

STORES CLOSED ALL DAY WEDNESDAY—NEW YEAR'S DAY

Mill Lengths of Mercerized Table Damask at 19c Yard Beautifully finished mercerized Damask, 64 and 72 in. wide, in lengths of 1 1/2 to 6 yds.—actually worth up to 50c a yard—January price, 19c

5c Fancy Linens 25c Thousands of beautiful hemstitched, embroidered drawn, work and lace scarfs, lunch cloths and center pieces—worth up to \$1.00—January sale price, each, 25c

# BRANDEIS STORES

# January Linen Sale

BEGINS THURSDAY MORNING, JANUARY 2d, IN BASEMENT

### PATTERN TABLE CLOTHS WORTH \$15 and \$20 at \$5.98

Most extraordinary bargain ever offered in a special sale. Here are finest hand loom Irish Linen damask cloths—2 1/2 x 2 1/2, 2 1/2 x 3, 2 1/2 x 3 1/2 and 2 1/2 x 4 yards—every cloth perfect. Actual \$15 and \$20 values—January sale price, **\$5.98**

This Annual Sale beginning Thursday is the result of the concerted efforts of the most powerful buying organization that operates for the benefit of the people of Omaha. Our Omaha buyers, our New York office and our resident foreign buyer have combined forces for this sale.

Immense consignments of white goods and linens bought abroad at great sacrifices, shipped direct in bond to Omaha result in remarkable savings. In this sale are factory accumulations, sample lines bought at reduction from time to time during the past year. Prices will be lower than ever before quoted in Omaha.

**\$10 Double Damask Dinner Table Cloths, \$4.98**  
Fine weave, double damask cloths in sizes 2x2 1/2 yards—**\$4.98**  
actual \$10 values, at

**\$3.50 Satin Marseilles Bed Spreads at \$1.98**  
Large size, Satin Marseilles Spreads—good firm quality—splendid assortment, at **\$1.98**

### 40c Huck Towels, 15c

No store in the United States has ever made this offer! Extra size all pure linen pin huck towels with hemstitched borders—all guaranteed perfect. Never sold for less than 40c regularly—January sale special, each **15c**

**DINNER SETS—FINE SATIN DAMASK TABLE CLOTHS**  
\$5 Cloths—8-4 size, \$7.50 Cloths—8-10 \$9 Cloths—8-12 size, at **\$3.50** size, at **\$4.50** at **\$5.50**  
24-inch Dinner Napkins to match above cloths, \$5.50 values, at, per dozen **\$3.98**

**\$8.00 BED SETS, AT \$5.50**  
Comprises large size, scalloped Bed Spreads with cut corners—bolster cover or pillow throw to match—January Sale price, per set **\$5.50**  
Large size 13-4, heavy crochet Bed Spreads in Marseilles patterns with cut corners—\$3.50 values, at **\$2.39**

### \$7.50 to \$12.50 Bed Spreads at \$5

We offer you the choice of finest Marseilles Bed Spreads in our entire stock, plain hem or scalloped embroidered. Made by the renowned Barlow & Jones, Manchester, England. Regular \$7.50 to \$12.50 values of finest quality—January sale special, each **\$5**

### \$10 Dinner Napkins at \$5 Doz.

Here is one of those wonderful bargains that makes the January sale the most remarkable event of the year. 26-in. large size double satin dinner napkins, exquisite floral and conventional designs—\$10 values, January sale price, per dozen **\$5**

### ALL OUR SOILED AND MUSED FANCY LINENS AT EXACTLY 1-2 PRICE

For Thursday, the first day of the sale, we offer all our exquisite French cluney scarfs, center pieces, table covers, all our fine Madeira napkins, table covers, center pieces and doilies, together with all our Jap drawn work, Austrian and Irish hand embroidered linens that were soiled or mused during our holiday sales at just ONE-HALF the prices of two weeks ago.

### TABLE DAMASKS

**50c Mercerized Damask 29c yd—68-in.**, fine weave, mercerized table damask that sells everywhere at 50c, January Sale Price, **29c** per yard

**72-inch, best woven, Mercerized Damask, 50c yd.**—Positively our best grade of mercerized damask and easily worth 75c, January Sale Price, per yard **50c**

**\$1 Silver Bleached Table Damask, 69c yd.**—Specially adapted to hotel, restaurant and boarding house use; bleaches out white in a few washings and gives the best of service—the \$1 value at January Sale price, per yard **69c**

**\$2 Table Damask—Extra fine quality at \$1.39 yd.** Heavy, genuine double satin damask—pure Irish linen in attractive floral and conventional designs—January Sale Price per yard **\$1.39**

