

Seldom Have Such Saving Opportunities Been Offered the Buying Public of Omaha and Vicinity, Even at This Big Cash Store, As You'll Find in Our

# Beginning Saturday, February 1 Clearance Sales Beginning Saturday, February 1

Liberty Bonds Taken at Full Market Value in Exchange for Merchandise

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## Clearance Sale of Jewelry

75c to \$1.50 Novelty Jewelry—Consisting of la valloirs, pendants, brooches, bar pins, hat pins, cuff links, and many other pieces. Hayden's Cash Price **\$3.95**

\$5.00 to \$7.50 Fine Gold and Silver Plated Mesh Bags—In the new narrow frames and fancy shapes. Hayden's Cash Price **\$3.49**

\$3.50 and \$3.95 Leather Hand Purses and Hand Bags—Fine pin seal and morocco leathers, silk linings and the newest shapes. Cash Price **\$2.49**

\$1.50 and \$2.00 Men's Gold Filled Guaranteed Cuff Links—Newest engravings and designs. Engraved free **95c**

# HAYDEN'S

THE CASH STORE

## Clearance Sale of French Ivory

\$1.50 Ivory Manicure Set—6 pieces in box; buffer, nail file, button hook, cuticle knife, shave jar and nail stick. Our Special Cash Price **79c**

\$2.50 French Ivory Clock—Large variety of shapes; good movements. Our Special Cash Price **\$1.49**

\$2.50 French Ivory Hair Brushes—Large sizes, real Russian bristles **\$1.49**

\$3.95 to \$5.00 French Ivory Mirrors—Large size French Beveled Glass, oval and round shapes. Cash Price **\$2.79**

\$1.50 Large Size French Ivory Buffers—Removable chamois. Cash Price **89c**

Big Price Reductions on All Winter Stocks to Insure Quick Clearance--Many New Spring Lines Shown at Attractively Low Cash Prices

## Surprising Values in Stylish Apparel

Coupled with offerings of Winter garments at prices inducive to quick clearance, we are showing many splendid lots of Spring Coats, Dresses, Suits and Blouses at most attractive prices.



### \$60.00 Winter Coats, \$24.50

200 Ladies' Winter Coats in the very finest materials, including Velours, Tweeds, also plushes; all sizes; Coats that sold to \$60.00; Saturday, one price **\$24.50**

300 Serge Dresses—In all sizes; colors, navy and black; Special Cash Price Saturday **\$14.75**

New Georgette Waists—Beaded and embroidered; all colors and sizes; wonderful special values at, Cash Price Saturday **\$3.95**

### The Biggest Sale of Children's Furs Ever Held in Omaha

Children's and Misses' Furs, all new, actual values to \$12.50; in this sale **\$3.95**

See Our Sixteenth Street Window

## Hosiery Values Extraordinary

Women's Pure Thread Silk Hosiery—Fashioned and seamless; all wanted colors. Values up to \$2. Special Cash Price **\$1.50**

Women's Fiber and Thread Silk Hose—Full fashioned, double tops, heels and soles, black and colors. Regular \$1.25 values. Special Cash Price **89c**

Women's Cotton and Lisle Hose—In black, and split soles; also a large assortment of colors; 50c values. Cash Price **26c**



## Clearance Sale of Stationery

3c to 5c High Grade Lead Pencils—Transit, Express, Sum and Deograph brands. Cash Price, per dozen **27c**

50c Hayden's Irish Linen Pound Paper—60 sheets in pkg.; white, azure, corn, pink and violet colors. Cash Price **33c**

20c Irish Linen Envelopes, to match all the colors, 25 in pkg. Cash Price **14c**

75c Old Mill Bond Paper—48 sheets paper and 24 envelopes. High grade paper. Hayden's Special Cash Price **38c**

## Winter Overcoats Greatly Reduced Hart Schaffner & Marx

Overcoats That Sold up to \$50—

Your Choice Now—

# \$34<sup>75</sup>

Includes choice of our entire stock; fine Meltons, Kerseys, Vicunas, Cheviots, Scotchs, Plaid Backs, etc., in the season's most popular styles; classy new Ulsterettes, double-breasted, belt back Coats, dressy velvet collar Coats, etc.; all the choice new models produced by these style creators.

