

Thomas Kilpatrick & Co. from the bottom of grateful hearts, extend to all best wishes for a prosperous and
HAPPY NEW YEAR.

Friday, January Second, 1914

Conforming to our time-honored custom, we invite you most cordially to break bread with us, and attend our luncheon from 10 till 5 Friday, January 2d.

Occurs Omaha's Most Important Event--At the Store of Thomas Kilpatrick Co.

We Have Set a New Pace, To Establish a New Record in Merchandising

THE ECHOES OF OUR LAST YEAR'S SALE HAD NOT DIED ON OUR EARS, UNTIL WE COMMENCED TO MAKE PREPARATIONS FOR 1914. OUR BUSINESS HAS GROWN PHENOMENALLY, AND SO WE REALIZED THAT BIGGER CONTRACTS AND BETTER PREPARATIONS HAD TO BE MADE. So as to provide for a still greater business and so as to hold the enviable position which we have attained in this community, as RETAILERS OF DEPENDABLE MERCHANDISE, we scoured the best markets of the world in anticipating THIS YEAR'S SALE. With a confidence, therefore, born of long experience, we have no hesitation in inviting you to the Greatest Sale ever held in this section of our country, on high grade, reliable LINENS, UNDERMUSLINS, WHITE GOODS AND SO FORTH.

Come in the early morning; PLAN TO SPEND THE DAY with us. You'll enjoy the reception, FOR NOWHERE IN THE WORLD will you get a WARMER WELCOME than right here in your HOME STORE. Mr. and Mrs. Cobb provide the luncheon and will be in charge personally to see that you get proper attention.

Now, we don't care two cents whether you have been buying YOUR LINENS in the past in New York or Chicago; you cannot afford to miss this sale. We contend that we know better how to supply your wants and will try harder to please you than any outsider can or will.

LINENS THEN FIRST, from the best markets of the world--IRELAND, SCOTLAND, ENGLAND, FRANCE, GERMANY, BELGIUM--even far away Japan drawn upon for this important event. Manifestly we can only quote a few prices, but they will serve as INDICATORS of WHAT YOU MAY EXPECT

DAMASKS--Silver bleached--
69c, the value is 98c.
98c, the value is \$1.25.
\$1.29, the value is \$1.50.

Damask, pure linen bleached--
79c, the value is 90c.
98c, the value is \$1.25.
\$1.19, the value is \$1.50.
\$1.49, the value is \$1.75.
\$2.29, the value is \$3.00.

Damask, mercerized cotton, finished like linen--
35c instead of 50c
Union Damask of linen and cotton, favorite for hotels, 45c instead of 65c.

We never saw gathered together anywhere a more representative lot of Towels, and it's many a long day since we gazed on such values--
Turkish Wash Cloths, 1c each--there's a limit.
Knit Wash Cloths, 2 for 5c--none to dealers.
Ear Cloths, 3 for 5c--something different.
Turkish Bath Towels, 10c instead of 12 1/2c.
Turkish Bath Towels, 12 1/2c instead of 15c.
Turkish Bath Towels, 16 1/2c instead of 20c.
Turkish Bath Towels, 19c instead of 25c.
Turkish Bath Towels, 25c instead of 35c.
Turkish Bath Towels, 29c instead of 40c.
Turkish Bath Towels, 39c instead of 50c.
Fancy Bordered Jacquard Towels at 55c instead of 75c.

A special German Napkin, \$1.29 per dozen, formerly \$1.50.
A special German Napkin, \$1.69 per dozen, formerly \$2.00.
A special German Napkin, \$2.19 per dozen, formerly \$2.50.
A special Irish Napkin, \$2.98 per dozen, formerly \$3.75.
Big lot of Damask and Toweling Remnants all reduced.

