

Embroideries
8 to 27 Inches Wide
Fine embroidered flouncings, skirtings, also corset cover widths—elegant designs in Anglaise, Madeira, floral, blind and shadow effects, also dainty baby patterns—in Swiss, nainsook and cambrie. They have been greatly admired in the windows—many worth up to 85c a yard, at—
25c and 39c

Medium and Narrow Widths Embroideries
Fine embroidery edgings and insertings, galloons and beadings—dainty, effective, new designs, many Madeira effects, worth up to 25c, at, a yard
3 1/2c-10c

All Over Embroideries and Waist Frontings
Fine Swiss and batiste—in English eyelet, floral, shadow and Madeira—white and colors—worth up to \$1.25, at, a yard
69c

Sateens
The finest and best assorted lot of black and colored mercerized sateens; perfect lengths; actually worth up to 40c yd., at, yd.
15c

White Goods
Great lot of very fine, fancy white goods for waists and children's wear, yd.
7 1/2c

25c Wash Goods at 12 1/2c
Such fine plain colored poplins, pongee & Himalaya cloths have never before been sold so cheaply; every yard a 25c value
12 1/2c

Nainsook and Dimities
12 1/2c grade checked and striped nainsook; also very fine dimities, in mill lengths, on bargain square, yd.
7 1/2c

Waistings
White madras waistling remnants; striped, corded, checked and jacquards; 55c values, at, yd.
15c

Challis
Persian cotton challis—5c is the regular price; from the bolt, at, yd.
2 1/2c

And hundreds of other interesting bargains Monday in the basement.

50c Short Flannellette WOMEN'S SKIRTS IN
stripes, scalloped embroidery bottom, clearing price, each
18c

Women's and Children's 35c Quality Golf Gloves
Also Mittens on sale on main floor—Clearing sale price, pair
10c

1.00 DRESS GOODS
All 1 1/2 yards wide Clearing sale price, yd.
49c

SPECIAL SALE Foulard Silks
500 pieces of the newest spring 1910 Foulard Silks at a big reduction. All the smart patterns in disks, spots, floral, cameo and geometrical patterns; very latest colorings. Many of these stunning foulards are 27 inches wide, in monotone effects, and represent the products of the best manufacturers in America and France and the spot proof kind. For Monday your choice of 25 styles in 27-inch width, as shown in the window, per yard—
69c-49c

75c Messalines at 50c Yard
La Noblesse, Swiss, Messaline in 37 different colorings in fine lustre and finish—the pastel shades, also newest street shades, per yard
50c

January White Goods Sale
34-inch-wide white and plain colors Economy Linen; (water shrunk), the best Irish linen finish fabric made; it has all the appearance of real linen; guaranteed to wash and does not wrinkle, at, yard
15c

**34-inch Lustré Linen; in white and colors; a new cloth we are showing this season for tailored suits and waists; yarn mercerized and very lustré; at, yard
20c**

Just received our first shipment of white flaxon in stripes, checks and cords—Now on display at the white goods Dept.

Men's and Boys' \$1 SWEATER COATS
in basement—clearing sale price **25c**

Men's, Women's & Boys' 50c MUFFLERS
Clearing sale price **10c**

Women's \$1.50 White Tailor Made Waists
Clearing sale price, each **75c**

Women's \$1 Black Moreen and Sateen Petticoats
On sale on second floor—Clearing sale price, each, at **39c**

BRANDEIS STORES "BOSTON SONS"

GREATER PRICE REDUCTIONS IN OUR JANUARY CLEARING SALE

We are forcing out all the winter goods in our stock. Everything must go at once. In every department we are grouping all the odd lots and marking them down to the lowest prices ever asked in Omaha. Come to Brandeis Monday and get your share of these bargains that save you money.

