

# EXIT 1918!

We part with thee without regret—with all thy horrors of War! Famine! And Pestilence!

# ENTER 1919!

Welcome, thrice welcome, Thou New Year! Giving promise of Peace for all the world, when War shall be no longer and the Brotherhood of Man shall come o'er all the earth!

## Thursday, January 2, We Will Celebrate the Dawn of a New Day With a Great White Sale

Unusual because of the size and variety of the offerings—unusual because the stocks were owned by us long before the present period of high prices—unusual because of the very marked difference between the prices and those asked by stores whose stocks are owned anywhere near present market values! We regret having to dispense with our regular New Year's Housewarming, at which in the past so many of our friends were wont to break bread with us. At our last celebration crowds were so dense that there was an element of danger, as well as discomfort. Your welcome will be none the less cordial, and we promise you exceptional values by way of compensation. Come! Let us grasp your hands, look into your eyes and bid you—A HAPPY NEW YEAR!

## And Now for a Partial List of the Good Things Offered at Our Great Linen and White Goods Feast Starting at 9 A. M.

You'll get Napkins, Damask Cloths, Huck Towels, Bath Towels, Fancy and Decorative Linens, Madeira, Cluny, Bed Spreads, Long Cloth, Nainsooks, Voile, Flaxons, Fancy White Goods, Pillow Cases, Sheets, Cambries, Tubings, Sheetings, etc., etc.; and on the Second floor Undermuslins, Lingerie, Corsets, etc. Perhaps a few price quotations will not come amiss. You must, however, see and examine in order to get any conception of VALUES.

