

Extra Special
Night Gowns
 OF MUSLIN AND CAMBRIC
 Night Gowns, embroidery, lace
 trimmed and tucked; many
 different styles to select from;
 regularly worth 75c;
 January sale special: **39c**
 at.....

One Big Lot of Fine
Princess Slips
 Scores of styles; embroidery,
 lace trimmed and inserted;
 many very elaborate crea-
 tions; very fashion-
 able and worth **\$1.98**
 \$3, \$4 and \$5; each

Extra Special
Corset Covers
 and **Drawers**
 Embroidery, lace and tucked
 trimming; a great special lot;
 regularly priced at
 25c to 50c; go at **19c**
 each

BRANDEIS STORES

Women's Colored
Wash Petticoats
 Gingham, chambray, etc.,
 striped and plain, embroidery
 and fold trimmed, etc.; many
 different styles;
 worth \$1.25 and
 \$1.50; at **98c**

Children's
Night Gowns
 Children's 75c quality
 Night Gowns, in all sizes
 and various styles; Janu-
 ary sale price **45c**
 only.....

Extra Special
Children's White
Skirts
 Here are good, full, white
 Skirts, prettily tucked trim-
 med, worth regu-
 larly 39c, at, each **23c**

January Sale of Muslin Underwear

Undermuslins at \$1.39
 Night Gowns—Bell sleeved or fitted
 chemise—combination suits;
 corset cover and skirt or corset
 cover and drawers, in one-piece;
 also petticoats,
 drawers, etc.—
\$1.39
 at.....

Undermuslins at \$1.89
 These are beautifully made under-
 muslins, very carefully sized—
 many with elaborate lace and
 embroidery trim-
 mings; a special
 group, at **\$1.89**
 at.....

Extra Size
Undergarments
 Here are undermuslins for
 large women—gowns, skirts and
 drawers—special lot for this Janu-
 ary sale, at—
50c, 75c, 98c, \$1.50, \$1.98

Children's Drawers—All ages—
 worth up to 30c,
 at **9c**
 at.....

Children's 75c Outing Flannel
 Skirts and Gowns,
 at **39c**
 at.....

Children's Outing Teddy Bear
 Pjamas, various
 colors and white... **75c; 98c**



THE GREAT ANNUAL EVENT THAT THOUSANDS ARE WAITING FOR
 We have been preparing for this sale for months and our New York and Paris buyers have co-operated
 with us in assembling the finest undermuslins which will be sold during the coming week at far below their
 actual value. We have bought odd lots from makers from time to time at great concessions. Monday's specials
 will be extraordinary.

Undermuslins at 45c
 Slip-over Night Gowns,
 walking length Skirts, um-
 brella Drawers, lace and em-
 broidery trimmed Corset
 Covers, combination under-
 garments; a great variety—
45c

Undermuslins at 75c
 Night Gowns and Chemises,
 with French embroidered
 yokes, full shaped sleeves,
 white petticoats with wide
 lace and insertion flounce—
 combination garments, the
 greatest values in Omaha at
75c

Undermuslins at 98c
 Empire and Kimono Night
 Gowns, many in extra sizes;
 skirt length and long che-
 mises, white petticoats, two-
 piece combination undergar-
 ments, a wonderful bar-
 gain offering, at—
98c

45c

75c

98c

New Tailored Waists
 and **Lingerie Waists**
 First showing of new spring
 styles for 1911, including the smart-
 est models of the famous Herald
 Square, Blue Ribbon and Opera
 Brand Waists—in big lots at—
\$1.98 - \$2.50 - \$3.98 - \$5 - \$7.50
 and
 up



Fine White Waists
 Broken lines and odd sizes of lin-
 gerie and tailored waists, in good
 practical styles that are
 worth up to \$6.00, at **\$2.98**

Lingerie Waists—Special
 Three special groups of clever, new Lin-
 gerie Waists, in three **98c-\$1.50-1.98**
 great groups, at.....

Children's Ideal
 Waists— **18c**
 special at.....

Princess Slips
 A great assortment of these
 very fashionable slips—all the
 newest features; special at—
\$2.50, \$3.98, \$5.00, \$6.98

Odd Lots of UNDERMUSLINS
 Various kinds—many are slightly
 mused from handling—fine
 domestic undergarments; spe-
 cial in January sale at great re-
 ductions.

