

South Carolina—Cloudy Monday, rain at night or Tuesday.
Florida—Partly cloudy Monday; rain at night or Tuesday, except fair extreme south portion.
Alabama, Mississippi—Rain Monday or Monday night and probably Tuesday.
Tennessee—Partly cloudy Monday; Tuesday fair.
Kentucky—Partly cloudy west, pro-

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Chamberlin-Johnson-DuBose Co. Atlanta-New York-Paris Chamberlin-Johnson-DuBose Co.

Today Is the Day of What We May Term "The IDEAL" January Sale of Muslin Underwear

With Thousands of Garments Prettier By Far Than the Same Prices Brought in Former Seasons, This Sale Offers Wonderful Opportunities

We would like very much to put this advertisement in the form of a certified document.

We've some facts, some big, fine facts, to tell that we have not been able to tell before. And the facts have money value for those who take them in and act.

We say this is the Ideal January White Sale. It is, to an extent we've never attained.

Greater Varieties **Neater Workmanship**
Finer Materials **More Attractive Styles**
Lower Prices **Daintier Laces and Embroideries**

These are the component parts that make the sale what we claim for it.

How it was all managed and brought to the state of completeness that you will find today is the story of the building of a big merchandise event that dates back into the very early Fall. It was then that we got the first taste of the kind of January Sale we could hold this year—and we liked it.

Several makers were suffering from a severe case of "waritis."

The eloquence of a good big order swayed their prices. This was the start—a sort of "feeler," so to speak.



Then we went ahead. Other stores, it seemed, were not going into the January White Sale with the same determination; the clouds of depression were heavy. So much the more reason for us to do a really bigger and finer thing than ever! We will pass over the intervening months of preparation. Now for the accumulative effect of all our efforts.

Here is the sale!

The ideal sale in the fine history of Chamberlin-Johnson-DuBose Company White Sales.

We ask women to see with their own eyes what the prices below stand for; to feel with their own fingers what the materials really are; to compare in their own minds the styles. Then they will appreciate what a genuine service such a sale is to a community.

For if one has for any reason resolved to practice economy, one cannot afford to overlook this event.

It means economy to buy now, and, what is better, it means lovely, beautiful garments to choose from.

Corset Covers

- At 19c—Eight styles, embroidery and lace trimmed, all with felled seams.
At 39c—Ten styles, French and German Valenciennes lace, Swiss embroideries.
At 49c—Upwards of forty styles, one of the most remarkable displays in the sale.
At 79c to \$3.50—A notable collection, trimmed front and back. Aero cloth medallions are used a great deal.

Drawers

- At 19c—Six styles, lace, embroidery, hem-stitched and cluster tucks.
At 25c—Four styles; the materials will prove a revelation for drawers at this price.
At 39c—Seventeen styles, nainsook and muslin, flat and semi-circular.
At 49c—Thirty-five styles, German and French Valenciennes laces, Swiss embroideries and medallions.
At 69c to \$1.25—Dainty, sheer nainsooks, beautifully, exquisitely trimmed.

Gowns

- At 49c—Fourteen styles, wonderful values, high and V necks, long and short sleeves.
At 69c—Six styles, with Valenciennes laces and embroidery insertions.
At 75c—Eight styles, low and round neck, high necks. Note, please, the materials!
At 89c—Fifteen styles, sheer nainsooks and sturdy muslin and silky crepes—many with shadow laces.
At 99c—Full forty styles; the quality of the laces and the materials must impress a woman—and the variety.
At \$1.19—Ten styles, one prettier than the other; several showing yokes of Van Dyke point embroidery.
At \$1.25—A half a hundred styles! What fine choosing this means!
At \$1.49—Twenty-five styles. Values supreme. The fabrics are sheer and the workmanship scrupulously fine; the styles varied to catch the fancy of all femininity.

Combinations

- Consisting of drawers and corset covers.
At 98c—Six styles, laces and embroidery insertions.
At \$1.25—Four styles.
At \$1.49—Six styles, corset covers, trimmed front and back.
At \$2.25 and upwards—The beautiful La Greque garments, finished with linen and German Valenciennes laces.

Petticoats

- At 98c—The new full skirts—eight-inch Swiss embroidery flounces, also German Valenciennes laces.
At \$1.25—Petticoats of muslin and nainsook, with flounces of sheerest materials.
At \$1.98 to \$7.50—Petticoats with net flounces of extraordinarily sheer embroideries and dainty laces and ribbons. Proof of the kind of sale this is.

Teddy Bears

- At 69c—One style, and a wonderful value; lace trimmed at yoke and bottom.
At 75c—Five styles, all so fashioned that they form a skirt—laces, embroideries as trimmings.
At 89c—Three styles, trimmed at the yoke and bottom.
At 99c—Twelve styles, variously trimmed; some with medallions on the side of the skirt.
At \$1.25—Eight styles, lacy, dainty, beautiful.
At \$1.49 to \$3.50—The very sheer nainsooks, with aero cloth medallions, Japanese and Dresden embroideries.

BRIDAL SETS

We shall show sets entirely new in style, and that will be seen only at this store. Exquisitely dainty and beautiful, and at prices far below real worth. Three-piece sets and six-piece sets. Priced from \$9 to \$25.

The Infinite Variety In This IDEAL SALE

It must impress a woman. The hundreds of different garments. If she does not like this one, here is one she will like. If this gown has not enough lace on it, here is one that seems all lace. If this corset cover has no pelum, here is one that has. Choose, choose, choose, the garments that one likes best. The varieties are far greater than in any January Sale. Perhaps because things were so much prettier we could not resist them—but bother with the because, the fact remains here are greater numbers of most attractive garments for the women of Atlanta.