- |   |   |  |   |  |  |   |  |
|---|---|--|---|--|--|---|--|
| <p><b>Luncheon Napkins</b><br/>\$4.00 quality at ..... \$2.98<br/>\$6.00 quality at ..... \$4.50<br/>\$7.50 quality at ..... \$5.25</p> <p><b>Huck Towels</b><br/>19a cotton, instead of 25c<br/>29c, cotton, instead of 35c<br/>39c, union, instead of 40c<br/>39c, hemstitched, was 50c<br/>\$1.19, all linen, was \$1.50<br/>\$1.79, fancy, was \$2.50</p> <p><b>Crochet Bed Spreads</b><br/>\$1.95 for Ivanhoe, was \$2.50<br/>\$2.65 for Bates, was \$3.50<br/>\$2.95 for Deeside, was \$4.00<br/>\$2.95 for Princess, was \$4.00<br/>\$3.25 for Deeside D, was \$4.50<br/>These are very cheap, based on present price of cotton.</p> <p><b>Toweling</b><br/>16c for what was 20c<br/>21c for No. 177, was 25c<br/>17c for No. 822, was 20c<br/>39c for No. 160, was 45c<br/>Don's Pure Linen, 35c and 40c</p> <p><b>On Square Six</b><br/>\$4.00 all linen machine embroidered scarfs will be sold at ..... \$2.98</p> | <p><b>Bath Towels</b><br/>35c grade at ..... 29c<br/>75c grade at ..... 59c<br/>\$1.00 grade at ..... 79c<br/>\$1.50 grade, fancy, at ..... 89c<br/>There is a pick here, so come early.</p> <p><b>Satin Bedspreads</b><br/>\$4.45 for 1132, was \$6.00<br/>\$5.45 for 1232, was \$7.50<br/>\$7.75 for 2345, was \$8.50<br/>\$11.75 for 1680, was \$15.00<br/>Not likely to see such low prices again for some time</p> <p><b>All Wool Blankets</b><br/>\$17.50 Dorcas for ..... \$14.75<br/>\$18.50 grade for ..... \$16.75<br/>\$22.50 grade for ..... \$16.75<br/>\$25.00 grade for ..... \$19.75<br/>3 different numbers at \$25.00 for ..... \$19.75</p> <p><b>Wool Mixed Blankets</b><br/>\$8.50 Glenecoe for ..... \$7.25<br/>\$10.75 Packard for ..... \$8.75<br/>\$12.50 Princess for ..... \$10.75<br/>\$15.00 Quality for ..... \$13.75</p> <p><b>On Square Seven</b><br/>75c fancy bath towels will go at 59c each.</p> | <p><b>Lunch Cloths</b><br/>36x36, was \$2.50, now \$1.95<br/>36x36, was \$3.50, now \$2.95<br/>36x36, was \$6.00, now \$3.95<br/>45x45, was \$3.50, now \$2.25<br/>45x45, was \$6.00, now \$4.25<br/>45x45, was \$7.50, now \$5.75<br/>54x54, was \$5.50, now \$4.25<br/>54x54, was \$7.50, now \$5.95</p> <p><b>Madeira Napkins</b><br/>\$2.95, were formerly \$5.00<br/>\$4.95, were formerly \$7.50<br/>\$7.75, were formerly \$12.50<br/>10-in. Round Doilies, 29c ea.</p> <p><b>Wool Comforters</b><br/>\$8.50 grade, 72x84, at ..... \$7.25<br/>\$10.00 grade, 72x84, at ..... \$8.25<br/>\$22.50 grade, 72x84, at ..... \$16.75<br/>\$35.00 grade, 72x84, at ..... \$26.75</p> <p><b>Down Comforters</b><br/>\$15.00 grade at ..... \$12.75<br/>\$20.00 grade at ..... \$14.75<br/>\$22.50 grade at ..... \$18.75<br/>\$30.00 grade at ..... \$23.75</p> <p><b>On Square One</b><br/>\$3.50 Irish hand embroidered Towels at ..... \$1.95 each<br/>These on square just as you enter store.</p> | <p><b>Odd Napkins</b><br/><b>All Pure Linen</b><br/>18x18, \$3.50, instead of \$5.00<br/>22x22, \$2.95, instead of \$5.00<br/>22x22, \$5.95, instead of \$8.00<br/>20x20, \$6.75, instead of \$8.50<br/>22x22, \$7.75, instead of \$12.00<br/>22x22, \$9.75, instead of \$12.50<br/>Come early, for these lots are not large.</p> <p><b>Long Cloth</b><br/>\$2.25, AA, was \$3.30<br/>\$2.95, X, was \$3.85<br/>\$3.65, XX, was \$4.40<br/>\$3.95, XD, was \$4.95<br/>\$4.25, XD, was \$5.50<br/>These are 12-yard bolts.</p> <p><b>Cotton Comforters</b><br/>Were \$5.50, now ..... \$3.95<br/>Were \$6.00, now ..... \$4.95<br/>Were \$6.75, now ..... \$5.95<br/>Were \$7.50, now ..... \$6.25</p> <p><b>Pillow Cases</b><br/><b>In Basement Salesroom</b><br/>42x36 Saranac at ..... 15c<br/>42x36 Gold Seal at ..... 25c<br/>45x36 E Cord at ..... 35c<br/>45x36 Old Colony at ..... 45c<br/>42x38 T K at ..... 45c<br/>45x38 T K at ..... 50c<br/>42x38 1/2 Oceanic at ..... 