**\$5.50 Napkins in 24-inch size to match the above Damask—January Sale Price, per dozen at \$3.98**

### TOWELS

**12 1/2c Huck Towels 6c**, large, heavy weight of firm weave—always 12 1/2c, January price, each **6c**

**Extra quality Huck Towels 10c** each, largest size and firmly woven with red or plain white borders—usually 15c and 19c, at each **10c**

**20c Hemstitched Damask Towels** in pretty patterns, **12 1/2c** at each

**Large, heavy, double ply Bath Towels or fine Turkish Face Towels, the 25c grade, 15c** at each

**40c Initial Towels 25c**, large size, extra quality, pin huck linen towels with any initial woven in border, at **25c** each

**50c Face Towels 25c** each, large linen huck towels of fine absorbent quality, worth 39c and 50c, at each **25c**

**All our finest Imported Linen Towels, worth \$1.25 to \$2.00, at each 79c**

### NAPKINS

**17-inch Hemmed, Pure Linen, Silver Bleached Napkins—Splendid** for hotels and restaurants—good, firm, fine weave in dice patterns, January Sale Price, per dozen **95c**

**\$3.00 22-inch Linen Napkins, \$1.98 dozen**—Snow white, pure linen napkins—fine, soft finish, launders splendidly—regular \$3 values during January Sale, per dozen **\$1.98**

**\$6.00 Dinner Napkins, \$3.98 dozen**—26-inch, fine Irish, double satin damask dinner napkins—beautiful assortment of patterns at **\$3.98** dozen

**\$2 Mercerized Napkins, 95c dozen**—Best domestic and imported grades, worth to \$2, during our January Sale at per dozen **95c**

**\$1.00 Mercerized Napkins, 69c**—18-inch, finest weave, mercerized Dinner Napkins, doz. **69c**

**\$1 BATH RUGS AT 49c**  
Beautiful, extra weight, fast color Turkish Bath Rugs, that have been selling at 75c and \$1. **49c**

### Mexican Lace Bed Spreads

Worth \$3 to \$3.50 at \$1.49

There are only 500 spreads in this lot, and will not last longer than one day. Woven in most exquisite designs, suitable for large beds. Positively \$3.50 values, January sale special, each, **\$1.49**

### Madeira Luncheon Napkins

Worth \$4.00 dozen, at \$2.10 a dozen—15-inch Pure Linen Madeira Luncheon Napkins with rich hand embroidered designs in corners. Limit two dozen to customer. One of the wonderful features of this sale, at, per dozen **\$2.19**

**\$1.39, 72-inch, double Damask, 95c yd.**—Extra quality, pure linen, Irish Satin Damask—\$1.39 quality, at per yard **95c**

**\$1.50, Best Austrian Damask, \$1.15 a Yard**—Launders beautifully, very durable—January sale price, per yard **\$1.15**

**24-inch Napkins to Match the Above Damask, at per dozen \$2.98**

# January White Goods Sale

Here are the most exquisite white fabrics from the world's best looms assembled expressly for this great January sale. All this month thousands of the best informed Omaha women will respond to these genuine bargains in goods of highest character. Never before were prices so attractive.

### Fine White Dress Linens—Our Own Importation

**60-inch White Irish Dress Linen, worth \$1.10, at a yard 69c**  
**54-inch Round Thread Linen, pure white and grass bleached, worth \$1.00, at, a yard 59c**  
**45-inch Round Thread Linen, grass bleached, pure white, at yard 49c**  
**45-inch Round Thread Linen, grass bleached, pure white, at yard 45c**  
**56-inch Round Thread Linen, medium light weight—soft finish for undermuslins, at the yard 25c**  
**56-inch Linen Cambric, at the yard 15c**

Imported, hand embroidered English and French Cotton Crepes, the finest collection ever shown in Omaha, at the yard 50c up to **\$4**

**27-inch Pure White Voile** of extra quality in small checks and stripes—does not stretch—35c values, at per yard **15c**

### 32-in. White Flaxon Shirting and Waisting, very finest quality, in fancy stripes, cords and jacquard effects—regular 39c value, at yard

**19c**

### 27-in. White Scotch Dress Swisses direct importations from Scotland—40c value, at the yard

**19c**

### Fine Cotton Crepes

Biggest bargain ever offered in all kinds of fine Cotton Crepes, colored or white for dresses and undermuslins—soft, seersucker stripes, white with Persian borders, white with black dots, rose buds, vine effects, etc.—the crinkle in these crepes will neither wash or stretch out and requires no ironing—fresh goods in full bolts, manufactured especially for us—the 30 inch width worth **12 1/2c** at per yard

**40-in. White Ratine, worth 50c, yd. 25c**

### White French Pique, very fine weave in neat jacquard designs—the 75c quality; at, per yard,

**45c**

### The Imperial Chamois Finish Long Cloth

We recommend it for fine underwear for it contains no filling.

