

Watch Our Ad Every Day

THOMPSON BELDEN & COMPANY

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GENUINE JANUARY CLEARING SALE

COMMENCES THURSDAY, JANUARY 2, AT 8 A. M.

Thompson, Belden & Co's January Clearing Sale, always an important event, is more interesting this year than ever on account of the high quality of merchandise offered and the low prices. In our preparations for the Great Trade Movement we anticipated the needs of our customers; made contracts months ago for large quantities of goods; reduced prices on over stocks more liberal than ever before. As a result values will be greater than in any former January Clearing Sale. Buying merchandise now will be like buying stocks which you are sure will increase and pay dividends in the future. Prices have a tendency to go upwards and whatever you buy in this Great January Clearing Sale will pay dividends throughout its period of service. Be here when our doors open Thursday morning.

There is Nothing to Equal Our Great January Special Clearing Sale Handsome Dress Goods and Silks

Our Great January Sale is "different", it is not the old cut-and-dried much talked of "bankrupt stocks" and "warmed-over" lots that you hear so much about, and are tired of. This sale is an opportunity that comes but once a year. Every piece of goods to be sold is strictly high class and superior quality. This is news that should miss no woman's eye, who likes beautiful dress goods and silks, in many cases less than the cost of manufacture.

Think of It! One of the Most Beautiful All Silk Fabrics from Paris
\$2.00 All Silk Marquisette, 42 inches wide, now 80c a yard.
We took the entire stock on hand of a Parisian manufacturer especially for this great sale. Just the fabrics you will be buying next spring at regular prices if you don't secure a pattern during this great sale. Charming line of colors to choose from. Choice, 80c a yard.

50c Novelty Check, now 39c a yard—great value. Very pretty for misses' and children's dresses. You will be delighted with them.
\$1.25 Striped Mannish Suitings, now 76c a yard—extraordinary value—in the pretty, soft tones of gray. You cannot afford to overlook them.
\$1.25 Shadow Check Panama, now 78c a yard—the Panama is an every-day-in-the-year fabric; practical, serviceable and stylish winter or summer. Good line of colors.
\$1.75 Mannish Suiting, now 98c a yard. One of the most remarkable values in the whole line.
Remarkable Value—85c Navy Blue Brilliantine, now 59c a yard. Not coarse and heavy, but in the new chiffon weight, soft and clinging.
Special—Wool Taffeta Novelty, \$1.75 quality, 55 inches, every piece a beauty; your choice, 98c a yard.
\$1.75 Invisible Check Serge Novelty, now \$1.09 a yard. Dark Oxford, very stylish, 65c. Special Chiffon Panama, now

39c a yard—just the sort of material to appeal to a woman who wants a good, practical dress. Wonderful value, in the new spring shades of gray.
\$1.25 Cream Storm Serge and Panama, 50 inches wide, now 98c a yard. Exceptional beauty of texture and finish. Just that superior quality of fabric that will muss and shed the dust. You never will get them again at this price. Make it a point to see them.
50c Primrose Novelty, now 36c a yard—out of the ordinary. You would call them excellent value at regular prices. Fine, charming, among the pretty dark reds, brown and navy—in the new invisible stripe.
Very Stylish \$1.25 Stripe Mannish Suiting, one of the latest, now 76c a yard. We took the entire stock on hand of a leading manufacturer after he had next spring's orders filled. This explains the remarkable price, 76c. Exceptional beauty of texture, in the soft tones of gray. When prices like these prevail you cannot afford to overlook them.

The Greatest of all Coat Sales With all the Real Winter Before You.

The greatest of all coat sales commences January 2d, at 8 a. m. Thousands of the ladies of Omaha and vicinity wait for this great sale as it is considered one of the events of the year.

The most beautiful styles—the rich elegance of materials—the highest class of workmanship is represented in this great cloak sale. We do not ask you to a feast of cloak bargains and then place before you a few miserable remnants of former years—every coat in this sale is a product of the finest designer of America—every year our January cloak sales have increased by leaps and bounds. Come Thursday and share in this great Carnival of bargains—on account of the magnitude of this sale we are compelled to sell coats only on Thursday, from day to day we shall advertise the other ready-to-wear garments. Watch our ads for sales on furs, suits, party dresses, waists and separate skirts at specially reduced prices.

100 Ladies Coats Made of Black Thibet Cloth
52 inches long—all lined with gray satin, velvet trimmed around the collar. A coat which was a bargain at \$10.50, January Clearing Sale price, \$5.25.

