January White Sale

EMPHATICALLY THE MOST IMPORTANT MONEY-SAVING EVENT IN YEARS

Months of skillful planning by the most powerful buying organization in the west, makes this sale possible.

Monday, our entire store inaugurates A January White Sale. Immense importations assembled by our foreign buyers are supplemented with tremendous purchases at advantageous prices by our own staff.

Brandeis Stores

For years the women of Omaha have realized that the greatest values in white goods are found in Brandeis Stores in January.

Special events will be featured every day this month in this Great Sale of White. Monday's specials are the most notable ever seen in a January Sale. Wonderful values each day in "Everything that is White."

$15 Pattern Table Cloths at $5.98
Unfinished Irish Linen Cloths, 90x90 and 90x108, finest double satin hand loom damask, dew bleached... **$5.98**

Hemstitched Breakfast Cloths, German linen, 58x58 silver bleached; also 66x70 bleached Irish Linen Cloths, $1.50 values, at..... **79c**

Marseilles Bed Spreads at $5
Finest Satin Marseilles, some imported, hemmed or scalloped, cut corners, for single or large box spring beds, worth up to $12..... **$5**

Marseilles Bed Spreads, 90x100 in., plain hem or scalloped, cut corners; regular $5.00 kind, at **$2.98**

$1.25 White Brocaded Charmeuse, 36 inches wide, main floor **69c**

Extra Size Undermuslins
For Stout Women—
Extra size drawers, 45c, 69c, $1
Extra size night gowns, 69c, $1, $1.39
Extra size skirts, $1.39, $1.89, $2.50

CREPE DE CHINE CAMISOLES
Daintily lace trimmed and very prettily made, Monday, January sale **$1**

Handkerchiefs
Men's women's and children's handkerchiefs—linen, initial, hemstitched, embroidered, different sizes, fine Irish linen, worth 25c, at.... **12½c**

Women's and Men's all pure Linen Handkerchiefs, embroidered corners; some hemstitch, initials, worth 25c, Monday.. **8½c**

CUT FLOWERS
White Roses, each.....3c
White Carnations 2½c
White Narcissus 3c
White Roman Hyacinths, 3c

WHITE GLOVES—2-clasp imported white kid gloves, pair **$1.25**

White Chamoisette Gloves—Guaranteed washable — 2-clasp—regular 25c value, at, pair..... **15c**

Yard wide, soft finish long cloth, mill lengths of fine cambric, at yard **7½c**

Thousands of yards of Bleached Muslin on bargain square, basement, yard **5c**

10c Ratine and fancy Crepes, long lengths, basement, yard **3½c**

Bedford Cord Suitings—15c quality, yard wide, basement, yard..... **5c**

12½c fancy striped, checked and corded Dress Swisses, basement, yard **6½c**

10c Mercerized Cashes—Perfect lengths, basement, yard..... **5c**

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THE VALUES WE OFFER IN HIGH CLASS LINENS IN THIS JANUARY

SALE FAR SURPASS ANYTHING ELSE OFFERED IN OMAHA THIS SEASON

This Annual January Event will result in an immense saving for every woman who takes advantage of these greatly reduced prices on high class linens Monday and all week:

PATTERN TABLE CLOTHS—NAPKINS

$12 Double satin Irish damask pattern cloths, 72x90 and 90x90; all round and oval; dew bleached; January price.....$4.98
72x72 double satin Irish, Scotch and German pattern cloths; grass bleached; absolutely worth $10, January price.....$5.98
60x60 and 70x70 round scalloped cloths, $3.50 value, January price..$1.98
62x80 hemstitched silver bleached, also 72-inch round scalloped German linen cloths; $5.00 values, January price.....$3.89
72x72 hemstitched, plain hem; also all round scalloped $5.98 cloths, $2.98
72-inch round and square scalloped cloths, worth $7.50, at.....$3.98
$10 German linen double damask cloths, lock stitched, scalloped....$5.98
Extra fine German linen, grass bleached, double damask cloths, 90-inch; round scalloped and lock stitched, worth $12, at.....$6.50
$3.50 Madeira luncheon napkins, 14-in., pure linen, hand embd., doz., $1.79
Half-doz. sets all pure linen napkins, worth $10 to $12 doz., six for $2.50
17-inch all linen, $1.25 silver bleached napkins, worth $1.25, dozen, at 79c
Extra fine double satin damask, all linen napkins, worth $5.98, at $3.98
Very fine, 17x17 Irish linen napkins, grass bleached, per dozen, at....95c
$1.75 mercerized napkins, 24-inch, hemmed, ready for use, dozen, at 95c

