By HENRIETTA M. REES.

WHAT good does it ever do anybody to go to the recitals which are given in our city from time to time by local or visiting artists?

The amount of good it does anyone depends entirely upon the amount of appreciation and attention the person who attends puts into it. Let us consider the great general class of people first, which includes "the tired business man," the dilettante style of woman and a number of others who would like to hear good music, but who devote very little time to the practical study of it. These people enjoy it from a very different view than the educated musical listener, but sometimes they get just as much enjoyment out of it as he. They like the brilliant work, the top tones of the tenor, the low tones of the contralto and the long-sustained notes of the singer when it seems he never will run out of breath. They have few preconceived ideas, love to be amused and delight in many parts of the program where little is demanded, while many of the finer points where the supreme art of the performer is displayed they pass unnoticed. They do not enjoy piano or violin recitals as much as the vocal, because their ears are not used to the tone quality of the instruments and they tire of it.

But if one of this class will go every time he has a chance to hear great visiting artists or worthy local ones, and always listen for long, high notes, or whatever else he will, just so he listens for something, he will gradually find himself hearing other things he likes as well and he slowly passes out of his class into the class of appreciative listeners who are usually people who have been brought up in a musical household of those with fine, natural musical ears, who are capable of hearing more than one part, and those who belong to that ever increasing company who have developed their taste by means of the finest records and the phonograph. These people always hear all that they can, and enjoy the different fine points, according to their individual standards. Each time they attend a concert they try to find more beauties in the compositions, and they always go to hear the best artists, because the best artists are the clearest mediums for the amount of music in the work of the composer. Many a time they will enjoy a classic number when interpreted with all the intensity and art of a great virtuoso, which they were unable to hear aright when in the hands of some less skillful amateur. The beauty of a high class concert is that the artists usually present classical music, both ancient and modern, in such a way that it doesn't sound like classical music. This involves a variety of meanings in the word "classical." But when well done it all sounds so beautifully simple and is simply beautiful that no one would know it was full of thought in the interpretation.

Then among the concert goers are the students, the teachers, and the musical amateurs. A pupil can see in bold relief in the work of some master many things which his teacher has been trying to impress upon him. He can see a little of the finish above the structure, of his art, and it will inspire him to redoubled efforts. It saves musical amateurs from taking too firm a hold upon the notion that they are finished artists, incapable of improving upon their own perfection. Many a time when they hear some special favorite subtly interpreted in all its beauty before them, it gives them quite a jolt to compare it with their own. It inspires the teacher to work harder to bring out the best in his pupils and it gives him an enjoyable period when he hears music interpreted as he likes to hear it, with a sureness of technic, and an artistic taste that is both convincing and individual. If people approach a concert or recital with humility in their souls, with a desire to hear as much as possible, and with a determination to concentrate upon their listening powers to the exclusion of the peculiarities of the rest of the audience they will always find something about the music to enjoy. Too many times the attention wanders to the woman in front with the airy plume, who shows that she understands rhythm by keeping time to the music with her head—until the time changes and throws her off. Sometimes it is attracted by the noisy amateur who whispers comments audibly throughout the selection, with considerable head bobbing, or shaking as the occasion requires. Sometime the peculiarities of the artist cause one to watch rather than listen. Sometimes the attention wanders afar to subjects far from the world around them and they forget that they are missing some of the beauties of sound which they have assembled to hear. Sometimes delicate ones, not appreciating their opportunities to learn how to become good listeners by doing the above, as soon as the music starts remember how near they are to quick consumption or bronchitis, and every few minutes emit a little unnecessary cough, which reminds others of their same condition, and proves conclusively that they have not their minds upon the music. Did you ever notice that when the singer or player does some especially startling thing the desultory coughing in the audience entirely ceases? Or if you attend an intensely dramatic play that the performance is never marred by as much as a pindrop? And merely because the entire audience is giving its entire attention to listening and appreciating.

Occasionally even at the finest concerts some in the audience will remember how late they have been up for a few night, and by sitting still and not placing their attention upon the music or anywhere else, they soon mesmerize themselves into little furtive catnaps. This is not always the fault of lack of attention, however, as some times it may be accounted for by the stagnant condition of the air in the concert hall. Alert attention will help to prevent it, even under those circumstances.

