

MEN!
Buy Clothes at Hayden's Because They Retain Their Good Looks
Most Clothes Look Well When They're New---

But the beauty of Fruhauf Clothes is that the lines and fit and drape you so admire at first glance are hand-tailored in to stay.

You enjoy custom-tailored smartness and comfort to the very last day of usefulness.

Exclusive Distributor



FRUHAUF
Authentic Hand-Tailored Clothes
\$50⁰⁰
to
\$75⁰⁰

Lunch Room
Fourth Floor
Our Lunch Room specializes on quick service luncheons for the busy shoppers. Serve yourself or with service at no extra charge.
Plate Luncheon, 25c

FALL EXHIBIT

Beauty Parlor
Fourth Floor
Our force of expert beauty specialists at your service with all the modern appliances for the treatment of the hair and skin.

Fall Stocks Are Ready!
Throughout the store complete fall and winter selections of apparel will be on display—an opening held informally!

TRY HAYDEN'S FIRST

Visit Our Fur Shop
—it is one of the show places of the city. Bring your friends with you. Whether or not you wish to buy, you will be cordially welcome.

Recognized as the Official Opening of the Buying Season

Our Preparations for This Great Opening Event Are too Extensive to Enumerate --- But They Embrace the Greatest Assortments and Values in Our History

Fall Opening Sales Apparel - Fabrics - Accessories

Lovely New Frocks Specialized

\$35⁰⁰ - \$49⁷⁵
\$65⁰⁰

Fashion declares herself in favor of crepe satin and Bengaline silks, and so they are presented here in an enchanting collection. Crepe satin lends itself gracefully to the gown and the occasion. Bengaline likewise is exceedingly smart. And certainly with so many fascinating styles your particular frock is included.

Straight of line, varied with circular godets, well placed tiers, graceful plaits, charmingly draped tunics and other approved touches are their distinguishing characteristics.

They are here in autumn's newest colorings, though black predominates and is considered smartest. Other dresses are featured at from \$24.75 to \$97.50.

Second Floor



The New Season's Smartest Coats

The coat comes into its own this season, and accordingly you will find the smartest that the mode has to offer in the collection here. Every new material, every new silhouette, every new trimming, every new color.

Coats for sports wear, for daytime, for dress occasions. The godet, the tube, the flare—each appears in a number of interesting versions, so that even the most critical taste and difficult figure will find the perfect coat here.

And at a Moderate Price From—

\$59⁵⁰ to \$195⁰⁰

New suede finished fabrics that meet the requirements of utility and style—Kashmana, Cuir de Laine, Jammuna, Kashmir Kermana, Veloria. Fur trimmed or otherwise. Tailor or ornamented. Colors that are smartest include Kaffir, Penny, Hinoki, Lebanon, Cranberry and Cygnet.

TRAVEL COATS designed of snugly warm fabrics in the new smart shades adapted for sports and utility wear. They are fashioned of foreign fabrics along mannish lines. Moderately priced.

\$39⁷⁵ \$49⁷⁵
\$55⁰⁰

Second Floor

Satin Canton and Crepe Satin
\$2.95

Beautiful qualities of those much favored silks at a low price. Quality considered.



Every Section of This Great Store Has Concentrated Its Efforts to Provide for Monday Shoppers the Most Decided Economies without Sacrificing Style or Quality

Silks! Velvets! Woolens!

The Beautiful and Alluring for Milady's Fall Attire

Silk and Wool Epingle, \$4.50

A ribbed silk of much distinction, with a spiral thread twisted along each rib, producing a novel effect. New fall colorings, also black.

Velutina, \$3.50

The peer for years of all costume velvets, with the new chiffon finish. Soft! Supple! Lustrous! Comes in penny, tobacco, navy and black.

Coatings, \$1.95 to \$13.50

Plain downy wool, novelty downy wool, bolivias, kerami, camels hair, novelty wools. In an extensive range of colors, designs, qualities. 54 inches wide, priced from \$1.95 to \$13.50.

Main Floor

Nebanco
\$2.69

A less expensive costume, velvet, Twill back, fast pile. All wanted colors, also black.