Every Coat Fully Guaranteed the Same As If Sold at Regular Prices

Many Other Splendid Bargains at Less or Greater Prices



## Ladies' Underwear Greatly Underpriced

Ladies' Outing Pajamas—One and two-piece, worth \$3.50. Cash Price Saturday **\$1.98**

Ladies' Silk Top Union Suits—Fine mercerized suits; a heavy fleeced cotton, low neck, no sleeves, ankle length. Cash Price **\$1.50**

Ladies' Medium Fleeced Union Suits—High neck, long sleeves. Our Cash Price **50c**

Ladies' Wool Union Suits—Odd lots, worth to \$2.50. Our Cash Price **\$1.50**

Ladies' Mercerized or All Wool Tights and Vests—Flesh, gray or white; worth \$4.00. Our Special Cash Price Saturday **\$1.98**

Ladies' Silk and Wool Union Suits—All styles regular and extra sizes. Cash Price **\$2.98**

Children's Outing Gowns—Sleepers, pajamas and night shirts. Cash Price Saturday **98c**



## Beautiful Springtime Trimmed Hats

Andrea PARIS PATTERNS NEW YORK CHICAGO

A Preliminary and Advance Showing of Model and Pattern Hats

Creations of the most famous millinery designers. Just received. Distinctive, smart, new styles. Finest and newest materials. The season's most favored colors—artistically combined by the most skillful millinery designers.

Chicago Consello IMPORTERS

## Saturday Shoe Savings



Women's Shoes—In lace and button, made of best quality kid, in turns and welts; worth up to \$1.75. Hayden's Special Cash Price **\$3.95**

Boys Blucher Lace Shoes—In sizes from 10 to 13 1/2; good serviceable shoes. Hayden's Special Cash Price **\$1.95**

Saturday we place on sale about 250 pairs of Men's Shoes, sizes 6 to 11, values up to \$6.50. Made of calf and coltskin, in English, lace and blucher styles. All Goodyear welt soles and sewed with best quality of thread. Hayden's Cash Price **\$3.95**

All sizes, up to 7, in women's patent leather, button shoes, Goodyear welt soles, with black cloth tops; former price \$5.00. Hayden's Special Cash Price **\$2.45**

Infants' and Child's Turn Sole Shoes—Sizes from 3 to 8. A good \$1.50 shoe. Hayden's Special Cash Price **\$1.00**

GROVER and QUEEN QUALITY Shoes for Women. STETSON and CROSSETT Shoes for Men. No foot trouble when you wear these shoes.

## Winter Underwear Greatly Reduced

Sizes 44 to 52.

Men's Heavy Weight Union Suits—In springneedle, worsted effect. This is an opportunity seldom experienced by large men to save instead of paying more for extra large sizes. Sizes 44 to 52. On Sale Saturday at **\$1.85**

Men's Heavy Wool Shirts and Drawers—Odd lots from our regular stock, made by the American Knitting Mills, which means quality and workmanship and fit. Sizes 44 to 50. Our regular low cash price \$3.00; on sale Saturday **\$1.85**



Specials in Ladies' and Children's Sweaters in Corset Section—Second Floor

Four Big Specials in Our Children's Dept. Second Floor

Children's Sweaters—In gray and red; roll collar and belt; sizes 26 to 34; values to \$3.95. Cash Price **\$2.00**

Ladies' Sweaters—In light weight stitch, in rose, light blue, coral and lavender, with the brushed collars in contrasting colors. Values to \$15. Our Cash Price **\$8.95**

Children's Toques—A large assortment of colors and styles for your selection; regular 85c values. Our Cash Price **50c**

400 Children's Winter Coats—Sizes 8 to 17, in the very best materials and newest styles. Saturday **JUST HALF**.

300 Children's Serge Dresses—Sizes 6 to 14; navy, brown and red; very special values. Cash Price Saturday **\$3.98**

300 Children's Wash Middies—All new white and colors, sizes 8 to 16; values to \$2. Our Cash Price Saturday **\$1.00**

We carry a complete line of Middy Shirts for girls. Special prices **\$1.50 to \$4.98**

Housefurnishings

Specials Saturday

10-lb. Family Scales **\$1.25**

Family-Sized Food Choppers—Our Special Cash Price **\$1.25**

Lunch Kits, with Thermos Bottles—Our Special Cash Price **\$3.95**

6-ft. Electric Iron—Complete with 6-ft. cord. Cash Price **\$3.25**

Large Size Splint Clothes Hampers—Special Cash Price **\$2.00**

Medium Size Splint Clothes Hampers—Special Cash Price **\$1.75**

Small Size Splint Clothes Hampers—Special Cash Price **\$1.50**

10-gal. Galvanized Garbage Cans—Special Cash Price **\$1.75**

White Enamel Bird Cages **\$1.75**

Brass Square Bird Cages **\$1.50**

Ball-Bearing Roller Skates **\$2.25**

Plain Roller Skates **85c**

Saturday Specials in Our Sanitary Butter, Egg, Cheese and Oleo Department.