50 ladies' 52 inches long black loose coat, all satin lined, made of black broadcloth, trimmed with braid to form the Japanese sleeve effect—a \$22.50 coat January Clearing Sale price, \$11.25.

25 Evening Coats—Lovely creations, in all the stylish new shades—of apricot leather, plain white champagne and tan—regularly sold at \$30.00, \$35.00, \$40.00, \$45.00 and \$50.00, January Clearing sale price \$15.00, \$17.50, \$20.00, \$22.50 and \$25.00.

150 Coats—in navy blues, dark wine, dark brown, red and other colors, in Misses' and Ladies' sizes—fitted and loose styles—\$16.50, \$18.00, \$21.50, and \$25.00 garments, January Clearing Sale prices \$8.25, \$9.00, \$11.75 and \$12.50.

50 Very Handsome Tailor Made Covert Coats, all close fitting garments, \$25.00, \$30.00 and \$35.00 garments, January Clearing Sale price \$12.50, \$15.00 and \$17.50.

25 Rain Coats in Tan and Oxford all at Reduced Prices.

All the Fur Coats at January Sale prices—all the lovely black tailor made, tight fitted coats at January Clearing Sale prices, all the finest black Broadcloth Coats, loose garments, at January Clearing Sale price. There are so many hundreds of black and colored coats that it is absolutely impossible to enumerate them in this advertisement—come Thursday and see for yourself and you will not be disappointed.
All the Children's Coats at half price.

January Clearing Sale of Blankets and Comforters

The backward season has left us with too many Comforters and Bed Blankets. Of course, they are good property—don't go out of style, but take up a lot of room and rather than store them away we make prices that will close them out quickly, as most of the cold weather is ahead of us. Read carefully the following great reductions: All our 50c Crib Comforters at 29c each. All our \$30.00 Down Quilts at \$18.79 each. All our \$5.50 Down Quilts at \$3.78 each. All our \$1.50 Cotton Comforters, 98c each. All our 60c Cotton Blankets, 39c a pair. All our \$25 Down Comforts, \$16.98 each. All our \$8 Down Comforts, \$5.78 each. All our \$2.50 Cotton Comforts, \$1.98 each. All our \$17.50 Down Comforts, \$12.49 ea. All our \$7 Down Comforts, \$4.69 each. All our 40c Crib Blankets, 19c a pair.

Underwear for Women in the January Clearing Sale

With the market price on wool steadily advancing, we are going to cut the prices on some of our leading numbers. With plenty of wearing time ahead, wouldn't it be wise to share in these bargains.
Women's Fleeced crew Cotton Vests and Drawers, heavy weight, regular price 50c; January Clearing Sale price, each 35c
Women's Fleeced Cream Cotton Vests and Drawers, medium weight, regular price 25c; January Clearing Sale price, each 19c
Children's Fleeced Gray Cotton Union Suits, made with drop seat, regular 25c quality; January Clearing Sale price, each 19c
Main Floor.

Muslin Underwear in the Great January Clearing Sale

Goodness and economy will be strongly featured in this department during this Great January Clearing Sale.
All the muscled and soiled Gowns, Skirts, Corset Covers, Chemise, Drawers and Gowns to go at greatly reduced prices.
\$1.00 muscled and soiled Gowns, reduced to 75c each.
\$1.50 muscled and soiled Gowns, reduced to 98c each.
\$1.75 muscled and soiled gowns, reduced to \$1.25 each.
\$2.00 muscled and soiled Gowns, reduced to \$1.35 each.
\$2.25 muscled and soiled Gowns, reduced to \$1.59 each.
\$3.00 muscled and soiled Gowns, reduced to \$1.98 each.
\$3.50 muscled and soiled Gowns, reduced to \$2.35 each.
\$4.00 muscled and soiled Gowns, reduced to \$2.65 each.
\$5.00 muscled and soiled Gowns, reduced to \$3.30 each.
\$6.00 muscled and soiled Gowns, reduced to \$3.98 each.
\$7.00 muscled and soiled Gowns, reduced to \$5.75 each.
Second Floor.

Bargain Square in Basement, Thursday, 8:00 A. M.

Women's and Children's Knit Wool Mittens, regular 25c and 35c values; Clearing Sale price, 15c a pair.
Women's 35c Wool Hose, 15c a pair.
Women's 50c Knit Wool Mittens at 25c a pair.
Women's Extra Fine 60c Wool Mittens at 35c a pair.
Men's Heavy Leather Working Mittens, 60c and 75c values, at 35c a pair.
Men's and Boys' Heavy Leather Gloves and Mittens, regular 50c values, at 19c a pair.
WAIT for our January Great Special Sale of Muslins, Wide Sheetings, Sheets and Pillow Cases. Watch papers.

