

It's public confidence that counts in a store's success. Not the bare statement of what they will do, but the doing. This achievement of promises is the loadstone which draws the crowds of eager buyers to Hayden's sales. Just such matchless assortments and values as we offer Monday that has secured for us the confidence of the buying public

HAYDEN'S THE RELIABLE STORE

10c EMBROIDERIES MONDAY AT 5c. Clean up of a big job to 4 yard strips of Embroideries and Insertings, regular 10c a yard, on sale Monday at 5c. Colors for this one day only.

Elegant New Silks Greatly Underpriced

Monday's Silk Sale will be an interesting exhibit of the season's newest styles; silks that are in vogue for now and the coming winter will be shown in amazing abundance. No where else in the west will you find such variety for selection or such values offered.

THREE GREAT PURCHASES—Including the newest weaves and colorings from several of the best foreign and domestic mills; elegant fall styles that would sell regularly up to \$1.50, including 36-in black peau de soie, black and color taffetas, beautiful novelties and handsome plaids—on display in our Sixteenth street window Friday, Saturday and Sunday—grandest Silk Bargain ever shown in Omaha, at 59c

On Silk Square in Domestic Room

Remnants of black and colored taffetas, black peau de soie, failles, poplins, lousines, peau de cygne and an elegant line of novelties, worth regularly to \$1 yard, at 37 1/2c. Choice Plaids for Waists—Colors to match every shade of dress goods, also fine line of striped silks, twenty-five distinct patterns for selection; greatly underpriced Monday, at, yd. 55c

Neat chiffon checks, stripes, plaids and dots, all regular 50c values; on sale Monday at, choice. 45c

\$1.25 black dress and skirt taffetas, 36-inch wide, Monday at, 89c. \$1.50 quality Swiss dress in 36-inch wide, on sale at, \$1.05. \$1.00 black taffeta, 27-inch wide, fine heavy quality, at, 75c. 36-inch black peau de soie, splendid value at \$1.25 yard; on sale Monday only, at, yd. 98c

Muslins, Sheetings and Linens

In our famous Domestic Room. We defy all competition in these lines.

- 26-inch Sheetings, 8 1/2c grade, 50c. 26-inch Unbleached Sheetings, 4 1/2c. 36-inch Unbleached Sheetings, 7 1/2c. 36-inch full Bleached Sheetings, 6 1/2c. 26-inch Sheetings, 8 1/2c. Hope Muslin, 9 1/2c. Lonsdale, 10c. Fruit and Flower, 10c. 8-4 Unbleached Lockwood, 23 1/2c. 10-4 Unbleached Lockwood, 24c. 8-4 Bleached Lockwood, 22c. 10-4 Bleached Lockwood, 26c. 45-inch Androscoquin, 12c. 45-inch Androscoquin, 16c. 50-inch Androscoquin, 18c. 9-4 Aurora Bleached, 20c. 8 1/2x20 Standard Sheets, 73c. 72x90 Crested, 72c.

High-Grade Linen Dept.

In this department we carry only the finest German and Irish Linens imported direct by ourselves.

72-inch pure Irish Linen, full bleached, better values than can be bought elsewhere for \$1 per yard, our price, only 75c. 72-inch German Damask, extra fine, 1.00. 72-inch Irish Damask, superfine grade, \$1.25. 72-inch Irish Damask, superfine grade, \$1.50. 72-inch special designs, superior quality, \$2.00. 72-inch finest Irish Damask made, yard, \$4.00. We carry a grand line of fine T. Bielocthis, with napkins to match, at, set, \$50, \$10, \$7.50, \$5, \$4, \$3, \$2 and \$1.50. High grade Towels at, 75c, 60c, 50c, 35c, 25c and 19c. Fancy Centerpieces from 25c to only \$1.00. Quilts in all the fine English and French Marseilles and Satins, at up from \$10, \$7.50, \$5, \$3.50 and \$2.50. WHITE GOODS DEPT. St. Gall hand embroidered Swisses, English Jacquards and Fancies, Domestic Swisses and all kinds of White Goods at less money than elsewhere.

The Leading Dress Goods House of the West

Twice as many dress goods as the entire stocks of all the rest of Omaha put together—High Grade, second section; middle.

From 10 to 12 A. M. Monday—All black dress goods at \$1.25 and up to \$7.50 yard (not over one dress pattern to a customer), at exactly half the marked price. All goods marked in plain figures.

From 2 to 4 P. M.—All our high grade colored dress goods, including all evening shades, from \$1.00 and up (excepting Lansdowne) will go at exactly half the marked price. Only one pattern to a customer.

