

Important!

During this great sale we positively cannot fill any telephone orders. Mail orders can be filled on dress goods only. It will pay many of our out-of-town customers to visit Omaha and take advantage of this sale. The savings will in many instances more than pay your railroad fare.

Thompson, Belden & Co's.

Great January Clearing Sale

Begins Wednesday, January Second

A Word on Deliveries

We shall exert ourselves to the utmost during this great January Sale to keep up our reputation for quick deliveries. The recent addition of an automobile will enable us more than ever to do so. However, if there should be some delay in getting your goods, we will ask you to be patient, for we shall do our very best to deliver packages on time.

THIS Second Great January Clearing Sale in our new location will excel all other previous sales in value-giving. This great event is eagerly looked forward to by thousands in this and surrounding cities who have learned by experience. When Thompson, Belden & Co. announce a January Clearing Sale, it means out of the ordinary bargains, and an opportunity to make the greatest of savings. Almost every department in this store will offer during this sale high grade merchandise at much under regular prices.

SALE COMMENCES AT 8:00 A. M.**EXTRA SPECIAL**

Regular 60c and 65c gray mix, brown and London gray Novelty Panama

Now 89c a yard.

They are crisp, fresh and beautiful in a small and medium check, just a suggestion of novelty.

Regular \$1.35 all wool Chiffon Panama, 54-in. During the Great Clearing Sale

70c a yard.

Note the width, 54-in., and fine all wool, and the range of colors are fine. These pretty fabrics have been a great success during the last season, and will be one of next season's best colors.

Regular \$1.00 46-in. shadow check silk finished Chiffon Brilliantine

Now 49c a yard.

In the new shade of brown only. Great value. Every piece sparkling with richness of luster in the dainty suggestion of shadow or tiny ombre checks.

Regular \$2.50 English gray Sulting 54-in.

Now 98c a yard.

Rare value in beautiful high grade dress fabrics, in two pretty shades of gray. The texture, the weave will appeal to you as a fabric that is out of the ordinary.

Sweeping Reductions in Beautiful Dress Goods and Silks During the Great January Clearing Sale

Regular \$1.75 "Special" Taylor Sulting, 54-in.

Now 87½c a yard.

In small ombre or shadow checks of two shades of gray, occasionally a third color is used. Very high class fabric.

Regular \$1.75 Parisian Novelty.

Now \$1.05 a yard.

Right here is an opportunity to get out of this season's most successful fabrics at small cost, and it is a beauty—very dressy.

Regular \$1.75 Empire Novelty Panama.

Now 98c a yard.

No better word than quality can describe this worthy fabric. Splendid value, all plain colors, finishes alike on either side.

Regular \$1.00 Basket Panama

Now 59c a yard.

The value is truly remarkable. Fine all wool. The new shades of brown, two choice shades of blue and black.

Regular \$1.25 silk finished Crepe Melrose

Now 78c a yard.

Almost two yards for the price of

one. Handsome rich luster, in a fine line of colors.

Regular \$1.50 English check Sulting

Now 79c a yard.

In this fabric you will have the height of beauty and dress elegance. They have an air of newness and beauty.

Regular \$1.15 Novelty Shadow Check

Now 72½c a yard.

The pretty ombre or shadow effects in dainty checks are a great success charming fabric for dress wear.

Regular \$2.50 new Manish Sulting

Now \$1.29 a yard.

A very superior quality of dress fabric in the new Alice blue, in dark tone.

Regular \$1 Novelty Check Batiste

Now 67c a yard.

Raised threads are so manipulated in the new weaving as to form pretty checks, in a fine line of colors.

Panama Sultings, 54-in.

Now 79c a yard.

They are rich and snappy in appearance. The stripe in two shades of

gray, and check in brown and black.

Regular 55c new Spring Check

Now 35c a yard.

A most charming fabric, in the new light spring colors.

Regular 85c Broche Novelty

Now 52c a yard.

The pretty broche effect giving it just a suggestion of novelty, in a pretty range of colors.

Regular \$1.55 Coating Serge

Now 88c a yard.

In two shades of navy and brown.

Regular \$1.25 Queens Gray Sulting

Now 71c a yard.