If one goes to fine concerts and keeps his attention upon what he is hearing, he will probably find much therein to enjoy. It is without doubt that people who go not only to one concert, but to many, and who listen at all of them, develop a musical taste for the best, and it is this musical taste in the people at large which does much for that asset which was supposed to exist only in pre-martial Europe—musical atmosphere.

Mr. Glenn Dillard Gunn, who is in the front rank of the champions of good American music, last week conducted the Chicago Symphony orchestra in a program for the purpose of getting American music before Americans, according to the Chicago Tribune. It is getting to be the proper thing in all European countries to nationalize the music nowadays, so these concerts should be popular with those people who always ape Europe, as well as with those who are really desirous of knowing what we have of native worth. Both of the soloists at this concert are American trained. Of the soloists, Christ Anderson, baritone, received a nominal fee only for his services. Tallerico, the pianist, who won the Charles G. Dawes prize recently, received nothing, and Mr. Gunn received nothing.

Surely with such championing, American music and musicians are having a fair chance to be heard.

Word has been received that Mr. Max Landow has appeared on the course of Peabody artist recitals in Baltimore. This is his first public appearance in that city, and his Omaha friends rejoice to know that his recital was considered, according to the Baltimore Sun, as "One of the most agreeable heard here in many seasons."

Mr. and Mrs. A. M. Borglum entertained Mr. Rafael Navas at their home Tuesday of last week, following the program which he played for the Tuesday Morning Musical club. In the afternoon Mr. Navas kindly repeated his program for several of Mr. and Mrs. Borglum's pupils and friends, omitting only the Papillons by Schumann. Mr. Navas and the Borglums studied with Wager Swayne in Paris at the same time and it was there that they became acquainted.

Musical Notes.

Henry Cox announces an informal recital of violin and cello solos and chamber music compositions to be given in the recital hall of the Omaha School of Orchestral Instruments at Seventeenth and Farnam streets, on Monday evening, November 9, at 8:15. Those taking part will be the Henry Cox Junior String Quartet (Messrs. Pakes, Stirling, Widenor and Clark), and the following soloists: Mrs. T. J. Mahoney, the Misses June Brown, Madge West, Hazel Wilcox and Leona Gartin; Messrs. Edwin Clark, Eugene Pakes, Joe Woolery and Eric Erickson. The public is cordially invited.

In his recital Tuesday evening November 10 at the First Baptist church Martin W. Bush will play Liszt's fantasie and Fugue arr. Bach, Brahm's Fantaisie and and scherzo, MacDowell's Keltic sonata, a group of short pieces by Debussy, Chabrier, Ravel and Scott, Liszt's transcription of the "Am Stillen Herd," from the "Meistersinger," and Strauss-Tausig. Waltz caprice.

Louise Jansen-Wylie gave a song recital before the Lincoln Matinee Musical club of Lincoln, Neb., last Monday afternoon. Mrs. Wylie sang at an afternoon musical at the home of Secretary of State William Jennings Bryan two years ago at which were many of the members of the Matinee Musical club. Her recital last Monday afternoon under the auspices of the Matinee Musical club is the result of a desire on the part of the club members to again hear her sing. Mrs. Wylie will give her Omaha recital at the Young Woman's Christian Association's auditorium Thursday evening November 19.

Miss Luella Anderson will give a violin recital Tuesday evening, December 8, at the First Baptist church. Miss Anderson has been a student for three years in the Royal Conservatory at Brussels.

A recitation was given by the junior and intermediate pupils of Mr. and Mrs. August M. Borglum at the Borglum piano school, Friday evening, November 6, 2661 Douglas street. Those taking part were Elizabeth Paffenrath, Bernard Hannighen, Natalie Anderson, Margaret Mather, Marie Wattles, George Paul Borglum, John Clarke, Marjorie Ribbel, Jean Palmer, Donna McDonald, Louise Clarke, Helen Smith, Josephine Platner, Elizabeth Austin, Margaret Wattles, Dorothy Darlow, Ann Axtell, May Hamilton.

