

**HAYDEN'S**  
RELIABLE CLOTHING

**THE curtain rises Monday on remarkable mark downs in every department throughout this great store. Winter stocks must move and move quickly, and as ever we take the underprice methods to accomplish quick results. Take advantage of these big savings in our January Month End Clearance.**

**HAYDEN'S**  
RELIABLE CLOTHING



We Fill Mail Orders from Daily Ads, Guaranteeing the Purchaser Satisfaction. Try Shopping by Mail. You'll Find it a Saving Proposition.

**Our Immense Winter Stock of Women's Coats, Suits, Dresses and Furs, Including several recent purchases from well known makers marked at less than cost of production**

The end of a busy season is the main and only reason these garments meet their Waterloo in price. Going back ten years we fail to recall a January in which so many fine garments were offered at such surprising bargain prices. Styles are authoritative, qualities fully up to the highest standard; the year's greatest bargain offerings are unquestionably revealed in Monday's sales. Make your preparations to be here early.

**SABLE CONEY FUR COATS**  
30 inches, long Skinner satin lined, regular values to \$35.00—on sale Monday, choice..... **\$13.95**

**The Furs at Half and Less Than Half the Regular Sale Prices**  
Long Hudson Seal Coats—A beauty, made to sell at \$25.00; in Monday's sale at..... **\$12.50**

**Handsome Long Chiffon Broadcloth Coats**—\$25.00 and \$30.00 values, many of them satin lined throughout, black only, a good line of authentic styles and nearly all sizes; matchless bargains Monday. **\$8.95**

All the Evening Gowns and Wraps at Half and Less Than Half.  
All Winter Tailored Suits at Half and Less Than Half Regular Retail Prices.

**Sweeping Price Reductions on all Infants' and Children's Garments, in Baby Bazar.**  
Ladies' Wool Blankets and Eiderdown Robes, to \$5.00 values, choice..... **\$2.95**

**100 Fur Scarfs**—In fox, Jap mink, marten, broadtails, etc.—regular values from \$10 up to \$25.00; will be placed on sale Monday at, choice—  
**\$4.95**

**An Advance showing of New Spring Dresses**—Over 500 beauties, at, from **\$12.75, \$15, \$19.50, \$20, \$25** up to..... **\$59**

**Handsome White Fox Set**—Made to sell at \$125.00; the choicest values ever, Monday..... **\$57.50**

**XXXX NEAR SEAL COATS**  
With genuine heavier collar and cuffs, \$65.00 and \$75.00 values; on sale now, choice..... **\$39.50**

**200 Spring Sample Tailored Suits**—Sent to us for selection, \$20.00 and \$25.00 values—they have served their purpose and will be closed Monday in one lot at, choice..... **\$14.95**

**All Cloth Coats** at prices actually less than cost to manufacture. Buy now. Ladies' and Children's Sweaters, to \$3.00 values, slightly soiled; on sale at..... **89c**

**All the Fur Coats, Sets, Muffs and Scarfs** at 50% to 75% off regular prices. The best stock shown in Omaha for your selection.

**Wanted Silks Sacrificed**

**Over 2,000 Yards of Beautiful 26 to 36-inch Dress Silks**—Messalines, taffetas, satin stripe, fancies and check and stripe novelties, etc., that sold at \$1.00 and \$1.25 a yard; in Monday's sale, choice..... **68c**

**50 Pieces of Elegant 40-inch Satin Charmeuse** that we have just received, in King's blue, Nell rose, wisteria, amber and a full line of staple shades; beautiful soft shimmering silk; special Monday at, yard..... **\$1.48**

**Beautiful Brocaded Charmeuse**—The latest idea for fine waists and dresses, 40 inches wide; choice new colorings, 15 pieces for selection; Monday, per yard, at..... **\$1.48**

**Plain and Novelty Silks, 75c and \$1.00 Values**—Nearly every weave and color represented, all odd pieces and short lengths from our immense stock; to close at, yard..... **28c and 48c**

**Shadow Laces**

**25c Values Monday 10c**—Shadow laces will be most popular for Spring and this big assortment of wide bands and edges in both white and ecru offers a splendid bargain opportunity; choice, yd..... **10c**

**Shadow Allovers** that sold from \$1.50 to \$2; in broad assortment of fine shadow patterns; we will close them in Monday's sale all at one price, yard..... **98c**

Several Other Attractive Specials.

