

# January White Sale

Continues to Offer Most Remarkable Values in Underwear, Domestic, Linens, White Goods, Corsets, Etc.--Share and Save

This has been the most successful White Sale ever held by this establishment--but we prepared liberally with broad and comprehensive stocks, and that is why, while this sale is entering its third week, that we still have wonderful values to offer.

## Linen Offerings in the Sale

All the odds and ends of Madeira, Cluny, Irish Crochet, Poret Venice Doilies--from our regular stock--accumulated from our recent sales, slightly soiled and mused, but no imperfections.

6-inch Madeira, Cluny or Poret Venice Doilies, special, each, at .....19c  
 12-inch Size, Madeira Doilies, special, each .....39c and 75c  
 12-inch Size, Cluny Doilies, special, each .....39c

EXTRA: Oval Bread Tray Doilies, each .....29c  
 \$1.75 and \$2.25 Fancy Linens, each .....\$1.50

This is a sample lot of lace lunch cloths, 54-inch size, Renaissance scarfs and tea cloths, in an assortment of patterns, choice, each .....\$1.50  
 Main Floor

**Special--Doilie Sets, \$1.00**  
 This set consists of four doilies for the dresser, scalloped ends with neat embroidered designs in colors of pink, blue and yellow; Monday, special, a set, \$1

**Table Damask, 59c**  
 This is a linen finished, full bleached Damask, 64 inches wide, all very pretty patterns, wearing qualities unexcelled, a 75c number, special, a yard, 59c

**Padding, 30c Yard**  
 The fleeced kind for your table protection, 54 inches wide, a yard .....30c  
 Main Floor

## Before "NEMO" Prices Advance

Every woman who wears the Nemo Wonderlift or Nemo Self-Reducing Corset--the two styles which are to advance in price--should choose one or more pairs here, while varieties and sizes are complete. The makers of Nemo Corsets have staved off this advance in price since the war began, but now, rather than in any way impair the quality of Nemo Corsets, they will very shortly advance prices.

The Nemo Wonderlift and the Nemo Self-Reducing Corsets have so many exclusive features that aid the wearer in so many ways, that there is seldom a woman who has once been properly fitted to a pair of these Corsets, who does not continue to wear them constantly.

Satisfaction is guaranteed when you are fitted by one of our corsetiers. The fitting of your corset is most important, for only a properly fitted corset can give you both comfort and the fashionable figure lines. This fitting service is free of charge.



**The Nemo Wonderlift**  
 Nos. 553, 554, 555, 556, 557 and 558, will be \$6.00; now, at only ..... \$5.00

**The Nemo Self-Reducing Corset**  
 Nos. 402, 403 and 405, will be \$5.00, now, only ..... \$4.50  
 Third Floor

## Domestics, Sheets, Pillow Cases, Etc., Etc.

One of the broadest and most comprehensive stocks of Sheets, Pillow Cases, Domestic, etc., in this vicinity and prices that are truly remarkable.

"Brandeis" Special Sheets and Pillow Slips. Perfectly bleached, compares in count and weight with "Pepperell." Unstamped.

63x99-inch bleached sheets, each .....95c  
 72x90-inch bleached sheets, each .....95c  
 72x99-inch bleached sheets, each .....\$1.00  
 81x99-inch bleached sheets, each .....\$1.10  
 81x99-inch bleached sheets, each .....\$1.20

The "Fidelity" Bleached Sheets and Pillow Cases. None better for wear. The Defender Manufacturing Co.'s best grade.  
 72x90-inch "Fidelity" bleached sheets, each .....\$1.00  
 72x99-inch "Fidelity" bleached sheets, each .....\$1.05  
 81x90-inch "Fidelity" bleached sheets, each .....\$1.05  
 81x99-inch "Fidelity" bleached sheets, each .....\$1.10  
 42x36-inch "Fidelity" bleached sheets, each .....23c  
 45x36-inch "Fidelity" bleached sheets, each .....24c

### Also These Special Offerings at the Lowest Prices

"Attica" Bleached Sheets, fine quality bleached sheets, 3-inch hems, French seam in center, each .....75c  
 36-inch Fine Bleached, Soft Finish English Longcloth, special, a yard, 14c  
 36-inch Satin Striped Marquisette, beautiful quality, pure white, a yard .....15c

27-inch White Sheer Quality India Linon, crisp and fairylike, special, a yard .....15c  
 36-inch Bleached Muslin Remnants, good grade, lengths to 10 yards, sale price, a yard 8 1/2c  
 36-inch Unbleached Muslin, off the bolt, a yard .....10 1/2c  
 White Outing Flannel, good grade "Amoskeag" brand, sale price, a yard .....18c  
 36-inch Dress Percale, light and dark grounds, special sale, a yard .....15c  
 Basement

## White Goods in the January Sale

Fine Crisp Cluster Stripe White Voile, good quality, 36 inches wide, a yard .....25c  
 36-inch White Silk and Cotton Crepe de Chine, excellent for fine undermuslins; January sale, a yard .....38c