Genuine \$2.00 Heatherblom
Petticoats
 Blacks and various colors;
 January sale price **89c**
Women's Outing Flannel Night
Gowns
 All sizes and kinds, worth
 \$1.00 and \$1.25; special **75c**

French Lingerie
 Our Own Importation
 We have assembled beautiful
 real French hand made garments
 for this sale. These were selected
 personally by our own foreign
 buyer who bought large lots from
 the French commissionaires at
 great sacrifices. We are able to
 show the daintiest of lingerie at
 prices much less than you could
 buy them for regularly. Special
 groups at—
69c, 98c, \$1.39, \$1.89

Great January Sale of Wide Sheeting, Cambrics and Muslins Begins Monday

Come direct to the Muslin department Monday. We advise every housekeeper in Omaha and vicinity to
 buy where prices are lowest. Here are wide bleached sheetings that have been the first choice of
 housekeepers for generations. Note the January sale prices on Pequot and Utica wide sheeting.
 10-4 width bleached Utica or Pequot Sheeting, 27c value, at, yard **30c**
 37 1/2 value, at, yard **30c**
 9-4 width bleached Utica or Pequot Sheeting, 25c value, at, yard **25c**
 8-4 width bleached Utica or Pequot Sheeting, 22c value, at, yard **25c**
 7-4 width bleached Utica or Pequot Sheeting, 20c value, at, yard **22c**

Low prices on wide Fruit of the Loom Sheeting
 8-4 width bleached Fruit of the Loom Sheeting, 35c value, at, yard **20c**
 9-4 width bleached Fruit of the Loom Sheeting, 37 1/2 value, at, yard **25c**
 To avoid any delay in being waited upon we will place the Fruit of the Loom Sheeting on special table with extra salespeople.
 We reserve the right to limit quantities.

Genuine Lonsdale Cambric, 10c
 15c value, at, yard.....
 Ask for the 10c Blue
 Grass Cambric; special, yd. **6c**

All the one-yard wide, firmly
 woven, soft finish, bleached muslin
 —Lonsdale, Fruit of the Loom,
 Hope and Langdon, together with
 all our famous soft finished, well
 known brands, during January at
 5c, 6c, 7c, 8c, 9c and 10c a yard,
 should interest every housekeeper,
 hotels, restaurants, etc. Now is
 the time to lay in a supply.

We picked every grade of these bed muslins for the good service we know it would give. Every sheet torn,
 well made and finished. The celebrated West Farnam Sheets are very popular. We would advise you to buy
 a year's supply while these January Reductions prevail.
 Size 63x90 West Farnam Sheets, 70c value, at **55c**
 Size 72x90 West Farnam Sheets, 80c value, at **60c**
 Size 81x90 West Farnam Sheets, 90c value, at **65c**
 Size 90x90 West Farnam Sheets, \$1 value, at **75c**
 Size 90x90 West Farnam Sheets, \$1.10 value, at **82c**

We recommend the popular Dreadnought grade espe-
 cially for hotel use.
 Size 81x90 bleached seamless Dreadnought Sheets, at, each **59c**
 Size 81x90 bleached seamless Dreadnought Sheets, at, each **55c**
 Size 72x90 Elmdale Bleached Sheets, at, each **49c**

The Pillow Cases are made from the very best well known tubings and casings.
 All the 25c Pillow Cases, medium and large size, at **18c**
 All the 22 1/2c Pillow Cases, made from tubing, at **15c**
 All the 20c Pillow Cases, medium and large, at **14c**
 All the 18c Pillow Cases, medium and large, **12 1/2c**
 All the 12 1/2c and 15c Pillow Cases, medium and large, at, each **10c** and **11c**

White Goods
 Beautiful snow white barred ma-
 terials, sheer corded mercerized
 lawns, jacquard madras sheer
 India linons, etc.—new white
 stuffs in lengths for children's
 wear, waists and dresses, worth up
 to 35c yard—basement
 bargain square, yard **10c**

White, black and all desirable
 shades in mercerized poplins—
 4, 6 and 8 yard lengths—25c
 grade, bar-
 gain square, yard **12 1/2c**

Ginghams
 An almost endless variety of new
 and very pretty styles best Amer-
 ican gingham, also plain shades
 —lengths for waists, dresses and
 children's wear—basement
 bargain square, at, yard **9c**

January Sale of White Goods In Basement

We have been preparing for months for this great annual event. Scores of the finest imported sheer white novelties. When you buy white goods at Brandeis, you are sure of the latest
 and best styles, and you are also certain of the lowest prices ever offered for such high class goods, if you buy during this sale.

