

It will pay our out-of-town customers to come a long distance to attend this sale and make their own selection.

THOMPSON, BELDEN & CO. GREAT JANUARY CLEARING SALE COMMENCES TUESDAY, JAN. 2ND.

During this great clearing sale we cannot fill any mail orders except on dress goods.

This is an important announcement for we know you will never have an opportunity again to buy choice merchandise at these prices. Many of the goods are priced at about half their real value. Remember, what you get for your money is as important as the amount you pay. A low price without quality does not constitute a bargain. We promise you bargains for we are going to give quality. Read every quotation knowing that every article will be sold just as represented. We invite our out-of-town friends to come and inspect this new store, make yourselves at home, have a holiday and get the new year started right in money saving.

1000 Winter Coats on Special Sale Tuesday, January 2d at Half Price

In announcing our first special coat sale in our new store, we beg to say that for genuine bargain giving, this will be by far the greatest sale of fine winter coats ever held in the city of Omaha. In our enlarged Cloak Department and with increased competent salespeople, we are endeavoring to wait on our customers so that their purchasing will be done in comfort. Our stock of coats consists of the following new and stylish garments: Evening Coats, Tourist Mixture Coats, Chevot Coats, Black Broadcloth Coats. Notice the following tremendous reductions:

- Beautiful White Evening Coats.**
Regularly sold at \$50.00, January clearing sale \$25.00.
Regularly sold at \$40.00, January clearing sale \$20.00.
Regularly sold at \$30.00, January clearing sale \$15.00.
Regularly sold at \$27.50, January clearing sale \$13.75.
Regularly sold at \$25.00, January clearing sale \$12.50.
Two light gray Evening Coats, regular price \$35.00 and \$22.00, January clearing sale \$17.50 and \$11.00.
- HUNDREDS OF COATS IN TOURIST MIXED EFFECTS,** 59 inches long, loose backs, very new and swager.
\$35.00 Coats, January clearing sale price \$12.50.
\$22.00 Coats, January Clearing sale price \$11.00.
\$30.00 Coats, January clearing sale price \$10.00.
\$15.00 Coats, January clearing sale price \$7.50.
- All Our Handsome Black Cloth Coats at One-Half Price.**
\$75.00 Cloth Coat, January clearing sale price \$37.50.
\$50.00 Cloth Coat, January clearing sale price \$25.00.
\$50.00 Cloth Coat, January clearing sale price \$25.00.
\$30.00 Cloth Coat, January clearing sale price \$15.00.
\$25.00 Cloth Coat, January clearing sale price \$12.50.
\$15.00 Cloth Coats, January clearing sale price \$7.50.
\$12.50 Cloth Coats, January clearing sale price \$6.25.
- Handsome Novelties in Short Velvet Coats.**
\$50.00 Coats for \$25.00.
\$35.00 Coats for \$17.50.
\$40.00 Coats for \$20.00.
- Fur Lined Coats.**
We have about 75 beautiful Fur Lined Coats, in all the newest and most desirable combinations, squirrel lined, brook mink lined, Hamster lined, squirrel head lined, Persian lamb, combinations for trimming, marten collar, beaver collars, Jap mink collars and other fine furs.
All our Fur Lined Coats regularly sold at \$75.00, January clearing sale price \$37.50.
All our Fur Lined Coats regularly sold at \$60.00, sale price \$30.00.

Our Great Annual Linen Sale Begins Tuesday A. M.