Remnants of White Dimities, checks, stripes, broken checks, etc., 27 inches wide; January sale, a yard .....15c

40-inch Fine Quality White Voile, firm and soft, a splendid quality for making curtains; January sale, a yard .....19c

42-inch English Longcloth, fine, firm quality, pure white, contains no dressing; 12-yard bolts .....\$3.49

Japanese Nainsook, soft and silky, for undermuslins, infants' wear, slips, foundations, etc., 40 inches wide, 10-yard bolts, special .....\$2.49

40-inch Imperial Nainsook, soft finish, a splendid fabric for dainty undermuslins, 12-yard bolts; January sale, a bolt .....\$2.98

Imperial Longcloth, chamois finish, snow white, free from starch, 36 inches wide, 12-yard bolts; January sale, a bolt .....\$2.75  
 Basement

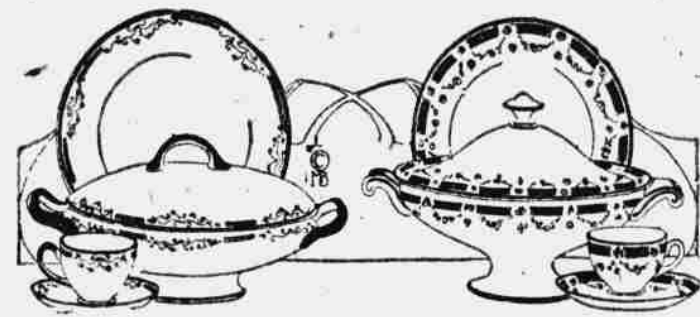
## Silk and Muslin Underwear in the January Sale

Skirts, Gowns and Envelopes, in a variety of styles, worth \$1.50, at ..... \$1.00

A Beautiful Lot of Nice, Fresh Undermuslins, trimmed with fine val and filet laces and ribbon run. Cut full and long, properly sized. Grouped together in this lot will be found slip-over gowns, envelopes, princess slips and skirts worth \$2.00, at ..... \$1.45  
 Third Floor

Crepe de Chine and Wash Satin Camisoles in a large variety of styles, with or without sleeve effects, \$1.50 values, special ..... \$1.00

Crepe de Chine and Jersey Silk Under Garments, envelopes, gowns, bloomers, vests and camisoles. Large variety of styles to select from. Garments in this lot worth to \$5.00, special ..... \$2.95  
 Third Floor



## Fine Dinnerware January Clearance Sale

Begins Monday and continues until Saturday.  
 1,500 pieces of high grade dinner ware at less than half price. New derby shape, decorated with delicate pink roses; silver gray back ground and gold band edge.

Baker's or Open Vegetable Dishes, choice, each, 39c  
 Covered Vegetable Dishes, choice, each .....98c  
 Cream Pitchers, choice, each .....35c  
 Cups and Saucers, choice, each .....25c  
 Platters, 8 and 10-inch, choice, each .....45c  
 Platters, 12 and 14-inch, choice, each .....95c  
 Plates, 8 and 9-inch, choice, each .....21c  
 Plates, 6 and 7-inch, choice, each .....15c  
 Fruit Dishes, choice, each .....10c  
 Gray Boat and Stand, choice .....85c  
 Ice Cream Dishes, footed, choice, each .....25c

**Extra Special 33 1/2% discount on all English Bone China**

**Water Goblets and high-footed Sherbet Glasses, Swedish design. Special, set of six .....\$2.50**  
 Gold Band Goblets or Sherbets, set of six ..... \$1.98

**Extra Special 33 1/2% discount on all Electric Lamps**

English Bed Warmers--For sleeping porch or automobile, each ..... \$1.95  
 French China Dinner Sets--100 pieces, beautifully decorated with delicate pink roses. Treated with coin gold, made in Limoges, France. Special, the set ..... \$39.50  
 Main Floor, Rear

## A Sale of Hair Goods

20-inch Natural Wavy Switch .....98c  
 22-inch Natural Wavy Switch .....\$1.25  
 26-inch Natural Wavy Switch .....\$2.50  
 30-inch Natural Wavy Switch .....\$4.98

We also have a new supply of all around Natural Wavy Transformations, worth \$4.00 to \$5.00, in this sale, at .....\$2.00

Gray Switches, at reasonable prices.

Mothers, bring in your children and get the latest ideas in children's hair bobbing.

We have experts in hairdressing, manicuring, facial massage, electrolysis, scalp treatment, hair dyeing and bleaching.

Second Floor

Here you will find the items of exceptional interest which are being offered right now in this Big Second Floor Apparel Department.

Quoting Some of the Most Interesting Items IN SECOND FLOOR WEARING APPAREL.

Quick action on your part will assure you of substantial savings on just the wearables you need right now--also Fur Coats--beautiful garments at special prices.

