

January Sale of Linens and Cottons

The White Sale in Muslin Underwear and Corsets

NIGHT GOWNS—Low neck gowns, slip-over effect, of muslin and fine nainsook, tailored and lace trimmed. Special at **98c**

NIGHT GOWNS—Both high and low necks in heavy muslin, embroidery and lace trimmed. V, round and square necks. Special at **\$1.69**

NIGHT GOWNS—Of fine nainsook and batiste, both lace and embroidery trimmed; in low square necks. Special, at, **\$1.98**

NIGHT GOWNS—Of fine muslin and dainty polka dot batiste, both high and low necks; exquisitely trimmed. Special, at, **\$2.29**

NIGHT GOWNS—Of very high-grade nainsook, cut full and long, exquisitely trimmed with val laces and fine embroidery, special **\$3.89, \$4.89**

NIGHT GOWNS—Of pink witchery crepe with hand feathered stitching and lace trim. Also very fine nainsook with torchon lace; sleeveless gowns, lace trim with strap shoulders. Special, at, **\$2.89**

Envelopes

LOT ONE—Of nainsook in tailored, lace and embroidery trimming. Special at **98c**

LOT TWO—Consists of very fine nainsook, both lace and embroidery trimmed. Special, **\$1.69**

LOT THREE—Of very fine nainsook, elaborately trimmed with lace and embroidery. Special, at, **\$1.98**

LOT FOUR—Consists of extra high grade nainsook and batiste, elaborately trimmed with fine embroidery and laces. Special **\$2.89, \$3.89** and **\$4.89**

Philippine Envelopes, Nightgowns

Bought at a price concession and being sold with no thought of a worth-while profit.

LOT ONE—Are of good quality nainsook; all hand made and daintily embroidered; both square and round neck effects. Very special, at **\$2.69**

LOT TWO—Are of extra quality nainsook; all hand made and embroidered in handsome and elaborate designs. Very special, at, **\$3.69**

White Saten Petticoats

Of good and extra quality saten and fine sura saten; shadow proof, scalloped and hemstitched edges. Very special, at **\$1.59, \$2.29** and **\$2.89**

White Petticoats

LONGCLOTH—Attractive flounces with embroidery and fine laces and fine nainsook embroidery and lace trim. Also straight panel skirt with scalloped edging. Very special at—**98c, \$1.39** and **\$1.98**

White Petticoats of Longcloth

Extra quality with deep flounces with fine embroidery; also circular flounces, trimmed with fine val laces. Very special, **\$3.89** and **\$4.89**

Complete Corset Clearance

This is a sale that will carry a message of joy to every woman in Omaha, as it means an enormous saving on every Corset and Brassiere in our high-grade stocks.

LOT ONE—Consists of broken lots and sizes from such makes as C. B., Silver Seal, R. & G., Justitie and Dainty Drape. The materials are figured batiste and pink broche, in low and medium busts; with few omissions, a complete range of sizes. Sale price **\$1.49**

LOT THREE—High-grade corsets in new up-to-date models (broken sizes), including La Camille front lace, Redfern, La Merite and La Tosca. They come mainly in fancy broche, cutouts and lightweight batiste. The makes are Redfern, Modart, La Tosca and Roberta (front lace). Values to \$15.00. Sale Price **\$3.98**

LOT TWO—Light and heavy weight well known corset makes, including R. & G., Warner, Ringo Belt and La Camille front lace corsets. All figures may be fitted in some of the models. Values to \$5.00. Sale Price **\$2.49**

LOT FOUR—Consists of exceptionally high-grade corsets in handsome broche, cutouts and lightweight batiste. The makes are Redfern, Modart, La Tosca and Roberta (front lace). Values to \$15.00. Sale Price **\$6.98**

25% Reduction on all Corsets and Brassieres

Other than the four groupings. This means that you may select from our newest models, including your favorite corset or brassiere and get our discount. This is an unusual opportunity to supply your wants for some time to come. For a limited time the reduction is **1/4 off**

Women's High Shoes, \$9.95

The most radical and positive Clearance Sale this department has ever known. **\$9.95**

Regular lines of the finest shoes made. Baker, Slater and Grossman models in all the selling shades, priced \$15 to \$20. Go on sale without reserve at, per pair—

Women's and Children's Underwear

Garments that pass the censorship and gain admission to our regular lines leave you with no responsibility for quality. These prices put them away below normal value.

