



# JANUARY UNDERMUSLIN SALE



Standard Merchandise at Far Below Market Value

Thousands of our customers know just what this means, awaiting the announcement with keenest interest. Omaha knows no other January sale like it. You should not miss coming Monday to our store--- the first day of our annual white goods sale.

## Great Linen and White Goods Sale

- In Our Famous Domestic Room
- Compare Prices
- 75c Damask ..... 38c
  - \$1.00 silver bleached Damask at ..... 68c
  - \$1.75 Damask Towels ..... 98c
  - \$1.25 Damask Towels ..... 79c
  - 25c Turkish Towels ..... 17c
  - 20c Turkish Towels ..... 12 1/2c
  - 15c Turkish Towels ..... 10c
  - 12 1/2c Huck Towels ..... 5c
  - 15c Huck Towels ..... 7 1/2c
  - 18c Huck Towels ..... 10c
  - Best grade Cotton Crash ..... 2 1/2c
  - Extra specials on Pattern Table Cloths and Napkins—Cloths up from ..... 75c
  - Napkins up from ..... 65c
  - Sheets, 72x90, up from ..... 38c
  - Pillow Slips, up from ..... 8 1/2c
  - Yard wide unbleached heavy Muslin, worth 7 1/2c ..... 5c
  - 12 1/2c Dress Gingham, genuine Toil du Nord and genuine Red Seal, worth 12 1/2c and 15c—on sale at ..... 7 1/2c
  - C-U-S-D, worth 10c ..... 5c
  - Flannelettes, worth 15c, very best ..... 10c
  - Velvetta and Velours for kimonos, regular price 18c; to close now at ..... 10c
  - 36-inch Arnold Henriettas, regular price 18c ..... 10c

Ladies' Gowns and Combination Suits, dainty lace and embroidery trimmed, made extra full. Skirts with several rows of lace insertion and lace. They are **49c** \$1.50 values at.....



Drawers and Corset Covers, trimmed with several rows of lace and embroidery: worth to 75c at..... **25c**

Ladies' Gowns and Combination Suits and Skirts, elaborately trimmed with dainty laces, embroidery and wash ribbons, garments that sell up to \$2.50—all at one price..... **98c**

Ladies' Gowns, with dainty lace and embroidery, sleeves made of the finest nainsook, skirts with deep embroidery and lace flounces and combination suits in all-over embroidery, worth to \$3.00, at..... **\$1.50**

Ladies' Chemise, elaborately trimmed with the finest laces and embroidery, made of French style, any length, worth to \$3.50, at..... **98c-\$1.50-\$1.98**

One lot of Ladies' Skirts with deep flounce of lace or embroidery, with heading of lace and embroidery beading and dainty wash ribbons, worth to \$6.00, a big assortment at **\$2.98**

Ladies' Gowns, handsomely trimmed yokes and sleeves, regular \$5.00 values, at..... **\$1.98-\$2.50-\$2.98**

Princess Slips, in white and dainty colors, elaborately trimmed, worth to \$5.00, **\$1.50-\$1.98-\$2.50** priced at.....

## Grand Embroidery Sale

Monday we begin clearing up all the short pieces in fine matcher sets, both in the narrow, fine baby sets and the wide goods for ladies' wear. Edges, Bands, Galloons, Medallions, Edges and demi-flounces, in cambric, Swiss, Nainsook and long cloth. All these goods will be assorted into big lots at prices less than one-half.

- 1st Lot, **5c**—worth up to 15c.
- 2d Lot, **7 1/2c**—worth up to 20c.
- 3d Lot, **9c**—worth up to 30c.
- 4th Lot, **12 1/2c**—worth to 35c.
- 5th Lot, **15c**—worth up to 40c.
- 6th Lot, **19c**—worth up to 50c.
- 7th Lot, **25c**—worth up to 60c.
- 8th Lot, **29c**—worth up to 75c.
- 9th Lot, **49c**—worth up to \$1.

This will be a rare opportunity to buy your spring embroideries at a big cut price.

## Allover Laces

AT HALF PRICE

We are clearing up our stock of plain and fancy all-overs and will sell all at one-half price for Monday only. A big 5c Lace sale Monday—all kinds of Wash Laces in torchons, cluny, vals and Nottingham laces—on sale Monday.

Watch for our great sale on Dress Trimmings, Thursday, the 12th.

