

Y. W. C. A. SECRETARY HELPS MANY GIRLS AT DEPOTS.



Mrs. Clara L. Mead

MRS. C. MEAD HELPS MANY

As Traveler's Aid at Depot She Assists 4,106 During Year.

DOES MUCH FOR ONE GIRL

Youngster Was About to Fall Into Hands of a "Gentleman Friend" Whom She Met on the Train.

"Can't I help you a little? You seem troubled."

It's a question asked a dozen times a day in the waiting room of the Union station. Women, with hours of travel, perplexed and distressed, many an inexperienced girl or helpless woman has found help in Mrs. Clara Mead, the Traveler's Aid of the Young Women's Christian association.

There are numberless girls who lose their tickets; who arrive in Omaha with no money; who miss connections and must be sent to rooms to spend the night; who, total strangers, come to the city with no idea of where to go, and who have often made questionable acquaintances on route.

One morning Mrs. Mead found waiting for her four children, all under 15 years of age. They had expected their mother to meet them and she had failed to do so. Through the long day, they sat watching the elevator. Immediately upon its arrival faces when at 9 o'clock she had not come. There was nothing to do but to write to the mother, care of general delivery, and take the children to a room over night.

An Illustrative Case. A case, which might easily have been tragic was that of a young girl from Illinois. She came into the station, expecting to secure work promised to her by a "gentleman friend." Investigation revealed the place to be a very questionable one and, upon Mrs. Mead's advice, the girl decided not to go. The man appeared at the station just then quite insistent that the girl accompany him. He was finally prevailed upon to leave the girl in Mrs. Mead's care. She was taken to the Young Women's Christian association and, through the employment department there secured work.

Elderly women who travel alone receive nearly as much help from Mrs. Mead as do the younger women and girls. One old woman traveling alone to Canada missed her train and was forced to remain here over night. She had a friend living in the outskirts of the city whom she had not seen for twenty years. It was impossible to reach her by telephone and there was a little doubt as to the address being correct. The Traveler's Aid, not wishing to send such an old woman so far alone, took her to the friend's home. The meeting of the two so long separated, was most pathetic but all anxiety and care were soon forgotten in the happy visit that followed.

In actual figures, 4,106 women have been served by Mrs. Mead in the last year; 253 have been sent or taken to rooms directly from the station; forty-eight have been directed to the Young Women's Christian association employment bureau. Mrs. Mead is the connecting link between the small town or country life from which girls have come and their future lives in the city. Through her direction to the Young Women's Christian association, the girls there find fellowship and social life which result in safe friendships among the association girls throughout their stay in the city.

OMAHA CLUB TO ELECT FOUR NEW DIRECTORS

Four directors of the Omaha club are to be elected at the annual meeting next Saturday evening, January 17. The terms of Ward M. Burgess, Lawrence Brinker and E. M. Fairchild have expired, and Joseph Barker has resigned from the directorate. Their places will be filled at the coming election. A number of important business matters will also be discussed at the meeting, according to Secretary Charles L. Deuel, who has issued announcements of the election. It will be held at 8 o'clock in the evening and will be preceded by a dinner for members only.

CANADIAN GOES MONDAY TO PANAMA EXPOSITION

Colonel William Hutchinson, Canadian exhibition commissioner, Ottawa, Ontario; George Frazee, Humphreys (Lid.) contractors, London, England, and Colonel Hutchinson's secretary will leave Omaha on Overland Limited train No. 1 Monday morning. These gentlemen are going to San Francisco in connection with exhibits at the Panama-Pacific exposition.

HAYDEN'S THE RELIABLE STORE

A Great Clearance of Newest Most Wanted Wool Dress Fabrics

52-inch Imported Chiffon Broadcloth, \$2.00 and \$2.50 a yard quality, in a good line of colors; snap Monday at, yard... 98c

25 Pieces of Tailor Suitings, check and novelty effects, stripes and mixtures, no two alike, \$1.00 and \$1.25 a yard values, at, yard... 68c

59c Amoskeag Serges, all wool, in every wanted color—on sale at, per yard... 38c

—Handsome 64-inch Cloakings—In a splendid assortment of most desirable weaves and colorings—Your choice of the stock Monday to close at—

JUST HALF PRICE! SPECIAL ANNOUNCEMENT—We have just received 100 pieces of new, spring, 1914 Wool Fabric—rainfall, fancy crepes, crepe de luxe, diagonal serges, etc.—now on sale, at— 48c, 88c and 98c per yard.

Your Unrestricted Choice of Any Men's Fancy Suit or Overcoat In Our Entire Stock—Not a Single Garment Excepted.

One-Third Off Regular Retail Prices. Immense Assortments of Styles, Fabrics and Materials Here for Your Selection.