SPECIAL SALE IMPERIAL LONG CLOTH
 36-inch Imperial Long Cloth, 12-yard bolts, at **98c**
 36-inch Imperial Long Cloth, 12-yard bolts, at **\$1.25**
 36-inch Imperial Long Cloth, 12-yard bolts, at **\$1.45**
 36-inch Imperial Long Cloth, 12-yard bolts, at **\$1.49**
 36-inch Imperial Long Cloth, 12-yard bolts, at **\$1.59**
 36-inch Imperial Long Cloth, 12-yard bolts, at **\$1.79**
 42-inch Imperial Long Cloth, 12-yard bolts, at **\$2.10**

SPECIAL SALE OF NAINSOOK
 36-inch Imperial Nainsook, 12-yard bolts, at **98c**
 36-inch Imperial Nainsook, 12-yard bolts, at **\$1.45**
 40-inch Imperial Nainsook, 12-yard bolts, at **\$1.98**
 45-inch Imperial Nainsook, 12-yard bolts, at **\$2.49**
 39-inch French Nainsook, made from genuine combed
 Egyptian yarn and guaranteed not to
 turn yellow—bolt of 10 yards, at **\$1.59**

12-yard Piece Windsor Nainsook, Worth \$3.00, at \$1.98.
 This offer of Windsor Nainsook is the greatest value
 in goods of this character ever offered in Omaha. This
 cloth is made from the very finest combed yarn and
 contains no starch, 45 inches wide, bolt of
 12 yards, at **\$1.98**

39-inch White Mercerized Barred Dimity—For under-
 muslin, specially put up and manufactured for our
 January sale—a bolt of 10 yards, **\$2.10**
 at.....

44-inch wide White French Lingerie Mull, a beautiful, soft,
 clinging material for making dresses, slips, waists,
 undergarments. January Sale Price, per yard, at **15c**

34-inch Checked and Striped Persian Lawn—Very fine quality,
 worth 35c a yard. January Sale Price, only per yard, at **15c**

Imported White Cotton Crepe—Suitable for making
 waists, dresses, undermuslins, etc. This is the cloth
 you want, as the crinkle will neither wash out nor
 stretch out, and requires no ironing, worth
 35c yard, January Sale Price, per yard, at **12 1/2c**

20c Extra Fine India Linon, sold from the
 bolt—no remnants, per yard, at **10c**

French Lawn, sold from the bolt, regular 25c
 quality, 46-inch wide, per yard, at **10c**

45-inch Irish Dress Linen, pure white and extra
 heavy for waists and suits—regular 60c
 quality, one day only, per yard, at **35c**

36-inch Sheer Dress Linen, also medium, light
 weight, 45c quality, January Sale Price, yd., **25c**

Last Clearance New
Dress Goods
 Main Dept. and Bargain Square.
 Prices much under cost to make
 room for spring dress goods.
 54-inch Tailor Suiting reduced
 from \$1.50 and \$2. yard **\$1**
 50 and 46-inch Costume Serges,
 Bengalines, Novelty Suitings, re-
 duced from \$1.25 to **79c**
 54-inch Diagonal Chevilles, reduced
 from \$1.25 to **59c**
 50-inch Broadcloth, in all colors,
 reduced from \$1.25 to **89c**
 54-inch gray stripe Suitings, re-
 duced from 65c to **39c**
 On special bargain square—Three
 cases Jamestown Woolen Mills—
 special 38-inch dress goods, usu-
 ally retailed at 75c—all go at
 one price, per yard **49c**

Great January Sale of Linens

Scalloped Embroidered Table Cloths
 \$3.00 Scalloped Edge Pattern
 Cloths, 72-inch round, at
 each **93.49**
 \$7.50 Scalloped Edge Pattern
 Cloths, 81-inch round, at
 each **94.99**
 \$8.00 Scalloped Edge Pattern
 Cloths, 81-inch round, at
 each **95.99**
 All our 41 and 50-inch round,
 Scalloped Edge Pattern
 Cloths, worth up to \$12.50,
 at each **96.99**

Odd Pattern Cloths
 \$2.25 German Round Thread Pat-
 tern Cloths, size 72x72, each,
 at **1.99**
 \$2.50 Irish Linen Pattern Cloths,
 72x90, at each **1.99**

Damask
 \$1.59 Bleached German Linen Ta-
 ble Damask, new stripe pattern,
 at yard **\$1.19**
 \$1.39 Bleached Irish Double Satin
 Damask, 12 inches wide, at
 yard **96.99**
 \$1.10 Bleached or Silver Bleached
 Satin Damask, at yard **96.99**

