

Learn PINGOCRAFT
in this
Art Embroidery Department
Saturday, January 13th,
Between 6 and 9 P. M.
An Invitation Open to All Women

Miss Martha Emig

(Artist)
Will be pleased to give free lessons to all who purchase the Pingocraft outfit here. This is one of the newer of the decorative arts and bound to be extremely popular. Miss Emig will give free lessons between 6 and 9 P. M. on Saturday night next. Third Floor.

Laces and Embroideries

- Fancy and plain Metaline Cloth, in gold, silver, pink and colors; 36 inches wide. **Worth \$1.50 and \$2.00**
- Silk Chantilly Flouncings, 18 to 24 inches wide. **Yard, 98c**
- All Silk Dress Nets, 40 inches wide. White and colors.
- Gold and Silver Lace Flouncings.
- All-Silk Chiffon Cloth, 40 inches wide.
- Oriental Net Top Lace Flouncings, 36 inches wide. Beautiful embroidery designs on fine cotton nets. Round and square scalloped edges. **Worth to \$1.00, Yard, 59c**
- Fine Shadow Allover Laces, 36 inches wide.
- Silk Lace Flouncings, up to 22 inches wide. Shadow and Chantilly patterns.
- Venise Edged Net Top Laces, up to 6 inches wide. All new patterns, suitable for collars and trimmings, for suits and dresses. Worth 50c, yard. **25c**
- Wash Laces, edged and plain beadings. **Worth 10c, Yard, 5c**
- Fillet Vals., all widths, Matched sets.
- German and French Vals., edged and insertions.
- Fine Torchons and Platt Vals.

The Embroideries

Nainsook and Convent Embroidery Insertions, suitable for underwear, children's dresses and aprons. Worth 15c, special, yard. **10c**
A selection of very good patterns of 18-inch Swiss, Cambric and Nainsook Embroideries, in extra fine quality, for corset covers, children's dresses and skirt flouncings. Worth 35c, yard. **19c**
A beautiful line of neat, 27-inch Embroideries, Batiste and Swiss Flouncings with lace, ruffled and plain hemmed edges, for baby dresses and skirt flouncings. Worth 85c, yard. **39c**
3 to 4-inch Cambric and Nainsook Embroideries and Insertions, suitable for underwear and aprons. Worth 10c, very special, yard. **5c**

Main Floor.

Brandeis Stores

Advance Showing of New Sport Wear
Ready for Southland Travelers

Not only Dresses and Suits, but Skirts in extremely smart styles. This is truly the bright side of Fashion—for one sees rainbow, regimental stripes, oriental colorings, etc.—and in the Skirts a note of the new comes forward and makes its bow in a slipper pocket.



For those who contemplate a trip to the Southland, or for the woman who would be prepared early, here is a showing that is extremely interesting. The window on 16th street reveals some very charming styles.

Extremely clever and attractive models of—
Jersey Cloth, Silk and Wool,
Khaki-Kool Suits, etc.,
In Newest Designs.



The new Georgette Satin Skirts are charming for dress wear. Prices are very moderate.

New Dresses Make Their Bow

Made of Georgette, Satin, Taffeta and Crepe de Chine, in newest designs, with beaded trimmings, braids and embroidered motifs—extremely attractive styles.

Prices—\$22.50, \$25.00 and \$35.00.

Second Floor.

Here's a Dress Parade of the Newest Shoes

A first showing of the earliest season styles—JUST ARRIVED.



We do not hesitate to say that these are some of the most beautiful shoes we have seen thus far. The last word of Fashion.

- At \$14.00 a Pair—Dawn-gray kid vamp, pearl-gray buck top.
 - At \$12.00 a Pair—Patent vamp with white kid top and white pearl buttons, also bantam brown, white stitching and white pearl buttons headed with steel shanks; also same in lace style; then, last, but not least, an all-over ivory kid lace style.
 - At \$6.00 a Pair—There is a tan Russia lace, also a dawn-gray kid lace, then there is a black kid vamp with a battleship gray, button top.
 - At \$4.95 a Pair—Glazed kid cocoa-brown button shoe.
- All these Shoes are 8-inch height; some straight, some wave tops; all have either leather or wood Louis heels; both light turn and medium weight welted and stitched soles.

Main Floor.

That Record-Breaking Sale of BLOUSES

Lived right up to its title—throughed the Blouse Shop on Saturday—but we prepared for immense selling, and so, for the benefit of those who did not come Saturday, we offer a second opportunity to share on Monday.

New, Crisp, Fascinating Models
At **85c** Voile and Batiste Blouses, about 1,500 in all—daintily trimmed with lace and embroidery.