Music News has recently published its 8 x 11 anniversary number, in which there are among others an article by David Bispham upon "How to Plan a Musical Career in these Days," and another by Katharine S. Brown upon the "Artist and his Art," which are of more than passing interest.

Ellouise Shepperd, soprano, will give a vocal recital at Jacobs hall, Seventeenth and Dodge streets, November 12. Mme. Borglum at the piano.

Joyful Anticipation of Motherhood

There is apt to be a latent apprehension of distress to mar the complete joy of expectation. But this is quite overcome by the advice of so many women to use "Mother's Friend." This is an external application designed to so lubricate the muscles and to thus so relieve the pressure reacting on the nerves, that the natural strain upon the cords and ligaments is not accompanied by those severe pains said to cause nausea, morning sickness and many local distresses. This splendid embrocation is known to a multitude of mothers.

Many people believe that those remedies which have stood the test of time, that have been put to every trial under the varying conditions of age, weight, general health, etc., may be safely relied upon. And judging by the fact that "Mother's Friend" has been in continual use since our grandmother's earlier years and is known throughout the United States it may be easily inferred that it is something that women talk about and gladly recommend to prospective mothers.

"Mother's Friend" is prepared only in our own laboratory and is sold by druggists everywhere. Ask for a bottle to-day and write for a special book for expectant mothers. Address Bradfield Regulator Co., 407 Lamar Bldg., Atlanta, Ga.

Wrinkles Disappear As If By Magic

"In the removal of wrinkles, I have discarded cosmetics entirely," writes Mme. Corsan, the celebrated Parisian beauty expert. "The results they produce are deceptive and never permanent. Massaging is only partially successful and it's too slow a method.

"I've never seen anything work such wonders as a simple, harmless solution any woman can prepare and use at home without the least trouble. A half pint of witch hazel and an ounce of good powdered saxolite are all you'll need. Mix the two and apply this refreshing solution to your face daily. The effect is marvelous—instantaneous. The skin becomes firmer, 'tighter'—every wrinkle and sag is affected. You feel so refreshed after using the wash; you look refreshed, too; soon you will look ten years younger."—Society World.—Advertisement.

HAYDEN'S

RUG BUYERS

Monday is the Day, Hayden's is the Place to secure Rug values which are seldom, if ever, equalled.

AXMINSTER RUG SPECIALS

$20 Rugs, 9x12 size..$14.98
$25 Rugs, 9x21 size..$18.98
$60 Rugs, 9x12 size..$20.00

58 new fall 1914 patterns in the lots for selection, all absolutely perfect goods.

$16.50 Seamless Velvet Rugs, 9x12 size, fine assortment, at $12.98
$15.00 Tapestry Brussels Rugs, seamless, 9x12 size, $11.98
$32.00 Body Brussels Rugs, 9x12 size, best quality, $25.00
$42.50 Fine Wilton Rugs, beautiful patterns, 9x12 size, at, each $35.00
Printed Linoleums, best quality, 12-ft. wide, sq. yd., 59¢
$2.50 Axminster Rugs, size 27x54, special, each $1.75
$4.00 Axminster Rugs, size 36x74, big assortment, at, each $2.98
7-foot Window Shades, with guaranteed rollers, ea. 35¢

Ladies' Girdles

A big special lot of regular $1.00 to $1.75 Fancy Girdles, on sale at one price Monday.....50¢
All exceptional bargains.

Special Embroidery Sale

Monday we place on sale a big assortment of new Embroideries worth to 10c yd., at 3½c
Edges, Insertions and Beadings in Swiss, Nainsook and Cambric.

25c Embroideries at 10c

Including full 18-inch flouncings and wide beadings, in big variety of pretty patterns.

A Tremendous Showing New Wash Dress Fabrics

The most complete stock shown in any Omaha store. Values always superior.

Silk and Mercerized Dress Fabrics in almost endless assortment of choice new colorings and patterns—underpriced at—

25¢ 38¢ 50¢ and 59¢ a Yard.