Given—A Firm Resolution to Economize

Let's see how we should look upon such a sale as this. In the first place, the very bigness of our purchases brought prices down. Again, we cannot recall the time that we bought muslin underwear under quite such favorable conditions. The market was right for the merchant with confidence in his public and in his own ability to dispose of large quantities of worthy merchandise. We bought to splendid advantage. And now so may you. It is distinctly a time to save by spending. Things you will need cost less right now.



The Note of Daintiness That Distinguishes This Sale

Like a soft, sweet motif of a beautiful piece of music, the note of daintiness pervades this sale. We see it in the inexpensive garments, we see it in the most elaborate—womanly daintiness in materials, in laces, in embroideries, in ribbons, in workmanship—the seams are felled, the button-holes are even, the pearl buttons without blemish. What woman can resist daintiness in muslin underwear?—and women know the usual cost of daintiness. It is acquired by painstaking care and exactness. That is one of the things that is going to impress women with the fact that things are inexpensive here.

This Is Not a Sale of—

cheap muslin underwear. It is anything but that. It is not even wholly a sale of inexpensive muslin underwear. Unusual attention has been given to the higher-priced garments, the finer things, for the good reason that unusual savings were possible. All of which should be a source of satisfaction to women who require such garments, in spite of the fact that so many stores seem to have forgotten it.

Chamberlin-Johnson-DuBose Co.

SPORTS

Evans and Adair Defeat Maiden and Willie Mann

Charles "Chick" Evans, of Chicago, in his last day's golfing in Atlanta on this year's visit to Georgia Adair, defeated remarkably brilliant form, now being the David Hill course with the excellent scores of 77 and 78. Mr. Evans left last night for Chicago. The golfing enthusiasts of Atlanta are expecting him back next week.

With his partner, Perry Adair, Evans managed to defeat the Atlanta professionals, Stewart Maiden, of the East Lake club, and Willie Mann, of Druid Hills, both in the morning round and the afternoon.

The morning contest, which was witnessed by a large gallery, which followed the play of Evans and Adair, was followed by the amateurs by the score of 2 up and 1 down. They took the afternoon contest in master style, winning by 2 up and 1 down.

For the morning round Evans turned in his best score, 77, and Adair made in Atlanta this year.

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Prep Basketball Season Will Open On Next Friday

All Six Teams in Circuit in Good Shape for the Opening.

The 1915 basketball season of the local prep league will be officially opened on Friday, January 9, when six teams in the league playing their initial games on that day. The outlook for a very successful season in the local league this year is very bright, and every team in the league appears to have an unusually good team.

The schedule as adopted provides for games twice a week, starting this week and ending the last week in February. Each team in the league will play five games in the league twice during the season.

The teams in the league are: Marietta, G. M. A. P. P. C., Daniel P. P. P., and the other four teams in the league will play their first game on Friday, January 9.

Practice at all of the schools has been going on for over a month, and the prep teams are in excellent shape for the opening. The teams in the league are: Marietta, G. M. A. P. P. C., Daniel P. P. P., and the other four teams in the league will play their first game on Friday, January 9.

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ATHLETIC CLUB PLAYS KNOWLES SATURDAY

Local Team in Good Shape After Saturday's Game in Columbus.

The next opponent of the local quintet will be the Knoxville Tigers of Knoxville, Tenn., and are expected to have a strong aggregation. The local crew, although long to Columbus Saturday night, is not at all disheartened, and will work over hard now to even matters up when the Columbus team will arrive here on Saturday night, and will be ready to meet them on Sunday.

The Knoxville team is composed of some of the best players in the state, and every member of the team is in good shape for the game.

The local team, although long to Columbus Saturday night, is not at all disheartened, and will work over hard now to even matters up when the Columbus team will arrive here on Saturday night, and will be ready to meet them on Sunday.

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Dun and Bradstreet Both See Bright Outlook for New Year

Dun Points Out Continued Strength of Cotton as the Feature of the Speculative Markets.

Bradstreet Says There Will Be Gradual Improvement in Business, But Very Slow in South.

New York, January 3.—Last week's price limits are fixed by official action in the one direction. In the future, the price of cotton is expected to be maintained at a level of 15 cents per pound, and the price of sugar is expected to be maintained at a level of 15 cents per pound.

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PERSONAL

SPRATLING IS DYING

MOURNING BLACK IN ONE DAY

SPRATLING IS DYING. Mourning black in one day. The death of a prominent citizen has caused a day of mourning in the city.

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SITUATION WANTED—Female

SPECIAL rates for situation wanted. A woman seeking a position in a school or office.

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The Favored Paper of Intelligent People

The people who read The Constitution are the kind of people who take an intelligent interest in the happenings of the day.

They know they can depend upon the news columns to be accurate and that assurance of reliability extends to their reading of the advertising. Consequently, advertisers find a ready response to "Want Ads." Should you need "Help" or desire to "buy" or "sell" merchandise or property, The Constitution want ads will profit you, as it is the favored paper of intelligent people.

Telephone Main 5000; Atlanta 5001

FLASH PICTURES

Your Friend Will enjoy the Cigar you buy if you take him to Brown & Allen's

The stocks are fresh and include all the most popular brands.

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PRATER AND BAKER PLAY AT CRYSTAL TUESDAY NIGHT

Starting tomorrow night and continuing for three consecutive nights, the Prater and Baker bill will be played at the Crystal.

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U. S. Treasury Condition.

Washington, January 2.—The condition of the United States Treasury at the beginning of the fiscal year was not as good as it had been.

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PERSONAL

A MARVELOUS MAN

PHRENOLOGIST

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SITUATION WANTED—Male

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WANTED—Teachers

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