THOMPSON BELDEN & CO.

Our Great Annual January Linen Sale Commences Thursday, January 2d, at 8 A. M.

These linens are all of pure, sound flax, brought directly to this store from the best mills in Ireland, Scotland and Germany, contracted for long in advance of actual needs. They make their appearance in our Great January Clearing Sale at prices that should be availed of as liberally as your purse will allow, with a view to future needs, as well as for present requirements.

January Sale Table Cloths

All our \$1.65 Bleached Table Cloths, January Sale price \$1.10 each.
All our \$2.25 Bleached Table Cloths, January Sale price \$1.69 each.
All our \$2.50 Bleached Table Cloths, January Sale price \$1.79 each.
All our \$3.00 Bleached Table Cloths, January Sale price \$2.00 each.
All our \$3.25 Bleached Table Cloths, January Sale price \$2.28 each.
All our \$4.00 Bleached Table Cloths, January Sale price \$2.89 each.
All our \$5.00 Bleached Table Cloths, January Sale price \$3.89 each.
All our \$6.00 Bleached Table Cloths, January Sale price \$4.38 each.
All our \$7.50 Bleached Table Cloths, January Sale price \$5.00 each.
All our \$10 Bleached Table Cloths, January Sale price \$6.38 each.
All our \$12 Bleached Table Cloths, January Sale price \$8.89 each.
All our \$15 Bleached Table Cloths, January Sale price \$10.89 each.
All our \$20 Bleached Table Cloths, January Sale price \$15 each.
All our \$25 Bleached Table Cloths, January Sale price \$17.50 each.
All our \$30 Bleached Table Cloths, January Sale price \$22.89 each.

January Sale Napkins

All our \$2.25 Bleached Napkins, January Sale price \$1.69 a dozen.
All our \$2.50 Bleached Napkins, January Sale price \$1.89 a dozen.
All our \$3.00 Bleached Napkins, January Sale price \$2.00 a dozen.
All our \$4.00 Bleached Napkins, January Sale price \$2.75 a dozen.
All our \$5.00 Bleached Napkins, January Sale price \$3.00 a dozen.
All our \$6.00 Bleached Napkins, January Sale price \$3.89 a dozen.
All our \$7.50 Bleached Napkins, January Sale price \$5.00 a dozen.
All our \$10 Bleached Napkins, January Sale price \$6.89 a dozen.

Bleached Table Damasks, Yard

All our 65c Bleached Damask January Sale price \$1.10 a yard.
All our \$1.00 Bleached Damask January Sale price 75c a yard.
All our \$1.25 Bleached Damask January Sale price 89c a yard.
All our \$1.50 Bleached Damask January Sale price 75c a yard.
All our \$1.65 Silver Bleached Damask January Sale price \$1.10 a yard.
All our \$1.25 Silver Bleached Damask January Sale price 89c a yard.

January Sale Towels

All our 12 1/2 Huck Towels, January Sale price 5c each.
All our 15c Huck Towels, January Sale price 10c each.
All our 25c Huck Towels, January Sale price 19c each.
All our 45c Huck Towels, January Sale price 25c each.
All our 75c Huck Towels, January Sale price 50c each.
All our \$1.00 Huck Towels, January Sale price 75c each.
All our \$1.25 Huck Towels, January Sale price 89c each.
All our \$1.50 Huck Towels, January Sale price \$1.00 each.

John S. Brown & Sons Napkins—Extra Special

100 dozen of John S. Brown & Son's \$10 3/4 Napkins, in this January Sale \$5.00.
100 dozen of John S. Brown's \$4.50 5x8 Napkins, in this January Sale \$3.00 a dozen.

Round Damask Scalloped Table Cloths

All our \$10 9x12 Round Damask Scalloped Table Cloths \$6.00 each.

Crashes and Toweling

All our 7 1/2c Brown Crash, January Sale price 3 1/2c yard.
All our 12 1/2c Brown Crash, January Sale price 9c yard.
All our 16 2-3c Bleached Crash, January Sale price 12 1/2c yard.
All our 18c Bleached Crash, January Sale price 15c yard.
All our 12 1/2c Bleached Crash, January Sale price 10c yard.

January Scrub Cloth Sale

All our 10c Scrub Cloth, January Sale price 5c each.

January Wash Cloth Sale

All our 5c Knit Wash Cloths, January Sale price 1c each.