Women's \$1 Two-Clasp Kid Gloves 39c Pair
There are thousands of pairs of fine Kid Gloves in this lot; whites, blacks and desirable colors; some are slightly mussed, but they are worth up to \$1.00 a pair; on big bargain square on main floor Monday, pr.
39c

\$1.25 Infants' and Children's Long and Short White Dresses.
Elaborately trimmed with lace and embroidery, folds and tucks—clearing sale price, each
39c

Women's Crocheted WOOL MIXED SCARFS
Two yards long, all colors—clearing sale price
15c

Special from the Clearing Sale WOMEN'S LEATHER BAGS
These shopping bags are fitted with inside purse, worth up to \$1 each; bargain square, at, each
29c

Further Price Reductions on Furs

Clearing Sale of Matched Sets
Large, Open Rug Muffs; head trimmed, and large shawl collar with head, black French Lynx, worth \$10, at **7 1/2c**
Large Russian Lynx Sets; black, large rug muffs and extra large shawl collar, former price \$15, at **10c**
Isabella and Sable Fox Sets; various style collars, pillow and rug muffs, worth \$25, at **15c**
\$12.50 Grey Siberian Squirrel Sets; pillow muffs, zaza shape collars, now at **7 1/2c**
\$35 Blue Wolf Sets; rug and pillow muffs, large, shawl collars, at **25c**
\$19 Brook Mink Sets; head trimmed muffs and collars, at **12 1/2c**
\$35 White Azuria Fox Sets; extra large, pillow muffs and very large shoulder piece, at **19c**

All the Other Fine Sets are Greatly Reduced.

Clearing Sale Separate Muffs
Black and Brown Coney Pillow Muffs, worth \$2.00, now at **1.25**
Black and Brown Coney Rug Muffs; head trimmed, shirred lining, worth \$3.50—**2.50**
\$7 Brook Mink Muffs; head trimmed—**4.95**
\$12.50 Brook Mink Muffs; head trimmed—**8.95**
\$7.50 Russian Lynx, large pillow muffs, at \$5
\$10 Mink Muffs, worth \$15, at **10c**
Isabella and Sable Fox Muffs, worth \$12.50 to \$15.00, at **8.95**
\$20 Black Fox Muffs; large rug shape, head and tail trimmed, at **12.50**
Other fine muffs—mink, otter, jasp mink, lynx, fox, etc., at great reductions.

OUR GREAT JANUARY LINEN SALE

PATTERN TABLE CLOTHS:
100 Dinner and Banquet Cloths; very best quality Irish, Austrian and Belgium linen, worth up to \$12.50, at, each **\$4.00**
\$4.50 Prussian linen pattern cloths—3 yards long; beautiful floral and stripe designs, each **\$3.30**
Irish satin damask pattern cloths—size 72-90—worth \$2.75, each **\$1.98**
Irish satin damask and round thread German linen pattern cloths—size 72-72, \$2.25 values, at, each **\$1.60**
Irish linen pattern cloths, \$2.25 value, at, each **\$1.50**
German linen pattern cloths, \$2.25 value, at, each **\$1.50**
Hemstitched cloths, \$2.25 value, at, each **\$1.50**
pure linen, \$2.25 values, each **\$1.25**

DAMASK SALE:
35c quality full bleached Table Damask; good assortment of patterns, at, yd. **24c**
100 pieces best quality Mercerized Damask; 60c quality, at, yd. **30c**
All pure linen, full bleached Table Damask; good, heavy weight; 65c quality, yd. **40c**
Fine Irish satin damask—full two yards wide—\$1 quality, yard . **75c**
\$1.50 Prussian and Irish damask—full two yards wide, \$1.39 quality, yard **90c**
Double satin damask—Squirrel, lynx, fox, etc., the very best made, \$1.50 quality, per yard **\$1.19**

NAPKIN SALE:
500 dozen all pure linen Napkins; large size; \$1.75 quality, per dozen, at **98c**
100 dozen all pure linen Napkins; size 22x22; \$2.25 values, at, per dozen **\$1.49**
200 dozen Irish and Prussian linen Napkins; large dinner size, \$2.50 values, dozen **\$2.49**
\$4.50 best Scotch linen Napkins; 1/2 size; warranted to give good service, dozen **\$2.98**
\$7.50 extra large, pure linen Napkins; beautiful designs; very special per dozen **\$5.98**

