

CONFIDENCE OF OUR CUSTOMERS MEANS STURDY PROGRESSION

Ever since this business was founded this truth has been recognized and acted upon.

Phenomenal Value-Giving Monday in January Clearing Sale

Pricings Which Mean That Your Dollars Will Do Practically Double Duty

Quality Merchandise Delivered That Means Lasting Satisfaction to Every Purchaser

TABLE LINENS GREATLY UNDERPRICED OWING TO THE GREAT JANUARY SALES

- \$5.00 Blankets... \$2.05
\$4.00 Blankets... \$2.35
\$3.50 Blankets... \$2.25



We fill mail orders from our daily ads while the goods last. Fresh fruits and vegetables will be sent only by express and at purchaser's risk.

SACRIFICING ALL BLANKETS IN STOCK TO EFFECT A QUICK CLEARANCE

- 72-inch Satin Damask, pure flax, worth \$1.25 yd... 88c
72-inch Bleached Satin Damask, pure flax, regular \$2 values, yd... \$1.35

The Best Thing in Every Thing

That our energies and resources can command is what we have always offered our patrons and will continue to offer every year and every day throughout our existence.

Clearing Sale of Embroideries

35c Embroideries a 17 1/2c Including a big line of 27-inch Embroidered Flouncings, regular 35c to 50c yard values.

- 10c Embroideries at... 5c
15c Embroideries at... 7 1/2c
20c Embroideries at... 9c

An immense variety of choice patterns for your selection. Fine All-over Embroideries

Your Choice of Any Men's Suit or Overcoat in Our Stock. \$15

Closing Out Our Entire Surplus Stock of Wool Dress Fabrics at Less Than Cost

All Wool Amoskeag Serge, Novelty Dress Goods, Panamas, Jamestown Suitings, Diagonal Serges, etc., in new spring colorings; 45 pieces in the lot, to \$1.00 yard values; on sale Monday at, a 38c yard

54-inch Mannish Suitings - All wool serges, tussahs, novelty checks, whipcords, diagonals, etc., to \$2 yard values, at - 68c and 98c



Phenomenal Silk Bargain OFFERINGS

Most desirable and thoroughly dependable silk dress fabrics at practically Half Price.

Odd Lots and Remnants of 20-inch to 36-inch Plain and Novelty Silks - Up to \$1.25 yard values, all silk crepe de chines, 30-inch kimono silks, all silk foulards, check and stripe novelties, silk poplins, taffetas, messalines, etc., yard 28c-48c

All Silk Messalines and Poplins, in good line of colors, fancy tub silks, glace satin de chine, chiffon, taffeta, etc., \$1.00 and \$1.50 values, yd. 68c

75 Pieces of Beautiful New Spring Silks - 40 inches wide, all silk crepe de chines and silk poplins, in newest spring colorings, yd. 98c. \$1.18

Clearing Sale of Laces

Broad assortment for selection. Values you cannot duplicate.

- 5c Val. Laces... All
5c Torchon Laces... 2 1/2c
5c Zion City Laces... Yard
5c Plat Val. Laces... Yard
5c Cluny Laces... Yard

YOUR CHOICE OF OVER 200 NEW OVERCOATS. Handsome, well-made garments - \$5.00 and \$6.00 values, fine pure worsted fabrics - very best styles in all colorings, at... \$2.50

Ladies' Fleece Hose

Full Seamless, all perfect 20c values - on sale, pr. 10c

Ladies' Wool and Cashmere Hosiery Regular 35c quality; on sale at, pair 19c

Men's Dress Shirts \$1.00, \$1.50 and \$2.00 values; new spring patterns, materials and colors; at 98c 69c and 49c

Men's Union Suits Fine wool garments, all samples, to \$4.00 values; on sale at \$2.50. \$1.45

Wool Sweater Coats All colors and styles, up to \$7.50 values, at \$3.98. \$1.98

Men's Wool Socks or Fine Cotton, in all colors, 25c values, pair, 12 1/2c

Men's \$1.00 Gloves Either work or dress, all kinds and sizes, on sale, 49c

Men's Fleece Underwear Shirts or drawers, heavy quality, in all sizes, worth to \$5.00, 75c, at... 39c

Sheets, Muslins, Sheetings, Linens In the Domestic Room

Made Sheets, 72x90, good muslin, 50c values, 35c

Wamsutta Sheets, 81x90, \$1.10 values, 85c

Farmers' Choice, 36-inch Half Bleached Muslin, 10c value, 7 1/2c

Guardian 36-inch fine, soft finished Muslin, 11c value, 9c

Lockwood 9-4 Bleached Sheeting, 28c value, 24c

Roachdale 9-4 Bleached Sheeting, 25c value, 21c

36-in. Unbleached Muslin, 8 1/2c value, 6 1/2c

Marseilles Bed Spread, full size, assorted patterns, \$2.50 values, 2.50

Hemmed Bed Spread, 1/2 size, 85c values, 59c

58-inch Bleached Table Damask, 50c values, 39c

Pillow Cases, 42x36, good muslin, 12 1/2c values, 10c

Puritan Antiseptic Diaper Cloths, 24 inches wide, bolt of 10 yard, \$1.00 values, 89c

Bleached Muslin, 36 inches wide, 8 1/2c values, 5c

No Clearance of Women's Coats, Suits and Dresses Was Ever so Bounteous in Savings

Unquestionably the season's greatest opportunity to save, and save largely, is offered you in the January Sales here.