EXTRA SPECIALS IN BEARSKINS. \$7.50 Bearskins will go at... \$4.95. \$6.50 Bearskins will go at... \$4.50. \$5.00 Bearskins will go at... \$3.95. \$4.00 Bearskins will go at... \$3.50. \$3.00 Bearskins will go at... \$2.50. \$3.00 Bearskins will go at... \$1.95.

High Grade Wash Goods Dept.

Here can be found all the latest novelties in Fall Waistings, Fall Wrapper Goods, Fall Flannelettes, etc., at prices less than the manufacturer makes them today.

- 18c Flannelettes, twilled back, 15c. Extra heavy Bath Robe, German Wrapper Cloth, regular price 40c, 19c. Anderson's Scotch Gingham, regular price 39c, on sale, at 25c. Genuine Amoskeag APRON Checks, 7c. Black Flannels, 50c, 39c, 25c, 19c, 15c and 12 1/2c. High Grade Lining Dept. Heatherbloom, Lustrals, Italian, Serges, Sleeve and Coat Linings, at kind of tailors' and dressmakers' trimmings and findings, always below the market price.

Popular Priced Wool Dress Goods

In Our Famous Domestic Room—From 10c to \$1.00 yard

Everything is a genuine bargain—New goods, odds and ends, and remnants of our finest goods—all closed out at a trifle of their value. 36-inch Wool Novelties, light colors, 5c. 36-inch English Henriettas, 25c. 36-inch all wool Sackings, 25c. 54-inch all wool Sackings, 35c. 46-inch all wool Henriettas, 1st grade, 59c. 50-inch Sailor Suitings, fine cloth, 50c. 40-inch Storm Serge, all wool, 39c. 40-inch Batiste, all wool, 39c. 36-inch Keswick Suitings, 19c. 36-inch Den Ken Suitings, 12 1/2c. 36-inch Bantay Cloth, at, per yard, 12 1/2c. 66-inch Danish Cloth, 19c. Over \$30.00 worth of fine wool goods to, close in this department.

One More Day of the Sale of Sample Furs

On account of the tremendous demand for Sample Garments we had on Thursday and Friday we have decided to continue the sale Monday.

OVER 700 HANDSOME SAMPLE FUR GARMENTS STILL REMAINING, including genuine Seal, Near Seal, Beaver, Krimmer, Persian Lamb, Pony, Squirrel, Fox, Mink, Coyote, etc.—COATS, SCARF SETS, ETC., ALL ON SALE MONDAY AT 25 TO 33 1/2 PER CENT REDUCTION FROM REGULAR RETAIL VALUE.



It will only be a few days at the furthest until we must return these garments to the manufacturers and selections should be made at once. You'll never have a better chance to select high grade Furs at a splendid saving.

Beautiful Tailor Suits that were manufactured to sell at \$25, English walking, English Derby, new Cut-away, Fluffy Ruffles, and a score of other fashionable styles, all newest materials, in all the most wanted shades, the finest assortment and values shown in Omaha, at choice, only \$14.95. In all the popular fall styles, tans or blacks, hundreds of garments to select from, splendid values at \$15, \$12.50, \$10, \$8.50, \$7.50 and \$5.00. Silk and Satin Rubberized Coats for automobile and street wear, in all the new plaids, checks, stripes and plain colors; unmatchable assortment and values at \$37.50 down to \$25, \$20, \$15.00 and \$15.00.

See Our Magnificent Display of New Fall Suits. THE CROWN JEWEL SUITS are, if possible, more beautiful this season than ever before, fully the equal in quality, finish and style beauty of most \$35.00 Suits and, as the name implies, the finest of Fashion's Favorites—faultless in fit, fashion and fabric, the best values anywhere at \$25.00.

Elegant Silk Dresses—Unlimited variety of styles, the most economical because strictly proper for all occasions twelve months in the year; look where you will, when you will, you'll not find the equal of our assortment of matchless values at \$5, \$40, \$35, \$30, \$25, \$20 and \$15. Women's Skirts of all descriptions; in style and material a perfect assortment of the season's best style ideas; attractive values, \$15, \$15, \$12.50, \$10 and \$8. A World Beating Skirt Value at \$5. A line of handsome skirts in Panama, Serges and Chevots, in the new Fluffy Ruffles style; values up to \$8, on special sale at \$5.00. Women's \$6.00 Silk Underskirts, now on sale at \$3.95.