Ask for these special numbers--
No. 136--All Linen Crash at.....11c
No. 138--All Linen Crash at.....13 1/2c
No. 139--All Linen Crash at.....15c
No. 140--All Linen Crash at.....15c
No. 141--All Linen Crash at.....17 1/2c
GLASS TOWELING
10c for All Linen, worth 12c.
12 1/2c for All Linen, worth 15c.
15c for All Linen, worth 17 1/2c

\$1.39 for a bolt of Nainsook worth \$1.65
\$1.98 for a bolt of Nainsook worth \$2.25
\$2.19 for a bolt of Nainsook worth \$2.50
\$1.98--this is No. 1904--worth \$2.25
\$2.39--this is No. 1907--worth \$2.75
\$2.89--this is No. 1942--worth \$3.25

Bedspreads in the basement for the first day of the sale, so as to have more room--
89c for the Gladstone instead of \$1.25.
\$1.19 for the Ruth instead of \$1.50.
\$1.39 for the Restful instead of \$1.75.
\$2.29 for the Coronado instead of \$2.75.

CRASHES--Wash Crash, 2 cents per yard--reserve the right to limit or refuse to dealers.
Red Star Twilled Crash at 6 1/2c yard.
6 1/2c for Union Crash worth 10c.
8 1/2c for all Linen Crash worth 10c.
10c for all Linen Crash worth 12 1/2c.
11c for all Linen Crash worth 15c.
15c for extra heavy Crash worth 20c.
21c for fine Twilled Crash worth 25c.
32 1/2c for German Crash worth 45c.
Others reduced proportionately.

Linen Huckaback and Cotton Towels--hand, guest and otherwise.
Cotton Huck at 5c instead of 10c--none to other merchants.
7 1/2c for Cotton Huck worth 12 1/2c.
8 1/2c for Red, fancy end, worth 12 1/2c.
12 1/2c for excellent Huck worth 15c.
15c for excellent Huck worth 17 1/2c.
16 1/2c for Linen Huck worth 20c.
21c for Linen Huck worth 25c.
29c for Linen Huck worth 35c.
35c for Linen Huck worth 45c.

For easy figuring and to make simple selling, 20 per cent discount will be deducted from the prices of all items as under--
Damask Cloths and Naps to match, 20% off.
Lunch Naps and Lunch Sets, 20% off.
German Breakfast Sets, 20% off.
Madeira and Cluny Scarf Centers and Doylies, 20% off.
20% discount from Guest Toweling.
20% discount from All White Goods.
20% discount from Handkerchief, Linen, Pillow Casing, Tubing and Sheeting.

Long Cloth by the bolt--WILL NOT OUT.
98c for 12 yards, worth \$1.10
\$1.29 for 12 yards, worth \$1.45
\$1.39 for 12 yards, worth \$1.65
\$1.69 for 12 yards, worth \$1.95
\$1.98 for 12 yards, worth \$2.25
Fancy White Goods in considerable variety, all reduced for this sale.

BE IT REMEMBERED, our ideas of WORTH and VALUE are decidedly different from most advertisers. Huxley said "Enthusiasm for truth, fanaticism for veracity, is a greater possession than much learning, a nobler gift than the power of increasing knowledge"--this we believe and try to live up to.

Now come downstairs with us and let us tell you about SPECIAL offerings in housekeeping goods--SHEETS, PILLOW CASES, Etc., Etc.

PILLOW CASES--immense variety. You will notice that we quote these singly, that is the way prices are advertised nowadays, usually to deceive the buyer, for few buy by the single piece.
42x36 Saranac.....9c each
45x36 Saranac.....10c each
45x36 Vulcan.....13 1/2c each
45x36 Dreamland.....15c each
42x38 1/2 Hotel.....16c each
45x38 1/2 Special.....18c each
42x36 Atlantic.....16c each
45x36 Atlantic.....18c each
42 1/2x38 1/2 Century.....18c each
45x38 1/2 Century.....20c each
45x38 1/2 Everlasting.....21c each
Double up these prices for the price per pair--most people buy them in pairs.
69c per pair for Embroidered Cases, worth 85c per pair.
89c per pair for Embroidered Cases, worth \$1.00 per pair.
98c per pair for Embroidered Cases, worth \$1.25 per pair.