TOWEL SALE:
100 dozen large, white Huck Towels; 16 size, each **50c**
500 dozen best union Huck Towels; 20 values, each **12 1/2c**
All pure linen Huck Towels; large size; 25c values, each, now at **15c**
All pure linen, scalloped or hemstitched Huck Towels; 50c quality, each, at **25c**
75c quality, each, at **40c**
Beautiful embroidered edge Towels; best quality Huck, \$1.25 values, each, at **90c**
All our finest Huck and Damask towels; worth up to \$2, each, at **90c**
50 dozen full bleached, hemmed Turkish Towels; 12 1/2 size, each **12 1/2c**
100 dozen extra large, hemmed Turkish Towels; good, heavy weight; 25c values, at, each **10c**
15c Imported Polishing Cloths, each **10c**

55c Turkish Towels; very best quality yarn used, each, now at 35c
Fine, imported Turkish Towels; very large size, \$1.00 values, at, each **60c**
The very finest imported Turkish Towels; \$1.50 values, each, at **80c**
Large Turkish Bath Wash Cloths; 12 1/2 quality, each, \$1.00 values, at, each **65c**
60 Rub Dry Face Cloths; large size, each **85c**
10c Knit Wash Cloths; large size, each **10c**
10c Dish and Mop Cloths, each **5c**

RED SPREADS:
\$1.39 quality, full size Bed Spreads, at, each **90c**
\$2 shirry Bed Spreads; 12 1/2 size, each **1.19**
cut corners, at, each **1.19**
\$3.50 scalloped edge Bed Spreads; 12 1/2 size, each **2.49**
All our dainty, arctic and imported bed spreads at greatly reduced prices.

JANUARY SALE OF Muslin Underwear
Greater bargains than ever in this big sale.

Night Gowns, Walking length Skirts, Umbrella Drawers and Corset Covers, in this special group, each **50c**
Night Gowns and Chemises, with French embroidered yokes, petticoats with wide insertion in flounces, fine corset covers and drawers, at **75c**
There are very fine lots of undermuslins to sell Monday at this price; beautifully made of selected materials and carefully sized, at **98c**
This group includes simply or elaborately trimmed night gowns, corset covers, drawers and petticoats, as well as combination suits, at **1.39**
Extra fine lots of exquisitely made undermuslins in this great group, at **1.89**
Scores of other special bargains beginning Monday.

Laces
Finest French and German Val. laces and insertions; also dainty crochet, cluny and Armenian effects, in edges and insertion, worth up to 12 1/2c, yd.
5c

Himalaya Suitings
It will launder and wear well and comes in 43 shades; bargain square, yd.
29c

Imported Linen Suitings
Monday we offer the advance styles in French and English linen, and silk and cotton; also sheer crepe linen, Irish chiffon weight poplins and tropical suitings, yd.—
25c to \$1

Medium weight dress fabrics, in serges, ottomans, suitings, etc., all the newest shades; very special, yd.—
49c and 79c

Carnations
Worth 75c to \$1.00 a dozen, at, dozen **39c**
Large and beautiful carnations, on sale in Flower Dept.—new store, south side.

Men's Clothing
All the overcoats and suits from the B. Rothchild's stock of Rochester, worth up to \$10, now at, each **\$5**
All the \$20 overcoats and suits, now each, at **\$10**

Attend the Muslin Sale Monday
Buy sheets and pillow cases now. Prices will be higher after the January sales.

The new hotel size, 81-90, seamless, bleached sheets—made from good heavy round thread—90c will be a low price on these in February; January sale price, each **65c**

Same sheets as above, in 81-90 size, at, each **59c** | Same sheet as above, in 72-90 size, at, each **50c**

Armorside welded seam sheets—the best improved seam sheet in the market—warranted to be much better than Pepperell—size 81-99, at, **55c**; 81-90 at, **50c**; 72-90 at, **35c**

Six well known makes of pillow cases; size 42x36, 45x36 and 50x36, on sale, each **14c**

Hemstitched pillow cases; free from dressing, 42x36 and 45x36-inch, each, at, **12 1/2c**

Regular 15c grade of pillow cases; Monday all day, will go on sale, at, each **10c**

ANOTHER SKYSCRAPER COMES
Sixteen-Story Building Planned by U. S. National Bank.