50c<br/>45x38 Oceanic at ..... 55c</p> | <p><b>Odd Tablecloths</b><br/><b>All Pure Linen</b><br/>68x68, \$3.95, instead of \$5.00<br/>70x70, \$4.95, instead of \$6.00<br/>72x72, \$5.95, instead of \$7.50<br/>72x90, \$6.95, instead of \$9.25<br/>81x81, \$6.95, instead of \$9.00<br/>72x108, \$8.95, instead of \$11</p> <p><b>Nainsooks</b><br/>\$2.95, No. 21, was \$3.85<br/>\$3.75, No. 23, was \$4.40<br/>\$3.95, No. 40, was \$4.95<br/>\$3.75, No. 1904, was \$4.40<br/>\$3.95, No. 1902, was \$4.95<br/>12 yards in a bolt.</p> <p><b>Cotton Batts</b><br/>15c Knoxall at ..... 12c<br/>18c Soft at ..... 15c<br/>22 1/2c Peerless at ..... 20c<br/>40c Sanitary at ..... 35c<br/>50c Crown Jewel at ..... 40c<br/>\$1.75 3-lb. batt at ..... \$1.35<br/>\$2.00 3-lb. batt at ..... \$1.65<br/>\$3.00 covered batt at ..... \$2.45</p> <p><b>On Square Eight</b><br/>Bath and huck towel specials at 29c each.</p> <p><b>On Square Nine</b><br/>\$3.50 real Madeira scarfs at \$2.75 each.</p> | <p><b>Table Damask</b><br/>64 inch, 59c, was 75c<br/>64 inch, 79c, was \$1.00<br/>72 inch, 98c, was \$1.25<br/>72 inch, \$1.19, was \$1.50<br/>72 inch, \$1.69, was \$2.00<br/>\$2.69, all linen, was \$3.00<br/>\$2.95, all linen, was \$3.25<br/>\$3.25, all linen, was \$3.75</p> <p><b>Flaxons</b><br/>The 45c grade at ..... 35c<br/>The 50c grade at ..... 40c<br/>The 65c grade at ..... 55c<br/>The 75c grade at ..... 65c<br/>The 85c grade at ..... 75c<br/>The 90c grade at ..... 80c<br/>The \$1.00 grade at ..... 85c</p> <p><b>Wool Batts</b><br/>\$3.75 45x60 at ..... \$2.95<br/>\$6.00 63x84 at ..... \$4.75<br/>\$7.50 72x84 at ..... \$5.95<br/>\$5.00 72x90 at ..... \$3.75<br/>Warm and woolly.</p> <p><b>Sheets</b><br/>81x90 Pepperell at ..... \$1.49<br/>81x99 Iron Clad at ..... \$1.69<br/>81x99 Huggy at ..... \$1.79<br/>81x99 White House at ..... \$1.98<br/>81x99 T K Special at ..... \$1.98<br/>81x99 Brighton at ..... \$1.98<br/>Especially good values.</p> | <p><b>Damask Sets</b><br/>\$31.50 instead of \$35.00 for one 8x8 cloth and one dozen 22x22 napkins.<br/>\$26.75 instead of \$30.00 for one 8x8 cloth and one dozen 22-inch napkins.<br/>\$21.50 instead of \$23.75 for one 8x10 cloth and 27-inch napkins.</p> <p><b>Voiles</b><br/>The 35c grade at ..... 25c<br/>The 50c grade at ..... 39c<br/>The 60c grade at ..... 45c<br/>The 75c grade at ..... 59c<br/>The \$1.00 grade at ..... 79c<br/>The \$1.50 grade at ..... \$1.25<br/>The \$1.75 grade at ..... \$1.45</p> <p><b>Pillows</b><br/>\$2.50 Hummer at ..... \$1.95<br/>\$4.50 Nebraska at ..... \$3.95<br/>\$6.50 T K at ..... \$6.25<br/>\$7.50 T K at ..... \$6.25<br/>\$10.00 Swansdown at ..... \$8.75<br/>\$10.00 Washable at ..... \$8.75<br/>\$10.00 Queen at ..... \$8.75</p> <p><b>On Square Three</b><br/>\$2.50 fancy Irish Huck Towels at ..... \$1.79 each<br/>Main aisle as you enter store.</p> | <p><b>Mercerized Cloths</b><br/>36x36, 69c, was \$1.00<br/>58x58, \$1.49, was \$2.00<br/>64x72, \$1.98, was \$2.50<br/>72x90, \$3.75, was \$4.50<br/>72x72, \$2.45, was \$3.00<br/>64x71, \$2.65, was \$3.25<br/>\$3.95 for imported cloth, instead of \$5.00.</p> <p><b>Dimities</b><br/>The 25c grade at ..... 19c<br/>The 30c grade at ..... 24c<br/>The 35c grade at ..... 29c<br/>The 50c grade at ..... 39c<br/>The 65c grade at ..... 52c<br/>Our stocks of white goods are very complete, but we advise early shopping, for at these prices stocks will soon be depleted.</p> <p><b>Cotton Blankets</b><br/>\$3.50 66x76, sale price \$2.95<br/>\$3.75 68x82, sale price \$3.25<br/>\$4.50 72x84, sale price \$3.95<br/>\$7.00 66x84, sale price \$4.95<br/>\$8.50 72x84, sale price \$7.25<br/>All special values.</p> <p><b>On Square Four</b><br/>At \$3.95—13-piece real Madeira luncheon sets; were \$6.50.</p> |
|---|---|--|---|--|--|---|--|