Cluny Lace Pieces

All our 50c Cluny Lace Doilies, January Sale 25c each.
All our \$1.00 Cluny Lace Doilies, January Sale, 50c each.
All our \$1.75 Cluny Lace Doilies, January Sale 88c each.
All our \$2.00 Cluny Lace Doilies, January Sale \$1.00 each.
All our \$2.25 Cluny Lace Doilies, January Sale \$1.12 1/2 each.
All our \$3.50 Cluny Lace Center Pieces, January Sale \$1.75 each.
All our \$4.75 Cluny Lace Center Pieces, January Sale \$2.38 each.
All our \$2.25 Cluny Lace Center Pieces, January Sale price \$1.12 1/2 ea.
All our \$6.00 Cluny Lace Center Pieces, January Sale \$3.00 each.
All our \$7.50 Cluny Lace Center Pieces, January Sale \$3.75 each.
All our \$10 Cluny Lace Center Pieces, January Sale \$5.00 each.
All our \$25.00 Cluny Lace Center Pieces, January Sale \$12.50 each.
All our \$13.50 Cluny Lace Center Pieces, January Sale \$6.75 each.
All our \$12.00 Cluny Lace Scarfs, January Sale \$6.00 each.
All our \$10.00 Cluny Lace Scarfs, January Sale \$5.00 each.
All our \$25.00 Cluny Lace Table Cloths, January Sale \$12.50 each.
All our \$30.00 Cluny Lace Table Cloths, January Sale \$15.00 each.
All our \$35.00 Cluny Lace Table Cloths, January Sale \$17.50 each.
All our \$50.00 Cluny Lace Table Cloths, January Sale \$25.00 each.

Eyellet Embroidered Pieces

All our 25c Eyellet Embroidered Doilies, January Sale, 12 1/2c each.
All our 35c Eyellet Embroidered Doilies, January Sale, 17 1/2c each.
All our 50c Eyellet Embroidered Doilies, January Sale 25c each.
All our 75c Eyellet Embroidered Doilies, January Sale, 38c each.
All our \$1.00 Eyellet Embroidered Doilies, January Sale, 50c each.
All our \$1.75 Eyellet Embroidered Doilies, January Sale, 88c each.
All our \$1.50 Eyellet Embroidered Center Pieces, January Sale \$1.25 ea.
All our \$3.50 Eyellet Embroidered Center Pieces, January Sale \$1.75 ea.
All our \$4.00 Eyellet Embroidered Scarfs, January Sale, \$2.00 each.
All our \$3.50 Eyellet Embroidered Scarfs, January Sale \$1.75 each.
All our \$4.50 Eyellet Embroidered Scarfs, January Sale \$2.25 each.

Chinese Embroidered Pieces

All our \$1.00 Chinese Embroidered Doilies, January Sale 80c each.
All our \$1.75 Chinese Embroidered Doilies, January Sale \$1.00 each.
All our \$2.50 Chinese Embroidered Center Pieces, January Sale \$1.25 each.
All our \$3.50 Chinese Embroidered Center Pieces, January Sale \$2.25 each.
All our \$10.00 Chinese Embroidered Scarfs, January Sale \$5.00 each.
All our \$15.00 Chinese Embroidered Scarfs, January Sale \$7.50 each.
All our \$25.00 Chinese Embroidered Scarfs, January Sale \$12.50 each.

Hand Embroidered Table Covers

All our \$20.00 Hand Embroidered Table Covers, January Sale \$10.00 each.
All our \$25.00 Hand Embroidered Table Covers, January Sale \$12.50 each.
All our \$50.00 Hand Embroidered Linen Sets, January Sale \$25.00 each.

At Just Half Price

All our Real Hand Made Cluny Lace Pieces, Chinese Grass Linen Embroidered Pieces, Irish Hand Embroidered Pieces and Old English Eyellet Embroidered Pieces at just half price in our Great January Linen Sale Thursday.

Mederia Hand Embroidered Scalloped Tea Napkins

All our \$12.00 Mederia Scalloped Napkins, January Sale, \$6.00 a dozen.
All our \$15.00 Mederia Scalloped Napkins, January Sale, \$7.50 a dozen.
All our \$18.00 Mederia Scalloped Napkins, January Sale, \$9.00 a dozen.
All our \$20.00 Mederia Scalloped Napkins, January Sale, \$10.00 a dozen.
All our \$25.00 Mederia Scalloped Napkins, January Sale, \$12.50 a dozen.
All our \$30.00 Mederia Scalloped Napkins, January Sale, \$15.00 a dozen.
Special Notice—No Telephone orders filled in our January Linen Sale.