Amoskeag Outing Flannels—The very best manufactured; on sale, yard .....10¢
18c Serpentine Crepe—Plain and figured; special at, yard .....11½¢
New Madrases, Percales, Scotch Ginghams, etc.—at, yard.....12½¢ 15¢ and 25¢

Fancy Veiling

Two choice bargain offerings in New Veilings Monday:
Fancy Veilings, in good assortment, at, the yard .....10¢
New Novelty Veilings — A very choice lot of values, at, yard.....29¢

Big Wall Paper Sale Starts Monday, Nov. 8

Our entire stock of Wall Paper to be sold for **LESS THAN HALF PRICE.**

In order to make room for our new goods we must clean out our last year's stock. Come in and get our prices.

Blankets and Comforters

AT GREATLY BELOW RETAIL WORTH

It's the quality talks. Compare values here with offerings elsewhere. You'll find them unquestionably superior.

All Comforters that sell regularly at $5.00 to $15; on sale now at..... 33⅓% Discount

All $1.50 Blankets..95c
All $2.00 Blankets $1.19
All $3.00 Blankets $1.96
All $4.00 Blankets $2.89
All $5.00 Blankets $3.85
All $6.50 Blankets $4.75

Baby Crib and Baby Bag Blankets—Broad assortment at .....50¢ to $3.50

Nothing Adds More to the Charm of a Room Than

Pretty Draperies and Curtains

No place will you find more complete assortments or choicer values than here.

These Monday Specials are certainly delightful values and can scarcely last all day at nese pricings—make selections early.

Odd Pairs of Curtains—Only 1 to 4 pairs of a kind; cluneys, voiles, madras, fine embroidered muslins, etc., to $6 a pair values, at the pair $2.50
Brusselette Curtains, values to $2.00 a pair white and ecru, big assortment, at the pair ..... 98¢
Hemstitched Curtain Scrims, big assortment of styles in ivory and ecru; choice values, at the yard—
15¢ — 20¢ — 25¢
20c Fancy Scrims with plain centers and colored borders; big assortment, yard, 12½¢
Fancy Cretonnes, at the yard ..... 15¢ to 45¢
An immense variety shown.
45-inch Bungalow Nets, large assortment of neat patterns, at yard, from 25¢ to 55¢

Extraordinary Silk Bargains for Monday

Look where you will, when you will; you will always find superior assortments and values in our big daylight silk section.

HERE'S FOUR ROUSING SPECIALS that should crowd the department early Monday:

$1.00 and $1.50 Silks at 48c and 68c

Over 5,000 yards of beautiful new Dress Silks, All Silk Messalines, 27 to 36 inches wide, Brocaded French Crepes, 40 inches wide; 36 and 40-inch Silk Poplins, yard wide hair line stripe Messalines, high class Fancy Silks, 20 and 27-inch wide Satin Barred Plaids and Roman stripe Silks; yard wide crepe de Chines, etc.; broken lines from our regular stock; to $1.50 values, at..... 48c and 68c

$1.25 DRESS SILKS, 88c
Satin Messalines and Palet de Soie, 36 inches wide, in a choice assortment of new colors; two popular numbers, at yard, 88¢

$1.25 AND $1.50 SILKS, 98c
Taffeta Radiums and Poplins, 40 inches wide, beautiful, soft clinging fabrics much in demand, at, yard .....98¢

A remarkable showing of fine Costume Velvets and Chiffon Velvets, elegant soft pile fabrics that are very scarce; all the new colorings and black; at the yard .....$1.98 and $3.98

Table Linens

Greatly Underpriced Monday.

Pattern Table Cloths, pure linen, fine assortment; regular $4.50 values.. $2.50
Pattern Table Cloths, to $10 values, 81x90 inches wide, beautiful patterns, each.... $5
$1.50 Heavy Double Damask pure flax, 81 inches wide, at the yard $1
$1.00 Satin Damask, silver bleached, pure linen, 68 inches wide, at, yard.... 75c
Dinner Napkins, worth to $5 a dozen; fine assortment, 6 for $1.50
Excelsior Quilted Table Pads, $1.85 values, heat resisting, 54x54-inch size, each $1.50
Sterling Table Padding, 39c a yard quality, heavy double fleeced, 54-in. wide, yard.. 25c

Underpricings on Wool Dress Fabrics

That will be of keenest interest to the crowd of buyers Monday—pricings which mean the keenest kind of economies on choice lines of the season's most wanted fabrics.

