

These New Blouses Will Make Many New Store Friends

Hundreds of beautiful new blouses shown Monday, combining exceptional beauty with superior values at every price. See the charming new models we are showing here Monday, at— \$7.50, \$10.00 and \$12.50

HAYDEN'S 16 TH DODGE AND DOUGLAS STREETS

Attractive Values in Guaranteed Furs— Just Three of the Many, Here Mentioned.

12 Beautiful Near Seal Coats, all this season's newest styles, special, at \$69.00. Elegant Hudson Seal Coats, values we do not believe can be duplicated, at \$125.00. Genuine White Fox Scarfs, among the best and most popular. Special, at \$35.00

Values in High Class Fall and Winter Outer Apparel Seldom Equaled, Never Surpassed



THIS store has but one standard in quality and style in apparel for women, it is rigidly enforced and calls for one hundred per cent efficiency—quality at every point from the wearing of the cloth to the long service of the workmanship. Monday specials will be of special interest to all women who appreciate high class merchandise and are not averse to savings.

Coat Styles That Combine Most Charming Designs With Great Values

Fifty Splendid New Coats that sell at \$50, in fine imported broadcloth, plushes, novelties, etc., the season's choicest modes and values, truly match— \$39.75 less at

Dainty Dancing and Party Dresses

Regular prices \$35.00 and \$45.00—a most beautiful assortment, just received, goes on sale in one lot, Monday, at \$25

You cannot afford to miss this exceptional opportunity

Distinctive Designs in Tailored Suits

Two Elegant Chiffon Velvet Suits, regular price \$125, special at \$75.00

Twenty-five Handsome Velvet Suits, regular price \$65—both colors and black—special Monday at \$49.00

One Hundred Fine Tailored Suits

Regular prices \$45, \$50 and \$55, in chiffon broadcloths, poplins, velvets, etc., the choicest lot of suits ever put on sale at price, Monday \$35

Big assortment of designs and colors for your selection



The Newest Weaves in Wool Dress Fabrics

Every weave and coloring that Dame Fashion approves at pricings most economically interesting.

54-inch All-Wool Velours, in neat checks, black and white, blue and white or blue and green, very smart for suits or skirts; choice values, yard \$1.98

56-inch All-Wool French Gabardines and Epingle, very popular medium weight fabrics in full line of newest colorings, on sale at, yard \$1.68

56-inch All-Wool French Serges, regular price \$1.75 yard, in all new colors and black, special, at, yard \$1.28

New All Wool Plaid Suitings, 48 and 56 inches wide, just the thing for golf or hiking skirts, at, yard \$1.48 and 98c

WOMEN LIKE THE SEMI-MADE SKIRTS—They are snappy in style, well made and prices are very low. Don't miss seeing them.

Dress Skirts made to your measure—Perfect fit and workmanship guaranteed. Inquire at Dress Goods Dept., Main Floor.

Our Special October Sale of Laces and Dress Trimmings Begins Monday

The Finest Selection in Omaha at Special Sale Pricings

LACES: Eru and White Lace Flouncings, embroidered in gold and silver. Regular price \$3.00 \$2.19. Oriental Lace Flouncings embroidered in gold and silver. Regular \$5.00 yard. \$3.15. Demi Flouncings embroidered in gold and silver. Regular price \$2.00 yard. \$1.19. 18 and 27-inch Embroidered Chiffon Flouncings. Worth \$4.00 yard. \$1.98. 5 to 9-inch Chiffon Edges embroidered in evening shades. Regular price \$1.75. \$98c. Best quality Crepe Chiffons. Regular price \$1.50 yard. Sale price, yard \$98c. A big assortment of Oriental, Venice and Chiffon Edges, worth \$2.00 yard. \$98c. Oriental, Venice and Shadow Allover Laces, worth \$3.00 a yard. Sale \$1.49. A special lot of Venice Bands and Edges, \$1.00 a yard. Sale price, yard \$49c.