CORNER SIXTEENTH AND FARNAM
Ames Estate at Last Sells Property—Brandeis Buy Boston Lunch for Farnam Street Entrance to Their Stores.

Two important real estate sales on Farnam street, west of Sixteenth, were announced Saturday.

Another skyscraper is planned for the business district of Omaha.

Victor B. Caldwell, vice president of the United States National bank, announced Saturday morning that the bank had just succeeded in buying from the Ames estate of Boston, through its Omaha agent, John A. Scott, forty-four feet adjoining the bank building on the west on Farnam street. This gives the bank a frontage of 116 feet on Farnam street, with seventy-four feet on Sixteenth street, on which the bank proposes to erect a skyscraper which will be over ten stories high, the exact height not having been determined.

J. L. Brandeis & Sons have bought the adjoining twenty-two feet on the west from the Omaha National Bank Building company, the property running to the alley, 12 feet. The price paid was \$20,000, more than \$2,000 a front foot, which is the highest price ever paid for real estate in Omaha. This property is now occupied by

the Boston Lunch, which still holds a lease for one year, after which the Brandeis company proposes to improve the property. This lot was recently bought by the Omaha National Bank Building company as part of the purchase of the New York Life Insurance company building at Seventeenth and Farnam streets.

Part of Big Stores.
There is a rumor, which Emili Brandeis refuses to confirm, that J. L. Brandeis & Sons will make this new building a part of the Brandeis stores, giving them an entrance from Farnam street. Mr. Brandeis said they had not decided how high the building would be erected.

Mr. Caldwell said the bank proposed to erect a most substantial office building, which would be ten or more stories in height, providing a suitable modern banking house in every way fully equipped to care for the increasing business of the bank.

The bank has been persistent in its efforts to secure this property from the Ames estate and has continued its negotiations even after being positively turned down five times by the estate. The bank had planned to buy the entire property of the estate on the corner, which completely surrounds the present bank building and is occupied by the Peoples Furniture and Carpet company. The estate absolutely refused to sell the Sixteenth street frontage, so that the bank now owns 116 feet on Farnam street and seventy-four feet on Sixteenth street.

Planned United Structure.
Before the Union Pacific definitely decided upon putting up its twelve-story headquarters building at Fifteenth and Dodge streets negotiations were pending for the

United States National bank and the Union Pacific to unite in buying the property from the Ames estate and erecting a fifteen-story building which could be fitted as a bank building and also as headquarters for the Union Pacific, giving the railroad a city ticket office on the principal corner of the city.

For some time it has been evident to the officers of the United States National bank that they needed more room, as the present building, while a beauty from an artistic point of view, has altogether too much waste space for its location. The directors had decided that if they failed in their final and sixth effort to secure the Ames property they would attempt to buy the Board of Trade building or the Myers-Dillon corner, neither of which are on the market at the present time.

Arthur D. Brandeis is a director in the United States National bank, and it is thought the bank and the Brandeis will unite their properties and make the skyscraper that much larger. The property now held by the bank has no outlet on the alley, while the lot bought by Brandeis extends to the alley and should the big building be built on both it would give the building an outlet on the alley.

Lifelong Bondage
to dyspepsia, liver complaints and kidney troubles is needless. Electric Bitters is the guaranteed remedy. 50c. For sale by Beston Drug Co.

Sterc bottled beer delivered by the retail dealer, next door north of Stone brewery. Same prompt delivery, courteous treatment and prices as formerly. Phones Webster 1200, Ind. B-12

BRANDEIS STORES

WARM HAND TO EMBASSY MEN
Cordial Greeting for Crusaders Pleading for Ambassadors' Homes.

THEY APPEAL TO YANKEE PRIDE
Also Insist that Business Considerations Require Official Buildings Abroad for Representatives of the United States.