### SPECIALS FOR MONDAY.

A great snap in fancy Pillow Tops, Laundry Bags, etc., clearing up this stock Monday.

## Corset Dept.



The new models of Nemo Self Reducing Corsets are now to be had—the Nos. 219 and 221 produce a greater degree of reduction by means of a heavy, broad, elastic band across the back of the skirt, which reduces the hips and produces the "in slope" required by the fashions of the coming season. They come in high or low bust at \$3.00. Other Nemo models \$2.00, \$4.00 and \$5.00. The \$1.50 Warner's Rust Proof... \$1.50. The \$2.00 Warner's Rust Proof... \$1.00. Clearance sale of standard makes in broken lots at about one-half price.

## Lace Curtains and Portieres

Less One-Third

All odd lots Curtains—one, two and three pairs of a kind that sold from \$1.00 to \$15.00 pair; Monday 1/3 off marked price. Odd pairs Tapestry Portieres—all desirable colors, that sold to \$15.00 a pair; Monday, your choice at 1/2 off.

## Dressers, Rockers, Divans and Odd Dining Chairs at Half Price

Fifty Dining Chairs, one to four of a kind, Monday at half price. \$1.75 Sewing Rocker..... \$1.25 \$2.50 Sewing Rocker..... \$1.75 \$2.95 Arm Rocker..... \$1.95 \$2.50 Arm Rocker..... \$1.50 \$10.50 Oak Dressers..... \$7.85 \$14.50 Oak Dressers..... \$9.85 \$3.50 Steel Couch..... \$2.45 All \$19.50 up to \$25.00 Turkish Rockers go Monday— at..... \$10.50 to \$16.50

## Blanket and Comfortable Sale

- CLOSING THEM OUT
- All \$12.50 Blankets, all wool, **\$9.00**
  - All \$10.00 Blankets, all wool, **\$7.50**
  - All \$8.50 Blankets, all wool, **\$6.25**
  - All \$7.50 Blankets, all wool, **\$5.50**
  - All \$6.50 Blankets, all wool, **\$4.45**
  - All \$6.00 Blankets, all wool, **\$3.65**
  - All \$4.00 Blankets, all wool, **\$2.35**
  - All \$3.50 Blankets, all wool, **\$1.96**
  - Extra Specials on All Comfortables—250 home made Comfortables, that sold at \$3.00 and \$3.50, all on sale at..... **\$1.89**
  - HIGH GRADE WASH GOODS SALE. New spring batistes, new spring silk mixtures, new spring foulards, new spring mercerized collars, new silk striped voiles, etc., all open now for inspection.
  - New wool dress goods now opened up. 100 pieces of \$1.00 wool dress goods, at..... **67c**
  - 100 pieces of \$1.98 wool dress goods, at..... **\$1.48**
  - Sever other specials not advertised for Monday.

## Great Clearance on All Linens

During Our Great January Sale

- Bleached and unbleached Table Damask, worth 79c; January sale price, yd. **50c**
- Silver bleached Table Damask, pure linen, worth \$1.15; January sale price, a yard ..... **75c**
- Bleached and silver bleached pure linen Table Damask—worth \$1.75; January sale price, yard ..... **\$1.00**
- Heavy double Damask Table Linen, worth \$2.75; January sale price, yard **\$1.50**
- Dinner Napkins, warranted pure flax, worth \$3.50; January sale price, doz **\$1.98**
- German Silver Bleached Napkins, worth \$3.95; January sale price, dozen ..... **\$2.25**
- Pure linen full size Dinner Napkins, worth \$8.00; January sale price, dozen ..... **\$5.00**
- Warranted pure linen Huck Towels, worth 50c; January sale price, each ..... **29c**
- Extra large Huck Towels, colored borders, worth 25c; January sale price, each ..... **12 1/2c**
- Hemstitched, size 20x40, Huck Towels, worth 29c; January sale price, each ..... **15c**



## Second Week of Our Great January Sale

### Furs Furs Furs

- One fine Jap Mink Coat, 52 inches long, was \$400.00, now ..... **\$195.00**
- One fine LXXX Coat, 52 inches long, with badge collar and cuffs, was \$225.00; Monday ..... **\$98.00**
- One fine Aleutian Seal Coat, 42 inches long, worth \$200.00; Monday ..... **\$85.00**
- Six Near Seal Jackets, 30 inches long, worth \$60.00; Monday ..... **\$30.00**