Grand 7 1/2c Ribbon Sale

A general clean-up of our stock of Summer Ribbons at one-half to one-third regular retail prices; goods that sell regularly at 15c to 20c per yard, all go Monday at one price, per yard 7 1/2c. Don't Miss This Splendid Opportunity

Popular Priced Wool Dress Goods

Third aisle, middle section, for children's school dresses, ladies' tailor suits, evening gowns, etc. Arnold's 36-inch Suitings, 19c. Tailor Suitings, Checks, stripes, worth up to 75c — at 39c. 38-in. all wool Suitings, 39c. 52-in. all wool Suitings, 49c. \$1 and \$1.50 Suitings, 59-in., at 59c. 59c French Overplaids, 39c.

Hayden's for Groceries

FLOUR FLOUR FLOUR. The wholesale price of flour has advanced over 25 per cent. We secured five carloads before the advance, and we are going to do what we always do to our patrons, give them the benefit of our shrewd buying. This flour is made from the finest wheat grown, and guaranteed to give satisfaction or your money refunded. The same flour retails everywhere for \$1.50 to \$1.60 sack, for this great sale only, we will sell it to our patrons per 48-lb. sack, \$1.25. 20 pounds best pure cane Granulated Sugar... \$1.00. 12 bars best Family Laundry Soap... 25c. Blue Plums for Canning—We have received one-half carload of fancy Utah Blue Plums, the finest kind for preserving, packed four baskets in crate; while they last we will sell them, per 4-basket crate... \$1.15. Single Basket, each... 30c. The Last Week of the Jelly Grape Sale—Large 40c jars of fancy Concord Grapes for jelly, per basket... 19c. The regular advertised prices on all Fresh Vegetables and Fruits—See us first for your Tomatoes, Peppers, Crabsapples, Peaches, etc., for canning. Our prices are always the lowest.

CUT PRICE SALE MONDAY IN HARDWARE

- 25c large Enameled Dish Pans, Monday, each... 1.25. 15c all white enameled Drink-ing, each... 75c. 10c Enameled Wash Tubs, each... 50c. 3-qt. Preserving Kettles, en-ameled, each... 85c. 2-qt. Sauce Pans, enameled, at, each... 85c. 2-qt. Enamel Dr. Pudding Pans, each... 85c. Drinking Cups... 25c. Toilet Paper, two rolls... 25c. 2 1/2-qt. all white, Fudding Pans, each... 15c. Large Galvanized Wash Tubs, worth 25c, 19c. Large Galvanized Wash Tubs, worth 35c, 25c. Large copper bottom... 35c. Large copper bottom, worth 42.00, each, at... 41.95. Parlor Brooms, 1.50. The O. K. Washing Machine, worth \$6.95, at... 4.95. 2 1/2-qt. Rotary Wash Machines, each, at... 3.95. BIG 3 1/2c SALE. Toilet Paper, per roll... 25c. 5c boxes Clothes Pins... 25c. Five sticks 1c size Ceiling Wax for... 25c. 5c boxes Tooth Picks... 25c. 5c boxes Carpet Tacks... 25c. 5c Sure Catch Mouse Traps, 2 for each... 25c. Six sticks 1c size Ceiling Wax for... 25c. Large Sponges, 1c and 25c. 10c Rubber Brushes, 10c. Wire Card Racks, 10c. each, at... 25c. 10c Rubber Brushes, 10c. Shoe Polish, per can... 25c. 10c Wire Asbestos Stove Mats, at, each... 25c. OTHER BARGAINS MONDAY. Shovel Outfits, brush, dauber and polish... 25c. 15c Towel Racks, wooden, 15c. 15c Towel Racks, wooden, 15c. 10c Dolly Wash Boards... 25c. Nickel plated Cupboards... 40c. 20c Tin Water Buckets, worth 25c, at... 20c. Blue and white enameled Tea Pots, worth 50c, at... 25c. Hayden's for Garbage Cans.

Linoleum (MONDAY AND TUESDAY)

All Mill Ends of High Grade Linoleums in one lot, at 34c sq. yd.

TRY HAYDEN'S FIRST

The grandest bargain sale of high grade linoleum ever known. 3 car loads of Linoleum secured from the largest mill in the country—mill ends, long remnants and full pieces. Some have slight blurs in print or miss weave, but most of the purchase is perfect goods, worth regularly up to 75c per square yard, at, yard 24c-35c. About 2,700 Square Yards in Less Than Half Price. All the Best Linoleums in full pieces and long remnants at 35c sq. yd.