Bath Robe Blankets at Great Reductions

All our \$1.75 Robe Blankets at 98c each.
All our \$2.00 and \$2.25 Robe Blankets at \$1.29 each.
All our \$2.50 Robe Blankets at \$1.49 each.
All our \$3.00 and \$3.50 Robe Blankets at \$1.98 each.

Our Special Black Taffeta for Skirts and Petticoats to be Included in the Great January Special Sale.

\$1.25 quality, 36 inches wide, now 98c a yard; \$1.85 quality, 35 inches wide, now \$1.23 1/2 a yard.
The swish and rustle of a silk petticoat is dear to any woman's heart. Here is the greatest value of really fine quality you ever saw—"no trashy lots here." Extra good weight, beautiful luster; fine, deep, rich black. See it.

Our Famous Black Peau de Soie for Costumes and Wraps, specially Priced for the Great January Sale.

\$1.85 quality, 23 inches wide, now 98c a yard; \$1.65 quality, 35 inches wide, now \$1.29 a yard.
\$1.85 quality (extra heavy), 35 inches wide, now \$1.39 a yard.
From one of the highest class makers of really fine dress silks in the world. Good body, lovely luster; deep, rich black. You cannot miss or rumple it.

Very Special—The Greatest Sale of Fine Imported Beautiful Black Dress Voles, the Ladies of Omaha Have Ever Seen.

Such a sale of beautiful dress fabrics does not happen every day. The secret of their firmness, lightness and just that crisp touch—a good voile should have lies in the fact that they were made by one of the most famous French makers of voiles. Greater values have never been offered, \$1.00 and \$1.25 qualities now 79c and 83c, \$1.35 and \$1.50 qualities—they will make one of the most beautiful gowns imaginable—now \$1.05 and \$1.19, \$1.75 and \$1.85 quality—they are full of good style and dress elegance—\$1.29 and \$1.39 a yard.
NOTE—The Black Dress Goods Department has many pretty things to show you during this great sale.

Very Special Haskell's Beautiful Black Dress Silks to be Included in the January Sale.

Thousands of women wait on our Great January Sale of Black Silks, knowing we handle no "trashy" or "questionable qualities" simply to attract attention. You have the assurance that the quality is absolutely what we quote. Come to the counter, study the special prices, then ask yourself whether you can afford to pass this GREAT SALE. Haskell's Taffetas, Peau de Soies, Peau de Cygne, Messalines, pure dye Taffetas, modern Taffetas, etc. All to be included in greatest sweeping sale of the year.
NOTE—We mention only a few of the many values to be had during this great sweeping clearing sale.

Think of the Most Beautiful, High Grade Black Chiffon Spot Proof, Spunged and Shrunken. Broadcloth at Sweeping Reductions.

\$3.25 quality, now \$2.19; \$3.75 quality, 56 inch, now \$2.49; \$4.75 quality, 56 inch, now \$2.69 a yard. From one of the most expert manufacturers of really fine costume broadcloth in the world. "Austrian" spunged and shrunken, will not spot with water, ready for the needle. Better buy for future use at these prices. Come and see them.

Remarkable News for Those Who Want Pretty Black Dress Goods.

\$1.75 Black All Worsteds Panama, 78c a yard. Purely all wool; deep, rich black; absolutely one of the greatest values ever named.
\$1.35 Black English Brilliantine, 49 inches wide, now 98c a yard. See this extraordinary value; more like silk in appearance. Notice the rich luster, the strength of weave.

NOTE--Samples of Dress Goods and Silks Will Be Mailed to our out-of-town Customers Upon Request

All French Lingerie One-Third Off in the January Clearing Sale

Welcome news to women who love dainty, sheer undergarments. There are Gowns, Corset Covers, Drawers, Chemise and Skirts, all to go at one-third off the regular price.
Second Floor.

Underwear for Men in the January Clearing Sale

It will pay to buy these now even if you must keep them for future use. 50c each—This is our regular 85c big value underwear, natural wool, good heavy weight. Nicely finished, all sizes in shirts and drawers. January Clearing Sale price 59c each.
75c each—This is our special leader at \$1.00, soft, natural wool, heavy weight, all sizes in shirts and drawers, January Clearing Sale price 75c each.—Main Floor.

DELIVERY OF PACKAGES
During this January Sale we will consider it a great favor if you will kindly take all packages with you, whenever it is possible.

Howard Corner 16th St.

Howard Corner 16th St.

OUR SHOW WINDOWS
Should be watched every day for the great bargains being offered in the great January Clearing Sale.