**Our Shoe Section.** Will Start Thursday the Most Extraordinary Sale of Ladies' Fine Shoes held in Omaha since the assassination in Serbia furnished an excuse for the greatest war of all ages. 500 pairs, best styles, culled out of our own stock. Similar shoes sold at \$12.00, \$14.00 and \$15.00, and quite a few at \$16.00 pair. Don't delay. One price for quick riddance, \$6.95 per pair. "Don't be tardy."

## Our Annual Sale of Undermuslins Is Anxiously Awaited Each Year

One of the striking street car men, when argued with that the war is not over and will not be until the peace treaty is signed, said: "McAdoo says it is over, at least his resignation indicates that—he knows it's over, at any rate." We, too, will say the war is over—but that does not mean that prices on goods and commodities are going to drop pell mell. We believe that prices will decline generally, but not swiftly, not radically. You can bank on that being true on cotton goods. We own our undermuslins at prices contracted before the BIG ADVANCES were made, and so we are going to make prices which would have been reasonable BEFORE THE WAR.

- For Instance**—White petticoats of muslin and long cloth, handsomely trimmed, some with lace, others with embroidery; some have wide flouncings, some semi-flounced, others perfectly straight, at \$1.29, \$1.98 and \$2.95. Estimate length required and do a little computing—then you'll realize the great bargains here.
- White Night Gowns**—Do a little figuring here also, look at the trimmings, see how nicely tailored, and you'll rejoice over the value at \$1.50, \$1.98 and \$2.50.
- Envelope Chemise**—We have a range of prices, but for Thursday we direct special attention to the table covered with chemises at \$1.50 each.
- Some Two Years Ago** we staged a sale of Philippine hand embroidered night gowns; the price was \$2.49, and it was a humdinger sale of the daintiest of lingerie. We have staged another for Thursday—same price—\$2.49. And there are a few exceptional garments to sell at \$2.95. Are the Filipinos slow? We'll say they are not—in such goods, at least.
- Corsets**—Each year some models are almost sold out. They are usually the most popular—but when certain sizes only remain we think it wise to close out the lines. This we will do again on Thursday at \$1.98, \$3.98 and \$4.98. You'll find Camille, Modart, R. and G., Warners, Kabo, etc.
- One Big Table** will be heaped high with the finer lingerie, consisting of petticoats, gowns, envelopes and camisoles—garments priced generally up to \$10.00, all at very marked reductions.
- Silk Garments** in flesh color of crepe de chine, wash satin, Georgette; night gowns, envelopes, camisoles, etc.; lace trimmed and beautifully finished, all at sale prices.
- Silk and Satin Camisoles** at \$1.29 each.
- At the Lace Counter**—A sale of 45-inch embroidery flouncings and all St. Gall embroideries at one-half former prices.
- Cambrie Embroideries for Underwear**—4 to 12 inches wide, in two lots, at 15c and 35c per yard.
- Colored Trimmings** which sold up to 85c per yard at 10c yard.
- Flush Scarfs**—Black, taupe and white, 54 and 72 inches long, at \$4.95 and \$7.50. Very convenient to wear as a handy wrap.
- Kilpatrick's for Handkerchiefs!** was in the mouths and minds of thousands before Christmas. Our sales were ENORMOUS. Yes, that's the word—never before anything approaching them in volume. Hundreds left over mused, slightly soiled or broken lots. As is usual with us we rid 'em out in a hurry—and here's how:
- 15c qualities at 9c 25c qualities at 19c 35c qualities at 23c 50c qualities at 39c 75c-85c qualities 69c \$1.00 qualities at 79c A few fine French embroidered, sold at \$1.25 to \$2.00 each, will be sold at 20 per cent off.
- Odds and Ends of Ladies' Neckwear**—Such as stock collars, net and Georgette collars will be sold quickly at one-half price.
- All Brass Goods**—Such as desk sets, smokers' stands, lamps, etc., at 20 per cent off.
- Drapery Section, Third Floor Back**—Take the Elevators.
- Lot of Portieres and Couch Covers**—Sold at \$6.00 to \$20.00, at one-half price.
- Rag Rugs**—27x54, at \$1.29, instead of \$2.00.
- Marquissette**—Bars, stripes and plain, white and cream, 29c, instead of 50c.
- Colored Madras Overdrapes**—36 to 50-inch, sold at \$1.00, \$1.50, \$2.00 and \$3.50 will go on Thursday at 69c, 98c, \$1.49 and \$2.29.
- 50-inch Velvet**—Colors rose, blue, brown and mulberry, \$3.49, instead of \$5.00.
- 500 Pairs of Voile and Marquissette Curtains**—Were \$1.75 to \$20.00, to be sold at 20 per cent off.
- All Our Stock of Filets and Nets** at 20 per cent off.
- On January the Second** each year we put the kibosh on winter wearables—no half way measures here—priced for a quick clearance, former prices cut no figure. Cost prices hardly thought of. Prices quoted are bare suggestions of values—you must see them to know, and if interested we'll bet a cookie you'll buy.
- Coats**—The "Kilpatrick" kind, at \$18.50 and \$27.50.
- Coats**—Made of fur substitutes, plushes, Yukon seal, Esquimette; rich dressy, durable garments, at \$29.75 and \$49.50.
- Suits**—Many of these adapted to early spring, all the winter weights, priced very low: one big division containing garments priced to sell at \$57.50 will go at \$28.25.
- Dresses**—For every occasion, for street, house, afternoon and for formal evening wear; two prices, \$14.75 and \$23.75.
- Furs**—The most wanted kinds, prices won't mean much to you. We direct special attention to the scarfs at \$39.50; the muffis at \$29.75; the capes at \$49.50; the coats at \$197.50; the stoles at \$97.50. COME EARLY THURSDAY IF AT ALL INTERESTED IN FURS!
- Here Are Some Dainty Relishes to Go With the Bargain Feast!** Fleece bathrobes, \$3.95 and \$7.95. Wool sweaters, \$4.95. Blouses, \$3.95. Evening dresses, \$15.00. Fiber sweaters, \$7.95. Silk kimonos, \$7.95.
- Junior Section**—We haven't space enough for descriptions. Our word for it: Values are very exceptional! Children's coats, 2 to 14 years, \$5.00, \$10.00 and \$15.00. Junior coats, 14 to 17 years, \$15.00, \$22.50 and \$27.50. Suits at \$13.75 and \$24.50. Serge skirts at \$8.95. Serge middies at \$3.95. Smocks of linen and of cotton, \$1.95 and \$2.95. Children's white dresses, 6 to 14 years, \$3.50 to \$8.50; 14 to 17 years, \$5.50 to \$10.50. Peter Thompson dresses of navy serge, much underpriced.
- Women's Hosiery**—If you had been with us during December, had seen the crowded aisles, had witnessed the stock girls filling up the shelves again and again, had heard the

merry clink of the cash boxes speeding their way to cash deck in exchange for stockings, you might think the world and his wife had been hosed. We still have stocks aplenty—our presence here means your profit. Two attractions for Thursday: Lisle and fiber stockings at 59c per pair; fashioned silk stockings, blacks, whites and many colors, at \$1.69, instead of \$2.25.