MATCHED SETS — Beautiful double satin German Linen Sets, lock stitched scalloped, 64x87 and 72x72-inch cloths, with dozen 20-in. scalloped napkins to match, worth $18.50, at....$10
Unfinished 71x71 Irish Linen Cloths, 1 doz. 20-in. napkins to match, at set.....$5

17-inch Linen Crash Toweling (10-yd limit)..5c | Toilet twill Toweling.....2c

TOWELS

Entire overproduction of "Name Towels" from 3 towel mills; also fluffy plain white snowflake towels. We will sell all for about one-half regular prices Monday. Lots at 25c, 39c, 49c, 69c, 85c.

Snowflake Bath Sheets at about half off.

All pure Linen Huck Towels, 50c values, each, at..... **25c**

Scalloped or Hemstitched Huck Towels, worth to $1.50, at.... **79c**

Finest Scalloped or Hemstitched Linen Guest Towels, worth to 98c.. **49c**

Fine finished all Cotton Huck Towels, 19x38, worth 19c, at **12½c**

Choice of any 29c & 35c plain or initialed all linen guest towels..... **15c**

Extra large size plain white or red bordered Towels, worth 12½c—limited quantity—each, at 4½c

90-in. all pure Linen Sheeting, $2 val., yd., $1.39

BEAUTIFUL BED SPREADS

72x86 Hemmed Crochet Bed Spreads, $1.25 values, Monday at.....79c
72x86 Hemmed Crochet Bed Spreads, $1.39 values, Monday at.....98c
81x90 $2.50 Hemmed Crochet Spreads, for rooming houses, etc....$1.49
Extra large 81x90 extra heavy Crochet Spreads, hemmed or scalloped, cut corners, $2.75 values; January price.....$1.98
Very fine extra large Satin Marseilles Bed Spreads, worth $5.98, at..$3.98
Colored Stripe Cordova or Dimity Bed Spreads, very latest for twin beds or for large box spring beds; bolster throw to match; $6 value....$3.98
Fine Irish Hand Embroidered and Drawn Work Spreads, 72x90 and 90x100; many pure linen; worth up to $12; some slightly soiled.....$2.98

TABLE DAMASK—CRASH

Finest Irish and German linen bleached and silver bleached Table Damask; 72-inch, worth $1.25, yard....95c—Napkins to match, dozen....$2.98
$1.75 Double Satin Irish Damask, 100 bolts, per yard at.....$1.25
22-inch Napkins to match, $5 values, per dozen, at.....$3.50
50 miles of Crash Toweling, 5 to 15-yd lengths, at 25% less than its value.

FANCY LINENS — All our beautiful fancy Linens, our own importation—Madeira scarfs, centers, spreads and towels, Cluny, French and Russian hand done—Antique, Point Venice, Arabian, Irish hand work, etc., at just....HALF FORMER PRICE
$12.50 Madeira Napkins, limited number, dozen.....$5

25c Huck Toweling, 1 to 6 yds., at 8c

$10 Dinner Napkins at $5
24x36 all pure Linen German and Irish Damask, colonial, conventional and floral designs; actually worth $10 a dozen..... **$5**

Turkish Bath Towels, fancy borders or plain white; towels that sell the world over for 25c and 35c, at, each..... **15c**

40c All Linen Huck Towels, 15c
Hemstitched or plain hemmed all Linen Huck Towels; never have we given such splendid values in towels as this at **15c**

All Pure Linen Damask, 62-in. German unbleached; also German snow-white mercerized 72-in damask worth 75c, at, yard ... **37½c**

