

HAYDEN'S

For Men

TRY

HAYDEN'S FIRST

For Women

Another record selling sensation in the women's apparel. Watch for Friday's ad.

HAYDEN'S

Friday's No Profit Sales

Toilet Goods

Market Sales

For Friday

- Fresh Water Herring, 10c per lb.
Fresh River Carp, 10c per lb.
Fall Salmon, half or whole, per lb., 17c
Winter Caught White Fish, per lb., 15c
Pig Spareribs at, per lb., 10c
Pot Roast, special at, per lb., 9c
Fresh cut Hamburger, per lb., 10c
Extra fancy tub Creamery Butter, per lb., 46c
Guaranteed strictly fresh Country Eggs, per doz., 30c
Snappy Wisconsin Dairy Cheese, per lb., 22c
Wilson Nut Oleomargarine, per lb., 19c

Home Bakery

Our new Bakery Department is making rapid progress. Our customers are finding the place long sought for in home baked foods.

Canned Goods

Flour-Coffee

- 150 cases No. 2 cans fancy Evergreen Corn, per dozen \$1.00
150 cases No. 2 cans fancy Maine Corn, per dozen \$2.15
100 cases No. 2 cans Eat-More fancy Peas, per dozen \$1.75
100 cases No. 2 cans fancy small Sifted Peas, per dozen \$2.65
150 cases 16-oz. cans Pure Fruit Preserves, per dozen \$2.35
100 cases No. 10 cans Lemon Citing Peaches, can, 65c; dozen cans, \$7.80
150 cases No. 19 cans Green Gage Plums, per can, 85c; \$7.80
Hayden's Diamond H Flour, per sack \$1.60
Pillsbury's Best Flour, per sack \$1.98
Hayden's Health Flour, per sack \$1.70
Famous Santos Coffee, 5 lbs. for \$1.15
Hayden's De Luxe Coffee, 3 lbs. for \$1.15
P. & G. Soap, 19 bars for 45c

Extra Specials

Fruits and Vegetables

- Fancy Grape Fruit, each 5c
Fancy Winesap Apples, per box \$2.35
Fancy Spitzenburg Apples, per box \$2.35
Fancy Oregon Prunes, per lb., 15c
Evaporated Peeled Peaches, per lb., 15c
Fancy Roasted Peanuts, per lb., 12c
Imperial Valley Head Lettuce, each 6c
Fancy ripe Tomatoes, per lb., 5c
2 large pkgs. Jersey Corn Flakes for 25c
Shredded Wheat Biscuit, per pkg., 10c

Sale of Hats

\$5.00

Second Floor
A Quantity of "Ready-to-Wear" HATS
Stunning new creations decided in vogue for the present season's early wear.

Friday night's ad will carry some interesting "bargain" items for men.

Two Big Days Left

"No Profit" Sale

Friday and Saturday

500 Dozen Rompers and Creepers All Hand Embroidered
Your Choice 79c
\$1.25 and \$1.00 Quality
Materials
The styles and kinds
Materials
In The Annex

Boys' Day in the "No Profit" Sale
1,000 School Suits. Your Choice
Each There's Values in the Lot
Up to \$7.50
The Selling Starts Today
In the Store for Boys
1,000 Suits for Boys—Cash purchase, bought from a New York maker at about one-half their lowest wholesale price, including all-wool blue serges in middie and Oliver Twist styles, Eastons in all-wool and wool mixed, Cassimeres in patterns to please boys' eyes. Sizes in the above styles are 3 to 9 years. Corduroy suits and wool mixtures, sizes 8 to 15 years; values to \$7.50; all in one lot.