**Women's Underwear**—To all the remarks concerning hosiery the underwear section might say "Encore! Me, too!" Here it's to be a clear out of winter makes. Read the items! Women's suits, vests and tights; Richelieu, Duofold, Stuttgarter; sale price, \$1.29. Stratton Union Suits, 3 numbers which were priced at \$2.50, at \$1.69. Sterling suits, mercerized and wool, were \$6.50, at \$3.95.

**Children's Underwear**—Union suits, sold up to \$1.75, at 89c. Vests, pants and suits in wool mixtures, were up to \$4.00, at \$1.98. Pants and vests, cotton, at 69c each.

**Infants' Section**—Bibs and hoods, 49c each. Long and short handmade white dresses, \$1.59, \$1.79 and \$2.59. Long and short machine made white skirts, 98c, \$1.39 and \$1.98. Machine made dresses, 6 months to 6 years, 98c, \$1.98 and \$3.98.

**Usual Annual Clearance of Children's Muslin Underwear**—Drawers at 19c, 29c, 39c and 49c. Gowns, 69c, 98c and \$1.29. Princess slips, 98c, \$1.39 and \$1.98. Colored suits for boys to 6 years, \$1.98.

**Final Clearance Sale of House Dresses and Aprons**—Broken sizes, some slightly soiled, others mused from showing.

**Lot 1**—About 15 dozen dresses of gingham and percales, various styles, best makes; sold up to \$2.50, at 98c.

**Lot 2**—Fine gingham and percale dresses, some slightly soiled; retailed previously up to \$3.50; at \$1.98 each.

**Lot 3**—Bungalow aprons, good styles, excellent materials; lot limited; 98c each.

## Now for the Lords of Creation--January Cleanup of Furnishings

- |   |  |  |  |  |   |
|---|--|--|--|--|---|
| \$1.00 silk socks, 79c. 50c fiber socks, 39c  | 35c cotton socks, 29c.                 | \$2.65 for one-button suits, instead of \$3. | \$2.45 for cotton union suits, instead     | \$6.45 for union suits, instead of \$7.50. | Heavy cotton sweaters, \$1.15, instead      |
| 50c neckwear, 35c each, 3 for \$1.00.         | \$2.00 silk woven mufflers, \$1.45.    | Laundered shirts, \$1.29, instead of         | \$3.00.                                    | Wool mixed sweaters, \$5.00 and \$6.00     | of \$1.50. Boys' at 98c, instead of \$1.25. |
| 75c neckwear, 55c. \$1.00 neckwear, 69c.      | \$1.50 mufflers, 99c.                  | \$1.50; \$1.98, instead of \$2.50. (These    | \$3.35 for union suits, instead of \$4.00. | values, for \$3.75.                        | Shirts, bathrobes, house coats, all cut     |
| \$1.50 neckwear, \$1.15, \$2 neckwear, \$1.45 | \$1.95 for cotton union suits, instead | come in attractive styles, bought for        | \$5.05 for union suits, instead of \$6.00. | \$7.50 and \$8.00 army sweaters for        | to close out.                               |
| \$2.50 neckwear, \$1.95.                      | of \$2.50.                             | our own critical customers.)                 | \$4.15 for union suits, instead of \$5.00. | \$5.00 each.                               |   |

**Store Hours: 9 in the Morning Until 6 in the Evening**—We have crowded in all the efficient help possible. You will best serve yourself by coming in the morning. Incidentally, that will please us, also, not that that matters particularly. In conclusion, we would state that, of all the many January Sales held by us, this we believe should mean most to you. And now, May We Not Again, WISH YOU THE HAPPIEST OF NEW YEARS. This "may we not" is not original with us, but—we rather like the phrasing of our most distinguished citizen.

**Advance Notice:** In a day or so—When time and space will permit—We will announce a sale of UNUSUAL INTEREST—Watch the daily papers for Announcement—You will be repaid, we think—Some Rare Surprises!

*Thomas Kilpatrick Co.*