$1.00 White Habutai Silk, 36-in. wide, main floor, yard **69c**

BEAUTIFUL SILKS in the JANUARY WHITE SALE

59c 27-inch White Habutai Silk.....39c
$1 24-inch Princess Messaline.....59c
75c 21-inch White Satin de Luxe.....49c
$1.25 36-inch Dove Messaline.....89c
$2 40-inch Crepe de Chine.....$1.69
$2.50 40-inch Crepe Meteor at.....$1.79
$2.50 40-inch Brocade Satin de Luxe, $1.59
27 and 36-inch Brocade Lining Satin for portiers and ladies' tailors, worth $2.50, $2 and $1.50, at.....89c, $1.39, $1.79
$1.50 36-inch English Velvet Cords.....89c
$5 36-inch Imported Matelasse.....$2.95

WHITE SILK UNDERWEAR—HOSE—VEILING

Special January Prices in Women's White Italian Silk Underwear.
The famous "Kayser" make silk vests, Monday at.....$1.50, $1.98, $2.50 and $3.98
Union Suits Monday at.....$3.50 and $3.98 Bloomers, Monday at $2.50, $3, $3.50 and $4.50
Women's White Silk Bloomers, worth regularly $2.50, special Monday at.....$1.69
White Shadow Lace Veils with fancy borders, 1½ yards long, worth $1.00, at....59c
Washable Chiffon Veiling and Crepe Scarfs, 2 and 1 yard long, at, each.....$1.50
"Kayser" or "Gotham Gold Stripe," fine quality pure thread silk hose, at.....$1.50
Special—Women's 50c White Hose, silk foot, Monday, at 25c

Crepe de Chine Underwear
Gowns, skirts, chemises, combinations, drawers, corset covers, Princess slips, etc., at $2.98, $3.98, $5, up to.. **$8.98**

TERRY CLOTH
Unbleached, 20x22 in. good for barbers' hot cloths, worth 35c, at, yd.. **12½c**

Fancy Linens on Third Floor
Hand-made Battenberg centerpieces, 45 and 54 inch—$2.50 to $3.50 values slightly soiled, at... **98c**
54-inch stamped linen lunch cloths, worth up to $2, at **98c**

50c Voile Waists, stamped for embroidery, neat designs, low neck **25c**
29c Stamped Dressing Sacques on India Linon **15c**

Fancy embroidered 81x99 Sheets and 45x38½ Pillow Cases, $4.00 values, set **$2.48**

Embroidered Initial Hemstitched Pillow Cases, 50c values, each..... **25c**

SEAMLESS BLEACHED SHEETS, 81x90, 81x99, 90x90, 90x99, up to $1 values, each, at..... **49c**

Seamless Bleached Sheets, 55c values, size 54x90, at **39c**

Extra Good Pillow Cases, 42x36 and 45x36, 20c and 22c values, each.... **12½c**

39-inch Nainsook, 20c value, basement, Monday, yard **11½c**

Fancy crepes for waists and children's wear, values to 25c, at, yard, **11c**

25c mercerized poplin, well-known kind, basement bargain square, yard **12½c**

7-4 Bleached Dwight Anchor Sheeting, 26c grade, yard..... **20c**

OUR ANNUAL JANUARY SALE OF DAINTY MUSLIN UNDERWEAR

The Greatest Display—the Greatest Merchandise—the Greatest Varieties and the Greatest Values Ever Known in a White Sale in Omaha

Many are from sample lines and special purchases bought under price.

French-American Underwear—It is wonderfully popular. The garments are made on lines and styles of the real French wear; made in this country, but has real hand embroidery trimming.

Dainty hand embroidered Corset Covers at, each..... **39c**

Combination Suits, Night Gowns, Princess Slips, White Petticoats, Corset Covers ..... **69c, $1 and $1.39**

Children's White Dresses at ½ Price
White pique, lingerie, voile and linen, ages 6 to 14, odd lots and broken sizes, at ½ price.

Women's Gowns... Women's Skirts... Drawers..... Corset Covers..... Brassieres..... **37c**

Women's Corset Covers; 25c values, at— 15c

Women's BRASSIERES; 20c & 25c values— 10c

Great Sale of Women's White Waists Next Thursday

The display occupies an enlarged space on our second floor.

