

Quality. Assortments. Prices Insure Saving and Satisfaction

In the January Sales at Hayden's

Quality for quality, price for price, you'll find our offerings Superior; better quality at equal price—equal quality at Less Price has for many years been and always will be our motto, backed in every instance by our guarantee of satisfaction. Jan. 1912 finds us in a better position to serve you and save you money than ever before. Don't miss Saturday's Splendid Offerings.



January Sales in Our Ladies' Cloak and Suit Department offer Quality, Assortment and Price Inducements More Attractive Than Ever Before Known in Omaha. Several big shipments just received from our New York resident buyer will add greatly to the bargain interest in Saturday's sales. Many will profit by these matchless offerings. Be one of them



Towels and Bedspreads In Our High Grade Linen Department Saturday.

- All our 16c Linen Huck Towels, each... 10c
All our 19c Linen Huck Towels, each... 12 1/2 c
All our 25c Linen Huck Towels, each... 15c
All our 30c Linen Huck Towels, each... 19c
All our 40c Linen Huck Towels, each... 25c
All our 50c Linen Huck Towels, each... 29c
All our 59c Linen Huck Towels, each... 35c
All our 17c Bath Towels, each... 10c
All our 22 1/2 c Bath Towels, each... 12 1/2 c
All our 25c Bath Towels, each... 15c
All our 29c Bath Towels, each... 19c
All our 40c Bath Towels, each... 25c
All our 50c Bath Towels, each... 29c
All our 95c Bath Towels, each... 50c
All our 1.25 Bath Towels, each... 75c
All our 1.50 Hemmed Bed Spreads, each... \$1.00
All our 1.75 Fringed Bed Spreads, each... \$1.25
All our 2.00 Fringed Bed Spreads, each... \$1.50
All our 3.00 Hemmed Bed Spreads, each... \$1.98
All our 4.00 Hemmed Bed Spreads, each... \$2.50

Manufacturer's Stock of Silk and Wool Dresses—Beautiful designs in messalines, taffetas, serges, fancy mixed fabrics, all colors, very newest style ideas made to sell to \$25, as shown in window, choice \$4.95

A Splendid Line of Tailored Suits—Very newest styles, good assortment of plain and fancy mixed wool fabrics. Suits that would sell regularly at \$20.00, your choice \$7.50

Two Grand Bargain Lots Saturday in our Big Children's Garment Dept. Children's Warm Winter Coats, values up to \$12.00, in all colors and materials, sizes from 8 to 14 years, actual \$7.50, \$10.00 and \$12.00 values, on sale, choice \$3.95
Children's All Wool Serge Dresses—Values to \$7.50, all sizes 6 to 14 years, very latest styles, on sale Saturday \$2.95-\$3.95
All Infants' Wear at Bargain Prices, in Our Baby Bazar, 2d Floor.



300 Handsome New Coats just received from our New York buyer, Plushes, Caraculs, etc.; worth \$20.00; these in addition to our own stock of \$18.00 and \$20.00 values, on sale Saturday, at choice \$8.95

Women's and Misses' Novelty Coats—\$15.00 values, in black and fancies, big line for your selection, choicest line of coat bargains offered in Omaha, at \$5

\$15,000 STOCK OF FUR GARMENTS Secured from BONIS & CO., N. Y. At 1/2 to 1/3 Regular Wholesale Prices will be placed on sale Saturday at equal price reductions, together with our own entire stock of Fur Garments.
\$10.00 Fur Sets, choice \$5.00
\$15.00 Fur Sets, choice \$7.50
\$20.00 Fur Sets, choice \$10.00
Fine Astrakhan and Marmot Fur Coats, on sale Saturday \$49.00
All Other Fur Coats, Sets, Scarfs and Muffs at Half and Less.