22c Selkirk 45-inch Casing will be sold at 15c yard
32c 9-4 Sheeting will go at.....25c yard
28c Aurora 9-4 Sheeting will go at.....22 1/2c yard
34c Atlantic 9-4 Sheeting will go at.....27 1/2c yard
42-inch Tubing at.....16c yard
45-inch Tubing at.....18c yard

SHEETS READY FOR USE.
No. 3,000--72x99, 45c each.....90c pair
Ironclad--72x99, 59c each.....\$1.18 pair
Hotel--72x99, 65c each.....\$1.30 pair
Victor--81x99, 65c each.....\$1.30 pair
Rugby--81x99, 69c each.....\$1.38 pair
Hotel--81x99, 69c each.....\$1.38 pair
\$1.00 Century Sheet, 81x99, at.....79c
\$1.00 Everlasting Medium at.....79c
\$1.20 Everlasting Medium at.....98c
\$1.20 McAlpine at.....98c

MUSLINS--Many frauds are practiced by quoting well known brands and mixing with them inferior qualities with the brand removed. NEVER DONE AT OUR STORE.
HOPE, GLAD TIDINGS, LONSDALE, FRUIT OF THE LOOM, all at.....8 1/2c yard

Many special items will be laid out on various squares, priced particularly low, which we have not space to advertise. All our goods are marked in plain figures and a child can buy as cheap as a man.

Now that we are in the basement, let us give a few moments to CHINA. OURS IS A SPECIALTY CHINA DEPT. We carry, as you know, mainly very choice and exclusive designs imported by us direct from the great European potteries. Each year we start the new year with a clean-up sale--and those who love China NEVER FAIL TO ATTEND.

On Friday at 8 a. m. will close out a lot of decorated GERMAN China plates and small Jardinieres at 19c, worth 40c.
AT 39c--Fancy Japanese Plates worth up to \$1.00.
Also a lot of Hungarian decorated Vases.
AT 79c--Glass Vases, Comports, Fancy Trays, Cut Glass Nappies, sold up to \$1.25.
AT \$2.50--Cut Glass Bowls, Pitchers, Fancy Vases, worth up to \$4.00 each.
AT \$4.50--Fancy Metal and Glass Fruit Baskets, Centerpieces and Fancy China Plates; also choice Dresden ware, worth up to \$15.00.
These are all arranged on special squares, priced plainly, so you can buy easily.
We will discontinue certain sets of China--many gold encrusted, made in Limoges, by Haviland & Co., Swedish Bonn; several sets of fine glassware, exquisite service plates--from all of these you will get a discount of 25%--1/4 OFF. Rarely indeed do you get such a chance.

PERHAPS IT'S TIME FOR LUNCHEON NOW--after which come with us to front square, main floor.
THREE SPECIAL BAG VALUES.
LOT 1--Pigskin, Morocco, Seal, Pin Seal, all shapes, \$1.98, worth up to \$4.00.
LOT 2--Pin Seal, Walrus, Pin Morocco, latest shapes, \$3.95; worth up to \$7.50.
LOT 3--Black Leather Bags, Bill Books, Collar Bags, and many leather novelties, which were as high as \$1.50, at 79c.
Closing a lot of Silver Novelties, Silver Deposit and fancy Jewelry at half price.

Fancy Neckwear, some slightly mussed from holiday showing, at half price.

UNDERMUSLINS--There are hundreds of women in Omaha and the territory contiguous who watch and wait for our JANUARY SALES. Experience is, after all, the best teacher, and they have seen for themselves. They have compared; they have purchased; they have worn the garments, AND THEY KNOW. First, we make sure that the material is right as to quality. It must be cut right. Design must be correct, without being freakish. No sweat-shop atmosphere. THEN WE ARE READY TO FIGURE. And you get the benefit of all our care, thought and expert knowledge.
If you cannot trust your own judgment you will be encouraged by the discernment of the thousands of intelligent women at this sale Friday. Crowd will be great, but there will be ROOM FOR YOU.