Best Bulk Creamery Butter—Per lb., at our Special Cash Price **48c**

Strictly Fresh Eggs—Per dozen at our Special Cash Price **48c**

Full Cream Wisconsin Cheese—Per lb. **40c**

Fresh Bulk Peanut Butter—Per lb. **20c**

5 lb. Pails Snowflake Oleo—Each at **\$1.75**

Dill Pickles—Per dozen **20c**

Fresh Bulk Hominy—Qt. **12 1/2c**

Sauer Kraut—Bulk, qt. **12 1/2c**

Sweet Pickles—Per quart **30c**

## Read the Big February Grocery Opening Sale. Cash Prices at a Big Cash Savings. We Make the Prices For the People, Not the Trust.

DRIED FRUIT AND NUT SPECIALS.

Choice California Prunes, per lb. **12 1/2c**

Fancy California Prunes, per lb. **13 1/2c**

Fancy 3-Crown Muscat Raisins, per lb. **18c**

Fancy Seedless Muscat Raisins, per lb. **18c**

Fancy Pitted Prunes, per lb. **17 1/2c**

Fancy Raisin Bran, per lb. **15c**

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Fancy Evaporated Apples, pkg. **20c**

Fancy Pure Apple Cider, gallon, **85c**

23-ounce Jar Pure Strained Honey, **85c**

No. 1 Soft Shell Walnuts, lb. **15c**

Fresh Roasted Peanuts, lb. **15c**

Shelled Peanuts, lb. **12 1/2c**

OMAHA'S GREATEST TEA AND COFFEE MARKET.

The talk of Omaha, our famous Golden Santos Coffee, lb. **28c**

Ankita Blend, a fine drink, lb. **30c**

H. B. C. Special, rich bodied, excellent quality, lb. **30c**

Mocha and Java Blend, known the world over for its high quality and drink, lb. **37 1/2c**

The Best Tea Siftings, lb. **25c**

Breakfast Cocoa, per lb. **35c**

HIGHLAND NAVAL ORANGE SALE.

The finest, sweetest and juiciest fruit grown in California. The orange of quality.

12 1/2 size, regular price 60c doz. sale price **50c**

10 1/2 size, regular price 60c doz. sale price **50c**

200 size, regular price 40c doz. sale price **30c**

Fancy Florida Grapefruit, each. **7 1/2c**

Limit, 2 Dozen Oranges to a customer.

EVERY KIND OF FRESH VEGETABLE AT OUR USUAL LOW PRICES.

## Choice Meats

Always Lowest Cash Prices

## Saturday Specials in the Sanitary Market

Fancy Roll Rib Roast Special, lb. **30c**

Breakfast Bacon Squares, per lb. **31c**

Steer Pot Roast, Special, Saturday, lb. **18c**

Pig Pork Spare Ribs, per lb. **15c**

Salt White Fish, Special at, lb. **10c**

See our New Salt, Smoked and Pickled Fish Department—Lowest Cash Prices.

## Annual February Sale of Boys' Wash Suits



An enormous showing of Boys' Wash Suits, all new merchandise. Styles are in Sailor, Tommy Tucker, Oliver Twist, Middy, Junior Norfolk—in fact exactly seventeen different models to choose from. Materials, the genuine imported London Farmer Linen, in blue and white trimmed and plain colors. Every color guaranteed by ourselves and the maker. All sizes 2 1/2 to 10. Suits made to sell to **\$6.95**

## FIRST OF MONTH SPECIALS IN Toilet Goods and Drugs

80c Locust Blossom Perfume—Our Special Cash Price **25c**

85c Pinard's Lilac Toilet Water—Our Special Cash Price **65c**

80c Walrus Hair Dye—Our Special Cash Price **45c**

50c Posaunt Face Powder—Our Special Cash Price **25c**

25c Woodbury's Tooth Paste—Our Special Cash Price **17c**

20c Mastella Talcum Powder—Our Special Cash Price **12c**

35c Jergens' Benzoin and Almond Lotion—Our Special Cash Price **19c**

25c Pear's Scented Soap—Our Special Cash Price **16c**

15c Pear's Unscented Soap—Our Special Cash Price **10c**

30c Williams' Shaving Cream or Powder—Our Special Cash Price **19c**

10c Washin' Hardwater Castile Soap—Our Special Cash Price, per cake **7 1/2c**