

HAYDEN'S

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Early Autumn Fashions Have Their First Proud Showing Monday

For a woman to know in advance the final judgment of leaders in the World of Fashion is a privilege so often denied, save to the fortunate few, that we feel this invitation to view the passing show will be accepted with alacrity. Neither time nor money have been spared to render it authoritative. The offerings reflect the accepted styles for fall and winter with absolute accuracy and the near future will reveal them as shown in this great display, the most comprehensive ever.



A CORDIAL INVITATION IS EXTENDED TO ALL TO VIEW OUR APPAREL DISPLAYS on MONDAY, TUESDAY, WEDNESDAY, THURSDAY, SEPTEMBER 8 TO 11

High as the style standards are, there is a notable moderateness of prices because we have concentrated every effort to round out the helpfulness of the store service and make it as satisfactory as the most particular woman could want it to be. Even with strong incentives for you to come on the opening days there are the further inducements of extraordinary value-giving in nearly every department of this big store. We're splendidly ready for your inspection.

Our Semi-Annual Display of Fine Laces and Trimmings

which has been a most interesting feature of our opening display for several seasons will be held this season on 3d floor.

Monday to Thursday, Sept. 8th to 11th inclusive.

Offering for your inspection and sale not only the most wonderful stock of Laces and Trimmings we have ever offered, but the complete lines of several of the world's most renowned importers and makers.

No effort or expense has been spared to make this one of the most notable displays ever made by any store in the land; clever new ideas in both laces and trimmings being shown in profusion.

Make it a point to be present on one of these days. All are most cordially invited.

Take New Elevators to 3d Floor.

Make arrangements to meet your modiste here on any of these special display days. No store in the land will offer broader assortments for selection.

A Charming Array of New Modes in the Afternoon Gowns, Dinner Gowns, Evening Gowns, Opera Wraps, Coats and Suits

Presenting for inspection and sale an unprecedentedly beautiful and varied collection of the choicest creations of the world's best designers and makers. The most particular woman is no more exacting than we in the matter of style correctness—nor is she more critical than our buyers when selecting modes from the authoritative, high class makers with whom we deal.

Not only are copies of the most artistic creations of famous designers shown, perfect duplicates in every line, but scores of original creations from such world renowned designers and makers as Poiret, Callot, Drescott, Paquin, Chervoit and others, as well as originals from the most famous American modistes. Let us have the pleasure of showing you the new beauties on one of these display days—Sept. 8th, 9th, 10th or 11th—on 2d floor.

A Superb Showing of All the Choice New Silks for Fall

This is distinctly a silk season, the soft clinging weaves adapting themselves best to the modes of the day. Never in the history of this store have we been so well prepared to meet the every wish of our customers.

Crepe weaves of every description are much in vogue and we are showing almost unlimited assortment here.

- Crepe de Chine
- Crepe Medora
- Canton Crepes
- Crepe Falles
- Crepe Mores
- Motre Epingles
- Egyptian Crepes
- Motre Arabesque
- Broche Crepes
- Brocade and Plain
- Crepe Meteors
- Charmeuse
- Poplins of all kinds

Special attention is also called to the wonderful showing of rich velvet fabrics—Brocade Velvet or Charmeuse and Chiffon Grounds, Chiffon Dress Velvets, Imported Silk Plushes and Velours, Brocade Velour de Nora, etc.

Let us show you this beautiful special display, beginning Monday, on 3d floor, middle room.

A Magnificent Special Showing of New Weaves in Wool Dress Fabrics

Values in weaves and colorings were never before so broad, scores of the most beautiful weaves being confined to Hayden Bros. in Omaha.

The Handsome New Brocades are among the most popular weaves and are shown in great profusion at... \$1.50 Up
Eponges, Ratines, Bedford Cords, Serges, Honey Comb Checks, etc., 50 and 54-inch wide, at... 98c and \$1.48
Panamas, Vicunas, Cheviots, Serges, etc., are as ever very popular; new lots 36 to 52-inch; shown at... 48c and 68c

High Grade Wash Goods

Silk Ratines... 50c, 75c and \$1.00
Eiderdown, 200 new designs... 29c
Romany Taffetas, 25c grade... 20c
Anderson's Scotch Ginghams, 32-in. 15c
Anderson's Scotch Zephyrs, 32-in. 25c
Anderson's 32-inch Sheetings, at... 50c and 59c
Closing out all Summer Goods.