WOMEN'S fleeced union suits. Reduced from \$3 to **\$1.89**

WOOL VESTS, drawers and tights. Reduced from \$8 to **\$2.69**

RICHELIEU mercerized and wool; Richelieu heavy, 80 per cent wool; reduced from \$6.00 to **\$3.89**

STERLING mercerized and wool; Globe, 80 per cent wool; Carter silk and wool; Richelieu, fine all wool. Have been reduced from \$7.95. Winter wear sale, **\$5.89**

STERLING, nearly all wool; Globe, strictly all wool. The acme of comfort in fit and finish. Sold from \$9.50 to \$11.00. Winter wear sale, only **\$6.98**

CHILDREN'S UNDERWEAR—Well known lines and familiar qualities in Dalby, Globe, Duofold, etc., at tremendous price reductions. All sizes for boys and girls.

Clearing Women's Hosiery

Lisle hose, mostly fashioned, sold to \$1. **59c**

Silk hose, fashioned and seamless, sold to \$2, per pair— **\$1.00**

Lace Section

Cambric Petticoat Embroidery, 12 and 15-inch. Sold at 85c to \$1.25. Grouped at **49c**

18-inch cream and white Venice all-over. Sold to \$4.00. Grouped at per yard, **86c**

All Macabre Boas, each, **\$5.00**

Women's Gloves

2-clasp fabric gloves in many shades. Wide variety of back embroidery, per pair **59c**

\$2.25 and \$2.75 kid gloves in this sale at, pair, **\$1.95**

—also a Clearing Sale of Winter Merchandise

We started to write "annual sale" or "our usual January Sale," but neither is near the truth.

This is the most unusual sale in the Fifty Years' experience of this Store

SUCH REDUCTIONS IN PRICE on staple merchandise as were heretofore unknown. Let us emphasize **NO SALE CAN STAMPEDE QUALITY** in this store. The same care in selection, the same responsibility for rightness, the best Service the crowds will permit us to give.

Begin a Happy New Year With Us Monday



Regrouping of Suits and Coats in Our Women's and Misses' Section

The acceptable styles of the season in both tailored and fur trimmed models in Mole, Squirrel, Opossum and Nutria.

GROUP 1—Formerly priced to \$98.50, Sale Price **\$39.50**

GROUP 2—Formerly priced to \$125.00, Sale Price, **\$49.50**

GROUP 3—Formerly priced to \$135.00, Sale Price, **\$59.50**

Individual Suits

And all other suits not grouped, some of which were originally priced to \$295.00, have been reduced to practically **1/2 price**

Some More than **1/2 off**

Fur Coats and Coatees at 1/2 Price

COATS in Sport and Full Lengths, reduced to **\$15.00**

COATS of Plush and Cloth (36 to 45-inch length), Formerly sold to \$98.50. Sale Price **\$49.50**

OTHER COATS—Superb models in the choicest materials and fur trimmings.

Formerly priced to \$88.50, On Sale, **\$39.50**

Formerly priced to \$145.00, On Sale, **\$79.50**

Formerly priced to \$198.50, On Sale, **\$98.50**

All Dresses Included in the Sale

MAINLY ONE-OF-A-KIND models of Velvet, tricotine, velours, tricolettes (and a few new \$35.00 taffetas). Greatly reduced to **\$24.50**

WOOL PLAID SKIRTS—New arrivals, values to \$25.00. Sale Price, **\$12.75**

AFTERNOON, DINNER AND EVENING DRESSES—Satin and beaded georgettes—the reductions on some of them are as much as **1/2 off**

DAYTIME DRESSES—Of tricotine, velour and duvetyne—one-of-a-kind—all radically reduced.