Frederick Townsend Martin and E. Clarence Jones struck a responsive chord in the Commercial club Saturday noon in their efforts to secure sympathetic help in their crusade for better homes for American ambassadors abroad. One hundred of the leading business men of Omaha gathered at lunch as guests of the American Embassy association to listen to the arguments set forth by Mr. Jones and Mr. Martin.

"We do not meet opposition anywhere, but simply indifference," said Mr. Martin. "But indifference is being overcome as the people begin to realize the showing their ambassadors make abroad in comparison with those of foreign nations. We should have small white houses in the foreign capitals which will represent the strength and dignity of our nation. The day has come in all parts of the world where the people rule, and when the people see the present places in which the representatives of this country live they get a bad opinion of the United States. We are asking all nations for gold to invest in this country, and they get a bad impression when they think this country cannot afford homes for its representatives. It is now on the standard of gold that we must send representatives abroad rather than on the standard of brains."

Mr. Jones told of the movement which started six months ago and which now has a membership of over 30,000. He said the American Embassy association was trying to form a small association in each congressional district in the country to impress upon the congressmen the necessity of having better homes. He said that it would only cost \$1,000,000 to place a representative home for the ambassadors in each European capital, which he considered a small amount in comparison to the benefits to be derived.

"We should be able to select our representatives according to their ability, rather than in accordance with their wealth, as is now the case," said Mr. Jones. "It really looks like a good investment in promoting peace when we consider that 72 per cent of the revenues of the government are spent in payment for past wars or in trying to provide for future conflicts, leaving but 28 per cent for peace requirements."

"We need a house that will not necessarily cost too much, but will make a good appearance and combine the business office with his residence, the same as the White House at Washington. We do not believe it should be a necessity for an ambassador to have a fortune or to spend a fortune to represent this country abroad. It is a real democratic idea and not a snobbish one, as some think."

"We pay our ambassadors \$7,500 a year with no side expenses, while Great Britain

Brandeis Hair Goods Dept. Second Floor

We have just imported a large stock of beautiful **FRENCH NATURAL WAVY HAIR.**

We excel in the rare shades. Turban braids and switches—made up in lengths and shades to meet the requirements of present fashions.

Hair coloring. Hair dressing.

Roman Braids; 36 and 40 inches long; \$3 value, now at, each **\$4.98**
Transformation; made of fine hair; all shades; worth \$6, special price, each **\$2.95**
Switches; made of long hair; 36 inches; worth \$20, Monday, at, each **\$10.00**
Extra large All Over Hair Nets, Monday, only **5c**

Coal Man Makes Another Increase
Having Raised Price of Anthracite and Semi-Anthracite, He Now Boosts Illinois Nut 50 Cents.

The coal man has come forth with an announcement—another announcement, to be specific—that the cost of Illinois soft coal has been boosted from \$9.50 to \$1 per ton.

Why? Oh, 'cause.

The price of anthracite coal was boosted in Omaha on December 1 from \$10.50 to \$11 per ton, and the price of the semi-anthracite was raised on the same date from \$9 to \$9.50.

Conductor of a Street Car Fined
He Pays Fifteen Dollars for Assaulting Passenger Who Objects to Paying Two Fares.

Conductor Hovee of the street railway company was fined \$15 in police court for knocking down David Underwood, a passenger.

Underwood is a soldier and is stationed at Fort Omaha. He and three companions were on Hovee's car and a dispute arose over the payment of fares. It was claimed the young man paid twice. The conductor did not take kindly to the charge of "knocking down" the fares and he proceeded to "knock down" the man who made the accusation. The fight occurred at the car barn at Ames avenue and Twenty-fourth street.

COUNCILMAN DAVIS TO WED
Member from the Twelfth Will Marry Miss Aurora Christensen in May.

Councilman Charles M. Davis of the Twelfth ward will become a benedict in the flowery month of May he will be united in marriage to Miss Aurora Christensen of 320 Florence boulevard. The announcement of the engagement is made by Mr. and Mrs. Jonas Johnson, the uncle and aunt of the bride-to-be.