\$3 ALL-OVER LACES AT 98c

A big line of pure white, ecru and cream All-over Laces, in Irish, Scotch, orient, and heavy Flannels, just the thing for lace waist, worth in a regular way from \$2.00 to \$3.00 a yard; choice Monday at, yard 98c.

HAYDEN'S THE RELIABLE STORE

Magnificent Underwear Bargains

We will continue our great sale of Men's, Ladies' and Children's Underwear in the Domestic Room one more day, Monday, September 16. Sample lines and odd lots secured direct from the mills by our New York buyer. Six great squares piled high with the greatest lot of bargains in clean, seasonable merchandise ever offered by this or any other Omaha house.

Square No. 1—Ladies' and Children's Fleeced Underwear, flat or ribbed fleece, values to 19c, at, per garment... 15c. Square No. 2—Ladies' Vests and Pants, in white, cream or gray, vests long sleeved, pants ankle length, worth 75c garment, at 49c and... 39c. Square No. 3—Ladies' Union Suits, regular 75c values, in white, gray or cream, ankle length, long sleeved, on sale at, each... 49c. Square No. 4—Men's heavy fleeced Underwear, worth up to 75c

garment, all sizes, greatest values ever known, at... 39c. Square No. 5—Men's Woolen Shirts and Drawers, worth to \$1.50, shirts come in single or double breasted; also men's fleeced overshirts, in blues and tans, at... 75c. Square No. 6—An immense line of Fascinators, Shawls and Capes, worth up to \$1.50 garment, all at one price, choice... 49c. Over 100 dozen Men's Woolen Shirts, in blues and tans, regular \$1.50 values, on sale at, choice... 49c.

Lace Curtains and Draperies

Splendid completeness of selections is evidenced in every line. Included are the latest productions from the best mills of the country.

- Duchess Lace Curtains, per pair, from \$20.00 down to... \$10.00. Saxony Brussels Curtains, per pair, from \$18.00 down to... \$6.50. Double Net Brussels Curtains, per pair, from \$12.00 down to... \$4.98. Cluny Lace Curtains, with lace edge and insertion, in white of ecru, per pair, at from \$10.00 down to \$6.50. Irish Pointes, with very elaborate designs, per pair, at \$10 down to \$4.00. Zion City Cable Net, most durable curtain made, at, per pair \$5.00 down to... \$2.50. 1,000 different styles of Lace Cur-tains, per pair, at from 95c to 39c. Imported Madras, 45-in. wide, in all colors, at, yard, 5c and... 4c. Duplex Portieres, in shades to match your furnishings, at, pair \$20.00 down to... \$10.00. Portieres, in shades to match, complete range of colors, very handsome, at, pair, \$9.50, \$7.50 and \$5.98. Reversible Portieres, in red and green centers, at, pair, \$4.50 and... \$2.75. A complete line of Phil. Tapestry Couch Covers, in Persian and oriental designs, each, from \$10.00 down to... \$2.98. Bedspreads, in Persian and oriental designs, each, at \$2.50 down to \$1.25. Best line of Cheney Bro. Drapery Silk Monday only, at, yard... 40c.

SELECT YOUR FURNITURE NOW

Never were more new lines shown, more complete or better values offered than in the opening days of the Fall season. We are prepared to suit the house furnisher no matter how expensive or how moderate your tastes, and that at a splendid price saving. As specials for this week we are offering:



Steel Couch, like cut, has 2 1/2 in. of steel coil spring supports, when closed makes couch 4 1/2 in. wide, when open bed 4 ft. wide and 6 ft. 2 in. long. On special sale Monday at... \$3.95. No House should be Without One. Oak Rocker, like cut, well made, finely finished, here in the best value ever offered at \$2.50. Kitchen Cabinet, like cut, has two flour bins, two small drawers, two bread boards, is made of best golden finish with white wood top. Special bargain at... \$3.95. A Beautiful Oak China Cabinet, like cut, finely finished, with bent glass ends and front, has 3 shelves, stands 4 ft. 8 in. high, is 3 ft. 6 in. wide. The greatest value ever offered, at... \$12.50. PICTURE—A very complete stock of pictures shown at special low prices. The most up-to-date framing department in Omaha. Get our prices of all kinds of picture frames. DON'T FORGET—Our Perfect Credit System provides for payments to suit your own convenience. You'll find it most equitable in every respect.

Gossip and Stories About Noted People

Mr. Fish and the Porter.