Women's and Misses' Coats in the No Profit Sale
Just received and will go on sale Friday in the Annex for the first time, 300 new Topcoats in a wonderful assortment of classy models at the following No Profit prices:
Regular \$11.50 Coats at \$ 8.95
Regular \$15.00 Coats at \$12.50
Regular \$19.50 Coats at \$14.95
Regular \$22.50 Coats at \$17.50
All the new polo cloths and the popular plaids with nifty buckle and strapped trimmings. Come early and get first choice.
In The Annex
A Sale of Dresses Without an Equal
New Cantons, Crepe Knit and the new fancy Tricoillette; plenty of large sizes; navy, black and the new cocoa shade, a very rich shade of tan. You must see these beautiful dresses to appreciate the wonderful values. They are regular \$13.50, \$22.50 and \$25.00 dresses. A one-day sale Friday. No Profit Price, each \$14.95

- 25c Mavis Talcum, 18c
25c Johnson & Johnson's Talcum, 18c
Quart size Vacuum Bottles at, each \$1.59
\$1.00 quality Hot Water Bottles, each .69c
10c Britt's Ammonia, per pkg., 5c
\$1.00 size bottle Laveris, 89c
50c size bottle Laveris, 39c
25c size bottle Laveris, 18c
\$1.00 size Listerine, 89c
50c size Listerine, 37c
25c size Listerine, 18c
35c size Vick's Vapor Rub for .29c
75c size Vick's Vapor Rub for .65c
30c size Bromo Quinine, 25c
10c size Swift's Peerless Hardwater Toilet Soap, 3 bars for .19c

No Profit Sale in the Annex
Curtain Cloths and Nets, 29c Yard
Ladies' Vests, 23c
Ladies' Field Mills Vests of Swiss hand or regulation top, Special Friday, each .23c
Crepe Bloomers, 79c
Ladies' Extra Size Suits, 79c
Corsets, 89c
Hose, 89c
Towels, 25c
Carter's Silk Top Underwear, \$1.29

1,000 Good Blouses 49c
600 Pairs Knee Pants 98c
G. & S. Puritan and Kaynee—well-known brands in many new patterns.
Strongly made Knickers and chevrons in neat suiting patterns. Sizes 7 to 16 years.

No Profit Sale in the Annex
Zephyr Ginghams, 19c
Crash Toweling, Bleached, 12 1/2c Yard
Windsor Crepes, 26c
Drapery Cretonne, 22c Yard
Brown Muslin Sheeting, 12 1/2c Yard
Dress Ginghams, 29c Yard
Fancy Light Outings, 14c Yard
Table Cloths, 48c Yard

Boys' Caps and Raincoats At No Profit Sales
Boys' Overall
Boys' Suits at \$1.98
Boys' Raincoats, \$2.28
Boys' Caps, 25c

The Greatest Shirt Sale Ever Held in Omaha Starts Saturday \$1.00

A Great Dress Purchase Again \$19.90 Featured for Friday

4 1/2 Cent Sale

No Profit Sale Hosiery
Women's Pure Thread Silk Hose With fashioned back, double soles and high priced heels, silk to the top; \$1.35 values at per pair \$1.19
Women's Fine Lisle Hose First quality, in all black and some with split soles, all sizes, 50c values. No Profit Price, per pair .25c
Children's Fine Lisle Derby Ribbed Hose First quality, in black, white and cordovan; very special at per pair .20c

No Profit Sale Gowns, Pajamas
Flannelette Gowns at \$1.25
One-Piece Flannelette Pajamas at 85c

No Profit Sale Corsets
H. W. Maternity Corsets give the most comfortable and supported feeling. You can't be without one if you ever give it a trial. Inexpensive in price. Sizes 24 to 36. Special at \$2.50
Come in and be fitted by expert corsetiers, free of charge.
Corset Dept.—Second Floor

No Profit Sale Men's Wear
Men's Flannelette Night-shirts—\$1.50 values, all sizes. Friday, each .95c
Men's Balbriggan Shirts and Drawers—White and ecru, sizes 34 to 50, Chalmers make. Regular price 85c each. Friday, each .59c
Men's Grenadine Ties—All colors; 50c, 75c and \$1.00 values. Friday, each .35c
3 for .90c

No Profit Sale Gloves
Chamoisuede Gloves
Real Kid Gloves
Ladies' 2-clasp real Kid Gloves, Paris point backs, in brown, tan and gray, \$2.00 values. Friday at \$1.00