Blouses, Kimonos, Bath Robes at 20% off Regular Prices

The Children's and Junior Section Are Especially Included in the Sale

All Fur Sets for children and misses (2 to 14 years) at **1/2 OFF**.

All Hats and Tams for children and misses in cut velour, leather, beaver, velvet and duvetyne at **1/2 OFF**.

Children and Junior Coats

Warm coats, many with Fur Collars and all carefully selected. Any of them will bear the severest tests.

Children's Coats (2 to 12 years), formerly \$9.50 to \$15.50, on sale **\$4.50 to \$8.50**

Children's Coats (2 to 12 years), formerly \$25.00 to \$35.50, sale **\$13.50 to \$19.50**

Children's Coats, (2 to 12 years), formerly to \$49.50, on sale **\$27.50**

Junior Coats, (14 to 17 years), formerly \$18.50 to \$27.50, sale, **\$9.50 to \$14.50**

Junior Coats, (14 to 17 years), formerly \$35.00 to \$45, sale, **\$22.50 to \$27.50**

Junior Coats, (14 to 17 years), formerly \$82.50, on sale, **\$49.50**

Rompers, white and colored, **98c, \$1.49** and **\$2.19**.

Boys' Wash Suits, **\$1.29, \$1.98** and **\$2.98**

Knit Drawers (2 to 6 years) **29c, 39c** and **49c**

Knit Drawers (8 to 12 years) **39c, 49c** and **59c**.

Bloomers, (2 to 6 years) **59c**

Bloomers, (8 to 12 years) **69c**

Princess Slips (2 to 6 years) **98c, \$1.29** and **\$1.98**.

Knit Gowns, (2 to 6 years), **98c** and **\$1.29**.

Infants' Gowns, (6 mo. to 2 years) **49c** to **98c**.

PAUL JONES MIDDIES—In white and colors, with contrasting collars; some with serge collars. Our entire stock goes out, (values to \$6.00) at **\$2.50**

SERGE AND FLANNEL MIDDIES—Our entire stock at closing our prices—**\$5.50, \$9.50** and **\$11.50**

CHILDREN'S DRESSES (6 to 12 years). Of serge, jersey and velveteen. Formerly \$10.50 to \$19.75, on sale, **\$5.00 to \$10**

CHILDREN'S AND JUNIOR DRESSES—(12 to 16 years), of serge, satin, tricotine, taffeta and velveteen, formerly \$24.50 to \$47.50, sale, **\$14.50, \$24.50** and **\$34.50**

ALL JUNIOR SUITS—Beautifully tailored of superb materials—a few fur trimmed. Formerly sold to \$84.50. Your choice, at **\$25.00**

White Dresses, (1 to 6 years), **\$1.98, \$2.98** and **\$3.98**.

Infants' Hand-made Dresses (both long and short), also skirts and gowns, at **1/2 OFF**.

Infants' machine made dresses, both long and short, **98c, \$1.49, \$1.98**

Infants' Skirts (up to 2 years), both long and short **\$1.49 to \$1.79**

Outing Flannel Sleepers (2 to 14 years), **\$1.29 to \$1.98**

Outing Flannel Gowns (2 to 16 years), **98c to \$1.98**

White Coats of Chickilla (washable) 6 mo. to 3 years, formerly to \$8.50. Sale Price **\$4.79**