An interesting incident in Stuyvesant Fish's career as president of the Illinois Central Railroad is being told in Wall Street. Mr. Fish got a job for a young negro as porter in one of the Pullman cars. The porter, on a trip over an eastern road, threatened to thrash a man who was annoying a girl passenger. The girl was traveling alone, and the man had been drinking. The offensive passenger was a near relative of one of the officers of the road, and a few days after the incident the porter was discharged by the Pullman company. The young negro wrote to Mr. Fish to let him know that he hadn't lost his job through any fault of his own. Mr. Fish then wrote a letter to Robert T. Lincoln, president of the Pullman company, explaining the circumstances and notifying him that unless the negro was reinstated within a certain number of hours the Pullman service on the Illinois Central would be terminated. The negro went back.

Superstitions of Mansfield.

"With all his intelligence and real genius, Richard Mansfield was as superstitious as any man I have ever met," said a young woman who had played in his company for several seasons, quoted by the New York Telegraph. "It was probably his nervous temperament that was responsible for this freakish development of his character. Whatever the cause, it is certain that he was made miserable by unpleasant omens and frequently would be made unbearable for days by some utterly unimportant trifle no other man would have noticed. "He had none of the foolish superstitions of the stage, and, in fact, was contemptuous of those who observed the traditions of stage and shuddered when some one blurted at a dream rehearsal or made

Lower Morrison's Swear Off.

Pages and possibly volumes could be written about the intrepid efforts that have been made by many a smoker to cut himself off from the use of the weed. Charles E. Morrison of Chicago, one of the most widely known of the government's staff of tax hunters, is not one of the common variety of smoker who "can't break off the habit if he wants to," but of the rare species that has actually gone and done it. That took place seven years ago, after the man who is now ferreting out the inner workings of the Oil trust had made hundreds of attempts to get out from under

Made Pope Leo Laugh.

Archbishop Murphy of Tasmania, the record prelate who has just entered on his ninety-third year, is a humorist, and his fact may account in some measure for his remarkable longevity. "Well my dear brother, I suppose this is our last meeting in this world." But five years later Dr. Murphy thought he would have one more run around the globe, and presented himself at the Vatican as part and smiling as of yore. He reminded Pope Leo of his pessimistic prophecy, and shyly added: "So you see you are not infallible after all." This is said to have been one of the few occasions on which Pope Leo laughed heartily.

Nelson Morris Is a New Light.

In Santa Barbara, where he spent the greater part of the last three winters, died the San Francisco Call, the passing of Nelson Morris probably is felt as keenly as it is in the mansions of the beef barons on the north shore and Prairie avenue, Chicago, and in their haunts about the

stock yards.

There, in the little California coast city, which he said reminded him of his native town nesting among the mountains of the Tyrol, the rotund, rosy-faced little German, who began as a pauper in America and died worth \$2,000,000, was nothing of the ogre feeding on the lives of working children that had been pictured in the McNeill-Reynolds report and in the stories of the horrors attending the existence of the miserable thousands whose labor roll up the tremendous profits of the Beef trust. Rather, he appeared as a lover of little children. Once as jolly as a boy himself, the stout, sturdy little man was shattered by the avalanche of charges accusing him and the rest of the partners of monstrous profits of the Beef trust. He was held in a pitifully pleading tone ask: "Would I kill babies like this?" Morris never lost interest in all the children he saw. Mrs. Morris was always with him, and the silver-haired old couple were the center of a noisy, laughing group of boys and girls whenever they appeared in the lobby of the fashionable hotel where they lived. Nor was it only the spoiled pets of wealthy parents that drew his attention. Children from the town were daily visitors, and the hotel news stands

found it profitable to carry a line of candy, picture books and toys.

Next to children he liked young married folk best, because they were the mothers and fathers of the little ones, he said. One day he met a young tourist who, with his family, had just arrived in Santa Barbara. He casually remarked that he had a bright youngster 1 year old. The old millionaire became interested at once, and when he heard that the child was slightly ill from teething the man accused of working children to death and poisoning others became all sympathy. He ordered his own doctor, who had come out from Chicago, to go and bring the child an ounce of his frosting. Then every day afterward little trinkets and baubles that delight a child of 1 year went around to where the young couple lived. That young man was a lusty hater of the price-boosting Beef trust, but it is safe to say that after that he excepted Nelson Morris. A Millionaire's Tender Spot. No man has more horror at being cartooned than Thomas Fortune Ryan, the financier. In fact, he is unusually sensitive to criticism in every way. One cartoon, however, which was printed in a New York paper, which represented Mr. Ryan as a conjurer lifting a rabbit labeled "Equitable" out of the hat of "High Finance," pleased him so much that he wrote a personal letter to the artist requesting a gift of the original drawing, and it is his private office and hangs on the wall of his home.