AT 69c--Gowns of Crepe, high neck, low neck, white crepe with colored trimmings; fine net yoke with lace, etc.; worth \$1.00.
AT 98c--White Dimity, Torchon Lace trimmed, Empire style and neat embroidery flouncing, shadow lace; fancy crepes, low neck and high neck, usually \$1.50.
AT \$1.40--Gowns of colored mercerized mull, lace edge, Empire style, embroidered medallion, Val. lace sleeves, worth up to \$2.75; all the latest shapes, allover or button front.
AT \$1.95--Gowns embroidered with fine lace, insertion and tucks, shadow lace yoke, fancy embroidery, including gowns worth up to \$3.75 each.
AT \$2.88--New idea Gowns, fancy trimmed, very elaborate, worth up to \$5.50.

CORSET COVERS 39c, value 50c; lace or embroidery trim'g. Combination Corset Cover and Drawers, 98c--Knicker trimmed, Val. lace, etc.
Half price on a special lot of combinations.

CORSETS--Discontinuing certain models, such as Redfern, Madame Irene, Warner Rust Proof, Modart, G. D., La Grecque, La Belle, etc.; ALL AT HALF PRICE.

Ladies' White Petticoats--Most of our White Skirts have a front gore panel, made of double thickness of the goods; does away with the necessity of WEARING TWO PETTICOATS--all made on the new straight lines; 79c, worth \$1.00.

AT 98c--Both regular and extra size skirts, with neat embroidery hand or lace trimming, some worth \$1.25, most of them worth \$1.50.

Skirts at \$1.68, worth \$2.00 and \$2.25. Here is a new idea--Panel Embroidery--set in the material, giving very straight lines, ribbon heading, lace insertion with flashed finishing.

PRINCESS SLIPS--An odd lot just for a flyer at 98c, worth to \$1.25. SLIPS with double panel front, imitation hand embroidered, lace trimmed, new narrow cut; some button front, imitation Irish crochet inserting, worth up to \$1.50, at 98c.

SLIPS--Embroidery and lace Empire yoke, allover embroidery and lace trimming, double panel front, open work, insertion and edging; values \$2.00 and \$2.25, at \$1.45.

SLIPS--Fine insertion with lace edge, lace trimmed skirt and underlay, fancy imitation Irish insertion; values \$3, \$1.98, \$1.50, \$1.25, \$1.00, \$0.75.

SKIRTS--Silk, Jersey and Messaline, usually \$3.50, will go quickly at \$2.19, each.

AT \$3.98--Silk Jersey Skirts, messaline ruffle, all silk messaline and novelty ruffle, usually sold from \$5.00 to \$7.50.
AT \$1.98--Petticoats with embroidery and lace edge, ribbon heading, fancy pattern insert of lace, Val. lace flounce, with heading top, double front panel, values up to \$3.00.
AT \$2.98--Petticoats of fine soft cambric, with embroidery flounce, ribbon trimming, also fancy lace trimmed; the very latest Parisian ideas, worth up to \$4.50.

IN THE CHILDREN'S SECTION--Daintiest of Undermuslins ("Just like Mama.")
Drawers, all sizes, at 10c per pair.

A mixed lot Fine Lace and Embroidery Trimmed; goods made to sell at 45c, 50c, 65c and 75c, at 25c pair.

Drawers which are worth up to \$1.50 at 69c; large sizes for girls of 12 to 16 years.

Petticoats and Princess Slips--Perhaps 10 dozen all told; garments made to sell at \$2.00, \$2.50, \$3.00 and even \$3.75; all at 89c each.

NEVER BEFORE SUCH A SALE ON CHILDREN'S COATS--Ages 2, 3, 4, 5 and 6 at \$3.00 instead of \$6.50; at \$5.00 instead of \$10.00; at \$8.00 instead of \$18.00. Ages 8, 10, 12 and 14, at \$4.50, sold up to \$10.00; at \$7.50, sold up to \$13.50; at \$12.00, sold up to \$22.50.