DRESS TRIMMINGS: This is a dress trimming season. Our stock is complete. See these special prices for Monday: Novelty Beaded Bands, beautiful color combinations. Regular price \$2.50 yard. \$1.49. Novelty Persian Bands, very popular. Regular price \$4.00 yard. Sale price \$2.75. Fancy Ornaments in Jet, Pearl and iridescent beads and spangle. Regular price \$1.75. Sale price \$79c. Beaded Pearl Bands, in the rhinestone and spangle. Regular price \$2.50. Sale price \$1.49. Fur Trimmings, worth to \$1.50. On sale, at \$98c. Fancy Silk Loops, trimmed with black, brown and gray fur. Regular price 85c. Sale price, only \$50c. 72-inch Bretonne Nets, for party frocks. Regular price \$1.00 yard. Sale price \$69c. A special line of fancy Handmade Braids, worth \$1.00 yard. Sale price, yard \$49c. The Above Merchandise on Display in Our 16th Street Window.

High Class Silks and Velvets

Most attractively priced Monday in our popular daylight Silk department.

\$4.00 Quality Black Silk Chiffon Velvet, an elegant Lyons velvet, 40 inches wide, rich, deep black, on sale Monday at, yard \$2.75

40-inch Chiffon Velvets in the very newest colors, including African browns, Russian greens, navy and Belgium blues, blackberry, field mouse, etc., on special sale at, yard \$3.50

Beautiful Satin Stripe Taffetas, soft chiffon finish in newest colorings, both light and dark shades, on sale at, yard \$1.48

\$2.00 Quality Imported Swiss Chiffon Taffeta, 40 inches wide, black only, rich, soft, lustrous finish, on sale at, yard \$1.59

\$1.25 All Silk Crepe de Chine and Silk Poplins, 40 inches wide, very popular numbers, on sale Monday at, yard \$88c

Corset Specials

Warner's lace front corset; medium bust, extra long in hip, with wide elastic banding in back; \$3.00 special at \$2.00



Ladies' Monarch and Perrin real French kid gloves, very prettily embroidered, in all the new fall shades; guaranteed and fitted; very special priced, pair \$2.00. Ladies' \$1.25 double silk gloves in all contrasting stitchings, at, pair \$1.00



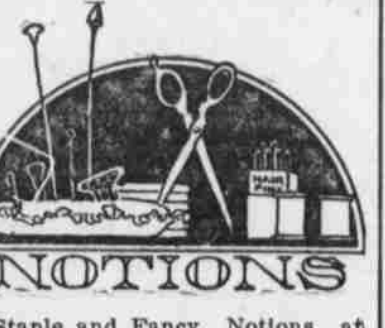
Hosiery Specials for Monday: Women's \$2.50 Pure Thread Silk Hosiery, in plain and fancy colors, regular and out sizes; sp' \$1.69. Women's \$1.50 Silk Hosiery, all colors and sizes, in best makes. Sale price \$98c. Women's Wayne knit, mercerized lisle, black and colors, regular and extra sizes, pair, 50c



JEWELRY: Only the cash purchase of a wholesaler's samples enables us to sell at such ridiculously low prices. Solid Gold Scarf Pins—Your choice of cluster setting, regular \$3.00 values... \$1.98. Solid Gold Cuff Links—Diamond setting, \$5.00 values, for \$3.45. Solid Gold Bar Pins and Brooches—Your choice, at, from \$1.50 to \$4.98



One Out of the Many Shoe Specials For Monday Only: Women's button or lace, cloth or kid tops. Leather French heels, exceptional \$4.00 values— \$2.95



NOTIONS: Staple and Fancy Notions at Extremely Low Prices Monday: 25c pad hose supporters, pair, 10c. 25c cord shopping bags, each, 10c. Omo & Kleinert's dress shields, pair \$1.9c. All widths dress belting, yd., 5c. 50c hair brushes \$25c. 25c dressing combs \$10c. Snap fasteners, dozen \$3c. De Long's hooks and eyes, per card \$5c. Black silk thread, 100 yds., 5c. 10c needle books, each \$3c. Cotton tape, 6 rolls for \$5c. Gold eye needles (best) 3 pks. for \$10c



Silk Underwear for Women: Ladies' All Silk Union Suits— in flesh or white, pure silk, winter weight, heavy quality; regular price \$7.50. On sale, Monday, only \$4.85. Ladies' Union Suit, silk and lisle, fine quality, low neck, no sleeves; high neck, long or short sleeves; flesh or white; regular price, \$3.50; Monday, only \$2.98

Period Styles in Furniture

\$179 Bedroom Suites, \$138. A handsome, 4-post Circassian walnut suite of six pieces—Dresser, Bed, Chiffonier, Table, Chair, Rocker. It's a beauty and you'll want it.