$2.50 All Wool Poplins, 56 inches wide, a splendid line of the new colorings, one of the season's best fabrics for suits or coats, at the yard..... $1.75

$2.00 Wool Crepe Gabardines and fine French Serges, 54 inches wide, medium weight; on sale, at, yard....$1.48
Over 200 Pieces of Wool Goods, Serges, Henriettas, Panamas, Crepes, Diagonals, Novelty Plaids, etc., 36 to 54 inches wide, on sale, at, the yard—
38¢ — 48¢ — 68¢
$1.50 to $2 Dress Fabrics, Bedford Cords, Gabardines, Fancy Mixtures, Serges and All Wool Plaids, 54 and 56 inches wide, at, the yard .....98¢
Handsome New Coatings; Plaid Chinchillas, Diagonals, Balmacaan Mixtures, Boucle, Novelties, etc., 54 and 58 inches wide, on sale at the yard, up from $1.50

Any Fabric You Want for the New Suit, Dress, Coat or Skirt, you'll find in this immense Stock.

The Woman Who Appreciates Distinctive Styles

and is not averse to a splendid saving will find a visit here Monday delightful and very profitable. Our buyer is again on his way to New York and left instructions for pricings on all our fine Tailored Suits that mean, during the next few days, bargain giving seldom, if ever, equaled at this season of the year. Just a few of the many rare bargains can be mentioned here—they may not all go Monday, but you'd better make selections early

$175 Tailored Suits, $95
A charming three-piece suit in green chiffon velvet, trimmed with marten fur, a beauty.

$150 Tailored Suit, $85
An elegant design, in finest imported bronze, broadtail fur trimmed. Certainly a rare bargain.

$125 Tailored Suit, $75
A charming model in finest imported Pomeria. A value you'll find it impossible to duplicate.

Three Elegant Tailored Suits
Regular $60 and $75 values, in Broadcloth and Pomeria combinations, exclusive designs and matchless bargains, at, choice $45.00

100 Handsome New Tailored Suits
In fine Chiffon Broadcloths, Velvets and choice weaves in fancy fabrics, $50 and $55 values, on sale Monday, at $35.00

Pretty Serge Dresses—The season's nobbest new styles, in all sizes for women or misses, made to sell at $10.00; your choice $5.00
Hundreds of Pretty New Dresses in silks, satin and combination serge and satins, greatly underpriced for Monday's selling at $10.00
Nearly 200 Beautiful Suits—Made to sell at $35.00, Monday at $19.50—The fabrics are broadcloths, gabardines, cheviots and other most desirable plain and fancy suitings, all colors and the very choicest styles in long or short coat effects, good values at $35.00; rare bargains at, choice $19.50
Charming Waist Styles—In fancy silks, crepe de chines, shadow laces, etc., newest style ideas; at, choice.....$3.95
Silk Klosfit Petticoats — In all colors, makers' samples of $5.00 garments; on sale at $3.95

See the New Coat Styles.

GREAT SALE OF

Popular Sheet Music, 3 for 25c

Hundreds of songs and instrumental numbers included in the big sale. Among them you'll find, "Rose of Mountain Trail," "Poor Pauline," "Down on the Farm in Michigan," "I'll Do It All Over Again, Laddie," "Night Time in Burgundy," "Valse June," "You're More Than the World to Me," "In the Valley of the Moon," "Chinatown, My Chinatown," "California and You," "All Aboard for Dixie," "Eyes of the World," "I'm Going to Tell You, Mother," "In the Garden," "At the Ball, That's All," "This Is the Tip," "Way Down on Tampa Bay," "You're Here and I'm Here," and scores of other popular songs and instrumental hits on sale—

Any 3 for 25¢

1c copy additional if sent by mail.

NEW HOME SEWING MACHINES

MODELS OF PERFECTION.

PERFECTLY SIMPLE SIMPLY PERFECT.