One of the prettiest, newest, crisp fabrics in the new shades of gray. It is quality of the highest order.

Regular \$1.50 Pin stripe Serge Sulting

Now 79c a yard.

Nothing more serviceable, or more used right now, in fine pin stripes.

Regular 65c Jacquard Panama

Now 36c a yard.

You would scarcely believe thirty-six cents would buy such fine value.

Navy, brown, black and green.

Regular \$1.00 Oxford, gray Serge Sulting

Now 72½c a yard.

Great value in the new Oxford gray. For traveling or outing.

Regular 75c Gray Check Silk

Now 47½c a yard.

Good news, easier to own than ever before. These pretty silks are great favorites, in the soft, pretty shades of gray only.

CAREFUL SILK JUDGES DECIDE THIS TO BE THE GREATEST SILK VALUE OF THE SEASON.

Regular \$1.00 Silk Crepe Novelty, 24-in Wide, Now

59c a Yard

Soft and silky, with shining silk dots peeping through the surface in self colors, it is an ideal fabric for dressy indoor gowns, evening frocks, bridesmaids' dresses or waists; cream, blue, rose, brown, yellow, old rose, gray, heliotrope, navy, shell pink and black.

You will get more and better silk for your money than any purchase you ever made. You will surely make a mistake if you do not get samples.

\$1.35 Famous Black Taffeta Silk, In This Sale, 98c a Yard.

Our regular yard wide "Famous" Black Taffeta, sturdy, reliable, beautiful texture, bright luster. Our own special brand "Famous", just what the name implies. Known by thousands of our mail order customers all over the west, but never before at this special price, which will hold good only during the Great January Sale.

Regular \$1.00 Black Swiss Taffeta, 27-in. Wide, Now 64c a Yard

An excellent grade, good black with high luster and just the touch a good taffeta should have. For waists, skirts and full suits.

Regular \$1.00 Black Peau de Cygne Now 59c a Yard

Light in weight, but good and strong. Deep, rich, glossy black. No musing and will not cut or crack. For dresses and waists they are very popular. Be sure and get samples.

2,000 Coats at Half Price

The Greatest of All Coat Sales Commences January 2nd

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 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 designers of America.

The cloaks shown in our windows represent only a few of the wonderful bargains. Our store is not like so many of the stores, where the coats in the windows are so very cheap, and the garments inside so very high in price.

Every year our January Coat sales have increased by leaps and bounds. Come Wednesday and share in this great carnival of bargains.

On account of the magnitude of this sale, we are compelled to sell coats only in this dept. Wednesday. From day to day we shall advertise the other ready-to-wear garments. Watch our ads for sales on suits, furs, costumes, party dresses, tea gowns, waists and separate skirts, at specially reduced prices.

Silk Velvet and Velour Coats.

We have some beautiful creations in fitted styles, loose coats, 50-inch long coats, short blouse coats, pony coats. All will be sold Wednesday at the following prices:

\$30.00 Velour Coats for \$15.00
\$35.00 Velour and Caracul Velvet Coats \$17.50
\$40.00 Velour and Caracul Velvet Coats \$20.00
\$50.00 Velour and Caracul Velvet Coats \$25.00
\$60.00 Velour and Caracul Velvet Coats \$30.00
\$75.00 Velour and Caracul Velvet Coats \$37.50

Six beautiful Crushed Velour Coats, beautifully lined with satin, handsomely trimmed with braid, cut half as wide again as the ordinary coats, 50 inches long, regular price \$30.00—SALE PRICE \$15.00.

Six rich lustrous Caracul Velour Coats, 50 inches long, lined with either gray or black guaranteed satin, a grand garment—regularly sold at \$35—SALE PRICE \$17.50.

ABOUT 50 EVENING COATS—In plain white broadcloth plain gray, plain tan, all copies of late Parisian models:

\$25.00 Evening Coats for \$12.50
\$30.00 Evening Coats for \$15.00
\$35.00 Evening Coats for \$17.50
\$40.00 Evening Coats for \$20.00

25 BROADCLOTH COATS with handsome fur collar, 50 inches long, loose back, beautifully finished with a quilted lining, a rich and warm winter coat. Comes in red, navy, brown and black. These coats were cheap at their regular prices, \$21.50. Wednesday the price will be \$10.75.

