CONFIDENCE OF OUR **CUSTOMERS MEANS** STURDY PROGRESSION

Ever since this business was our guarantee of satis-PACIFICN has always been part and parcel of every transaction and parcel of every transaction with our thousands upon thous-ands of onstomers. There has been no deviation from the fixed purpose of delivering natisfaction to every customer to offer and deliver such merchandise only as would well uphold our guarantee. The best interests of our patrons are our best interests now and al-ways.

Phenomenal Value-Giving Monday in January Clearing Sale

Pricings Which Mean That Your Dollars Will Do Practically Double Duty

TABLE LINENS GREATLY UNDERPRICED OWING TO THE GREAT JANUARY SALES

			-		_	_		_			_		
\$5.00	Blankets	N			C)	à					ķ	2.5	K
\$4.00	Blankets				6				G	á	ĸ	1.3	Ħ
\$3.50	Blankets					-	6		ä	3	×	8,5	ă?
\$2.50	Blankets					¥				18	ш		Ħ
\$2.00	Blankets								S	8	ij	1	a
\$1.50	Blankets			٧		×	×	è.		9	2	34	B
\$1.25	Blankets		ì			÷		×	×	ě	k	8	Я
\$1.00	Blankets		í			,	Ŕ.	4	v	¥	Ŷ	61	h

300 pairs of 75c Blankets. . 35c 300 pairs of 85c Blankets. . 46c 300 pairs of 90c Blankets. . 38c 100 Bath Robe Blankets that sold for \$2.75 will go at \$1.93 Everything in stock on sale-

Quality Merchandise Delivered That Means Lasting Satisfaction to Every Purchaser

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, yard \$1.35 Pure Linen Pattern Table Cloths, assorted, worth \$4.00

Dew bleached Dinner Napkins, pure flax, worth \$4.50 dozen, Bath Towels, sold to 39c; at,

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 Perseverance and progression have increased our output and buying power every year, every season, making us constantly more able to give the superior values which is our determination, making our slogan TBY HAYDEN'S FIRST, IT PAYS, every day more and more of a household word.

Clearing Sale of **Embroideries**

35c Embroideries a 171/2c

Including a big line of 27-inch Embroidered Flouncings, regular 35c to 50c yard values.

10c Embroideries at.....5¢ 15c Embroideries at 7 % c 20c Embroideries at 9c 25c Embroideries at .. 12%¢ 75e Embroideries at 39¢ \$1.00 Embroideries at . . . 49¢ \$1.50 Embroideries at ... 69¢

est patterns for your selection. Fine Allover Embroideries A specially attractive line of regular 50c to \$2.25 a yard values; on sale in 5 big lots at,

An immense variety of choic-

Your Choice of Any Men's Suit or

29¢ 39¢ 59¢ 79¢ \$1.29

Overcost in Our Stock. Except blues and blacks, 5 118.00, \$20.00, \$22.50, \$25.00, \$30.00 and \$35.00 values. None reserved.

Hose

Full Seamless, all per-

fect 20c values 10c

Ladies' Wool and

Cashmere Hosiery

Regular 35c quality; pair 19c

Men's Dress Shirts

\$1.00, \$1.50 and \$2.00

values; new spring patterns, materials

and colors; at 49c

Men's Union Suits

Fine wool garments, all samples, to \$4.00 values; on sale at \$2.50.

\$2.50 \$1.98. \$1.45

Wool Sweater Coats

All colors and styles, up to \$7.50 values, at

\$3.98 \$1.98 \$2.98

Men's Wool Socks

or Fine Cotton, in all

colors, 25c 12½c

Men's \$1.00 Gloves

Either work or dress, all kinds and 49c sizes, on sale,

Men's Fleeced

Underwear

Shirts or drawers,

heavy quality, in all

sizes, worth to 39c

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 val-SOC ues; on sale Monday at, a

yard..... 54-inch Mannish | Black Dress Suitings - All wool serges, tussahs, novelty checks, whipcords, diagonals, etc., to \$2 yard values, at-

68c and 98c

ley's imported fabrics, \$1.50 and \$2.00 yard quality, in fine assortment of weaves, at yard,

Good - Priest-

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, messalines, etc., yard... 28c-48c

All Silk Messa- | Fine Black Dress lines 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

aces

Clearing Sale of

Broad assortment for selection. Values you cannot duplicate.