Your money back if not perfectly satisfied. Over \$200,000.00 worth of Women's, Misses' and Children's Ready-to-Wear Garments for selection. We will not carry one dollar's worth of this stock over. It's up to us to sacrifice heavily and unload - it's up to you to TRY HAYDEN'S FIRST and save as never before.

Your Choice of 1,000 Women's Coats. Sealettes, plushes, with fancy collars, fine chinchillas and astrakhans, novelty cloths, etc. - made to sell at \$20.00, \$25.00 and to \$35.00; choice at... \$10

Over 800 Stylish Coats, \$10.00, \$12.50 and \$15.00 Values. A broad assortment of designs in both plain colors and novelty cloths for selection, values never before equaled in Omaha; at, your choice... \$5

HUNDREDS OF BEAUTIFUL TAILORED SUITS AND DRESSES

Dancing and Party Dresses - Dresses for street and afternoon wear, in charmeuse, crepe and other popular silks or pretty wool fabrics, \$15.00 to \$20.00 values; twenty-five styles... \$6.95

Handsome Tailored Suits, in serges, chevots and a fine line of pretty novelty suitings, made to sell at \$15.00, \$18.00 and \$20.00; the very newest fall and winter designs and colorings. Silk Underskirts in fitted band styles and including sample line of Kloefit skirts, \$5 and \$6 values at... \$3.95

Handsome Fur Sets - In Jap wolf, sable and black coney, Russian lynx, etc., at \$15.00 values, good assortment, at \$5 Bath Robes worth to \$5.00; in two lots at \$1.95. \$2.95

Maribou Scarfs, made to sell at \$5, choice. \$1.95

All Odd Lots and Broken Lines of Men's, Women's and Children's Shoes to be Closed at Prices Actually Less than Manufacturers' Cost. Splendid Styles and Qualities at Very Little Prices.

Some Delightful Furniture, Rug and Drapery Specials Offered House Furnishers Monday on Our Third Floor.

Every Thing the Newest and Best in Draperies at Lowest Prices

Five Special Snaps for Monday's Selling.

Pretty Novelty Curtains, 2 1/2 yards long, made to sell at \$1.50 pair; on sale at, pair 58c

Pretty Novelty Curtains, made to sell up to \$2.50 pair, nice assortment at, pair \$1.18

Colored Curtain Scrim, 36 in. wide, regular 15c yard quality, at, yard 7 1/2c

Striped Curtain Muslin, 36 inches wide 12 1/2c yd. values, 4 3/4c

25c Plain Scrim, with colored borders, very pretty - at, 14 1/2c



Vernis Martin Beds, with 2-inch posts and five heavy fillers, any size... \$5.00

Genuine Felt Mattress, full size; great snap; at, choice... \$5.00

Dining Chairs, fumed or golden oak; great snap, at... \$1.50

Golden Oak Dining Table, 42-in. top, 6-ft. extension; snap at... \$7.50

Set of Six Dining Chairs, golden oak, box seat, leather upholster... \$20

Sanitary Steel Couch, at... \$2.50

Kitchen Cabinets, over fifteen different styles, to \$29.50 values; floor samples, to close quickly, at... \$19.50

Solid Oak Dresser, with mirror, a great snap at sale price... \$6.00

A \$10,000.00 stock of New Rugs. Spring 1914 patterns now here for your selection.

See These Specials. Tapestry Brussels Rugs - Seamless, 9x12 size, \$13.50 values; on sale Monday at, \$8.98

Heavy Axminster Rugs \$21.50 values, 9x12 size, in big line of patterns; at... \$15.75

Seamless Velvet Rugs, \$16.50 values, heavy quality, 9x12 size... \$11.75

1.50 Velvet Rugs, 89c

7-Foot Window Shades, 36 inches wide, 25c

Drugs, Toilet Goods & Sundry Specials FOR MONDAY

- 25c size Laxative Bromo Quinine 100
25c box Sedlitz Powders, 10 in box, now at... 10c
Two bars Williams' Shaving Soap, 50

Hayden's Big Special Grocery Sale for Monday

- We Make the Prices for the People; Note a Few, It's Quality Goods and a Saving of 25% to 50%.
25 lb. Best Granulated Sugar, \$1.00
45 lb. sack best high grade Diamond

January Sale of Fine China



Odd patterns in fine Haviland and Austrian China on sale at most wonderful bargain prices Monday.

- Beautifully Decorated G. D. A. Haviland Ware.
Dinner Plates... 25c
Cups and Saucers... 15c
Bouillon Dishes... Each
Coupes... Each
Pickle Dishes... Each

Open Stock Decorated Austrian China. Plates, Cups and Saucers, Coupes, Bouillons, etc., ea. 12 1/2c 10c 50c

Good Brooms Monday for 15c

A good quality 4-tie Parlor Broom on sale Monday only at less than half the cost of manufacture. One broom to a customer. No C.O.D. or telephone orders taken.