Chamberlin-Johnson-DuBose Co. ${ }^{\text {Atlantalat }}$ New York=Paris Chamberlin-Johnson-DuBose Co.

# That All May Know the Good News of the Day The Great White Sale 

## With Thousands of Dainty Garments Starts This Morning

 It shall be the greate-t White Sale in the history of the Chamber un is made. Dubose Co. store. No, we are not prophets; we are, however, readers of the signs of the times! As the day follows the night so does success follow the preparations that we have put forth in the Great White Sale.

VALUES! The keynote of it all.
More remarkable values than we have ever known. And this is said in full memory of the hugest success that any White Sale in Atlanta ever met with-our January Sale of a year ago.

The thousands of garments that fill the tables of the underwear section give testimony of this fact.

That the materials are the whitest and freshest, that the buttons are clear and fine, that stitching in every garment is even and regular, that the finish is neat are matters of course.

But you have not seen such artistic uses of laces, embroideries, dainty tucks-nor such styles.

We wish we could pen-picture the novelty, the daintiness of things, the exquisite and lavish use of laces, ribbons, sheer embroideries; the womanliness, the refined taste that the garments represent, we wish we could acquaint you with the vastness of varieties (new to this store, new to Atlanta and warranted only because the garments are so charming and attractive), then you would know why we do not hesitate to rush to superlatives at the mention of this January's Sale of Muslin Linderwear.

It is a superlative sale!
The statistics below are cold, we know. It is not posisible for printer's ink to tell the how or why of such a sale.

But let the women bring their eyes with them this morning at 8 o'clock, and their appetites for values!

## At 19c

Drawers ${ }_{\text {Jolmson-DuBose }}^{\text {the }}$ Co. 25 c grade-quantity buying brings down the price. Two clusters of neat tucks; flat leg, of soft domestic.

Corset Covers | of nainsook; |
| :---: |
| $\boldsymbol{a}$ fine |
| vallue | at 25 c . Embroiderv and lace beadings, ribbon run. The laces and embroideries are

substantial, washable.

## At 25c

Corset Covers $\begin{gathered}\text { some six } \\ \text { styles } \\ \text { to }\end{gathered}$ choose from at this one price. Of nainsook
and crepe, fly front, embroidery and Val. and linen laces in three rows, ribbon run.

## At 39c

Corset Covers shcer nimes. sook prettied with pointed lace medallions aud Hnen laces, others with neat convent scallops and Swiss embroidery, felled seams
and fly front. A new standard of values!

Drawers - plain conventscalloped embroidery entre deux. The material is soft

## At 49c

Corset Covers ${ }_{\text {Che we find }}^{\mathrm{H} \text { he } \mathrm{e} \text { dainty }}$ Swiss embroideries, the shadow laces worked together with silk ribōons; corset covers of all-over embroidery; eftyorate trimmings and exqui
sizes, too.

GOWns Note, please, that every lin: long sleeves, high neek, with cluster
tucked rokes, lor neck, short sleeves, lace and embroidery edged (lineu laces), V-necks and kimono sleeves. They should melt away before the warm welcome such ralues deserve.

## At 49c

Petticoats - Fitted petticoats at instead of the old puckering draw-strings. narrow lines. Scalloped, plain hemstitehed.

## At 50c

Drawers - Never suth a fine lot semi-circular, straight and knickerbocker, and bloomer stryles. One of the novelties is the nainsook bloomer drawers with elastue
waist and knee bands Another novelty is the semi-cireular lace trimmed drawers that has the flat leg; felled seams in all and pretty laces, embroideries and ribbons.

## At 69c

Drawens - Here are the sheerer finer laces, more claborately used-with ribbon bows. Choose from circular, flat and knickerbocker sty les.
Corset Covers - Nore than
styles. Val. and linen laces, Nwiss embroideries worked in panels, wide ribbons. We have never quite equaled such values. GOWDS -Choose a dozen without styles, $V$, round and square, with elaborate use of laces and sheer, dainty embrotderics in neck and sleeves. Some of the most at-
tractive have low, round necks, edged with tractive have do
ecru linen laces.

## At 75c

Drawers -straight, rireular and nainsook, on which are used quantities of Val laces, luen laces, Swiss embrodieries put on in the flat fashion and with dainty ribbon bows
GOWDS - Nets, linen laces, ribbons, GOWnS embroidery, on tine nainsuzes; low, round necks with short sleeves. Detticoats $\underset{\text { crepe, }}{\text { of }}$ ofted skirts; very plain and most serviceable. That thes are 7 be is one of the wonders of the sale.

## At 89c

GOWnS of of Dresden figured and and blue; others of white nainsook; slipover styles, Empire style, V yokes.
 corset cover with a lace trimmed peplum run with ribbons; the bodice shows medal lions of lace. And there are others and others and others.
Petticoats $-\frac{A \text { new }}{\text { by }}$ thote is is struck broidered flounce with embroidery inser tion let in-narrow, fitted.

## At 98c

GOWns ${ }_{\text {at }}^{- \text {Thu dozen different styles }}$ Trepes, nainsooks; trimminuse of simple Jeadings, plaboratc Val. Iaees, limeu laces, shadow lace points; and then the bishop gown with the fulhess confined to the nar-

Drawers -Flat knickerbocker and word dainty expresses the beauty of the laces, the ribbons and the embroideries, Namsooks and very fine, silky mull.
Corset Covers $\underset{\text { stylyes trime }}{T \text { we }}$ med back and front with Vral. and linen lates and the new net bands
Combination Suits
other, with laces and Swiss embroideries.
Teddy Bears ${ }^{\text {-with convent }}$ Yal. laces and flat conbroidery trimmings.
Princess Slips $\underset{\text { with }}{\substack{\text { Laee } \\ \text { edem- } \\ \text { emp }}}$
broidcry insertions, lace trimmed flounces, double panel front and back; new this

Petticoats pan nainsook, double back, flat flownes with trimmings of em broidery, shadow, Val. and linen laces.


At ${ }^{5} 1^{125} \boldsymbol{d}^{5} 1^{49}$
Gowns, Petticoats, Combinations, Drawers, Corset Covers, Teddy Bears
At these prices are gaments to delight the fommine fancy ${ }^{-1}$

Wc have wondered how makers could produce burh garments at these pricesfirst. the mamsooks are as soft as down, fine lacess and ther are all used lavishly. Teddy bears, wití ribbon straps and lace rimmmos-but every garment merits special notuce.
$\mathrm{At}^{5} 1^{.09} 0^{5} 3^{.98}$
Gowns, Petticoats, Combinations, Drawers, Corset Covers, Teddy Bears
Gowns with front and back trimming; empre, lownd aud V-berk, Pettreoats prinecss hlps, elaborate with lace points and embrowdery niedallions and wide, rieh back. Tiddy Bears that are as lacy as can be and as lanty. Drawers and corset covers up to $\$ 1.98$ that are exquisitely beautiful. We have never made such an elaborate and the duplay of maslin underwear at these prues - of garaments so evidently worth more than marked preses.

## Extra Sizes

Plenty of extra sizes in-
Drawers 49 c to 1.75
Drawers 49c to 1.75
Princess Sips 98c to $\$ 1.98$ Princess $\operatorname{Sips} 98 c$
Gowns 98 c to $\$ 1.98$

## Brassieres

join the White Sale and add to it $\$ 1.00$ BRASSIERES . .
$\$ 1.50$ BRASSIERESS Front and bark fastroing. with trmunmgs of imatation 'hung laces, ings and medallions.
$\frac{\text { Chamberlin-Johnson-DuBo }}{\text { L }}$
Company





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