### Suits Suits Suits

- All our Ladies' Cloth Coats at less than 1/2 price Monday.
- 200 Ladies' Tailored Suits, made of fancy mixtures, serges and suitings, in all the newest shades and styles; \$10.00 suits in this lot sold up to \$25.00; choice Monday ..... **\$10.00**
- Fifty Misses' Party and Dancing Dresses, in marquisettes, chiffons and crepes, in pretty evening shades, worth up to \$30.00; Monday ..... **\$14.90**
- Ten Specials for Monday—50 Ladies' Blanket Robes, sold at \$5.00; special ..... **\$2.95**
- Ladies' Percale Wrappers and House Dresses—\$1.50 values ..... **95c**
- Ladies' Silk Kimonos, some in this lot sold up to \$15.00; your choice Monday ..... **\$4.95**
- Ladies' Flannelette Dressing Sacques, worth \$1.50, choice Monday ..... **79c**
- Ladies' Long Flannelette and Crepe Kimonos, sold at \$3.00 and \$3.50; Monday at..... **\$1.95**

## Great January Clearance on All Bed Spreads, Sheets, and Pillow Cases

- Full sized hemmed Bed Spreads, worth \$1.50; January sale price, each..... **89c**
- Full sized knotted fringed Bed Spreads, worth \$2.25; January sale price, each— at..... **\$1.25**
- Full sized scalloped Bed Spreads, worth \$4.00; January sale price, each **\$2.98**
- Extra large scalloped Bed Spreads, worth \$6.50; January sale price, each, **\$3.98**
- Colored Bed Spreads, fringed or hemmed, worth \$5.00—January sale price, each— at..... **\$2.50**
- Full size Bed Sheets, heavy, strong and durable, worth \$1.00; January sale price, each..... **59c**
- Full size seamless Bed Sheets, strong and durable; worth \$1.25; January sale price, each, **82 1/2c**
- Hemstitched Bed Sheets, full size; worth \$2.00; January sale price, each..... **\$1.25**
- Hemstitched Pure Linen Pillow Cases, worth \$2.00; January sale price, each..... **55c**
- Size 42x36 Pillow Cases, worth 20c; January sale price, at each..... **12 1/2c**

## January Clearing Sale of Silks

- \$1.00 Silks Monday at 59c—3,000 yards of 27-inch Taffetas, Messalines, Peau de Cygnes; 20-inch Novelty Silks and satin barred plaids and Persian Silks; regular \$1.00 values, **59c**
- Remnants of silk in lengths up to 20 yds. at almost half price. They include all this season's new weaves and colors; on sale Monday in Domestic Room, at..... **38c**
- 24-inch Silk Poppins, new spring styles, ten different colors—regular \$1.00 values Monday at..... **68c**
- Special values in Black Silks—36-inch black asurety taffeta (wear guaranteed) worth \$1.25, at..... **\$1.00**
- 36-inch black Peau de Soie dress quality, worth \$1.25..... **89c**
- 36-inch black Messalines, heavy, firm quality, worth \$1.50, on sale at..... **\$1.10**

## First Showing of New 1911 Spring Patterns of Rugs and Carpets

- 4x7 Reversible Hall Rugs, Oriental patterns, \$7.50 value—Monday ..... **\$5.98**
- 36x72 heavy Reversible Rugs, \$3.75 value, Monday ..... **\$2.98**
- 9x12 extra heavy Axminster Rugs, 48 patterns in this line for selection, \$27.50 value, Monday ..... **\$19.98**
- 9x12 Seamless 9-wire Tapestry Brussels Rugs, big range of patterns for selection; \$18.00 value, Monday ..... **\$13.98**
- 9x12 Seamless Wilton Velvet Rugs, 18 patterns in this line; \$25.00 values, Monday ..... **\$18.75**
- 9x11 fine Velvet Rugs, big assortment, \$16.50 value, Monday at..... **\$11.98**
- 7-6x9 Seamless Tapestry Brussels Rugs, \$11.00 values, Monday ..... **\$8.98**
- 6x9 Seamless Tapestry Brussels Rugs, \$9.00 values..... **\$6.98**
- Best water color Window Shades, 7 ft. long; special..... **25c**

## Special in Women's and Children's Shoes Monday

- Women's patent colt, suede, velvet and vicci kid welt shoes, new styles and every pair guaranteed, \$3.50 and \$4.00 values, at..... **\$2.50**
- A big lot of shoes, worth up to \$2.50, not all sizes of each kind but sizes to fit the large or small foot..... **\$1.39**
- Misses and Children's Shoes, worth up to \$1.50, all lace or blucher cut..... **\$1.00**
- Warm lined infants' and child's shoes, in two lots, while they last, at..... **75c and 50c**
- Women's Knit Slippers with the extension top and fur trimmed, \$1.50 slippers; to close them out quickly **\$1.00, 75c**
- Are you a Grover customer? If not, get the "habit" and find a real foot comfort.