Lansdowne and Flannelette Kimonos—\$3.50 values, long, all colors, on sale Saturday, choice \$1.95

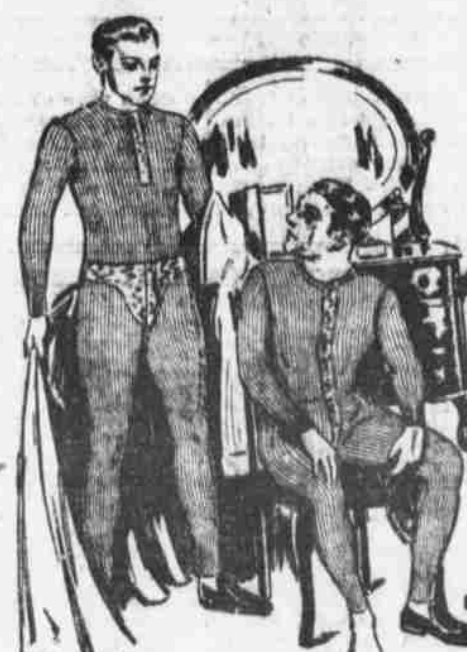
Women's Blanket Robes, all colors, values up to \$7.50, on sale \$3.95

Long Flannelette Kimonos, worth \$1.50, on sale at, choice \$89c

Mail orders filled while the goods last. Just as soon as your order is received an experienced shopper will do your buying for you as carefully as if buying for herself.

Savings of Half and More on Winter Underwear and Furnishings

A Big Manufacturer's Surplus Stock Purchase adds greatly to the assortment for your selection. Don't fail to take advantage of these splendid bargain offerings Saturday.



Men's Heavy Fleeced Shirts or Drawers, 50c quality, on sale Saturday, at \$25c

Men's \$1.50 Union Suits, all kinds on sale, Saturday, choice at \$75c

Men's \$3.50 Wool Union suits, choice \$1.98

Heavy Wool Shirts or Drawers, all sizes, on sale Saturday, at \$49c

\$1.00 Lamb's Wool Fleeced Shirts or Drawers, now, at per garment \$49c

Men's California Flannel Underwear, shirts or drawers, to \$2.00 values— at \$1.25 and 98c

Men's Outing Flannel Pyjamas, \$1.50 and \$2.00 qualities, on sale at, choice \$1.45, 98c
\$1.00 Outing Flannel Gowns, men or boys, at \$49c
Fine Bath Robes at Half Price
Men's All Wool Union Suits, regular \$5.00 values, a splendid line at \$3.00

Men's Suspenders, all kinds, regular values to \$1.00— at \$49c, 35c, 25c
Silk Four-in-hand Ties, to \$1.00 values, all new colors— at \$45c, 35c, 25c
Men's California Flannel Shirts, \$2.00 to \$3.50 values, in plain blue, grey or neat stripes, on sale \$1.45 and 98c

Women's Heavy Fleeced Vests or Pants, 39c values, all sizes, choice \$19c

Women's \$1.50 Wool Vests or Pants, Harvard Mills brand, white or grey, at \$75c

Women's \$1.00 and \$1.50 Union Suits, white or grey in regular or extra sizes, on sale at \$75c and 49c

Women's Jersey Ribbed Vests or Pants, \$1.00 values in white or cream \$49c

Women's Black Wool Vests, \$1.00 and \$1.50 values, at \$49c

Women's Finest Union Suits, all wool or silk and wool, values up to \$7.50, at \$3.50, \$1.98, \$1.50

Children's Fleeced Vests and 75c Knit Corset Covers, Pants, to 50c values, on sale, double breasted silk finished, on sale at \$25c and \$19c

Children's Black Sateen Bloomers, 75c values \$25c

Women's and Children's Hosiery, 25c quality wool in black, grey or black, with grey feet, at \$12 1/2 c



Mail orders for Fresh Fruits and Vegetables will be shipped only by express and at purchaser's risk. We see that they leave here in first class condition always.