**Broadcloth Suits to Measure**

From your choice of 25 pieces of finest imported Broadcloths that regularly sell at \$3.00, \$3.50 and \$3.98 a yard; navy blue, black, browns, grays, greens and other plain shades. Your suit made to your measure; Skinner satin lined, fit and workmanship in all cases absolutely guaranteed. You get a suit worth \$40.00 if bought Monday, at..... **\$28.50**

**\$1.50 and \$2.00 Tailored Suitings**, in mixed greys and tans, smooth and semi-rough weaves, including a few whipcoats; choice, at..... **\$1.25**

**\$1.25 and \$1.50 Wool Fabrics**—Scotch mixtures and novelty weaves, in a fine line of colors; on sale Monday at, yard..... **98c**

100 pieces of 36 to 54-inch Serges, Whipcoats, Panamas, Bedford Cords, etc., in most wanted colorings for spring; on sale at, per yard..... **38c, 48c and 68c**

**Month End Sale of Muslin, Sheetings, Pillow Cases, etc. Domestic Room**  
Aurora 9-4 Bleached Sheetings, 25c values **18½c**  
Lockwood 8-4 Unbleached Sheetings, 25c values **21c**  
Pepperell 10-4 Bleached Sheetings, 30c values **24½c**  
Satisfaction, 36-in. Bleached Muslin, 10c value **7c**  
Pacolet, 36-in. Unbleached Muslin, 9c value **7½c**  
Our Special, well made Pillow Cases, 45x36, 12½c values **10c**  
Hotel Special, heavy linen finished, round thread Sheets, size 81x59, 85c values **75c**  
Our 550, large sized scalloped Bed Spread, Marseilles design, good weight, \$1.60 value **\$1.19**  
58-inch heavy Bleached Table Damask, 39c values **25c**  
Puritan Diaper Cloth, antiseptic finish, 22-in. wide, bolt 10 yards, 89c values **69c**  
Serpentine Crepe, long lengths, 18c values **10c**  
Poplins, all the best colors, 25c values **15c**  
Indigo Blue Apron Check Ginghams, 7c values **5c**  
Dress Ginghams, all good patterns, 12½c values **10c**

**Month End Clearance White Goods Monday**  
White Goods of all kinds, including longcloth, checks, plaids, plain and stripes; values up to 18c a yard; at, a yard..... **10c**  
Fine Sheer White Goods, all kinds, fancies, Persians, mulls and dimities; values up to 30c; at, a yard..... **15c**  
Imported and Domestic White Goods, figured and plain, values up to 50c; at, a yard..... **25c**  
All our imported figured and fancy Novelties and Swisses—values up to \$1.00 a yard, at..... **50c**

**Embroideries**  
Edges, Bands, Insertings, Beadings and Galloons, in 5 and 6-yard strips, regular 15c yard values, on sale at yard..... **7½c**  
**\$1.00 Skirt Flouncings**, full 45-inch wide, in floral and open-work patterns, regular \$1 yard values, on sale at, yd..... **49c**  
**Matched Sets at Half**. Beautiful hand loom embroideries, in Madeira, Swiss and cambric, 3 inch to 9 inches wide, on sale at..... **12½c, 15c, 19c and 25c**

**Month End Clearance Linen Monday**  
Mercerized Pattern Table Cloths, size 8x4, worth \$1.50 each, at..... **85c**  
Pure Linen Unhemmed Pattern Table Cloths, 8x4, worth \$3.25 each, at..... **\$1.98**  
Pure Linen German Pattern Table Cloths, size 8x10—worth \$5.00 each, at..... **\$3.25**  
Mercerized, satin finish Table Damask, assorted designs, worth 55c yard..... **39c**  
Pure linen Irish or German Satin Damask, worth \$1.49 yard, **\$1**

**Month-End Sale of Blankets, Comforts Flannels, Etc.**  
Caledonia Tan Cotton Blanket, good weight and size, \$1.25 values, at..... **95c**  
Large size Plaid Blanket, good weight, fancy borders, \$1.75 values..... **\$1.45**  
All soiled Wool Blankets at reduced prices.  
Good size, well made Comforters, good weight, \$1.25 values **95c**  
Knotted Comforters, good size and weight, assorted colors, \$1.75 values..... **\$1.50**  
Flannellets, long remnants, 7½c values..... **5c**  
Percales, 36 inches wide, 12½c values..... **7½c**  
Amoskeag Outing Flannels, 12½c values..... **10c**  
Black Sateen, 30 inches wide, 18c values..... **12½c**  
Simpson's Prints, perfect goods, all colors, 6½c values..... **5½c**  
Silkoline, 36 inches wide, 16c values..... **10c**

**Going to Fill That Piano Corner in Your Home? Better Do It Now at Hayden's While the Doing's Good**

Never in our remembrance have we had such a line of splendid values as the present to offer our customers. Twenty-eight prominent makers and representatives in this wonderful underpricing of new and used pianos and player pianos. Investigate the offerings.