5c Val. Laces	All
5c Torchon Laces	0.1
5c Zion City Laces	21c
5c Plat Val. Laces	E20
5c Cluny Laces	Yard
10c Cluny Laces	All
10c Plat Val. Laces	400
10c Zion City Laces	50
10c Wash Laces	-
10c Val. Laces	Yard
\$1.00 Allover Laces	
75c Shadow Flouncing	All
75c Venice Laces	-
75c Black Silk Laces.	200
75c Silk Chiffons	000
75c Fancy Nets	Yard

YOUR CHOICE OF OVER 200 BOYS' OVERCOATS.

Handsome, well made garments— 5.00 and \$6.00 values, fine pure worsted fabrics—

All Our 50c and 75c

Brassieres

Good styles, all sizes, at.. 39c

25c & 39c Brassiers

All styles and sizes-

Ladies' Fleeced Sheets, Muslins,

Sheetings, Linens In the Domestic Room

Made Sheets, 72x90, good muslin, 50c values......35c Wamsutta Sheets, 81x90, \$1.10 values..... Farmers' Choice, 36-inch Half Bleached Muslin, 10c value..... Guardian 36-inch fine, soft finished Muslin, 11c value . . JC Lockwood 9-4 Bleached Sheeting, 28c value.... Roachdale 9-4 Bleached Sheeting, 25c value.... 36-in. Unbleached Muslin, 61/2c Marseilles Bed Spread, full size, assorted patterns, \$3.50 @9 E0 Hemmed Bed Spread, % size, 59c 58-inch Bleached Table Damask, 50c values 39c Pillow Cases, 42x36, good mus-lin, 12½c values 10c Puritan Antiseptic Diaper Cloths, 24 inches wide, bolt of 10 yard, 89c

Bleached Muslin, 36 inches wide, 5c

8 %c values

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.

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

15% to 20% Better Quality at the Same Price than you'll find offered in other stores. A fact we can prove to you.

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

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

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

Handsome Tailored Suits, in serges, cheviots 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

One Lot of Splendid Fur Coats—\$40.00 to \$50.00 values, in Kit Coney and handsomely marked Russian Pony nobbiest new styles; on sale now a choice \$25.00

Silk Underskirts in fitted band styles and including sample line of Klosfit skirts, \$5 and \$6 Silk Petticoats, worth \$2.50while they last95¢

Ladies' Dressing Sacques, made to sell at 75c, 29¢ Ladies' Gingham Aprons, to 75c values, choice, 35¢ Ladies' Breakfast Shawls, to \$1.50 val., choice, 59¢ Long Flannelette Kimonos, to \$2 vals., choice 89¢ Drugs, Toilet Goods & Sundry Specials

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

Fur Scarfs, ladies' or misses, to \$2 values....69¢

Children's Bearskin Hoods, regular 35c values; at

Two bars Williams' Shaving Soap, 50

 \$1 values in Ideal Huir Brushes, 50c All Bubber Goods Greatly Cut in Price.

\$4 Wellington Fountain Syringe and Hot Water Bottle combined, guaranteed for 5 years. \$2.00 One big lot of brand new Fountain Syringes and Hot Water Bottles—worth \$1.50, \$2.00 and \$2.50 each—all guaranteed perfect, each. \$1.00 1.75 Nose and Throad Automizers 490 \$1 Rapid Flow Fountain Syringes 50c 15c values in Rubber Gloves, pair, 50c

25c size Laxative Bromo Quinine 100 | Large size Pompeian Massage Cream,

Hayden's Big Special Grocery Sale for Monday

We Make the Prices for the People; Note a Pew. It's Quality Goods and a Saving of 25% to 50%.

7-Foot Window Shades,

36 inches wide, 25c

SPECIAL HIGHLAND WAVEL

each 5c
Fancy California Cauliflower, lb. 714c
Fancy Cultan Ripe Tomatoes, lb. 10c
1 large Green Peppers 10c
3 large Soup Bunches 10c
Old Beets, Carrots, Turnips, Parsnips
or Rutabagas, lb. 21c
Fancy Large Head Lettuce, per
Head 10c
Fancy Hothouse Leaf Lettuce. Pancy Hothouse Leaf Lettuce, for I bunches Fresh Parsley. Funcy Large Hothouse Cucumb

Wash Goods at About Manufacturer's Cost

Silks, 36 inches

wide, 20 pieces

in the lot, in-

cluding taffetas.

messalines and

peau de soie.

regular \$1 and

\$1.25 yd. values;

Monday at, yd.