The White Sale in Muslins, Sheetings, Tubings

Pillow Cases

35c 42x36 Cases **22 1/2c**

45c 42x36 Cases, **29c**

60c 42x36 Cases, **39c**

75c 42x36 Cases **45c**

45c 45x36 Cases **29c**

Sheets

\$2.00 Single Bed size **\$1.45**

\$2.25 Single Bed size **\$1.75**

\$2.25 Three-quarter size **\$1.55**

\$2.75 Three-quarter size **\$1.85**

\$2.00 Full Bed size **\$1.49**

Tubing

60c 42-inch Tubing, yd. **39c**

75c 42-inch Tubing, yd. **49c**

65c 45-inch Tubing, yd. **42 1/2c**

75c 45-inch Tubing, yd. **49c**

95c 45-inch Tubing, yd. **55c**

Muslins

20c Unbleached Muslin **10c**

25c Unbleached Muslin **12 1/2c**

35c Unbleached Muslin **22 1/2c**

20c Bleached Muslin **12 1/2c**

25c Bleached Muslin **15c**

Sheetings

75c 81-in. Unbl. Sheeting **49c**

\$1.00 81-in. Unbl. Sheeting **69c**

75c 81-in. Bleached Sheeting **59c**

85c 81-in. Bleached Sheeting **65c**

Cambrics

40c Cambric **22 1/2c**

50c Cambric **29c**

55c Cambric **32 1/2c**

65c Cambric **45c**

Long Cloths

25c 36-in. Longcloth **15c**

30c 36-in. Longcloth **19c**

35c 36-in. Longcloth **22 1/2c**

40c 36-in. Longcloth **29c**

Nainsooks

30c 36-in. Nainsook **22 1/2c**

35c 36-in. Nainsook **25c**

45c 36-in. Nainsook **32 1/2c**

60c 36-in. Nainsook **45c**

White Goods

75c Dimities **49c**

75c Flaxons (fancy) **49c**

50c 36-in. Indian Head **29c**

60c 44-in. Indian Head **49c**

75c 38-in. Voile **49c**

Huck Towels

20c Huck Towels **12 1/2c**

25c Huck Towels **19c**

39c Huck Towels **25c**

50c H. S. Towels **39c**

75c Union Towels **59c**

Bed Spreads

\$5.00 Cro. Seall. Cut Cor. **\$3.45**

\$6.30 Satin Seall. Cut Cor. **\$4.95**

\$7.50 Satin Seall. Cut Cor. **\$6.25**

\$8.50 Satin Seall. Cut Cor. **\$6.95**

Napkins

\$3.25 Merc. Napkins **\$1.95**

\$4.50 Merc. Napkins **\$2.95**

\$5.00 Union Napkins **\$2.95**

\$7.50 Union Napkins **\$5.50**

\$7.50 All Linen Napkins **\$5.50**

Damask Cloths

\$12.50 68x68 All Linen **\$8.75**

\$15.00 70x70 All Linen **\$11.25**

\$20.00 72x72 All Linen **\$14.75**

\$22.50 72x90 All Linen **\$18.75**

\$21.25 72x90 All Linen **\$17.75**

Bath Towels

30c Bath Towels **19c**

40c Bath Towels **29c**

65c Bath Towels **39c**

90c Bath Towels **59c**

Lunch Cloths

\$4.50 36-in. All Linen **\$2.95**

\$5.00 36-in. All Linen **\$3.95**

\$7.50 45-in. All Linen **\$5.95**

\$10.00 45-in. All Linen **\$7.75**

\$8.75 54-in. All Linen **\$6.95**

Damask

\$1.00 Merc. Damask **79c**

\$1.25 Merc. Damask **90c**

\$2.00 Merc. Damask **\$1.39**

\$2.50 Merc. Damask **\$1.85**

\$3.00 Merc. Damask **\$2.25**

Fancy Linens

75c Dresser Scarf **59c**

\$1.00 Dresser Scarf **79c**

\$1.50 Dresser Scarf **98c**

Madeiras

\$15 Fine Madeira Naps. **\$9.75**

\$20 54-in. Rounds **\$14.75**

\$25 54-in. Rounds **\$19.75**

On the Floor Below

We are also offering Special Values in Percales, Gingham, Etc.