- At **\$1.45** Lingerie, French Voile and Net Blouses, beautiful models.
- At **\$1.89** Dressy Net Blouses, Dainty Lingerie Models and scores of different styles.
- At **\$2.50** Extra quality French Voile Blouses, frill models, trimmed with dainty oriental laces.

All sizes, 34 to 46—Every Model Remarkable Value. Second Floor.

THE January White Sales has just completed one of the most successful week's selling in its history, and now at the outset of the second week, with stocks replenished, we offer again most remarkable values.

January White Sales

THE wonder of this White Sale is the low prices that prevail here, for it is well known that the prices of cottons and linens have advanced prohibitively. Foresight and wonderful buying power are the reasons for the low prices here.

Remnants of Damasks and Table Linens
Third Off Present Marked Prices

Accumulations from the tremendous selling in the January White Sales. Every piece of desirable quality. Just look at the price marked on the ticket and the price you will be asked to pay will be a third less.

- Very Special, \$5.00 Bed Spreads, \$3.98**
A delayed shipment of very fine Satin Damask Spreads, cut corners, scalloped ends, large size. A flyer for Monday only, each, \$3.98.
- 79c Fillet Scarfs, 59c**
Patterns all copied from a very fine Italian fillet. Size 18x54 inches.
- Dresser Sets, \$1.25**
Made of fine embroidery cloth. One Scarf with pin cushion top to match. Embroidered in blue and pink; scalloped all around.
- \$15.00 Cluny Lace Cloths, \$7.98**
In the 54-inch size. All very pretty patterns, with insertion in the center.
- 39c Damask, 25c**
Full bleached, nice quality, mercerized damask. All very pretty.
- Extra**
72-inch Damask, 39c
Very fine quality, high-class mercerized damask, patterns copied from very fine linens.

- \$2.25 Damask, \$1.50**
Full bleached, all linen, in the Scotch and Irish makes; 72 inches wide; all very pretty patterns.
- Napkins to Match, doz., \$4.50**
- \$3.50 Pattern Cloths \$2.50**
One lot of Pattern Cloths, full bleached, all pure linen. Size 70x70 inches. Very pretty patterns.
- 5c Dish Cloths, 2 1/2c**
The open mesh and knitted kind.
- \$6.50 Pattern Cloths \$3.98**
Full bleached, pure linen, in the 72x72-inch size. All in very elaborate patterns. While this lot lasts we will sell them at this price.
- 15c Towels, 12 1/2c**
One lot of Turkish and Huck Towels, hemmed ends. A limited quantity only.
- 35c Towels, 25c**
About 250 doz. Full Bleached Towels, with fancy colorings. Turkish Towels, also Huck with fancy borders.

Main Floor.

Undermuslins--Complete Stock--Specially Priced
Dainty and Fine Lingerie in Wonderful Assortment

This continues to be, after one of the biggest week's selling in our history, the most attractive stock of Undermuslins we have ever shown. We start anew Monday morning with offerings unrivaled anywhere.

- Fine assortment of Undermuslins, Gowns, Combinations, Envelopes and Skirts, beautifully trimmed with fine laces, embroidery and ribbon. Made of the daintiest nainsooks and lingerie cloth. A wonderful variety to select from, at. **\$1.89**
- A fresh lot of Snowy White Lingerie, selected for this sale. Beautifully designed in lace patterns. Made full and long. This lot contains an assortment of Gowns, Skirts, Combinations and Envelopes. Specially priced at. **\$1.00**
- A most wonderful selection of Silk and Crepe de Chine Camisoles, lace trimmed, some with ribbon straps and elastic waistbands. All sizes. Sale price. **55c**
- Crepe de Chine and Satin Undergarments, beautiful designs and daintily trimmed with fine laces and ribbon rosettes. Specially priced in the January Sale—
\$2.48, \$3.98, \$4.98

Second Floor.



First--Be Properly Corseted
Then Garments Will Fit Perfectly

IF THE foundation is wrong, the whole structure is wrong—you can no more expect to have a dress or gown set right and give you perfect satisfaction over a poorly fitted corset than you would have a right to expect to build a house upon the sand. Expert Corsetieres are always in attendance here, to guide you aright and see that you choose the proper model and then fit it perfectly to your figure. You cannot go wrong.

The January Sale of Corsets continues with the special offering of Gossard models for two days—Monday and Tuesday of this week, at **A THIRD LESS THAN REGULAR PRICES.**

- Nemo Corsets at \$2.00**
Nemo Corsets, style 212 model, for medium and stout figures; low top, long hip, with elastic band at bottom of back; sizes 20 to 30.
- Warner's Corsets at \$1.00**—Low top and long hips with six garters attached. All new merchandise and wonderful value.

