THE OMAHA BEE

See Our Ad on Page Seven

MARE BRANDERS SHORE

A January White Sale Feature of Outstanding Importance to Women

Saturday-4,500 Beautiful Silk Undergarments Including Many Samples From the Best Manufactur ers



Camisoles-Vests-2-Piece Sets Chemises-Petticoats-Step-ins Gowns-Bloomers and Pajamas At Savings of 20% to 40%

All the popular weaves of silk, including crepe de chine, crepe satin, trillium, Lorraine crepe, radium, brocades and pongee. They are made in dainty styles and are beautifully trimmed. All priced so low that you will be astonished at the values.

Camisoles-Of good quality crepe de chine and are neatly trimmed with lace or ribbon; built up shoulders or bodice top. **89C** Sale Price,

Chemises, Bloomers and Step-Ins-Of crepe de chine, satin and fancy brocaded silk and pongee. Sale Price,

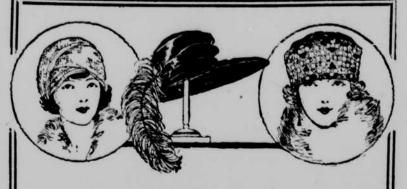
Gowns, Chemises, Bloomers, Petticoats, Step-Ins-Of heavy quality crepe and satin. 2.95Sale Price.

Gowns, Chemises, Bloomers, Petticoats-Of radium silk and trillium, cleverly trimmed in lace, ribbons or in plain tailored 3.95 styles. Sale Price,

Gowns, Chemises and Step-Ins-Of the finer grade materials such as crepe satin, trillium, Lorraine crepe and radium. They are handsomely trimmed with baby Irish, Margot, Oriental or English Val laces. The ribbons are two tone in delicate colors. Dainty hemstitching and picot edging add finishing touches. Sale Price, 4.JC

Gowns, Chemises, Sets and **Pajamas**—Of exquisitely fine materials, cleverly trimmed and beautifully finished. In novel and attractive 6.98 Other Groups of Garments at 8.98, 10.98 and 14.98





Saturday Sale of **Smart Trimmed** Hats 5[™]

One seldom comes across such hats as these at 5.00, particularly at the beginning of a new season in hats, when one is ready to discard velvet and take to the gleaming hair cloth, visca cloth and touches of straw. There are black and brown hair cloth in smart turbans with ornaments or self trimmed small hats in bright colors, visca cloth flower trimmed and many other styles you must see to appreciate.

Second Floor-East.

Women's Hosiery Offering Unusual Values in the Several Groups Reduced for This Day's Selling

Women's Pure Thread Silk Hose Some of these are all silk to the top, others with double reinforced lisle garter tops, double soles and high spliced heels. In black, brown and new shoe shades. Per pair,

Women's Silk Hose Thread silk and glove silk hose, some with lisle garter

35c Frostilla
Palm Olive Shaving Cream
50c Phillips Milk of Magnesia
D. & R. Cold Cream
Manon Lescault Face Powder
1.00 Mavis Face Powder
50c Pensodent Paste
50c Pepsodent Paste
Pinaud's Lilac Vegetale
Mennen's Shaving Cream
Java Riz Face Powder
50c Dr. West Tooth Brushes
50c Lavoris
1.25 Pinkham's Vegetable Compound95c
35c Vick's Vapo Rub
1.00 Horlick's Malted Milk
Pinaud Eau de Quinine
Hospital Cotton—Pound
Rubber Sheeting—Per yard
Rubber SneetingFer yaru
50c Rubber Baby Pants
Mennen's Talcum Powder
Glycerine and Rosewater-4 oz
Witch Hazel-Pint
Imported Pure Olive Oil-Half pint 29c
Boric Acid—3 oz9c
Tincture of Iodine-Oz15c
Glycerine-Pound
1.00 Bath Brush-Detachable Handle49c
Main Floor-Weat



folk styles, snappy boyish patterns and fabrics that are guaranteed for wear and service. All sizes from 6 to 18 years. Fourth Floor

Women's Cloth and Silk Dresses 1 Formerly 25.00 to 35.00 Included are fine poiret twills, satin cantons, canton crepes, georgettes, laces and taffeta party frocks and every desirable model for street, afternoon and dinner wear. Sizes from 14 to 44 and a few up to size 50. Fur Collar and Fur Trimmed Winter Coats / Q00 Formerly 65.00, 70.00, 75.00, 85.00 Beaver, squirrel, taupe fox, black fox, platinum wolf, black wolf and caracul are used 150 Fine Fur Collared and for trimming. In blouse back, draped, one **Fur Trimmed Winter Coats** sided fastenings, wrappy and straight-line For women and misses. Forcoats of fine Normandic, Lustrasla, Velmerly sold at 25.00, 29.75, dyne, Panvelaine, Maryanna, Arabella and 35.00. Reduced 14.95 other fine materials. A coat for everyone.

Fur Trimmed and Tailored Suits

Out They Go! Fur Collared, Fur Trimmed and Plain Tailored Suits for Women and Misses. Former cost forgotten in this great clearaway of our suit stock.

Second Floor-West

and 55.00.

Saturday,

Lot 1-50 Women's and Misses' Winter Suits, formerly 25.00 and 29.75. Saturday's 10.98 price,

Lot 2-Women's and Misses' Winter Suits, formerly 39.75, 49.75 19.88 day's price.

Lot 3-67 Women's and Misses' Winter Suits, formerly priced 59.75, 69.75 and 79.75. Satur-29.75

and 3.50 values. Per pair, 51/2 to 71/2. Regular 1.00 values. Per pair, Cape Gloves for Girls and Boys One-clasp styles in brown and tan capeskin with 98c warm fleece lining. Sizes 4 to 7. Per pair,

tops, others all silk to the top. A good assortment of the best new shades in beige, gray, tan, black and brown. Seconds of regular 2.00 and 2.25. Pair, 1.00 Women's Silk and Wool Hose Plain and English ribbed effects in attractive shades of beaver, beige, gray, tan and black. Some are full fashioned and a few have embroidered 1.95 clocks. Per pair, Women's Wool Hose Plain and ribbed hose in attractive two-tone shades of beige, gray and tan. Seconds of **59c** 1.25 quality. Per pair, Children's Hosiery Phoenix Silk Lisle Hose for Misses and Children Reinforced for hard wear at knees, toes and heels. In black, white, brown, beige, gray and tan. 55c Sizes 6 to 10; per pair, -Boys' and Girls' Wool Hose Plain and English ribbed stockings in black and brown Plain and English ribbed stockings in Seconds 39c heather shades. Some have fancy tops. Seconds 39c Main Floor-North Women's Gloves Women's Kid Gloves Mostly 2-clasp styles in real kid, cape and suede. These odd lots that have accumulated from the holiday selling include V. Perrin, Bacmo and other well known makes. In black, white and colors. Some are slightly mussed from display but are regular 2.50 1.50 Long Suede Fabric Gloves Elbow length in brown, beaver, gray and pongee. Sizes 59c

Main Floor-North