January Clearance Pricings that mean a quick good bye to vast quantities of winter merchandise, some of it new even within a week, economies offered seldom, if ever, equaled in Omaha



Phenomenal Clearance Sale Values on Laces, Embroideries and Dress Trimmings

We Are Cleaning Up Our Entire Stock in All These Lines. Beginning Monday, Continuing Three Days. 25%, 33 1/2%, Even 50% Reductions

will be evident throughout the stock. Our lines of Laces and Trimmings have no equal in the city—offering women of Omaha and vicinity a rare opportunity to

Secure the Most Up-to-Date Stylish Goods at Remarkably Low Prices

- 5c Val. Laces at... 3c
10c Val. Laces at... 5c
15c Val. Laces at... 10c
25c Val. Laces at... 17 1/2c
5c Zion City Laces at... 2 1/2c
10c Zion City Laces at... 5c
15c Zion City Laces at... 7 1/2c
25c Zion City Laces at... 12 1/2c
10c Plat Val. Laces at... 3c
20c Plat Val. Laces at... 5c
25c Plat Val. Laces at... 7 1/2c
35c Plat Val. Laces at... 10c
50c Shadow Laces at... 29c
75c Shadow Laces at... 39c
\$1.00 Shadow Laces at... 49c
\$1.50 Shadow Laces at... 79c
\$2.00 Shadow Laces at... \$1.15
\$2.50 Shadow Laces at... \$1.75
\$3.00 Shadow Laces at... \$2.25
\$4.00 Shadow Laces at... \$2.75
\$5.00 Shadow Laces at... \$3.50

Laces of Every Description, from the Dainty Narrow Vals. to the most exquisite Point Rose Duchess. All to go at Clearance Sale Prices

All Real Laces—Irish Crochet, Princess, Carrickmacross, Limerick, Venice, etc.—on sale 25% Discount at...

SILK NETS—From \$1 to \$3 values; Monday 25% Discount Beautiful Imported Tunics, which sold regularly at \$25.00 to \$75.00; our clearance sale at half... \$12.50 to \$37.50 25% DISCOUNT on our entire line of FINE CHIFFONS.

ALLOVER LACES Including the heavy and flat Venice, the black silk, white and ecru shadow goods, both single and double width; at just 1/3 OFF regular retail prices. COTTON NETS In immense variety from curtain nets to communion and bridal veils; on sale at 1/4 OFF regular retail prices. Hand Made Torchon Laces, 50c to \$9 values, 25c to \$5.75



20c Quaker Laces at... 10c
35c Quaker Laces at... 20c
50c Quaker Laces at... 39c
75c Quaker Laces at... 49c
\$1.00 Quaker Laces at... 69c
\$2.00 Quaker Laces at... 98c
\$3.00 Quaker Laces at... \$1.59
20c Venice Laces at... 10c
35c Venice Laces at... 19c
50c Venice Laces at... 39c
75c Venice Laces at... 49c
\$1.00 Venice Laces at... 59c
\$2.00 Venice Laces at... 98c
\$3.00 Venice Laces at... \$1.50
\$5.00 Venice Laces at... \$2.75
\$7.00 Venice Laces at... \$3.75
50c Venice Laces at... 35c
75c Venice Laces at... 49c
\$1.00 Venice Laces at... 69c
\$1.50 Venice Laces at... 85c
\$2.00 Venice Laces at... \$1.25
\$3.00 Venice Laces at... \$1.75
\$4.00 Venice Laces at... \$2.25

Unquestionably the greatest sale of the kind ever attempted in Omaha. Never before has any new up-to-date stock been placed on sale without reservation. Special salespeople will be here to wait upon you Monday. Meet your dressmaker here Monday. No discounts to dressmakers or wholesale customers during this great sale.

HAYDEN'S THE RELIABLE STORE

Remarkable Clearance Sale Begins Monday in Silks

Short lengths of the most exquisite silks, to \$3.50 yard values, including Brocaded Charmeuse, Silk Poplins, Crepe de chine, etc., skirt and dress lengths; in two big lots—

\$1.18-\$1.48

\$1.25 and \$1.50 All Silk Crepe de Chine and Silk Poplins, 40 inches wide, in full line of colorings, on sale, yard... 98c

Plain and Novelty Dress Silks—\$1 and \$1.25 value, messaline, poplins, silk brocades, plain and fancy silks, etc., 27 to 36-in. wide, on sale, yd... 68c

Pongees, Messaline, Foulards—Striped and check louisettes, etc., wash silks, etc., that sold to 75c a yd. on sale, yd... 28c

Yard wide Black Silk Messaline, Taffeta, Peau de Soie and Satin de Chine, \$1 and \$1.25 yd. values, at yd... 78c

English Dress Corduroys, in navy, taupe, brown, black, matelat, etc., 27 and 30-in. wide, 75c and \$1.00 values— 28c and 68c

January Sale of Blue and White Fire Proof Cookingware

- 7-inch Casseroles, each... 25c
7x8 Mixing Bowls, each... 10c
Ind. Bn or Custard Cups... 5c
Mounted Casseroles in brown and white, complete, at... 75c
25% discount on all casseroles over \$2.00 each.