**Suits for Women, Misses and Small Women**  
 Any Garment in Stock--HALF PRICE  
 Splendid assortment of superb styles--better get that suit you have admired right now--and PAY JUST HALF PRICE FOR IT. We quote a few of the prices as examples:  
 \$75.00 Suits, at \$37.50.  
 \$65.00 Suits, at \$32.50.  
 \$49.00 Suits, at \$24.50.  
 \$35.00 Suits, at \$17.50  
 \$25.00 Suits, at \$12.50  
 \$19.00 Suits, \$9.50.  
 Second Floor

**Dresses for Women, Misses and Small Women**  
 From fascinating Dancing Frocks, to the smart tailored Dresses for afternoon and street wear.  
 At \$18.50--Values up to \$35.00.  
 At \$31.75--Values up to \$59.00.  
 At \$21.75--Values up to \$39.00.  
 At \$14.75--Values up to \$25.00.

**Coats for Women, Small Women and Misses**  
 Beautiful garments, every one of them--the best styles of the season--four groups at special prices that will save you considerable money if you purchase now.  
 At \$48.75--Values up to \$69.00.  
 At \$33.75--Values up to \$50.00.  
 At \$22.75--Values up to \$39.00.  
 And a Special Group, at \$16.75

**Beautiful Fur Coats, 33 1/3% Under Regular**  
 If you make up your mind quickly, you will be able to secure one of the superb garments at a reduction of a full 33 1/3% from regular prices.  
 Hudson Seal, Nutria, Natural Rat and Marmot Coats.  
 Second Floor

**Brandeis Stores**  
 SETS THE PACE FOR GROWING OMAHA

## Special Reductions in Stamped Linens

WE HAVE GONE RIGHT through our stock in this Art Embroidery Department and reduced prices on special lots of these Stamped Linens--it will be greatly to your advantage if you read every item of this announcement carefully, and then come down town bright and early Monday morning to share in this sale.

Stamped Lingerie, Linen and Turkish Towels, Silk Crepe Gowns and Caps, Card Table Covers, etc. Special lots at these very special prices.

Silk Crepe Gowns, made up, were \$1.75, now .....\$1.19  
 Silk Crepe Caps, made up, 25c, now .....15c  
 Cotton Crepe Gowns, made up, were \$1.00, now .....69c  
 Cotton Crepe Dressing Sacques, were 50c, now .....29c  
 Linen Card Table Covers, were \$1.25, now .....75c  
 Linen Card Table Napkins, set of four, were \$1.00, now .....59c  
 Cotton Card Table Covers, hemstitched, were 75c, now, 39c  
 Japanese Lunch Sets, cloth and napkins, were 70c, now .....59c  
 All Linen Oblong Tray Cloths, each .....7c, 10c and 25c  
 Third Floor

White Lawn Sacques, pink and blue trimmed, were 75c, now at .....59c  
 All Linen Centerpieces, 18-inch size, were 50c, now .....29c  
 Jewel Cloth Shoe Pockets, were 50c, now .....29c  
 Jewel Cloth Tea Cloths, 40x40-inch, were \$2.25, now .....\$1.59  
 Cross-stitch Centers, 36-inch, were \$1.00, now .....59c  
 Women's and Children's Made Aprons, each .....49c, 59c and 75c  
 Pillows, white and ecru colors with backs, assorted patterns, each .....29c  
 Special Selling Knitting Bags, assorted patterns in Cretonnes, priced from .....59c to \$1.50  
 Third Floor

## RUGS at Lowest Prices Right Sizes and Colorings

You can make excellent selection from this fine group of Rugs, and in addition, if you come here on Monday, you can save the difference between the regular and the special prices we have set on them.

8 ft. 3 in. x 10 ft. 6 in. Velvet Rugs, Regular \$19.98 at \$25.00, at ..... \$19.98  
 9x12 ft. Velvet Rugs, Regular \$32.50, at ..... \$23.98  
 8 ft. 3 in. x 10 ft. 6 in. French Wilton, Regular \$80.00, at ..... \$60.00  
 8 ft. 3 in. x 10 ft. 6 in. Seamless Wilton Rugs, Regular \$55.00, at ..... \$35.00

9x12 ft. Seamless Wilton, Regular \$60.00, at ..... \$39.00  
 9x12 ft. Royal Wilton, Regular \$72.50, at ..... \$49.00  
 9x12 ft. French Wilton, Regular \$82.50, at ..... \$65.00  
 8 ft. 3 in. x 10 ft. 6 in. Seamless Wilton Rugs, Regular \$55.00, at ..... \$35.00

**Bigelow, Electra and Hartford Bussorah Rug, Slightly Mismatched**  
 9x12 feet size Rugs .....\$27.50  
 8 feet 2-inch by 10 feet 6-inch Rugs, \$25.00  
 4 feet 6-inch by 6 feet 6-inch Axminster Rugs, regular \$10.00, at ..... \$7.50  
 27x54-inch Axminster Rugs, regular \$3.50, at ..... \$2.50

The range of colorings and designs are all that can be desired and this offering gives you the opportunity to get just the Rugs you want for your home at prices well below those you expected to pay.  
 Third Floor