OUR JANUARY CLEARANCE OFFERS YOU REAL BARGAIN OPPORTUNITIES SELDOM IF EVER EQUALED IN THE HISTORY OF THE PIANO SELLING IN OMAHA.

Terms Will Be Made to Suit Your Own Convenience. Come.

We Always Guarantee Every Buyer Satisfaction With Their Purchase.

**Month End Clearance of Shoes**  
Odd lines of shoes which must be sold. Not all sizes of the same lot, but all sizes in the different lots.  
**Men's \$4.50 and \$5.00 Values**—All leathers, latest styles..... **\$3.00**  
**Women's \$5.00 Values**—In all styles, lace or button, the latest word in styles..... **\$3.00**  
**Women's \$4.00 Values**—In patent, gunmetal and kid, lace or button, at..... **\$2.50**  
**Men's and Women's \$3.00 Values**—In all leathers; good, stylish, serviceable shoes; on tables, sized up, at..... **\$1.98**  
**600 Pairs Men's and Women's Plush, warm lined, House Slippers**..... **25c**  
**Boys', Youths' and Little Gents' Shoes**—\$2.25 and \$1.50 values—**\$1.50 and \$1.00**  
**Misses' \$1.25 Fur Trimmed Jullets and Women's \$1.25 Hand-Knit Bedroom Slippers**..... **75c**

**Draperies**  
and Curtains at Deeply Cut Prices for Monday.  
**Lace Curtains**, worth \$5.00 a pair, odd pairs, only one or two of a kind, at, pair..... **\$2.98**  
**Pretty Ecru Curtains** with plain centers and neat borders, \$2.00 values, pr. **\$1.25**  
**60c Bungalow Nets**, fine assortment of patterns; at, a yard..... **35c**  
**15c Curtain Scrim**, in ecru or white; on sale, yd., **10c**  
**18c Figured Fish Nets**, in ecru or white; at, yd., **10c**  
**Fancy Cretonnes and Sateens**, for comforters, regular 19c values; on sale, yd. **12½c**  
**30c Fancy Swisses**—Good assortment of patterns, per yard..... **19c**

**Read Hayden's Big Grocery Sale Ad. for Monday**  
It Pays. A Saving to the People of Omaha from 20% to 50%.  
Another Flour Special for Monday. We are going to hold down the price of our finest flour as long as possible and will continue to sell 48-lb. sacks best high grade Diamond H Flour, made from the finest selected wheat, nothing finer for bread, pie or cakes, Monday, per 48-lb. sack..... **\$1.50**  
21 lbs. best granulated sugar..... **\$1.00**  
10 bars Best "Em All" Diamond C or Lenox soap..... **25c**  
10 lbs. best rolled breakfast oatmeal..... **25c**  
7 lbs. best bulk laundry starch..... **25c**  
6 lbs. good Japan rice..... **25c**  
8 lbs. best white or yellow cornmeal..... **25c**  
The best domestic macaroni, vermicelli or spaghetti..... **7½c**  
3 2-lb. pkgs. Diamond H Selfrising pancake flour..... **25c**  
Gallon cans Golden Table Syrup..... **35c**  
2½-lb. cans Golden Table Syrup..... **30c**  
Large bottles Worcester Sauce, assorted pickles, pure tomato catsup, horseradish or mustard, bottle 7½c Jell-o or jellycon, pkg..... **7½c**  
E. C. Corn Flakes, pkg..... **40c**  
Grape Nuts, pkg..... **40c**  
Yeast Foam, pkg..... **30c**  
2-lb. cans fancy sweet sugar corn..... **50c**  
2-lb. cans wax, string, green or lima beans..... **35c**  
The best tea siftings, lb..... **10c**  
Golden Santos coffee, lb..... **25c**  
Butter Down 2 Cents a Pound.  
The best bulk creamery butter, per lb..... **35c**  
The best country creamery butter, per lb..... **30c**  
The best dairy butter, lb..... **30c**  
The best strictly fresh eggs, per dozen..... **25c**  
The best No. 1 storage eggs, per dozen..... **19c**  
**THE VEGETABLE MARKET OF OMAHA**  
15 lbs. best Red River Early Ohio potatoes for..... **15c**  
Demand 15 lbs. the law requires it. Fancy Gans cooking apples, at, per peck..... **20c**  
Large bunches fresh beets, carrots, turnips, shallots or radishes..... **15c**  
Fresh spinach, per peck..... **15c**  
2 bunches fresh house lettuce..... **5c**  
Large head lettuce, head..... **7½c**  
Fresh cabbage, per lb..... **1c**  
Fresh California cauliflower, lb..... **7½c**  
Fancy ripe tomatoes, lb..... **25c**  
Three large green peppers..... **10c**