Clearance sale of 1,200 Men's Winter Caps, fur inside bands, kerseys and worsteds; 75c to \$1.50 values; Monday, at..... **40c**

The famous John E. Stetson Hats, soft and stiff; all the latest styles, **\$2.50 up**.

## Trunks

All floor samples of our high-grade Trunks will be closed out at a bargain to make room for spring stocks.

## Read Hayden's Mammoth Grocery Sale for Monday—25% to 50% Saved Is That Much Earned

- 20 lbs. Best Granulated Sugar..... 95c
- 10 lbs. Best Rolled Breakfast Oatmeal..... 25c
- 10 lbs. Best White or Yellow Corn meal..... 15c
- 5 lbs. Good Japan Rice..... 10c
- 5 lbs. Best Hand Picked Navy Beans, at..... 20c
- 48-lb. sacks Best High Patent Flour, every sack guaranteed to give the best results or your money refunded, per sack..... \$1.39
- 9 Stars Diamond C. or Best 'Em All Soap..... 25c
- Grape-Nuts, pkg..... 10c
- 10-C Corn Flakes, pkg..... 10c
- The Best Soda or Oyster Crackers, lb..... 5c
- Bromington, Jellycon or Jello, per pkg..... 10c
- 1-lb. Cans Assorted Soups..... 7c
- 2-lb. Cans Fancy Wax, String, Green or Lima Beans..... 7 1/2c
- 2-lb. Cans Fancy California Apricots..... 15c
- 3-lb. Cans Golden Pumpkin, Houtany, squash or Baked Beans..... 50c
- The Best Tea String, 2 lbs. for..... 25c
- Fancy Golden Santos Coffee, lb..... 20c
- Butter, Butterine and Cheese Sale. Fancy No. 1 Creamery Butter, lb..... 23c
- Fancy No. 1 Country Creamery Butter, lb..... 27c
- 2 lbs. Food Butter, lb..... 25c
- 2 lbs. Food Butterine..... 25c
- Fancy Full cream white or colored Cheese, per lb..... 15c
- Fancy full cream Y. A. Cheese, lb..... 30c
- Fancy Full cream Brick Cheese..... 15c
- Regular price..... 25c, 25c, 40c, 30c
- Nedjah Brand Highland Navels—the Finest Production of California. There are none "just as good." Per dozen..... 15c, 20c, 25c, 30c
- 50 to 100 Per Cent Saved by Trading at Hayden's for Fresh Vegetables. 2 heads fresh Hothouse Lettuce, 5c
- 2 bunches fresh Hothouse Radishes, 5c
- 1-lb. box fresh Hothouse Mushrooms, for..... 5c
- Fancy Cauliflower, lb..... 7 1/2c
- 75c Furnace Shovels, fits inside furnace door, only..... 25c
- Mrs. Vrooman's 25c Sink Strainers, on sale for..... 10c
- Heavy tin Flour Sieves..... 5c
- Large Japanned Bread Boxes, 35c
- 25c Wilson Bread Toasters, 15c
- Any size Lisk Roaster, worth up to \$2.00, only..... \$1.25
- Large Frisco Lanterns, worth \$1.25, only..... 69c
- 50c Galvanized Foot Tubs..... 25c
- 1.50 Nickel Plated Tea Kettles, at..... 85c
- 1.00 6-pint Copper Nickel Plated Coffee Pots..... 49c
- 3-qt. blue and white enameled Rice Boilers, worth 75c, only..... 25c
- 75c X-Ray Coffee Mills, at..... 49c
- 1.00 Large Folding Clothes Racks, at..... 49c
- 4-qt. blue and white enameled covered Buckets, at..... 15c
- \$5.00 Perfection Oil Heaters, on sale at..... \$3.50
- 25c extra heavy Dust Pans, a great bargain, for..... 10c

Don't Forget Try HAYDEN'S First it Pays