Blankets, Bath Robes and Indian Robes

All Wool Blankets, per pair, at... \$3.50, \$4.00, \$5.00 to \$30
Cotton Blankets, pair, 45c up to \$2.50
Wool Nap Blankets, \$1.95 to \$5.00
Comforters, each... 59c to \$12.50
Bath Robes, each... \$2.50 to \$4.50
Bath Robing by the yard... 28c

Special sale of "Lisk" Wash Boilers at Reduced Prices

Medium size extra heavy tin boiler with heavy copper bottom, worth \$2.00 \$1.39
Large size extra heavy tin boilers, with heavy copper bottom, worth \$2.25 \$1.49
Largest size boilers made, heavy tin, with copper bottom, worth \$2.50, at... \$1.59
Any size galvanized boiler... 95c
Medium size extra heavy all copper boilers, worth \$4.00... \$3.39
Largest and heaviest copper boiler made, worth \$3.75... \$2.95
Large size extra heavy all copper boilers, worth \$4.00... \$3.39
Largest and heaviest copper boiler made, worth \$3.75... \$2.95

Electric Irons

When using an electric iron you do away with the extra heat of a stove in the room and the walking back and forth for hot irons. This is certainly a great object in this hot weather.

Either the "Williams" or "Ideal" electric irons, \$2.50, fully warranted goods, at... \$2.08
Double Quantity Toilet Paper.
10 large 10c rolls Gold Band toilet paper... 50c
10 6c rolls Gold Band toilet paper... 25c

Authentic New Millinery Modes at Attractive Pricings

Although our complete fall stock will not be ready for inspection Monday the assortment of distinctively elegant designs will be found surprisingly broad. Our Millinery Department has been completely remodeled and refitted and will offer this season assortments and values surpassing all past efforts. Opening days, Sept. 11th, 12th and 13th.

Specials in the Rug Department

11-2x12 Axminster Rugs, big line of patterns at... \$26.50
9x12 Axminster Rugs, 30 patterns for selection at... \$19.98
12x15 Tapestry Brussels Rugs, 10-wire quality, special at... \$25.00
9x12 Tapestry Brussels Rugs, 8-wire quality, special at... \$11.48
9x12 Axminster Rugs, high pile, Oriental patterns... \$25.00
6x9 Wool Fibre Rugs, all colors, pretty patterns at... \$4.25
Bigelow's Room Size Rugs, in all new patterns... \$24.50 to \$60
Linoleum, good quality, 2 yds. wide, at, square yard... 39c

Drapery Specials

Third Floor.
\$6.00 Sunfast Portieres—All colors; Monday, pr. \$4.95
\$7.50 Cluny Curtains, with linen, lace and insertion; at, pair... \$5.00
\$3.50 Brusselette Curtains—White and cream; on sale at, pair... \$2.75
\$5.00 Etamine Curtains—Beautifully trimmed with lace, at, per pair... \$3.75
Bangalow Nets—Special values, at, per yard... 35c
Fancy Scrims—Special values, at, per yard... 19c
Hemstitched Scrims, 36-inch, at, per yard... 18c

50c Laces at 25c

A splendid lot of Beal Liner, Cluny and Shadow Laces, worth 40c to 50c a yard.
\$1.00 Dress Trimmings 49c—Including a splendid line of Fancy Bands in the latest Bulgarian colorings, so very popular this season; regular 75c to \$1.00 yard values.

Great Hand Bag Sale

Saturday we will place on sale a big special purchase of latest style. Leather Hand Bags—Newest designs, shapes and sizes, made to sell at \$1.75 to \$2.25, the best values ever offered, choice... 98c

Seasonable Wash Goods at Special Low Prices

Domestic Room
Dress Ginghams, plaids and stripes, 12 1/2c values... 10c
Outing Flannels, new patterns, good weight, 12 1/2c values... 10c
Percales, good colors and patterns, 12 1/2c values, at... 7 1/2c
Cotton Bats, from \$1.00 to... 8c
Silkolines, 36-inch wide, 15c values... 10c
Poplins, plain and striped, 25c values... 15c
Silk finished Taffetas, stripes and dots, 25c values... 18c
Prints, light and dark colors, 6 1/2c values 5 1/2c
Flannellette, pretty waist novelties, 15c values... 12 1/2c
Curtain Scrim, 36-inch wide, with borders, 18c values... 12 1/2c
Galatea Cloth, neat stripes, 11 1/2c values... 10c
36-in. fancy Dress Ginghams, 15c values 12 1/2c
Cretonnes, good patterns, 10c values... 7 1/2c
Apron Ginghams, blues and browns, 7c values 5c

September Sale of Blankets Comforters, Sheets, Muslins, Pillow Cases, Bed Spreads, Sheetings at Special Low Prices.

Saxony 70x90, All Wool Blankets, assorted colors, good weight, \$5.50 values... \$4.95
Tan Cotton Blankets, good size, blue and pink borders, \$1.25 values... 95c
Farmer's Choice, 36-inch half bleached muslin, 10c values... 7 1/2c
Baby Blankets, each... 15c
West Wind 36-in. bleached Muslin, 8 1/2c values, at... 5 1/2c
9-4 unbleached Sheetting, good weight, 23c values... 19c
1/4 size hemmed bed spreads, 75c value, 59c
Full size fringed Bed Spreads, Marcelline patterns, \$2.50 values... \$1.95
Pillow Cases, 45x36, assorted lot, 18c values... 12 1/2c
2-4 size hemmed Bed Spreads, 75c value 59c