- Hemstitched Bleached Table Cloths.**
All our \$1.75 Hemstitched Linen Table Cloths, in this sale \$1.00 each.
All our \$2.00 Hemstitched Linen Table Cloths, in this sale \$1.39 each.
- Bleached Table Cloths.**
All our 45c Huck Towels in this sale 25c.
All our 50c fine Huck Towels in this sale 30c each.
All our 55c fine Huck Towels in this sale 35c each.
- Crashes and Toweling.**
All our 75c Brown Linen Crash in this sale 59c per yard.
All our 10c Brown Linen Crash in this sale 7c per yard.
All our 12 1/2c Brown Linen Crash in this sale 9c per yard.
All our 16c Brown Linen Crash in this sale 12c per yard.
All our 18c Bleached Linen Crash in this sale 14c per yard.
All our 16 1/2c Bleached Linen Crash in this sale 13c per yard.
All our 18c Checked Toweling in this sale 14c per yard.
All our 12 1/2c Checked Toweling in this sale 9c per yard.
All our 16 1/2c Checked Toweling in this sale 12c per yard.
- At Just Half Price.**
All our real Hand Made Cluny Lace Pieces and Chinese Grass Linen Center Pieces, Lunch Cloths, Tablecloths, Tray, Dollies and Bed Spreads. Prices are now cut in half.
All our 60c Cluny Lace Dollies in this sale 30c each.
All our 80c Cluny Lace Dollies in this sale 40c each.
All our 1.00 Cluny Lace Dollies in this sale 50c each.
All our 1.25 Cluny Lace Dollies in this sale 62c each.
All our 1.50 Cluny Lace Center Pieces in this sale 75c each.
All our 1.75 Cluny Lace Center Pieces in this sale 87c each.
All our 2.00 Cluny Lace Center Pieces in this sale 1.00 each.
All our 2.50 Cluny Lace Center Pieces in this sale 1.25 each.
All our 3.00 Cluny Lace Center Pieces in this sale 1.50 each.
All our 3.50 Cluny Lace Table Covers in this sale \$1.75.
All our 4.00 Cluny Lace Table Covers in this sale \$2.00.
All our 4.50 Cluny Lace Table Covers in this sale \$2.25.
All our 5.00 Cluny Lace Table Covers in this sale \$2.50.
- Silver Bleached Napkins.**
All our \$1.50 Silver Bleached Napkins in this sale \$1.00 a dozen.
All our \$2.00 Silver Bleached Napkins in this sale \$1.39 a dozen.
All our \$2.50 Silver Bleached Napkins in this sale \$1.75 a dozen.
All our \$3.00 Silver Bleached Napkins in this sale \$2.12 a dozen.
All our \$3.50 Silver Bleached Napkins in this sale \$2.50 a dozen.
All our \$4.00 Silver Bleached Napkins in this sale \$2.87 a dozen.
All our \$4.50 Silver Bleached Napkins in this sale \$3.25 a dozen.
All our \$5.00 Silver Bleached Napkins in this sale \$3.62 a dozen.
- John S. Brown's Napkins.**
100 dozen of John S. Brown & Sons' \$5.00 Napkins in this sale \$3.00 a dozen.
100 dozen of John S. Brown & Sons' \$4.00 Napkins in this sale \$2.50 a dozen.
- Bleached Table Damask by the Yard.**
All our \$1.50 Bleached Satin Damask in this sale \$1.00 per yard.
All our \$2.00 Bleached Satin Damask in this sale \$1.39 per yard.
All our \$2.50 Bleached Satin Damask in this sale \$1.75 per yard.
All our \$3.00 Bleached Satin Damask in this sale \$2.12 per yard.
All our \$3.50 Bleached Satin Damask in this sale \$2.50 per yard.
All our \$4.00 Bleached Satin Damask in this sale \$2.87 per yard.
- Fancy Huck by the Yard.**
All our 6c Fancy Huck Toweling in this sale 4c per yard.
All our 8c Fancy Huck Toweling in this sale 5c per yard.
All our 10c Huck Towels in this sale 6c each.
All our 12c Huck Towels in this sale 8c each.
All our 15c Huck Towels in this sale 10c each.

Our January Muslin Underwear Special

Six Special Lots—10c, 15c, 25c, 50c, 75c and \$1.00 Each.

Commencing Tuesday, economy chances that overshadow even our unrivaled bargains of the past. This is flawless merchandise that will be sold at prices that have absolutely never been equalled for lowness. Petticoats, Gowns, Drawers, Corset Covers etc., as illustrated below will be sold in our Economy Basement at less than you can buy the material for.

Lot 4 50c
These pictures give but a hint of the great values offered at this sale. Chances like this are seldom found. Take your choice.

Lot 1 10c
Corset covers, drawers, and other underwear items.

Lot 5 75c
A large collection of muslin underwear including gowns, dresses, and blouses.

Lot 2 15c
Petticoats, drawers, and other items.

Lot 6 \$1.00
A collection of high-quality muslin underwear.

Lot 3 25c
A collection of muslin underwear items.

We Open Our Economy Basement Tuesday, January 2d

With the greatest bargains in reliable goods ever sold. You will like the arrangement, the good light, the quick service and, best of all, the money saving opportunities that this economy room will offer. It is a complete store of itself, filled with good things at little prices. Do not fail to visit our Economy Basement when in the store.