**36-in. width in 12 yd. bolts .95c**  
**36-in. width in 12 yd. bolts \$1.19**  
**36-in. width in 12 yd. bolts \$1.45**  
**36-in. width in 12 yd. bolts \$1.50**  
**36-in. width in 12 yd. bolts \$1.60**  
**36-in. width in 12 yd. bolts \$1.79**  
**42-in. width in 12 yd. bolts \$2.05**  
**45-in. width in 12 yd. bolts \$2.65**

**45 inch Pure White Mercerized Nainsook**—a fine quality free from starch—box of 10 yards for **\$2.25**

**36-inch Imperial Nainsook, 12 yard bolts \$1.19**  
**40-inch Imperial Nainsook, 12 yard bolts \$1.45**  
**40-inch Imperial Nainsook, 12 yard bolts \$1.98**  
**45-inch Imperial Nainsook, 12 yard bolts \$2.48**

Extra fine, pure white 19c Victoria Lawn **12 1/2c**

## SPECIALS

Thousands of women will remember the wonderful bargains in former sales, but we can positively say that we never had such splendid lots of Cotton Goods, and nowhere have such phenomenal bargains been offered. They have created a sensation in one of the 16th street show windows. Here are a few of the hundreds of specials.

## SPECIALS

**Plain and Fancy White Goods, Novelty Lawns, Batistes, Piques, Marquisettes India Linons, etc., in waist and dress lengths, worth up to 25c, during our great January Sale, 7 1/2c per yard**

**45, 42, 36-in. Bleached Pillow Tubing, one of the best standard New England brands that would regularly sell at 16c, 18c and even 20c, on special table, opposite Muslin Dept., 12 1/2c at a yard**

**Yard Wide Long Cloth—Nainsook—Lonsdale—Fruit of the Loom—Wanusutta and other fine muslins—thousands of yards in perfect mill lengths on bargain square, at 7 1/2c the yard**

**Imported Madras at 15c yard, absolutely the finest, imported woven madras—white and colored grounds with black and colored woven stripes—very desirable for men's shirts, women's and children's wear—35c would be putting the value at a low figure—during the January Sales, on Bargain Square, at the yard 15c**

**9-4 Bleached Pepperell and Aurora Sheeting the most popular of all the well known standard brands—during January at a yard 19c**

**Thousands of yards Unbleached, yard wide Muslin, on bargain square, at yd. 4c**  
**Apron Check Gingham, fast colors in blue, brown and green checks, at the January Sale price, per 3 1/2c yard**

**White Flaxon and other high-grade white goods in checked, barred, striped and plaid patterns—such bargains as these will be found only during the January sales—instead of 25c and 35c the price, per 12 1/2c yard, will be**

# Thursday January Sale of Fine Embroideries Thursday Main Floor

**18-inch Fine Embroidered Cambric and Muslin Flouncings and Corset Coverings, excellent designs in eyelet, blind work and combination effects, worth 20c to 25c, on bargain square, 12c at yard**

**18-inch Fine Embroidered Swiss Nainsook and Cambric Flouncings, Skirtings and Corset Coverings, excellent needlework—beautiful designs in floral, eyelet, blind work and combination effects; worth to 50c, at yard 25c**

**27-in. Fine Embroidered, Sheer Swiss Nainsook & Batiste Flouncings, Hemstitched and Scalloped Borders, exquisite designs in floral, eyelet, blind work, combination, crochet, filet and English effects, also dainty designs for children's dresses, worth up to 75c, at a yard 39c**

**Fine Swiss and French Batiste Embroidered Galloons, dainty floral and combination designs, 2 to 3 1/2 inches wide—worth up to 25c, on bargain square, at the yard 12c**

**Beautiful Cambric & Convent, Hand Loom Embroidery Edgings, in eyelet and blind designs from 4 to 10-in. wide—2 big lots, worth from 15c to 25c, on bargain square, at the 10c 15c yard**

**Fine French and German Val. Laces and Insertions, platt vals., cluny curtain laces, French coteries torchons and insertions—many to match—worth 10c, on bargain square, at a yard 5c**

**45-inch Fine Embroidered Swiss and Batiste Embroidered Skirtings, and 45-inch all over embroideries in eyelet, floral and new combination designs—worth up to \$1.25, on bargain square, 69c at the yard**