24 COATS in heavy gray and black mixed cloth, beautiful all wool goods, 50 inches long. Cut extra full and wide, wide straps on front and back, finished with black velvet, was the best coat in Omaha at \$18.50. JANUARY SALE PRICE, \$9.25.

15 CANTOR COLORED COATS—All satin lined, most beautifully embroidered down the front back and sleeves, 50 inches long, loose back, was really cheap at \$23.50—JANUARY CLEARING SALE PRICE \$11.75.

18 LONG LOOSE COATS—Made of dark Scotch Tartan Imported Cloth, trimmed in velvet and Scotch Tartan silk. This is one of the very latest garments of the season, regular price \$22.50—JANUARY SALE PRICE, \$11.25.

12 Fancy Mixed Plaid Coats—Green and castor colors, forming the plaid, brown broadcloth collar, semi-fitting, extra full made of the finest imported cloth—regular price \$25.00—JANUARY SALE PRICE, \$12.50.

Hundreds of other new and stylish mixed cloth coats, regularly sold at \$12.50—JANUARY SALE PRICE, \$6.25.

Regularly sold at \$15.00—JANUARY SALE PRICE, \$7.50.

Regularly sold at \$18.00—JANUARY SALE PRICE, \$9.00.

There are probably 500 black broadcloth coats, which sold at \$60.00, \$50.00, \$40.00, \$30.00 and \$25.00, which will be closed at \$30.00, \$25.00, \$20.00, \$15.00 and \$12.50.

All the new and stylish red and dark wine colored coats at half price.

Astrakhan Fur Coats, all the finest furs, made of the best skins, go at the following—\$40.00 COATS FOR \$25.00.

All the Squirrel Fur Coats, all the Brook Mink Coats, all the Near Seal Coats, all the Blouse Coats at greatly reduced prices.

Our Great Annual January Linen Sale**Commences Wednesday Morning**

Briefly the news is told today of the great linen sale that in importance passes anything that even the Thompson, Belden & Co. store has had to announce heretofore. But all through Omaha and beyond, the news is well known now that Thompson, Belden & Co.'s great linen sale will begin Wednesday. There is a difference—some stores contend that most anything will do for special sales, not so with this store. The linens offered in this great January sale, notwithstanding the advanced cost of flax, are the greatest values we have ever given. They are of the sterling, reliable sort which are always offered at Thompson, Belden & Co.'s linen store.

BLEACHED TABLE CLOTHS, ALL LINEN

All our \$1.25 Bleached Table Cloth in this January sale, \$1.19 each.

All our \$1.25 Bleached Table Cloth, in this January sale, \$1.19 each.

All our \$1.50 Bleached Table Cloth in this January sale, \$1.40 each.

All our \$2.75 Bleached Table Cloth, in this January sale, \$2.50 each.

All our \$4.50 Bleached Table Cloth in this January sale, \$4.00 each.

All our \$5.00 Bleached Table Cloth, in this January sale, \$4.50 each.

All our \$6.00 Bleached Table Cloth, in this January sale, \$5.40 each.

All our \$7.50 Bleached Table Cloth, in this January sale, \$6.75 each.

All our \$10.00 Bleached Table Cloth, in this January sale, \$9.00 each.

All our \$12.50 Bleached Table Cloth, in this January sale, \$11.25 each.

All our \$15.00 Bleached Table Cloth, in this January sale, \$13.50 each.

All our \$20.00 Bleached Table Cloth, in this January sale, \$18.00 each.

All our \$25.00 Bleached Table Cloth, in this January sale, \$22.50 each.

All our \$30.00 Bleached Table Cloth, in this January sale, \$27.00 each.

All our \$35.00 Bleached Table Cloth, in this January sale, \$31.50 each.

All our \$40.00 Bleached Table Cloth, in this January sale, \$36.00 each.

All our \$45.00 Bleached Table Cloth, in this January sale, \$40.50 each.

All our \$50.00 Bleached Table Cloth, in this January sale, \$45.00 each.

All our \$55.00 Bleached Table Cloth, in this January sale, \$49.50 each.

All our \$60.00 Bleached Table Cloth, in this January sale, \$54.00 each.