Dress Goods Bargains in Our Economy Basement.
HANDSOME BRIGHT PLAIDS FOR CHILDREN'S DRESSES AND WAISTS. 5c, 6c, 7c, 8c, 9c, 10c, 11c, 12c, 13c, 14c, 15c, 16c, 17c, 18c, 19c, 20c, 21c, 22c, 23c, 24c, 25c, 26c, 27c, 28c, 29c, 30c, 31c, 32c, 33c, 34c, 35c, 36c, 37c, 38c, 39c, 40c, 41c, 42c, 43c, 44c, 45c, 46c, 47c, 48c, 49c, 50c, 51c, 52c, 53c, 54c, 55c, 56c, 57c, 58c, 59c, 60c, 61c, 62c, 63c, 64c, 65c, 66c, 67c, 68c, 69c, 70c, 71c, 72c, 73c, 74c, 75c, 76c, 77c, 78c, 79c, 80c, 81c, 82c, 83c, 84c, 85c, 86c, 87c, 88c, 89c, 90c, 91c, 92c, 93c, 94c, 95c, 96c, 97c, 98c, 99c, 1.00.

Children's Knitted Underwear.
Children's fleeced cotton ribbed Union Suits; color, gray; a full line of sizes, reduced as follows: Sizes 2, 3 and 4, sold at 35c, 40c and 45c, during this sale 25c each.

January Clearing Sale of Cotton Blankets in Our New Economy Basement.
60c Cotton Blankets, 20c; 45c Cotton Blankets, 30c; 75c Cotton Blankets, 50c; 1.00 Cotton Blankets, 65c; 1.25 Cotton Blankets, 80c; 1.50 Cotton Blankets, 95c; 1.75 Cotton Blankets, 1.10; 2.00 Cotton Blankets, 1.25; 2.25 Cotton Blankets, 1.40; 2.50 Cotton Blankets, 1.55; 2.75 Cotton Blankets, 1.70; 3.00 Cotton Blankets, 1.85; 3.25 Cotton Blankets, 1.95; 3.50 Cotton Blankets, 2.10; 3.75 Cotton Blankets, 2.25; 4.00 Cotton Blankets, 2.40; 4.25 Cotton Blankets, 2.55; 4.50 Cotton Blankets, 2.70; 4.75 Cotton Blankets, 2.85; 5.00 Cotton Blankets, 3.00.

The Greatest January Special Clearing Sale of Dress Goods and Silks Ever in History of this store

This great January Clearing Sale places before you, not only dress goods and silks of superior quality and high character, but they are priced for the great January sale at sweeping reductions. They are the same reliable class of dress goods and silks you have always bought and every piece that is marked for this great clearing sale was manufactured for this season's business. If you cannot attend this great sale write for samples; in ordering by mail, after samples are received you should, order immediately, making first, second and third choice if possible. As these sweeping reductions stocks will change very fast. We have made special preparations for looking after our out-of-town customers during this great sale.

REGULAR \$1.00 NOVELTY DRESS GOODS, SALE PRICE 50c A YARD—You will say at once what a really beautiful collection of choice colors and styles at the price—as long as they last, 50c.
REGULAR \$1.50 HERRINGBONE NOVELTY, SALE PRICE 75c A YARD—If you go about much you will appreciate this material for separate skirts, full suits; some of this season's most beautiful gowns are made from this pretty fabric. Sale price, 75c a yard.
REGULAR \$1.50 INVISIBLE STRIPED NOVELTY, SALE PRICE 75c A YARD—A fabric woven of irregular thread, giving it just a suggestion of a dainty shadow or invisible herringbone effect.
REGULAR \$1.00 INVISIBLE CREPE CHECKED GRANITE NOVELTY, NEW, 50c A YARD—Reduced! That's our charm. But their chief claim is their fresh, new stylishness; deep, rich, glossy black. 44-inch. Now 50c a yard.
REGULAR \$1.00 NOVELTY BLACK ALL-WOOL PANAMA, SALE PRICE 40c A YARD—Never sold for less than 40c. Extraordinary value in the much wanted Panama, tiny woven figures here and there, hard twisted, sheds the dust beautifully, deep, rich black. As long as they last, 40c a yard.
REGULAR \$1.50 ALL-WOOL BLACK NOVELTY CREPE DE CHINE, SALE PRICE 40c A YARD—One of this season's most dainty fabrics; purely all wool, in a fine rich black crepe weave. Every half inch there is a fine pin stripe or cord; just a suggestion of novelty. One of this season's soft clinging fabrics; plaits or shirts perfectly.
Silks! Silks!—To Be Included in the Great January Clearing Sale. You Cannot Afford to Miss It.
REGULAR \$2.00 RELIABLE BLACK TAFFETA, SALE PRICE 90c A YARD—All you have to do is just examine them, feel the quality; what a soft pretty touch. Sale price, 90c.
ALL SILK BLACK TAFFETA THAT YOU SHOULD KNOW ABOUT, 50c A YARD—Just enough crispness about it to give the wrap and the woman like. Good, rich black, 50c a yard.
REGULAR \$1.25 BLACK TAFFETA, 36-INCH, SALE PRICE 80c A YARD—A most beautiful fabric. It is what most women will want for full suits, skirts and waists, in the pretty soft finish and exquisite texture. First of all, note the extreme width, 36 inches. Never sold for less than 80c in this clearing sale 80c a yard.
REGULAR \$1.00 NOVELTY COLORED SUIT SILKS, SALE PRICE 50c A YARD—All the pretty color effects, in one and two colors, tiny figures, in changeable effect. First of all, note the extreme width, 36 inches. Never sold for less than 50c a yard.
The Most Beautiful New Colored Moire Velour Dress Silk that Never Sold for Less Than \$1 and \$1.25, Sale Price 69c a Yard.
The whole line is newness and beauty itself. The most elaborate display in every line and in all the choice colors. We might give the wrap and the woman like. Good, rich black, 50c a yard.
REGULAR \$1.50 WOOL CREPE GRANITE, SALE PRICE 75c A YARD—Fine value, because of the quality and beautiful texture.