Second Floor.

Wilton and Axminster Rugs

We are offering an unusually fine lot of these two very desirable styles of Rugs in one of the best utility sizes—9x12 feet. The colors and patterns are exceptionally good and the prices are extremely modest.

Four Lots: **\$19.98 - \$24.98 - \$37.50 - \$48.75**

At \$24.98 there is a lot of genuine Sanford Beauvais (seamless), Axminsters.

Third Floor.

Ready-Made Sheets and Slips
Sheetings, Tubings, Muslins, Etc.
In the January White Sale

The Genuine Bleached Sheetings; once more we offer this wonderful sheeting fabric away below mill cost today. We cannot too strongly emphasize the wearing qualities of this, our standard sheeting. We are the sole distributors of this fabric in Omaha. all the wanted widths.

- | Sheetings | | Tubings | |
|---|-----------|---|-------------|
| 10-4 Width | 9-4 Width | 42 In. Wide | 45 In. Wide |
| 40c Yard | 38c Yard | 20c Yard | 25c Yard |
| The Genuine Bleached "Dallas" Sheets, known for their soft finish, fine weave and wearing qualities. Easily laundered. Sold at less than mill production today. | | | |
| 72x90-Inch. | 79c Each | 36-Inch Bleached Muslin, good quality, soft finish. Off the bolt, yard. | 9 1/4c |
| 72x99-Inch. | 87c Each | 38-Inch Bleached Muslin, good quality, soft finish. Off the bolt, yard. | 9 1/4c |
| 81x90-Inch. | 87c Each | 36-Inch Bleached Muslin, good quality, soft finish. Off the bolt, yard. | 9 1/4c |
| 81x99-Inch. | 85c Each | 38-Inch Bleached Muslin, good quality, soft finish. Off the bolt, yard. | 9 1/4c |
| Brown Sheetings, 77 inches wide. Fine soft finish, easily bleached. Good quality. Yard, at. 19c | | | |
| 72x90-inch Bleached Sheets, made from soft finish 4-4 cotton; 3-inch hems, ready for use. Monday, each. 35c | | | |
| 72x90-inch Bleached "Vulcan" Sheets, soft finish, good quality; French seam center. Special, each. 55c | | | |
| Mill Remnants of 40-inch Genuine Paquet Bleached Tubings, none better. 25c value, sale price, yard. 15c | | | |
| 42x36-inch Bleached Pillow Slips, soft finish, good quality. Each. 10c | | | |
| 45x36-inch "S r a n a c" Bleached Slips, 3-inch hems, ready for use. Each. 12 1/2c | | | |
| 81x90-inch Clover Brand Bleached Sheets, good quality; French seam in center. Special, each. 49c | | | |
| The Genuine Bleached Advertiser A. A. Muslin, best staple muslin. Regular price 16c; sale price, yard. 11 1/4c | | | |
| 36-Inch Bleached Muslin, good quality, soft finish. Off the bolt, yard. 9 1/4c | | | |
| Mill Remnants of Finest Longcloth, Cambric and Nainsooks, lengths up to 10 yards. Special, Monday, yard. 8 1/4c | | | |
| Mill Remnants from the Sayless Bleachery, of 36-inch Cambric and Muslins; yard. 6 1/4c | | | |
| 38-Inch Unbleached Muslin, soft finish, easily bleached. Per yard. 7 1/2c | | | |

These Dainty Draperies
Are Unusually Low Priced

Prepare for Spring—here are Curtains and Curtaining materials at prices which are so much below what they should be normally, that it will pay you to anticipate your needs.

- At 28c a Yard**—Your choice of our entire stock of fine ribbon-edge Etamine Lace, lace edge Scrims, plain Voile and Fancy Border Scrims, in tan and white; values up to 60c.
- At 49c and 65c a Yard**—All our regular stock of fine QUAKER NETS, Fillet Nets, Bungalow Nets and Drapery Nets, in white, ivory or ecru; values to \$1.00.
- At 15c a Yard**—40-inch Mercerized Marquisette, in ecru; 40c value.
- At \$1.00 a Pair**—Muslin Curtains; choice of our entire stock.

EXTRA SPECIAL:

- All the odd lots of Lace Curtains, Scrim Curtains and Imported Curtains, go AT JUST HALF PRICE.
- \$2.00 Curtains, at. **\$1.00 a pair**
- \$3.00 Curtains, at. **\$1.50 a pair**
- \$5.00 Curtains, at. **\$2.50 a pair**

Third Floor.