Very Deep Cutting on Juniors--THESE WILL FIT SMALL WOMEN; many for 13, 15 and 17 years; formerly sold up to \$12.00, will go at \$5.00; formerly sold up to \$15.00, will go at \$6.85; formerly sold up to \$18.00, will go at \$8.75; formerly sold up to \$22.50, will go at \$11.75; formerly sold up to \$32.50, will go at \$14.75.

You may never again see such values on Children's Coats.
Children's Petticoats 49c and 69c.

Infants' Skirts and Dresses--Long Skirts 98c and \$1.98, sold up to \$3.50; Long and Short Dresses at 59c, 98c, \$1.98 and \$3.98--many worth twice those prices.

This seems just the proper place to tell you about our sale on Children's Colored and White Dresses.

FIVE LOTS--1, 2, 3, 4 and 5.
NO. 1--Percales, Gingham, etc., all ages; sold to \$1.75, 98c.
NO. 2--Reps, Gingham, Lingerie, etc.; sold to \$3.00, at \$1.85.
NO. 3--Best of Cotton Materials, in colors and white at \$2.98; sold up to \$5.00.
NO. 4--Wool Serges, Challies and Cheviots at \$4.50; sold up to \$7.50.
NO. 5--Fine Wool and exceedingly handsome Dresses at \$7.90--sold up to \$12.50.

We will sell any Child's Hat or Bonnet in our Children's Section AT 1/2 PRICE OR LESS.

Mackinaw Coats, \$5.00; worth \$10.00. Navajos at \$5.00; worth \$12.00. Sweaters sold up to \$6.00, at \$3.65. Come early for nick.

Now take elevator or climb the stairs to the Daylight Drapery Section on the third floor. GREAT CUTTING OF PRICES HERE.

Splendid opportunity to provide for the spring changes--SCRIMS--Hemstitched edge and drawn work; sold up to 45c; at 29c Friday.

PLAIN SCRIM--Sold up to 35c, at 19c on Friday.
36-INCH DOTTED SWISS--At 10c Friday instead of 15c.
English Allover and Bungalow Net at 69c instead of \$1.00; at 59c instead of 75c; at 49c instead of 60c; at 39c instead of 50c; at 29c instead of 40c.

One lot of 50c and 60c Madras at 39c per yard; Cretonne which sold at 45c will go at 19c.

Curtains in Five Great Lots--Lot 1, worth up to \$2.50, at \$1.69 pair. Lot 2, worth up to \$3.50, at \$1.98 pair. Lot 3, worth up to \$5.50, at \$2.98 pair. Lot 4, worth up to \$7.00, at \$3.98 pair. Lot 5, worth up to \$9.00, at \$4.98 pair.

Table of Odds and Ends, 69c each.
\$3.50 Couch Covers at \$1.98 each.
About 20 pairs of Portieres, sold up to \$15.00, at \$5.00 pair.
Rug Fringe at 5c yard.

Art Section--All our Stamped Pillow Tops, worth 65c, at 29c each. Table Runners, sold up to 85c, at 39c each. Stamped Pillow Cases 39c Friday instead of 50c. Turkish Bath Towels, large size, 39c instead of 50c. Guest Towels at 29c instead of 45c.

From the Women's Ready-to-Wear Section--The buyer has just laid on my desk some very enticing values. I have examined the garments, counted the cost and fearlessly say I believe on Friday you will get the best values ever shown. Friday will sell a lot of \$25.00 Suits, black, navy and taupe, excellent quality serge, at \$9.75.

Your choice of Suits which sold up to \$45.00 at \$15.00 each. A few Suits which sold from \$50.00 up at \$29.50 each. WOMEN'S WINTER COATS--HERE IS REAL SLAUGHTER.

\$9.98	\$12.75	\$14.75	\$18.50
worth up to \$20.00	worth up to \$25.00	worth up to \$40.00	worth up to \$50.00

FURS, THE KILPATRICK GRADE--Mink, Civet, Leopard, Tiger, Mole, Seal, Etc., at one-third off.
WAISTS of silk, chiffon net, etc., at \$3.98; sold up to \$10.

THOMAS KILPATRICK & COMPANY