Remarkable Sale Offerings in the White Goods and Linen Dept.

- Assorted lot white goods, in checks and stripes, 25c values, yard... 12 1/2c
Assorted lot white goods, figured and checked, 35c values, yard... 18c
Assorted lot lawns, mulls and figured batistes, values up to 50c, yard... 25c
Assorted lot batistes and figured and striped lawns, 59c values, yard... 35c
Soft, chamola finished Imperial longcloth, 18c values, by bolt of 12 yards, for... \$1.90
Plain, checked and striped flaxons and luna lawns, values up to 45c, per yard... 25c
All our imported white goods—embroidered and figured, worth up to \$2 a yard... 75c

Phenomenal Bargain Offerings for Monday



Phenomenal Bargain Offerings for Monday

Women's Furs, Tailored Suits and Coats at even greatly Less Than Half the opening season prices on garments of equal quality and beauty of style, material, workmanship.

100 Handsome Fur Sets—In sable coney, black coney, blue wolf, etc., with large shawl collars and muff; regular \$15.00 and \$18.00 values... \$5.95

FUR COATS \$35.00 and \$40.00 values in Russian Pony and Sable Coney, beautifully marked; just 50 of them in the lot at, choice— \$19.50

CLOTH COATS Choice styles in fine boucles, Persianas, Plushes, Chinchillas and Novelty Cloths, \$25.00 and \$30.00 values, 500 for selection, at— \$10.00

Nearly 200 Fine Tailored Suits—In French serges, diagonals, cheviots, etc., mostly plain tailored, in navy blue or black, sizes up to 46, worth \$25 and \$30, at \$10

Splendid Savings on Staple Merchandise in the Big Domestic Room Monday

- Unbleached Muslin, 36 inches wide, 8 1/2c values... 6c
Hommed Bed Spreads, 3/4 size, 85c values, at... 59c
Full size Hommed Bed Spread—\$1.69 values, at... \$1.39
Roachdale, 9x4 unbleached sheeting, 23c values... 17 1/2c
Tioga, 72x99, made sheets, 59c values, at... 48c
Bleached Table Damask, 55 in. wide, 50c values... 39c
Ladies' medium weight ribbed Union Suits, regular and extra sizes, 69c values, at... 39c
Boys' fleeces lined underwear—slightly soiled, shirts only, 25c values, now at... 12 1/2c
Shepard Flannel, colors black, cream, white and snow white—regularly 10c a skein, on sale 5c or, per box... 60c
Men's or Ladies' fleeces lined underwear, vests or pants, 50c values, now at... 35c
Men's fleeces lined underwear, all sizes, shirts or drawers, 50c values, now at... 35c
Ladies' Outing Flannel Gowns—75c value, now at... 49c

Clearance Sale Specials in the Drapery Dept.

that will mean big savings to purchasers here Monday. Novelty Curtains, in a big assortment of pretty patterns, made to sell to \$3 pair... \$1.37 1/2 \$1.50 Novelty Curtains with plain centers, neat borders; good assortment, on sale, pair... 67 1/2c \$2.25 Couch Covers, full size, in browns and reds; great value at sale price, each... \$1.49 Handsome Rep Portieres, regular \$4.50 values, with neat Persian borders, on sale, pair... \$3.25 40c Homestead Volles, for curtains or drapes, extra or cream, on sale, per yard, at... 30c 50c Madras, in white or cream—45 inches wide, special Monday, per yard, at... 35c 40-inch Striped Swiss, for curtains, regular 10c a yard values, Monday, at yard... 5c Several Other Rousing Specials in the Drapery Section Monday.