Sample French Underwear
These are our own direct importations. They include many samples of the real French convent made lingerie bought from French Commissionaire—gowns, combinations, skirts, drawers and chemises at .....HALF PRICE

Special groups of dainty new French Lingerie, our own importation; prices.....$1.98 to $8.98
Snow White Dainty Lingerie at $2.50, $2.98, $3.50 and $3.98.
Women's Silk Princess Slips, special Monday, $2.98.
Children's Night Gowns, Skirts and Drawers, special, 39c.

Women's Drawers worth 25c and 35c— 18c

Children's Drawers worth up to 25c, at 9c

Children's Gowns. Ideal Waists ..... Children's Skirts.. Infants' Slips .... Children's Drawers **18c**

Undermuslins, at 45c
Night Gowns, walking length skirts; Drawers, lace embroidery trimmed; Corset Covers and combination suits, excellent variety.. **45c**

Undermuslins, at 69c
Daintily made Night Gowns, skirts, combination garments, drawers, corset covers, etc.; splendid assortment at **69c**

Finest Lot of Undermuslins That Ever Sold In Omaha for $1.00
Beautiful Princess Slips, very fine combination suits, nights gowns in regular and extra sizes, skirt length and long chemises, daintily made petticoats, etc., at..... **$1**

Undermuslins, at $1.39
A remarkably fine lot of Undermuslins at a price much lower than one can customarily find such splendid goods; each garment carefully sized, made of selected materials, at **$1.39**

Undermuslins, at $1.89
Some of the very finest Undermuslins we have ever assembled are shown in this group. The trimmings are beautifully done and each garment is extremely well made—at **$1.89**

Women's New Neckwear
Lace Collars in pretty Venice effects, worth 50c and 75c, at.....39c
50c Swiss Embroidered Collars at 39c each.
Guimps—net, shadow lace, high or low neck, 50c values, each.....39c

WHITE DRESS GOODS.
44-inch Cream Wool Costume Serges, excellent quality for dresses or suits, yard.....69c
54-inch sponged and shrunk heavy white Wale Serge, $1.75 value, at.....$1.35
36-inch 50c Cream Whipcord, at, yard....39c

WHITE WOOL BLANKETS.
$12 All Wool White Blankets.....$7.50 Pair
$8 All Wool White Blankets.....$4.98 Pair
$6 Fine White Wool Blankets.....$3.98 Pair
$3 12-4 White Woolnap Blankets...$1.98 Pair

WHITE CURTAINS and Drapery Goods
1,000 pairs real imported Duchess Curtains, worth $6 to $7.50 pair, 3d floor, $3 pair.
100 pieces 50c extra heavy Filet Scrim, Our January sale price, 19c yard.
Etamines, Voiles and Scrims, former price 35c, 39c, 45c, at 25c.
Lace Curtains, 1 and 2 pair lots, worth $2.50 to $4 pair, at, 98c each.
Remnants of 35c yard Bungalow Nets, 25c yard.
Bobbinet, worth 40c yard, 3d floor, 10c yard.
25c Voile and Scrim, at, yard, 9c.
40-inch Voile and Etamine, worth 25c, at 15c yd.

Half Curtains, basement, 10c each | Remnants Etamine, Scrim and Voile, worth to 25c yard, basement, yard 5c

ANNUAL SALE WHITE GOODS

IN WHITE GOODS DEPT.—BASEMENT.

For nearly a year we have been preparing for this event in our White Goods Section. We have assembled latest novelties from the best looms in the world. Not a single favorite novelty is missing. When you buy during our January sale you are certain of larger assortments, most exclusive patterns and best values in embroidered mercerized batiste, voiles, velours, ratine and crepe borders, piques, jacquards, hand embroidered crepes, etc., at, yard, $5 down to 25c. A few of the specials are quoted below:

Embroidered Mercerized Batiste for sheer dresses and blouses, 28 inches wide, yard..59c
White Embroidered Dotted English Cotton Crepes, 30 in. wide, 60c value, yd.....35c
Sample bolts 40c and 50c White Goods, including 27-in. Ratine Crepe, 40-in. Rice Cloth, 40-inch Plain Ratine, etc.; full bolts—now, at, yard 19c
Genuine Riplette, sells regularly for 15c; requires no ironing, 27 inches wide; from the bolt, yard 7½c
Sun Bleached White Madras Shirting, satin stripes, 32 inches wide; 25c value, yard..15c
50c White Shadow Silk, white goods section, yard 25c
40-in. Shadow Check Voile, worth 35c, yd., 15c
40-inch wide White Check and Plaid Dimity, splendid width, worth 20c, yard.....10c
$1.25 90-inch wide White Irish Linen Sheeting, grass bleached and snow white, every thread pure linen, yard 75c
45-inch White Irish Dress Linen, pure white and all linen, worth 50c yard, at, yard...35c
Sample bolts French Corded White Dress Linen, 45 inches wide, worth 60c, yard...39c
45-inch wide White Voile, worth 35c a yard, per yard, at.....19c
40-inch wide White Flaxon Voile, name stamped on selvage of every yard, worth 30c, at, yard 15c

Seersucker Crepes, Cotton Crepes, Pique Crepes, Floral and Plain Crepes
Splendid for outing wear. All your clothing, table cloths, sheets, pillow cases, etc., may be made of this fabric. It requires no ironing; worth to 35c, at, yard..... **15c**

IMPERIAL LONG CLOTHS

36-inch Imperial Long Cloth, 12-yard bolt.89c
36-in. Imperial Eng. Long Cloth, 12-yd bolt$1.10
36-inch Imperial Long Cloth, 12-yd bolt..$1.18
36-inch Imperial Long Cloth, 12-yd bolt..$1.35
36-inch Imperial Long Cloth, 12-yd bolt..$1.45
36-inch Imperial Long Cloth, 12-yd bolt..$1.55
36-inch Imperial Long Cloth, 12-yd bolt..$1.75
42-inch Imperial Long Cloth, 12-yd bolt..$1.98
45-inch Imperial Long Cloth, 12-yd bolt..$2.59

FINE NAINSOOKS

40-in. Imperial Eng. Nainsook, 12-yd bolt.$1.85
36-in. Imperial Eng. Nainsook, 12-yd bolt.$1.39
36-inch Family Nainsook, 12-yard bolt..$1.40
40-inch Grandma's Nainsook, 12-yd bolt..$2.25
40-in. Bridal Wreath Nainsook, 12-yd bolt.$2.19
40-in. Thyra Jap. Nainsook, 10-yd bolt..$1.98
40-in. Knickerbocker Nainsook, 10-yd bolt $1.19
42-in. English Long Cloth, bolt.....$1.98
45-in. English Long Cloth, bolt.....$2.59

EMBROIDERIES and LACES

IN OUR JANUARY WHITE SALE

18, 27 and 45-inch Swiss, Nainsook and Madeira flouncings, skirtings and corset covers; also all-overs, worth 69c, at.....29c
45-inch voile skirtings, lace band effects; 45-inch voile all-over embroidery, $1 to $1.25 value, at...59c
45-inch skirtings, Irish crochet effects, late designs, samples, and worth $1.25, at.....85c
39c 18 and 27-inch embroidery, samples, yard, 12½c
Nainsook embroidered match sets, edges and insertions, up to 9 inches, values to 25c, at.....10c
Galloons and bands, Irish crochet effects, worth to 50c, yard 19c
Cambric embroidery edges, 3 to 4 inches, many worth 10c, at, yard.....3½c
18 and 27 inch shadow lace flouncings and all-overs, camisole corset coverings, yard.....39c
Matched sets all linen Cluny lace, up to 7 inches, worth to 50c.....15c
9-inch real Irish lace bands, worth to 75c, yard..25c
Real Irish piquot edges and insertions, worth 15c yard, at, yard.....8c
Real Irish lace edges and bands, worth to 75c, at, yard 38c
All linen Cluny match sets, up to 4 inches, 25c value, at 10c
$1 shadow lace flouncings at, yard.....59c
39c 18-inch shadow lace corset coverings, yard 19c

WHITE SHOES.
Women's White Satin Slippers, rosebud pompoms, hand turned soles, all sizes, pair.....$1.98
Women's White Satin Beaded Slippers, French heels, colonial and opera styles $3.85
Women's White Buckskin Shoes, lace or button styles, worth $5 to $6 pair, at, pair $3.85

Men's Muslin Night Shirts, worth to $1, at 39c
Men's White Negligee Shirts, worth to 75c, at 38c