We Sell for Less Money

\$203.00 Mahogany bed room suite, post Colonial design, 54-inch dresser, 38-inch chiffonier, 4 poster bed and large 3 wing dressing table \$143. \$94.50 Mahogany, 4 post suite, 42-inch dresser, 38-inch chiffonier and 38-in., 3 mirror dressing table \$69. \$105.00 Circassian Walnut Colonial design suite, 48-inch dresser, 36-inch chiffonier and large 3 mirror table for \$79

Pictures

are necessary to home beauty and comfort. Don't miss these big values Monday— 3d Floor. 50c Framed Pictures, in gilt and brown frames, 5x7 to 8x10; large line of popular subjects, 50c values \$35c. \$1.50 Framed Pictures 9x12— heavy gilt frames, brown frames, complete line of all the latest pictures, \$1.50 values \$98c. \$2.98 Framed Pictures, \$1.98—brown and gilt frames—with scenes, religious, fruits and character pictures, \$2.98 values \$1.98. See our line of Pastels, in gilt and dark frames, from \$9.00 to \$1.98

19 Pounds Best Pure Granulated Sugar, Monday, 98c

48-lb sack best high grade Diamond R. Flour, Monday, per sack \$1.50. It will pay you to buy flour now. Gallon cans Golden Table Syrup \$30c. 7c can pure Olive Oil, Monday \$25c. Gallon cans, reg. \$2.75, Monday \$2.15. 6 cans oil Sardines \$30c. 10 lb. best White or Yellow Cornmeal for \$25c. 5 lb. best rolled White Breakfast Spaghetti, pkg. \$14c. 6 cakes Silexo Scouring Soap \$15c. 1/2-lb. pkg. Baking Chocolate \$10c. Yeast Foam, pkg. \$3c. Grape Nuts, pkg. \$10c. E. C. Corn Flakes, pkg. \$6c. 1-lb. can assorted Soups \$14c. The best Soda or Oyster Crackers per lb. \$7 1/2c. Tall cans Alaska Salmon \$10c. Choice California Muir Peaches, per lb. \$7 1/2c. DRIED FRUITS FOR YOUR PUDDINGS, PIEES OR CAKES. Choice California Muscatel Cooking Raisins, per lb. \$15c. Choice California Muir Peaches, per lb. \$7 1/2c.

Fine China

On 4th Floor Monday. Beautiful Imported Dinner Sets at greatly below worth. \$35.00 Haviland Dinner Sets—100 pieces, also Limoges China Sets, floral spray design, half gold mat handles; on sale Monday, \$22.50 per set. \$40.00 Limoges Dinner Sets. A beautiful design, 100 pieces, border decorations, half-mat gold handles and gold edges. A beauty. \$27.50 Monday, at, set. Many other splendid specials in etched and cut glass ware, fancy china, etc., Monday.

\$3.00 "Ideal" Electric Irons, \$2.19

The IDEAL is a full weight, fully guaranteed iron we have sold for years, and have hundreds of satisfied users in Omaha. It is beautifully finished, has detachable cord and plug. An article as good as the best at a real bargain price. Genuine "Wizard" or American Lady Polishing Mops, the kind that gets into the corners. \$1.25 size, special to close out \$69c. \$1.00 size Cedar Oil Polish, 50c; 50c size Cedar Polish \$25c. "CLIMAX" FOOD CHOPPERS. They cut, do not crush, all kinds of flesh, nuts or vegetables, leaving all the pieces. 98c, medium size, special, Monday \$79c. \$1.25, large size, special Monday \$98c.

TRY HAYDEN'S FIRST