Napkins
 \$1.00 Silver Bleached Napkins,
 size 12x12, at dozen **86c**
 \$1.39 Pure Linen Napkins, sil-
 ver bleached, at dozen **89c**
 \$2.50 finest pure linen satin
 finish Napkins, dozen **\$1.59**
 \$1 extra heavy Irish Linen
 Napkins, at dozen **\$1.99**
 \$5 dinner size Scotch Linen
 Napkins, extra heavy weight,
 at dozen **\$3.50**
 \$10 double Satin Damask Lin-
 en Napkins, 5 size, doz. **85**

Towels
 10c Huck Towels, large size, red borders, each **8c**
 12 1/2c Huck Towels, extra size, fine quality, at
 each **85c**
 15c Union Linen Towels, 18x33, at each **12 1/2c**
 12c Pure Linen Huck Towels, 18x30, at each **9c**
 45c Pure Linen Hemstitched Huck Towels, with
 place for monogram, at each **95c**
 1c best grade Huck Towels, at each **45c**
 15c Brown Turkish Towels, large size, at each **6c**
 2c Heavy Bleached Turkish Towels, at each **15c**
 5c Corded bordered Turkish Towels, at each **39c**
 5c scalloped or hemstitched Guest Towels, at
 each **25c**

Fancy Linens
 \$1.39 Austrian Linen Lunch Cloths, five rows of
 drawwork, size 24x34, at each **96c**
 Fine Renaissance Lace Scarfs and Centerpieces,
 at yard **\$1.19**
 Fine Renaissance Lace Centerpieces, with embro-
 idered centers, worth \$2, at each **96c**

SHEETS AND PILLOWCASES
 90x90 Pure Linen Hemstitched Sheets, regular
 value, at pair **\$4.50**
 90x90 Pure Linen Scalloped Sheets, regular
 value, at pair **85c**
 Pure Linen Pillow Cases, hemstitched ends, at
 pair **89c**

High Class Imported Wash Fabrics
 Superb collection of the smart 1911 fabrics, comprising
 "Efloure," printed Voiles, bordered sheer Marquisettes
 and St. Gall embroidered mulls, exclusive linen robes,
 Egyptian tissues, French ginghams, etc.—
 specially priced for Monday, at, yard **25c**
AND UP

Monday is the Great Foulard Day
 A special purchase of 125 pieces of beautiful printed foulards at a
 large concession enables us to place on sale this lot at fully one-
 third under the regular value. Scrolls, dots, jardiniere
 effects, Egyptian and geometrical patterns—newest
 shades—all \$1.00 foulards, at, per yard **58c**

Lyon's spot-proof Foulards, 42 in-
 ches wide—will positively shed
 the water—3-color tone Jacquard
 patterns, French colorings, etc.
 at yard **\$1.75**

Special lot of Silks on our po-
 pular bargain squares—worth
 double the price, at
 per yard **29c, 50c, 69c**

BRANDEIS STORES

Great Sale of Embroideries
 At the Lowest Prices That New, Stylish, Desirable Embroideries Have Ever
 Sold for:

27-inch fine swiss and batiste embroidered flouncings—new designs in Plauen lace effects.
 Irish crochet, Unise and Baby Irish designs—worth up to \$1.50
 a yard, at, per yard **75c**

27-inch Ruffled Edge and Hemstitched Edge Embroidered Flouncings, with rows of lace and
 embroidery insertions—pretty medium designs, also dainty designs for baby
 dresses, worth \$1.25 a yard—bargain square, at, per yard **59c**

22 and 27-inch fine embroidered waist frontings and allover—new designs in English eye-
 let, blind relief work effects and dainty French patterns, worth up to \$1.25
 a yard—bargain square, at, per yard **59c**

18, 22 and 27-inch fine embroidered flouncings and corset cover embroideries—English
 eyelet, Madeira and blind relief designs, wide scalloped edges, also dainty pat-
 terns for children's dresses, many worth 85c a yard, at, per yard **39c**

18 and 22-inch fine swiss, nainsook and cam-
 bric embroidered flouncings, skirtings and
 corset cover widths, English eyelet, floral
 and blind effects—many worth 50c
 a yard—big bargain square, yard **25c**

18-inch fine embroidered flouncings and cor-
 set cover widths, also medium and wide
 edges, insertions and beadings—nainsook
 and cambric—worth up to 35c yard,
 bargain square, at, yard **12 1/2c**

Thousands of yards of fine embroidery edg-
 ings and insertions—neat openwork and
 blind effects—worth 10c yard—
 bargain square, at, per yard **5c**

Fine French and German val laces and inser-
 tions—all new designs, many to match—
 worth 10c a yard—bargain square,
 at, per yard **5c**