A five drawer drop head New Home machine, case golden oak, with full set of attachments; a beauty; Saturday and Monday, at—

$29.98

The same machine sold by agents regularly at $55 and $60. Don't fail to see them Saturday in Sewing Machine Dept., Fourth Floor.

Big Savings Monday in Domestic Room

Many special tables of new goods, perfect goods — merchandise you want right now at pricings considerably below the actual retail worth.

$1.25 Linen Table Damask, 72 inches wide, dew bleached, at the yard .....79¢
$1.00 Linen Table Damask, 72 inches wide, dew bleached, at the yard .....65¢
12½c Dress Ginghams, good assortment of pretty patterns, at the yard .....8½¢
18c Scotch Plaids and Dress Ginghams in plaids, checks and stripes, at the yard....12½¢
18c Plisse Crepes, plain colors, at the yard ..... 10¢
9-4 Bleached Sheetings, regular 30c a yard values, at, yard 23¢
45-inch Bleached Casings, 18c quality, at, yard .....14¢
18c Teaseldown Flannels, at the yard ..... 10¢
12½c Outing Flannels, good long remnants, at, yard.....7½¢
7½c Amoskeag Ginghams, at the yard ..... 5½¢
Hope or Lonsdale Muslins, 10c a yard values, Monday, at the yard ..... 7½¢

MONDAY A. M.
Amoskeag Apron Checks, blue or brown; one entire case, while it lasts, at yard .....4½¢

MONDAY P. M.
Lonsdale Muslin, regular 10c yard values; one case, while it lasts, at yard...5¢

MONDAY P. M.
$3.50 Gray Blankets, 11-4 size; one case, while they last, at the pair.... $2.38

Monday Bargains in Drugs and Toilet Articles

50c White Cross Powder.....29c
25c Pond's Vanishing Cream..15c
50c Sempre Giovene.....35c
50c LaBlance Powder.....38c
25c Peroxide Cream.....10c
50c Canthrox 29c
25c Marsatte Talcum.....12c
10c Jap Rose Soap 6c
10c Venetian Bath Soap.....6c
25c Orris Tooth Powder.....14c
25c Saniflush 14c
15c Borax 9c
65c Rubber Gloves 29c
$1.00 Sal Hepatica 69c
25c Mentholatum 14c
25c Sloan's Liniment 21c
25c 1-lb Absorbent Cotton....19c
50c bottle Bay Rum 19c
"Antichap," for chapped hands and rough skin 15c
35c Peerless Powder 15c
$2.75 4-qt. Combination Water bottle and syringe.....$1.85

Remarkable Bargain Sale of Felt Mattresses Continues Monday

One Thousand Genuine Layer Felt Mattresses at less than usual wholesale cost. Three specials shown Monday $4.75 $5.75 $6.75

The slump in the cotton market and a maker's immediate need for ready cash brought us the opportunity to secure the best bargain in 1,000 felt mattresses we ever knew. We took advantage of it and are going to give our customers full benefit of the snap.

Snow Ball, genuine layer felt mattress, 45 lbs. weight, never sold for less than $7.00. Monday..... $4.75

Hercules, a choice quality roll edge art tick, layer felt mattress, usually sold at $8.50. Any size..... $5.75

Blue Ribbon, universally known as one of the softest, fluffiest and best layer felt mattresses made in the south. Greatest snap, at $6.75

Never before, probably never again, will such a mattress bargain opportunity offer. Act quickly.

Range Eternal

FREE!—During this special sale and free demonstration only, the factory expert will give a $10 set of best aluminum ware with each Range Eternal sold. Remember the days—Monday, Tuesday, Wednesday and Thursday.