No Profit Sale Art Goods, Etc.
Art Needlework
Stationery

Notions For Friday
One spool Coats' Sewing Thread for .45c
One 3-yard bolt Rick-Rack, finest quality, all colors, for .45c
One yard bias trimming, regular 7c quality, for .45c
One package Mending Tissue regular 7c quality, for .45c
One yard finest quality Belting, all widths, both black and white, for .45c
One 2-yard bolt Cotton Tape, both black and white, for .45c
One card Safety Pins, regular 7c quality, for .45c
One pkg. regular 7c Steel Pins for .45c
Two pairs Shoe Laces for .45c

10,000 Yards of New Silks In Friday's Sale at No Profit
Radium Silks—Full line of light and dark colors, 36 inches wide, all silk; for underwear, dresses, etc; cost \$1.90 yard; sale price, yard \$1.00
Canton Crepes—The better kind; heavy quality, full range of colors, also black; cost \$2.65 yard; sale price, yard \$2.65
Charmouse Satins—Rich, lustrous finish; all silk, in black, navy, brown and evening tints; cost \$1.65 yard; sale price, per yard \$1.65
Foulards—New 1923 designs and colors for early spring dresses; service guaranteed; cost \$1.65 yard; sale price, per yard \$1.95
Thrushette Crepe—The season's newest knitted fabric, in colors; cost \$1.50 yard; sale price, per yard \$1.49
Follet Twills—In new spring shades, 54 inches wide, all wool; cost \$2.85 yard; sale price, per yard \$2.85

Wash Goods, Toweling, Bed Spreads Etc.—Selling at No Profit
WASH GOODS AND LINENS
Cabot Pillow Tubing, 39c Yd. 45-inch size; regular price 55c yard.
Printed Foulard Wash Dress Fabric, 25c Yard
30 inches wide; regular price 39c yard.
Shirtings for Men at 35c Yard
Woven color madras and striped pongees, worth 50c to 65c yard.
Ginghams for Children's Wear at 39c Yard
32 inches wide, small checks and plain colors; worth 35c and 39c yard.
Scotch Linen Toweling, 29c Yard
Extra grade, heavy weight, 17 inches wide.
Black Sateen at 39c Yard
Mercerized, 36 inches wide; regular 50c quality.
Huck Towels With Colored Borders, 29c
Hemstitched, novel colored borders; size 18x32.
Bed Spreads and Bolsters for \$6.75
Allover blue and white, also rose and white; tapestry weave.
Colored Bed Spreads at \$2.98
Hemmed, full size, blue only.
All Linen Scotch Table Damask at \$2.50
Extra heavy quality, pure natural linen color.
Japanese Scarfing, 25c Yard
18 inches wide, new patterns; extra wide.

Curtain Materials Selling At No Profit—Friday
Plain Madras—Repps and satin finished stripes, in rose, mulberry and blues; cost 33c yard; sell at, yard .33c
Figured Madras—in various colors; 36-inch width; cost 47c yard; sell at, yard .47c
Marquisette Curtains—Trimmed with neat lace edges and silk hemstitched; cost \$1.85 pair; sale price, pair \$1.85
Imported Cretonnes—in good selection of patterns; cost 72 1/2c yard; sell at, per yard .72 1/2c
Tasvanna Panel Curtains—Ecru color, fringed on bottom with ecru and black fringe; cost \$1.20 each, sell at, \$1.20
Curtain Nets—in neat allover patterns and plain colors, white, ivory and ecru; cost 33c yard; sell at, yard .33c
Ruffled Curtains—Highest quality voile and marquisette, in barred, checked and dots, complete with tie-backs; cost \$2.10 pair; sell at, pair \$2.10

No Profit Sales Shoes
Two-Strap Slippers
Ladies' One and Two-Strap Slippers, hand-turn soles, rubber heels, per pair \$2.95 to \$3.45
Comfort Shoes
Ask for Hayden's Old-Tyme Comfort Shoes—flexible, seamless, with rubber heels. \$4.95
Shoe Polish
Griffin's Paste Shoe Polish, 1/2-lb. can, 25c size, for Friday only, 3 cans for .25c
High Shoes
50 pairs of Grover High Shoes, small and narrow sizes, per pair \$2.95