Flannels

Fashion decrees that no wardrobe is complete without one or two dresses of flannel, which are both practical and economical. Shown in both plain and fancy. Priced low at from \$1.95 to \$3.95 per yard.

Wool Twills, \$3.79

Needle cord twills with a silky finish for the smartly tailored dress, suit or wrap, tans, wood shades, browns, navy and black. 54 inches wide.

"Dress Well and Succeed"
Our Store for Men Ready!

for the Men and Young Men Who Care to Be Well Dressed

Fall Displays Complete

Worthy Workmanship

is appreciated and rewarded by the best people everywhere. But above all is the esteem each one feels for service well done. This same pride of work well done is shown in every model—its lines, the fabrics and weave.

Exclusive Distribution
Capps 100% Pure Wool HAND TAILORED CLOTHES



Come in right now, while the variety is here to select from—and your exact size is here. Powder blues and dove grays predominate, but there are others, too. Unusual values this season in both suit and overcoat at

\$25⁰⁰, \$30⁰⁰, \$35⁰⁰ to \$45⁰⁰

Opening Sales in the Front Room

Fall Laces and Dress Trimmings

The latest designs in fine Venise, Chantilly, Fillet and Ceire Bands and Edgings. Prices, 50c, 75c, \$1.00 to \$2.75.

36-inch Silk Lace All-overs and Flouncings, \$1.25 to \$7.50.

A lot of 36-inch Black Silk Flouncings. Special, per yard, \$1.19

New Dress Trimmings

All the latest dress trimmings in gold, silver, crystal, jet and mariboux.

New cabachons, feather and silk ornaments, novelty braids, fringes and tasels. A special line of silk fringes on sale Monday; black and white; regular 85c values at, yard, 50c

Main Floor.

New Gloves

In kid, suede and chamoisette. A special line of fancy cuff French kid. Regular \$5.00 values at \$3.50

\$2.25 fancy cuff chamoisette at \$1.25
\$1.25 C. P. suede strap-wrist gauntlets 79c

A special Anniversary Sale on Parlor Lamps at \$14.95.

New Fall Grover SHOES and OXFORDS

Early Fall Styles in Brown Kid or Calf Oxfords. Grover's "Soft Shoes for Tender Feet."



Black or Brown Kid, Welt Sole, Rubber Heels, at

\$7.50



Black or Hand Turn, Brown Kid, Sole Rubber, Military Heel, at

\$10.00

Grover's Nature Way Oxfords. Black and brown kid. A corrective oxford that assures foot comforts. Experts to fit them.

Santa Clara Prunes, 3 lbs. for 25c Or 4 lbs. for 28c

3 lbs. Loose Muscat Raisins, 3 lbs. for 30c Or 4 lbs. for 37c

Fancy Evaporated Apples, 3 lbs. for 75c Or 4 lbs. for 79c

Downstairs

Grocery and Market Sales Monday

Market

Choice Pork Chops 25c
Choice Round Steak 20c
Choice Veal Chops 20c
Small Picnic Ham 12 1/2c
Armour Star Skinned Hams for 24 1/2c
Fancy Summer Sausage for 20c
Silvernut or Hayden's Special Nut Oleomargarine for 21c
Fancy Tub Creamery Butter 36c
Fresh Country Eggs 30c
Fancy Brick Cheese 24 1/2c

Tea and Coffee

Hayden's Ankola Brand 48c
2 lbs. 85c
Excella Coffee 35c
3 lbs. for \$1.00
M. & J. Blend Coffee, lb. 45c
2 lbs. for 88c
Fancy Uncolored Japan Tea 60c
2 lbs. for \$1.10
Breakfast Cocoa, 10c
3 lbs. for 25c

Groceries

3 cans Wilson Milk 25c (3 cans to customer)
Large pkg. Automatic Flakes for 14c
10 bars El Spark Soap, 35c
4 lbs. Beans, No. 1, Navy, for 30c
Diamond H Flour, 48-lb. sack \$1.93
Omar Wonder Flour, 48-lb. sack \$2.65
3 cans Tomatoes, 28c
3 lbs. Blue Rose Rice, 25c