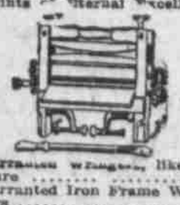
Gas Heaters, reflector type, up from $3.50
Gas Heaters, radiator type, up from $5.00
2-burner Gas Plates $1.95

BOILERS, WRINGERS AND OTHER WASH DAY SUPPLIES

Medium size heavy Galvanized Boilers 79c
Large size heavy Galvanized Boilers 89c
Tin Boilers, copper bottom, at $1.19
Genuine "LISK" extra heavy Tin Boilers, with heavy copper bottoms, medium size, for $1.49
Large size "Lisk" tin, copper bottom Boilers $1.59
Largest size "Lisk" tin, copper bottom Boilers $1.69
Genuine "Lisk" all copper Boilers, reduced to.....$2.69, $3.19 and $4.00

Range Eternal, all sizes and styles, up from $50.00
Other Steel Ranges specially priced for this sale, up from $19.85
Cook Stoves, up from....$12.50
Perfection Oil Heaters, special at $3.29

Looks better than others. Is better than others. It's the best malleable steel range made. Has thirty particular points of Eternal Excellence.



Warranted Wringers, like picture $2.49
Warranted Iron Frame Wringers $1.98
Full size best Zinc Wash Boards, for 19c
Galvanized Wash Tubs for .....29c, 39c, 49c and 59c
Galvanized Pails, one to a customer 9c
Ironing Boards, with folding stand 98c
5-piece set Mrs. Pott's Sad Irons 79c
Electric Irons, choice "Ideal" or "Williams," $3.50 values for $2.49

19 Pounds Best Granulated Sugar for $1.00

Hayden's Follow the Market and Give the People the Benefit.

We advise our customers to buy Flour now.

48-lb. sacks best high grade Diamond H Flour, nothing better for bread, pies or cakes, sack $1.40
10 bars Beat 'Em All, Diamond "C," Lenox, White Russian or Laundry Queen White Laundry Soap....25c
10 lbs. best white or yellow Cornmeal for 19c
6 lbs. choice Japan Rice..25c
6 lbs. of best Bulk Laundry Starch for 25c
Advo Jell, the jell of quality, per pkg. 7½c
The best Domestic Macaroni, Vermicelli or Spaghetti, per pkg. 7½c
20-ounce bottle of California Strained Honey 25c
MacLaren's Peanut Butter, per lb. 12½c
2-lb. cans Fancy Sweet Sugar Corn 7½c
4 lbs. best Pearl Tapioca..25c
2-lb. cans Early June Peas for 8½c
2-lb. cans fancy Wax, String, Green or Lima Beans...7½c
2-lb. cans Solid Packed Tomatoes 8½c
Corn Flakes, pkg. 5c
Grape-Nuts, pkg. 10c
Chow Chow, quart 15c
Sour Pickles, quart.....10c
Sweet Pickles, quart 20c
Hershey's Breakfast Cocoa, per pound 20c
Yeast Foam, pkg. 3c
6 cans Oil Sardines 25c
1-lb. cans Snyders' Tomato Soup 7½c
32-oz. jars Pure Fruit Preserves 25c
2-lb. pkg. Diamond H Self Rising Pancake Flour 8½c
Golden Santos Coffee, lb. ..20c
The best Tea Siftings, lb. 12½c
15 lbs. best Red River Ohio Potatoes 20c
Buy your potatoes by weight—not by measure. The law requires 60 lbs. to the bushel.
Fancy Holland Seed Cabbage, per lb. 1½c

Fresh Southern Vegetables Now on the Market

Fresh Carrots or Beets, per bunch 4c
Fresh Shalots, 3 bunches 10c
Fresh Head Lettuce, head 7½c
Fancy Wax or Green Beans, per lb. 7½c
Fancy Ripe Tomatoes, lb. 7½c
Fancy California Cauliflower, per lb. 7½c
New Chestnuts, per lb.....15c
3 large Soup Bunches 10c
2 stalks Fresh Celery 5c
6 large Grape Fruits 25c
Fancy Cooking Apples, per peck .....20c and 25c
Old Beets, Carrots, Turnips, Parsnips or Rutabagas, per lb. 1½c
Fancy Red or Yellow Onions, per lb. 2c
The Best Fresh Eggs, doz. 26c
The best Creamery Butter, in carton or bulk, lb.....34c
Fancy Country Creamery Butter, lb. 31c
Fancy Dairy Butter, lb...28c
Full Cream Cheese, lb. 18c
Fancy Idaho or Washington Jonathan Apples, box, $1.35

IT PAYS **TRY HAYDEN'S FIRST** IT PAYS