The Great January Sale of Black Dress Goods Will Surely Be of Interest to You

Here is more good news to those who are interested, not only in the buying of a black dress for immediate use, but future use as well. For instance, here is a fine black silk finished English Brillantine of unusual brilliancy, a fabric that takes its place right beside any silk fabric for beauty of texture and richness of appearance. 60-inch, that has never sold for less than \$1.50, in this sale \$1.19. 44-inch Brillantine in this sale 90c a yard.
REGULAR \$1.50 WOOL CREPE GRANITE, SALE PRICE 75c A YARD—Fine value, because of the quality and beautiful texture.

In the Economy Basement Cloak Department

Tuesday, January 2, we shall place on sale the following extraordinary bargains to introduce to our customers this new department. Nothing but new and stylish goods will be sold. We promise our friends to sell ready-to-wear clothes for women at prices so low that competition will be out of the question.
1,000 Waists Made of Strictly All-Wool Batiste, French Flannels, Mohair Batiste in Plaids, Stripes and Novelty Materials.
These waists were manufactured by the Opera Waist Co. this season, so every waist is crisp, neat and fresh. These waists were made in our Economy Basement, \$1.45 each. Opening day, and as long as they last, in our Economy Basement, \$1.45 each.
200 Coats for Misses from 8 to 14 Years.
In this great sale of new and stylish coats for misses and children we have not only:
Ladies' and Children's Knitted Skirts at the following January Special Prices:
Ladies' cotton Knitted Skirts that sold at 50c reduced to 35c each.
Ladies' all wool Knitted Skirts that sold at \$1.25 reduced to 75c each.
Ladies' wool Knitted Skirts that sold at \$1.50 reduced to 90c each.
Ladies' wool Knitted Skirts that sold at \$1.75 reduced to \$1.19 each.
Ladies' wool Knitted Skirts that sold at \$2.00 reduced to \$1.39 each.
Children's Knitted Skirts, half wool, sold at 35c reduced to 25c each.
Children's Wool Knitted Skirts that sold at \$1.25 reduced to 80c each.
Wool Fascinators.
All 25c Wool Fascinators reduced to 19c each.
All 30c Wool Fascinators reduced to 20c each.
Special Clearing Sale of Men's Goods in Economy Basement.
To introduce this new department in prices for Tuesday's shoppers.
Special clearing sale of men's fine Camel's Hair Underwear, good winter weight, shirts and good blue and tan trousers, sold all season at \$1.00, special for Tuesday, 60c a pair.
Special clearing sale of men's fine Cotton Ribbed Underwear, nice winter weight, extra finish through the collar, sold all season at 80c, special price for Tuesday, 50c a garment.
Special clearing sale of men's Work shirts. They come in the blue or gray checks, light brown stripes, black and white stripes or black eaten, regular price 50c and good blue and tan trousers, sold all season at \$1.00, special for Tuesday, 60c each. Special good value in men's Black Cotton Hose, fine line of colors and patterns, equal to most any 1 1/2c hose, will be sold Tuesday at 10c per pair or three pairs for 25c.
Men's Rockford Half Hose, in medium or heavy weight, made of the best of yarns, at 10c per pair or three pairs for 25c.

Special Announcement

To properly take care of the immense crowds we have decided to sell certain lines on each day in our cloak department on second floor. Remember this applies to second floor only.

Tuesday Cloaks Wednesday Furs and Cloaks Thursday Suits, Cloaks and Furs Friday Waists, Cloaks and Suits and Furs Saturday Skirts, Cloaks, Suits, Waists and Furs

THOMPSON, BELDEN & CO.

Howard, Corner 16th Street

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