Specials in Wall Paper Department

Monday Tuesday
Monday and Tuesday we will place on sale an exceptional line of papers that sold up to double the price that we will sell them for. Oatmeal, Gilt, Two Tones, Florida, Stripes, Leather Goods, etc.
Leather Goods, \$1.50 values, per roll... 75c
Two Tones... 30c
Floral designs, b'd'r to match, 4c
Varnished Gilt... 4c
Upper Thirds, Dining Rooms, Hall, Library... 20c
Bedroom papers, b'd'r to match, 3c
Genuine Imported Oatmeal (plain), all shades, at per roll... 20c

Glass Top E-Z Fruit Jars

1 pt. glass top E-Z jars, doz. 65c
1 qt. glass top E-Z jars, doz. 80c
Ball Mason Fruit Jars
Pt. Mason fruit jars, doz. 40c
Qt. Mason fruit jars, doz. 45c
2-qt. Mason fruit jars, doz. 75c
Best jar covers, dozen... 15c
Best jar rubbers, 2 doz. for 15c
Good jar rubbers, dozen... 5c
.5 dozen for... 25c
1-qt. root beer bottles, doz. 55c

Special Embroidery Bargains

Several new lines at remarkably attractive pricings. You can't afford to miss them.

45-inch Crepe Voile Flouncings—Made to sell at \$1.25 a yard; Monday at, yd. 75c
45-in. Fine Voile Flouncings—Made to sell at \$1 a yard, beautiful designs, yard 49c
45-inch Fine Swiss Flouncings—Made to sell at \$2.00 a yard, exquisite designs; at, yard... 98c
22-inch Allover Embroideries that would regularly sell at 55c to 65c a yard; choice, at, yard... 39c
Beautiful 18-in. Flouncings that sell regularly at 45c a yard, big assortment at 25c
5-Yard Lengths of Fine Swiss Embroideries, 25c to 45c yard values, on sale Monday at—
10c, 15c, 20c and 25c Yard

Linen Specials Monday

Pure Linen Table Damask, 72 inches wide, worth \$1.50 a yard... \$1.00
Pure Linen Dinner Napkins to match, full size, worth \$5.00 a dozen... \$3.75
Pure Linen Satin Damask, full width, worth \$2.25 a yard... \$1.50
Pure Linen Dinner Napkins to match, worth \$6.50 a dozen... \$4.50
Pure Linen Hemmed Huck Towels, full size, worth 39c each... 25c
Pure Linen Unhemmed Pattern Table Cloths, size 8x10, worth \$4 each, \$2.98

This Will Be Peach Week

One carload extra fancy Colorado Elberta Freestone Peaches. One carload extra fancy Idaho Elberta Freestone Peaches. These were shipped to us to sell for the growers. Extra fine, rich flavored, juicy and the finest grown for canning. 80c
Monday, per crate, either kind... 80c
Bushel boxes Colorado Bartlett Peas... \$2.35
20 lbs. Best Granulated Sugar for... \$1.00

48-lb. sack best high grade Diamond H Flour... \$1.00
10 bars Best "Kim All" Diamond C or Lenox Soap 55c
4 lbs. fancy Japan Rice, 10c quality... 7 1/2c
7 lbs. best bulk Laundry Starch... 75c
The best hand picked Navy Beans... 50c
1-lb. pkg. Corn Starch... 40c
Yeast Foam, pkg... 30c
3 cans Oil or Mustard Sardines... 50c
Tall cans Alaska Salmon for... 10c
Advo cell, Ice Cream Powder, Jelly or Jellycon, per pkg... 75c
The best domestic Macaroni, Vermicelli or Spaghetti, per pkg... 75c
Large bottles Worcester Sauce, Pure Tomato Catsup, Pickles, ass'd kinds or Mustard, bottle... 50c
3-lb. cans Pumpkin, Hominy, Squash or Baked Beans, Corn... 75c
Best Tea Siftings, lb... 50c
The best Mixed Pickling Spices, lb... 50c
Golden Santos Coffee, lb... 50c
2 Summer Squash for... 50c
4 lbs. fancy Japan Rice, 10c quality... 7 1/2c
The best Creamery Butter, per lb... 30c
Full Cream Wisconsin Cream Cheese, lb... 15c
Domestic Swiss Cheese, per lb... 15c
Imported Swiss or Roquefort Cheese, lb... 35c
Extra fancy large Queens Olives, quart... 35c
The Vegetable Market of Omaha for the People.
Fancy Sweet Corn, doz. 10c
6 bunches fresh Radishes or Onions for... 50c
4 bunches fresh Beets or Carrots for... 50c
2 Summer Squash for... 50c
6 Green Peppers for... 50c
4 lbs. fancy ripe Tomatoes for... 50c
15 lbs. New Potatoes for 50c
2 stalks Fresh Celery for 50c
Denver Cauliflower, lb. 15c
Fancy Wax or Green Beans per lb... 50c

TRY HAYDEN'S FIRST IT PAYS