron telegraph wire it replaced. With improved "long distance" instruments, such as are now in general use for all kinds of service, conversations can be conducted over wire of this size for about 25 miles with what the engineers call "standard transmission." By increasing the size of the copper strands on their long distance lines, the Bell engineers have more than doubled the early limits of successful transmission.

It might seem if all that was necessary would be to keep on increasing the size of the wire indefinitely and thus extend the range of talking. Even were it not for scientific difficulties, the cost of the metal alone, at its present high price, for much heavier conductors than they now used would be practically prohibitive. Neither can transmission over greater distance be secured by means of more sensitive apparatus, for if the telephone instrument were made more sensitive than it is, it would become so microphonic, as it is called, that noise that could reach the diaphragm would cause such a jumble of sound that the words of a telephone message could not be understood.

So the problem before the engineers has been to find a way to prevent the telephone current from "decaying" during the jour-

run in and out of switchboards along the way, and here and there the messages must leave the poles to travel for some distance under ground. The loss of efficiency in what are called the substation loops—that is to say, the lines between the central offices and the subscribers' telephones—reduces the distance of possible transmission a full third. This is because of the resistance offered to the passage of the current by apparatus and by the small wires that have been used in underground cables and in the wiring of buildings, and so on. When a telephone message passes through a switching station, either a regular central office or one of the long distance stations located outside of large cities, the effect on the current may be as great, under some conditions, as would be produced by adding 150 miles of line.

In putting wires underground it is necessary to get them into as small compass as possible. Crowding the wires together in this way greatly increases what electricians call "capacity," thereby cutting down the limits of transmission. As a matter of fact, you can talk about thirty times as far over an open overhead wire of the size adopted as standard by the Bell system as you can through the ordinary system of underground cable, or overhead cable, for that matter, for it is all the same thing. In local traffic around a city this is not so important; but in long distance traffic it is a very serious consideration.

Example in Practice.
For instance, a man in New York calls up a man in Chicago. The distance between the two cities, as the Bell lines go, is 932 miles. Where the wires pass directly from one city to the other and are not "cut in" at way stations, very good transmission can be secured. The last year or two it has become commercially possible to have a few through circuits of this sort; the other circuits, in order to be economically operated, must be used for way traffic between intermediate cities when through traffic does not demand them. The central offices at either end and the switching stations in between add what amounts to from 200 to 400 miles to the actual mileage of the cross-country wires.

Even so, telephony has been perfected to a point where these obstacles would be satisfactorily overcome. But there may be from two to ten miles of underground at the New Yorker's end of the line and from three to twelve miles more of underground at the Chicagoan's end. Together these sections of underground add, roughly, the equivalent of another 400 miles. Furthermore, a majority of business calls are by "open private bank exchange subscribers." The private switchboard, while very convenient, is often the cause of further losses in transmission due very largely to the practice in many offices of requiring the person who operates it to "stay in on the line" so that everything goes smoothly for the talkers. When an operator is thus kept in on a connection at each end of the line, the loss is approximately equal to that of 200 miles of open wire. So while you are talking between places actually less than a thousand miles apart, the telephone system must have as great efficiency as would be required to communicate nearly 300 miles of your telephone and that of the man you converse with were attached directly to the ends of open wires.

Buried Wires Make Trouble.
The complications introduced by the necessity of burying the wires in many

long it will be before the ideal can be nearly enough approached in the actual working plan to make transcontinental conversations a practical success no one can predict with any certainty.

BULLET ENTERS CLERK'S HIP
Thirty-Two Caliber Accidentally Discharged by Clerk in Hardware Store.

Harry Atwood, an employe at the John H. Huston Hardware company, 2607 Cumine street, accidentally shot himself in the left hip Saturday morning while placing a 23-caliber revolver into a holster. The bullet did not penetrate deeply. Drs. Upjohn and Hamilton were called and soon had the missile out. No serious results are expected.

Now is the time to make your wants known through The Bee Want Ad Page.

Grain Expert Coming.
J. D. Shanahan, grain expert of the United States Department of Agriculture, will be in Omaha Monday and will demonstrate on the floor of the Omaha Grain exchange the moisture test for grading grain. He has a small instrument which determines the moisture content of the grain.

Married Women
Every woman covets a shapely, pretty figure, and many of them deplore the loss of their girlish forms after marriage. The bearing of children is often destructive to the mother's shapeliness. All of this can be avoided, however, by the use of Mother's Friend before baby comes, as this great liniment always prepares the body for the strain upon it, and preserves the symmetry of her form. Mother's Friend overcomes all the danger of child-birth, and carries the expectant mother safely through this critical period without pain. It is woman's greatest blessing. Thousands gratefully tell of the benefit and relief derived from the use of this wonderful remedy. Sold by all druggists at \$1.00 per bottle. Our little book, telling all about this liniment, will be sent free.

Mother's Friend
The Bradford Regulator Co., Atlanta, Ga.