78c

In the Domestic Room

Cotton Challies, good patterns, 31c Shirting Cheviots, neat stripes, 10c Flannelettes for kimonos, 10c 62c Shantung Silks, good colors, 12½c Mikado Crepes for kimonos. 12½c Curtain Scrim, 36-inch, wide 21c Percales, light and dark color., Cretonnes for comforters, 10c 71c values at 72c Prints, Simpson's, light and dark 5. Amoskeag 1921 Outing Flan- 71c WASH GOODS BARGAINS

lines, a large variety of colors 58c 75c Brocaded Silk Fancies 38c

big assortment 15c \$5 & \$7.50 Corsets Best models, plain or fancy colors, French at..... \$2.98 Reg. \$3.50 Corsets Standard makes, wide heavy front stay -on sale at..... \$2.19 on sale Children's Union To 76c values, in all sizes, heavy fleeced, on sale 39c Ladies' Union Suits \$2.50 and \$3.50 values, in all wool and silk and wool, all styles at..... \$1.50 Ladies' Vests and Pants To 75c values, in all

sizes, greatest 29c snaps ever at 50c Outing Flannel Skirts

Good heavy quality, good colors, your choice Mon-day. 25c

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

Monday's Selling.

Pretty Novelty Curtains, 21/2 yards long, made to sell at \$1.50 at, pair......58c

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

Colored Curtain Scrim, 36 in. wide, regular 15e yard qual- 71/2c Striped Curtain Mus-

lin, 36 inches wide 121/2c yd. val- 43/4 C 25c Plain Scrim, with colored borders, very

pretty-at, 14½c



Vernis Martin Beds, with 2-inch posts and five heavy fillers, any Genuine Felt Mattress, full size;\$5.00 great snap; at, choice......

Dining Chairs, fumed or golden \$1.50 oak; great snap, at..... Golden Oak Dining Table, 42-in. \$7.50 top, 6-ft. extension; snap at... Set of Six Dining Chairs, golden oak, box seat, leather upholster-

at.....\$2.50 Sanitary Steel Couch, Kitchen Cabinets, over fifteen different styles, to \$29.50 values; floor \$19.50 samples, to close quickly, at. Solid Oak Dresser, with mirror, \$6.00 a great snap at sale price....

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; \$15.75

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

\$1.50 Velvet Rugs, 89c 27x54 size, at... 89c

4 lbs. fancy Japan Rice; 10c quality, for Callon cans Golden Table Syrup, 40c 2½ lb. cans Golden Table Syrup, 9c 2-lb. pkg. best Self-Rising Pancake Flour for 814c 4 cans Wax, String, Green or Lima Beans for 25c 4 cans fancy Sweet Sugar Corn, 25c 5 cans Farly June Peas. 25c 3 cans solid packed Tomatoes. 25c Advo Jell, the jell of quality, for desserts, per pkg. 74c cans Grape Nuts, pkg. 10c Grape Nuts, pkg. 5c Tall cans Alaska Salmon 5c 4c 6 lbs. best hand picked Navy Beans for 25c Hershey's Breakfast Cocca, lb. 20c for Hershey's Breakfast Cocoa, Ib.
The best Tea Siftings, Ib.
Golden Santos Coffee, Ib.
The best strictly fresh guarant
Mo, 1 Eggs, per dosen.
The best brands package Cream
Butter, Ib.
The bost No. 1 Country Cream
Butter, Ib. Butter, 1b. 320 The best No. 1 Dairy Table Butter, 280

Good dalry Table Butter...... 25c Full Cream Wisconsin Cheese, per

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. 6-inch Plates Dinner Plates 15c Cups and Saucers.... Oat Meal Dishes Bouillon Dishes Fruit Dishes Coupes Pickle Dishes 4-Inch Plates Each Bone Dishes Sugars and Creamers, Large Platters 75c Covered Dishes Each Salad Dishes Each Platters, etc.

Open Stock Decorated Austrian China. Oatmeal and Fruit Covered Dishes.

Plates, Cups and Saucers, Coupes, Bouillons, etc., ea.,

Platters, Sugar and Dishes, Bread and Butter Plates, etc., Creamers, Sauce Boats, etc., each--

25% DISCOUNT ON ALL DINNERWARE.

Good Brooms Monday for 15c

A good grade 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 tele-A bargain in best grade Blue and

blue ware, the most expensive and

White enamel Kettles.

98c size, 10-qt., Berlin Keitles. 69c \$1.25 size, 12-qt., Berlin Kettles. .79c Double quantity Toilet Paper -- 10 large fic rolls "Gold Band" Toilet This is our regular "Robin Egg"

complete with covert,

We are closing out our entire line of Meaters and Base Burners of all kinds, regardless of cost. You will