**Rugs**  
See these specials Monday then you'll avoid regrets that will come if you do not.  
**9x12 Tapestry Brussels Rugs**—Seamless, big line of patterns for selection, at..... **\$12.98**  
**9x12 Axminster Rugs**; extra quality, 50 patterns for selection; Monday..... **\$21.50**  
**9x12 Seamed Brussels Rugs**; splendid line of patterns—on sale at,..... **\$9.98**  
**9x12 Heavy Velvet Rugs**—Big assortment; on sale at..... **\$14.98**  
**9x12 Wilton Rugs**—Seamless floral and Oriental patterns; sale price..... **\$18.00**  
**27x54 Velvet Rugs**..... **\$1.39**  
**36x72 Velvet Rugs**..... **\$2.98**

**Month End Clearance Men's Furnishing Goods and Underwear—Matchless Values**  
**Men's 4-Ply Collars**—All styles and sizes—on sale at, each..... **5c**  
**Men's \$1.50 Madras Shirts**—Plain or pleated bosoms, all newest colors and patterns—at, choice..... **49c**  
**\$1.50 and \$2 Sweater Coats**—Men's or Boys'—on sale at **98c, 69c**  
**Men's and Boys' Gloves and Mittens**—35c values, at..... **10c**  
**Men's Fine Sweater Coats**—All wool—to \$7.50 values—on sale at..... **\$3.50, \$2.98, \$1.98 and \$1.45**  
**Men's Laundered Shirts**—\$1.00 values, slightly soiled, to close, at..... **25c**  
**Men's Gloves and Mittens**—For dress or work—to \$2.50 values, at..... **98c and 49c**  
**Men's Flannellet Over-shirts**—\$2.50 and \$3.00 values, in blue or gray, at..... **\$1.45 and 98c**  
**Men's \$1.50 and \$2.00 All Wool Shirts or Drawers**, at **98c, 75c**  
**Men's 25c and 50c Hose**—Lisle, cotton or wool, medium or heavy weight, on sale **25c** and **12½c**  
**\$2.50 and \$3 Wool Union Suits**—All sizes..... **\$1.98 and \$1.45**  
**\$1.50 and \$2 Wool Fleece Union Suits**, at..... **98c and 75c**  
**All Silk Four-in-Hand Ties**..... **25c**  
**Men's Outing Flannel Gowns**—All colors, \$1.00 and \$1.50 values, on sale at **69c and 49c**

**Main Wash Goods Department**  
**Fancy Silk Striped Voiles**—all new and pretty colors— at..... **25c**  
**Samson Silks for Linings**, all the best and wanted colors, 59c values..... **39c**  
**Fancy Poplins**, good weight, in fancy stripes and plain; at, yard..... **25c**  
**New Tissues**, in fancy plaids, checks and stripes, all the best colors..... **25c**

Our Entire Stock of **BOYS' and CHILDREN'S Winter Suits** Priced for Quick Clearance at Just **Half** the Regular Retail Prices. Come Early.

**A Great Sale of Sewing Machines**  
We're headquarters for the best that is \$14.50 to \$50 produced.  
**The Ruby**—Made by the New Home Machine Co., a 5-drawer drop head machine, very popular with dress makers and tailors; special at..... **\$25.50**  
**USED MACHINE SPECIALS**  
2 White Machines, each..... **\$3.00**  
1 Singer Machine, at..... **\$4.00**  
1 Domestic Machine at..... **\$2.50**  
1 Union Machine at..... **\$2.00**  
1 Family Friend Drop Head Machine **\$7.00**

**Special Cut Price Boiler Sale**  
The famous "Lisk" Boilers, for which we are Omaha agents, placed on sale Monday at greatly reduced prices. Medium size, extra heavy charcoal tin boilers, extra heavy copper bottom, heavy dome cover with wood handle and stationary patent wood handle with hook on boiler, worth \$2.00, at..... **\$1.39**  
Large size, same style as above, worth \$2.25, at..... **\$1.49**  
Largest size made, as above, worth \$2.35, at..... **\$1.59**  
**COPPER BOILERS**  
"Lisk" boilers, same style as above except all extra heavy copper. They last a lifetime. Medium size, worth \$2.50, at..... **\$2.00**  
Large size, worth \$2.75..... **\$2.30**

Your Choice of Any **MEN'S FANCY Suit or Overcoat**  
In our entire stock; now on sale at..... **\$15**  
Values up to \$35.00.

Try **HAYDEN'S** First