White Goods and Linens

High Grade Linen Dept. Saturday

- All our \$1.50 pattern Tablecloths, each \$88c
All our \$2.98 pattern Tablecloths, each \$1.98
All our \$4.50 pattern Tablecloths, each \$2.75
All our \$6.00 pattern Tablecloths, each \$3.25
All our \$7.00 pattern Tablecloths, each \$3.98
All our \$8.00 pattern Tablecloths, each \$4.95
All our \$12.00 pattern Tablecloths, each \$6.95
All our \$20.00 Scalloped Tablecloths, each \$10.50
All our \$1.50 Dinner Napkins, dozen \$1.00
All our \$2.00 Dinner Napkins, dozen \$1.25
All our \$2.50 Dinner Napkins, dozen \$1.50
All our \$3.00 Dinner Napkins, dozen \$2.00
All our \$5.00 Dinner Napkins, dozen \$2.68
All our \$5.50 Dinner Napkins, dozen \$3.50
All our \$6.00 Dinner Napkins, dozen \$4.50
All our \$9.00 Dinner Napkins, dozen \$5.00
All our \$1.75 Hemstitched Cloths, each \$1.00
All our \$2.00 Hemstitched Cloths, each \$1.25
All our \$3.25 Hemstitched Cloths, each \$1.98
All our \$4.00 Hemstitched Cloths, each \$2.25
All our \$5.00 Hemstitched Cloths, each \$2.98
All our \$1.75 Satin Damask, yard, at \$1.00
All our \$2.50 Satin Damask, yard, at \$1.50
All our \$3.50 Satin Damask, yard, at \$1.98

Seven Grand Bargain Lots for Saturday

- 50c Embroideries, are 18 and 27 inches wide, at \$25c
10c Ladies' Handkerchiefs \$4 1/2 c
\$2.00 Silk Anto Scarfs \$98c
\$1.00 Hand Bags \$49c
\$1.50 Velvet Bags \$75c
35c Cord Shopping Bags \$19c
25c Silk Ribbons, yard \$10c
Pearl Buttons, dozen \$2 1/2 c

Monday We Begin Our Annual January Sale of MUSLIN UNDERGARMENTS

Watch Sunday papers for Prices, compare the quality of our offerings with offerings elsewhere.

Some Remarkable January Sale Bargains in Knit Goods and Furnishings.



Ladies', Men's and Children's Jersey Sweaters and Sweater Coats at Less Than Half.
Ladies' \$1.00 Aviation Caps \$49c
Ladies' \$2.50 Auto Hoods \$1.45
Ladies' \$2.00 Wool Scarfs \$49c
Ladies' \$1.00 Shawls, black and colors, choice, at \$25c
Ladies' 50c Wool Hosiery \$25c
Ladies' Kid Gloves, Fowner's, Derby, Rantier, etc., at Special Bargain Prices.
Ladies' and Men's Sweater Coats, values to \$7.50 on sale in 3 lots, at \$3.98, \$2.98, \$1.98
Men's and Boys' Gloves that sold to \$2.00, at choice \$98c and 49c
Men's Linen Handkerchiefs, values to 50c, plain or initialed, special bargain— at \$25c, 17c, 12 1/2 c, 10c
Men's Laundered Shirts, values up to \$3.00, fine line of colors and patterns, matchless values, at \$1.45 and 98c
Men's Mocha Mittens, lamb lined, \$2.50 values, on sale \$98c
Scores of other Splendid Bargains for you Saturday.

Clearing Sale on Gas Burners and Mantels

25 Per Cent Discount on all gas and electric lamps.
25 Per Cent Discount on all gas and electric portables.
Inverted gas burner, complete with globe and mantle. Special \$39c
Inverted and upright gas mantels, 2 for \$25c
Inverted gas globes, 2 for \$15c
Upright gas chimneys, 2 for \$15c
Smoke bells, 2 for \$15c

Sled Sale

A splendid line of Children's Sleds which were delayed in shipment, just received. Splendid bargains in our January Clearance sale, Saturday at \$35c UP

Special Shoe Sale Saturday

Inventory found us with several broken lines of Women's Shoes and Boys' and Little Men's Shoes, also some Misses' and Child's Shoes. The prices on these shoes, which we will close out at less than cost to clean up quickly, follow:

- Women's \$4.00 Shoes, gun metal and patent button styles, now \$2.50
Men's Tan Calf button and blucher Shoes, \$4.00 values, sizes broken \$1.98
Misses' and Child's Shoes, values up to \$1.75 \$1.00
Little Gents' Shoes, values up to \$2.25, in 2 big lots \$1.50; \$1
Women's \$1.25 Crochet Slippers \$75c
Women's and Men's felt, warm lined Slippers, leather, felt and carpet soles; 2 lots \$50c; \$39c
All kinds of warm shoes for this cold weather up from \$1.00

This Sale is For Saturday in Groceries

- The Best and Freshest Goods, at a Saving of 25% to 50%. Hayden's Cater to the people, Not the Trust.
17 lbs. Best Granulated Sugar \$1.00
Qt. bottle Canadian Maple Sugar Syrup \$35c
48-lb. sacks Best Diamond H. high grade Family Flour, nothing like it, per sack \$1.25
9 lbs. best white or yellow Cornmeal \$15c
6 lbs. best hand picked Navy Beans \$25c
10 bars Best-Em-All or Diamond C Soap \$25c
9 lbs. Best Rolled Breakfast Oatmeal \$25c
The best Cornstarch, pkg. \$1c
Gallon cans Golden Table Syrup, at \$35c
Pure Heavy Pint Mason Jars \$20c
Fancy Shallots, bunch \$8 1/2 c
2 heads Fresh Leaf Lettuce \$5c
2 bunches Fresh Parsley \$5c
Fancy Ripe Tomatoes, lb. \$7 1/2 c
Fancy Cauliflower, lb. \$7 1/2 c
Brussels Sprouts, lb. \$15c
Fresh Cabbage, lb. \$12c
Fancy Sweet Potatoes, 3 lbs. \$10c
Our Famous Highland Savers, dozen \$15c, 20c, 25c, 30c
The Best sliced Saus, lb. \$15c
Special Lemon Sale.
Extra Large, Fancy, Juicy Lemons, 210, 240 and 270 size, per dozen \$20c
300 and 360 size, per doz. \$15c
Per case, any size \$83.25

Why Pay More for Drugs and Toilet Goods?

Buy Them at Our Drug Dept. and Save 25 to 50%.
50c bottle Hind's Honey and Almond Cream for \$29c
48c bottle of Rose Cream for 30c
25c size Eastman's Benzoin Almond Lotion for \$15c
\$1 Peroxide Hydrogen \$25c
Four bars of Ivory Soap for 15c
10c Jar Rose or Palm Soap \$9c
10c Jar Soap or Palm Soap \$9c
at 2 bars for \$15c
25c Santal tooth powder or paste for \$12 1/2 c
Three-ounce bottle bay rum, glycerine and rosewater \$10c
One big lot of \$1.00 and \$1.50 hair brushes go at \$75c
25c can Mennen's or Colgate's Talcum powder for \$15c
\$1.00 box of Asurea or La Tricla face powder for \$75c
One hundred Dr. Hinkle's Cascara tablets for \$50c
\$1.00 Syringe or Hot Water bottle for \$89c
\$1.50 Syringe or bottle (red rubber) for \$1.00
\$2.50 Wellington Syringe and bottle, guaranteed for five years, for \$2.00

Wonderful Corsets! The New Nemo



This new Nemo invention not only produces extreme figure-reduction at once, but performs actual massage automatically, causing the surplus fat to be absorbed and removed, thus making the figure permanently smaller. Two models— No. 353 Low Bust \$3.50 No. 354 Medium Bust



The acme of comfort and perfect style; a scientific device, warmly endorsed by physicians. Of vital interest to every woman of full figure. Come and see this wonderful new corset.

Saturday Specials in our Up-to-Date Hardware Department.

- 2-qt. gray Enamel Coffee Pots \$35c
2-qt. gray Enamel Rice Boilers \$49c
No. 8 gray Enamel Teakettles \$49c
10-qt. gray Enamel Dishpans \$29c
4-qt. gray Enamel Pudding Pans \$15c
25c Cracker Jack Corn Poppers \$19c
50c nickel plated Range Top kettles, at \$25c
Frying Pans, any size, at \$10c
\$1.50 Climax Food Choppers—only \$98c

Try HAYDEN'S First