22 lbs. Best Granulated Sugar \$1

45-lb. sack best high grade "Diamond" H flour, nothing finer for bread, pies or cakes, per sack... \$1.19 10 bars Diamond Soap, all quality, Laundry Queen white laundry soap, 8 lbs. best quality, per box... 25c 10 lbs. best white or yellow cornmeal, for... 25c 4 lbs. No. 1 hand picked navy beans, for... 25c 3-lb. cans solid packed tomatoes, 85c 2-lb. cans fancy sweet sugar corn, Lima beans, all color, 75c 2-lb. cans early June peaches, 85c 3 lbs. fancy table peaches, apricots, pears or plums, put up in heavy syrup, can... 25c 3 cans standard quality all flavors, pkg... 75c Gallon cans golden table syrup... 9c The best domestic macaroni or vermicelli, per pkg... 75c Yeast Flakes, per pkg... 75c E. C. Corn Flakes, pkg... 5c Grape Nuts, pkg... 5c 1-lb. cans Assorted soups, all kinds, per can... 15c 3-lb. cans Fancy Fruit, all kinds, per can... 15c The best Tea Blending, lb... 10c Golden Bantam Coffee, lb... 25c Butter, Cheese, Butterine and Eggs

Closing Out All BLANKETS, COMFORTABLES, BATH ROBE BLANKETS AND BATH ROBE EIDERDOWN

- All \$20.00 Blankets... \$12.50
All \$15.00 Blankets or Comfortables—now at... \$10.00
All \$12.50 Blankets or Comfortables—now at... \$8.50
All \$10.00 Blankets or Comfortables—now at... \$7.50
All \$9.00 Blankets or Comfortables—now at... \$6.25
All \$8.00 Blankets or Comfortables—now at... \$5.50
All \$7.50 Blankets or Comfortables—now at... \$4.95
All \$5.00 Blankets or Comfortables—now at... \$3.95
All \$4.00 Blankets or Comfortables—now at... \$2.95
All \$3.00 Blankets or Comfortables—now at... \$1.95
All \$2.00 Blankets or Comfortables—now at... \$1.48
All \$2.75 Bath Robes... \$1.95
All \$4.00 Bath Robes... \$2.75
All yard wide Eiderdown Bath Robing, per yard... 26 1/2c

Some Mighty Interesting Specials in Rugs

- \$25.00 Seamless Wilton Rugs, 8-3x10-6 size, big range of choice patterns, on sale now at... \$17.95
\$25.00 Axminster Rugs—fine floral and oriental patterns, 9x12 size, on sale... \$17.75
Beautiful New Wilton Rugs—\$42.50 values, in 9x12 sizes—snap at sale price... \$36.50
\$32.50 Extra Heavy Axminster Rugs, 11-3x12 size, big line of patterns, on sale... \$25.00
\$18.50 Tapestry Brussels Rugs—Seamless, 9x12 size, on sale Monday, at... \$9.95
27x54 Velvet Rugs, at \$1.25
6x12 Lace Curtain Stretchers, made from basswood and will not warp, at... 89c
You Can't Afford to Borrow. \$2.00 Guaranteed Carpet Sweepers, full size, nicely finished, at... \$1.25

New Spring Wash Goods

- Bengaline, Silk Ratine... 85c
Iridescent Ratine... 85c
Double fold, heavy Ratine... 85c
Silk and Mercerized Jacquards... 85c
Silk and Mercerized Jacquards... 85c
Mercerized Foulards... 20c

Fancy High Grade Imported Austrian Clothes Hampers Greatly Reduced

- Small size square, 12x21, worth \$2.75... \$1.75
Medium size square, 18x21, worth \$3.50... \$2.50
Large size square, 24x24, worth \$4.50... \$3.50
Small size round or triangular, worth \$2.75... \$1.95
Medium size round or triangular, worth \$3.75... \$2.95
Large size round or triangular, worth \$4.75... \$3.95
High Grade Imported Willow Clothes Baskets.

Unprecedented Value Giving in Furniture

All broken sets and floor samples to be closed this week at sweeping reductions from the regular retail prices. Odd chairs and rockers—Odd tables—Chiffoniers, dressers, Davenport, Iron, Brass and Wood Beds—Kitchen Cabinets, Buffets, Book Cases, Desks, etc., and including a line of high grade felt mattresses, marked for this sale at prices which will insure quick disposal of floor stock. Make your selections early as possible—Take New Elevators to 3d Floor.

Drugs, Toilet Goods and Drug Specials for Monday

- 25c size Laxative Bromo Quinine... 10c
25c box Seditis powder, 10 in box... 10c
Two bars of Williams' shaving soap for... 5c
25c size Menner's or Williams' talcum powder... 5c
25c values in extra quality tooth brush... 10c
\$1.00 size pure Hydrogen Peroxide, etc... 25c
25c Rose Cream Lozenges... 10c
bottles to customer, each... 5c
50c ounce White Rose or Locust Blossom perfume, per oz... 25c
The Pinard's or Hudson's toilet waters for... 50c
50c size Bay Rum, 4 1/2 oz... 20c
50c size Camphor Hair Shampoo... 25c
Large size Pompeian Massage Cream... 50c
Two hundred pounds of pure Imported Castile soap, per price per pound... 35c
50c size Madam L'Esperance... 25c
\$1.25 values in denture brushes, 10c... 10c