35c Apron Gingham, yd. **19c**

55c Dress Gingham, yd. **22 1/2c**

75c Dress Gingham, yd. **39c**

45c Percales, yd. **22 1/2c**

35c Cotton Challie, yd. **19c**

35c Bungalow Cretonne, yd. **19c**

45c Pilsee Crepe, yd. **29c**

55c Serpentine Crepe, yd. **29c**

Great January Sale of Silks

Offers the grandest opportunity in years. Grouped for easy inspection and quick selling.

LOT ONE—Crepe de chine, messaline, wash satin, silk jersey, taffeta, kimono silks, shirtings, foulards, poplins, pongee, georgette. Priced up to \$3.50 **\$1.95**

LOT TWO—Charmeuse, crepe meteor, satin duchess, satin de luxe, heavy crepe, taffeta, 36-in. De Luxe Tricolette, sold up to \$4.75, **\$2.25**

LOT THREE—Satin crepe, Fairy Spun, Pussy Willow, wool-back satin novelties. Sold up to \$7.50, **\$3.95**

All Silk Plushes and Fur Cloths at Exactly Half Price

Wool Dress Goods

Entire stock thrown into this sale at tremendous price reductions. A few here quoted:

54-in. all wool Storm serge, reduced from \$2.75 to **\$1.69**

54-in. all wool French serge, reduced from \$4.50 to **\$2.25**

48-in. Tricotine, reduced from \$6.50 to **\$3.95**

54-in. Silvertones and velours, reduced from \$7.50 to **\$3.95**

54-in. Peachbloom, reduced from \$12.50 to **\$6.95**

Wash Dress Goods

2 lots of Printed Voiles, \$1.00 patterns at **69c**

\$1.50 and \$2.00 patterns at **98c**

\$1.00, \$1.25 and \$1.50 Gingham grouped at **75c**

Handkerchiefs

12 1/2c and 15c Handkerchiefs, (women's) **9c**

25c and 35c Handkerchiefs, (men's and women's) **19c**

50c Handkerchiefs **37c**

65c and 75c Handkerchiefs, **59c**

Very fine Handkerchiefs, slightly mussed from showing **20% OFF**

Art Section

(THIRD FLOOR)—Clearing out the season's stamped prices. Priced from \$1.00 to \$3.00 in three lots: **50c, 75c** and **\$1.00**

A collection of Sweater and Tam yarns, 1 1/2 oz. to ball, sold at 75c, each **25c**

THE CHINA SECTION offers a great selection of bargains at 25c, 50c, \$1.00 and up to \$2.00

Men's Wear—real pricings, too!

\$2.50 Heavy Cotton Union Suits **\$1.35**

\$3.00 Heavy and Light fine yarn Suits **\$1.69**

Extreme reductions on the best that's made—Globe, Taunton, Sterling, Duofold, etc.

MEN'S SHIRTS—Closing out a large group that were priced up to \$5.00, at, **\$2.65**

\$2.00 Wool Socks **\$1.45**

\$1.50 Wool Socks **\$1.15**

\$1.00 Wool Socks **89c**

75c Wool Socks, **50c**

50c Cotton Socks, **29c**

Odd lot of Sweaters—Slip-on and coat shape, sold up to \$5.00. Sale Price, **\$1.95**

\$6.00 Boys' Sweaters, **\$3.95**

Final Closing of Holiday Neckwear

\$1.00 qualities **59c**

\$1.50 and \$2.00 qualities **\$1.15**

\$2.50 and \$3.00 qualities **\$1.85**

75c Neckwear, **39c**

White Dresses (6 to 16 years)

Our entire stock of georgette, organdie and net dresses. They show the effects of handing, but require only a tubbing to restore their immaculate charm. The former prices were more than double what we now ask.

\$2.50, \$5.00, \$8.50, \$12.50