All our \$65.00 Bleached Table Cloth, in this January sale, \$58.50 each.

All our \$70.00 Bleached Table Cloth, in this January sale, \$63.00 each.

All our \$75.00 Bleached Table Cloth, in this January sale, \$67.50 each.

All our \$80.00 Bleached Table Cloth, in this January sale, \$72.00 each.

All our \$85.00 Bleached Table Cloth, in this January sale, \$76.50 each.

All our \$90.00 Bleached Table Cloth, in this January sale, \$81.00 each.

All our \$95.00 Bleached Table Cloth, in this January sale, \$85.50 each.

All our \$100.00 Bleached Table Cloth, in this January sale, \$90.00 each.

All our \$105.00 Bleached Table Cloth, in this January sale, \$94.50 each.

All our \$110.00 Bleached Table Cloth, in this January sale, \$99.00 each.

All our \$115.00 Bleached Table Cloth, in this January sale, \$103.50 each.

All our \$120.00 Bleached Table Cloth, in this January sale, \$108.00 each.

All our \$125.00 Bleached Table Cloth, in this January sale, \$112.50 each.

All our \$130.00 Bleached Table Cloth, in this January sale, \$117.00 each.

All our \$135.00 Bleached Table Cloth, in this January sale, \$121.50 each.

All our \$140.00 Bleached Table Cloth, in this January sale, \$126.00 each.

All our \$145.00 Bleached Table Cloth, in this January sale, \$130.50 each.

All our \$150.00 Bleached Table Cloth, in this January sale, \$135.00 each.

All our \$155.00 Bleached Table Cloth, in this January sale, \$139.50 each.

All our \$160.00 Bleached Table Cloth, in this January sale, \$144.00 each.

All our \$165.00 Bleached Table Cloth, in this January sale, \$148.50 each.

All our \$170.00 Bleached Table Cloth, in this January sale, \$153.00 each.

All our \$175.00 Bleached Table Cloth, in this January sale, \$157.50 each.

All our \$180.00 Bleached Table Cloth, in this January sale, \$162.00 each.

All our \$185.00 Bleached Table Cloth, in this January sale, \$166.50 each.

All our \$190.00 Bleached Table Cloth, in this January sale, \$171.00 each.

All our \$195.00 Bleached Table Cloth, in this January sale, \$175.50 each.

All our \$200.00 Bleached Table Cloth, in this January sale, \$180.00 each.

All our \$205.00 Bleached Table Cloth, in this January sale, \$184.50 each.

All our \$210.00 Bleached Table Cloth, in this January sale, \$189.00 each.

All our \$215.00 Bleached Table Cloth, in this January sale, \$193.50 each.

All our \$220.00 Bleached Table Cloth, in this January sale, \$198.00 each.

All our \$225.00 Bleached Table Cloth, in this January sale, \$202.50 each.

All our \$230.00 Bleached Table Cloth, in this January sale, \$207.00 each.

All our \$235.00 Bleached Table Cloth, in this January sale, \$211.50 each.

All our \$240.00 Bleached Table Cloth, in this January sale, \$216.00 each.

All our \$245.00 Bleached Table Cloth, in this January sale, \$220.50 each.

All our \$250.00 Bleached Table Cloth, in this January sale, \$225.00 each.

All our \$255.00 Bleached Table Cloth, in this January sale, \$229.50 each.

All our \$260.00 Bleached Table Cloth, in this January sale, \$234.00 each.

All our \$265.00 Bleached Table Cloth, in this January sale, \$238.50 each.

All our \$270.00 Bleached Table Cloth, in this January sale, \$243.00 each.

All our \$275.00 Bleached Table Cloth, in this January sale, \$247.50 each.

All our \$280.00 Bleached Table Cloth, in this January sale, \$252.00 each.

All our \$285.00 Bleached Table Cloth, in this January sale, \$256.50 each.

All our \$290.00 Bleached Table Cloth, in this January sale, \$261.00 each.

All our \$295.00 Bleached Table Cloth, in this January sale, \$265.50 each.

SILVER BLEACHED NAPKINS, ALL LINEN

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each.

All our \$1.75 Silver Bleached Napkins, in this January sale, \$1.60 each