

Stocks are Splendid in their Perfect Completeness, Unusually Attractive in their Freshness and Prices are Always Lowest

The Horse Show

Will be with us in just one week. We are ready for it with the greatest line of Real Lace Gowns, Real Lace Collars, Real Lace Capes, Real Lace Jackets, Real Lace Bands, Real Laces Edges and All-overs ever shown in Omaha, at prices which mean a saving of 25 per cent. \$4.00 Sash Ribbons, per yard. \$1.98



Leather Goods Sale

All the new novelties in hand bags, purses, card cases, etc., on sale Monday. \$2.00 Hand Bags at 98c, \$1.00 Hand Bags at 49c, 50c Plaid Belts at 25c, \$1.00 Silk Auto Veils, 3 yards long, Monday at 50c. All kinds of Val Laces, Edges and Insertings on sale Monday at 12 yards for 17c

Elegant Silks at 33 1/3% Discount

Our entire display of Imported Patterns, beautiful Novelties, Brocades, Chiffons and Evening Silks, over 100 patterns brought expressly for Ak-Sar-Ben Ball and Horse Show gowns, will be offered Monday at just 33 1/3 per cent discount from regular prices.

\$75 values will be sold 50.00, \$25 patterns will be sold 24.00, \$22 patterns will be sold 18.00. A splendid opportunity to secure a handsome gown at a bargain. We are Headquarters for Black Silks, representing all the best foreign and domestic mills. \$1.75 C. J. Bonnet Black Taffeta, 36 inches wide, Monday at 1.10

Our First Prize Guaranteed Black Taffeta, 36 inches wide, Monday at 1.25. Pure Dye Black Taffeta, guaranteed, 36 inches wide, \$1.50 quality, Monday, 98c. The Famous Winslow Taffeta is one to be justly proud of. So great has been the demand that it has been impossible to keep the full line of colors in stock. But our third big shipment has now arrived and we are prepared to match any color at same price. 1.00

Our Regular \$1.00 Lustrous Black Taffeta, 36 inches wide, Monday at 79c. On Bargain Square Monday—The balance of those Sapho Silks, Messaline, Peau de Cygne, Eclair and Tulle Silks, worth \$1.00, all new stock, Monday at, yard, 49c. New novelties and plain color Taffetas, worth up to \$1.00 yard, at, yard, 39c. Beautiful line of new plaids. Prices, \$1.50 down to 59c



The Importance of a Bank Account

is realized by all level-headed men. Financial success depends upon what you save, not upon what you make. \$1.00 will start an account in Hayden Bros. State Bank, and the FOUR PER CENT INTEREST paid on deposits will increase it surprisingly. Investigate our plan.

Grand Ribbon Sale

Monday morning we will place on sale a new lot of that popular NO. 1700 ALL SILK TAFFETA RIBBON, up to 5 inches wide, at—per yard—only 9c. We lead in showings, low prices and sales on ribbons in Omaha and intend to maintain the lead. No. 5—All Silk Taffeta Ribbon, at, per yard, 2c. No. 7—All Silk Taffeta Ribbon, at, per yard, 2 1/2c. No. 9—All Silk Taffeta Ribbon, at, per yard, 3c. No. 15—All Silk Taffeta Ribbon, at, per yard, 3 1/2c. No. 25—All Silk Taffeta Ribbon, at, per yard, 4c. No. 40—All Silk Taffeta Ribbon, at, per yard, 5c

Curtain and Drapery Dept.

Main Floor, Middle Section. We carry the finest goods made in this department, as well as the most popular. We have added a complete new line of drapery silk, including Cheney Brothers' celebrated silks.

Brussels Net Curtains at, pair, \$15 to 2.98. Irish Point, pair, from \$7.50 to 2.50. Cluny Lace, pair, from \$7.50 to 3.00. Barnett Lace, from \$6 down to 2.50. Cable Net, from \$5 down to 1.98. Nottingham, pair, from \$5 down to 25c. Rope Portieres, for single or double doors, each, \$7.50 down to \$1.50, \$1.25 and 1.00. Rice and Bamboo, Portieres at each, \$4 down to \$2.50, \$1.98 and 1.50. Tapestry Portieres, pair, \$10 down to 1.98. Imported Madras, pair, \$6 down to 3.98. DRAPERY SILKS. All shades and designs, warranted all silk, for Monday, yard 1.49. Colored Scrim, 25c value 12 1/2c. Battenburg and Irish Point Bed Sets, per set, \$10 down to 4.00. 50 dozen Door Panels, in white and ecru, each, from 25c \$2 down to 25c. 75 Closes—Bonne Femme Curtains, in white and ecru, each, \$3.98 down to \$2.98, \$1.98 and 98c



A Delightful Display of Beautiful Garments

Elegant Evening Costumes, Opera Coats, Dress Coats and a magnificent assortment of finest Tailored Garments and Furs, specially priced for this week's sale.

All we ask is comparison of values. We are confident of the results.

Handsome Evening Costumes, in softest grays, rich champagnes, modes, Nile greens, heliotropes; beautifully executed copies of splendid Parisian designs, made to sell at \$60, Monday's price. \$35

Beautiful Costumes, in richest materials, for which an exclusive suit house should get \$100 and \$150, will be placed on sale Monday at \$75 and 49

New Opera and Dress Coats—A magnificent line just received, secured specially for this week's selling. It will profit you to see these beautiful garments. Prices \$75 down to \$30, \$25 and 20

Delightful Suit Styles, in the most handsome materials, plain colors and fancy plaids and mixtures, regular \$50 values, at 35

New Crown Jewel Suits, the most beautiful line ever shown, at 25

Fine Evening and Dress Waists, in peau de chine, messaline, chiffons and lace, all shades, great assortment of designs, at \$30, \$25, \$20, \$15 12.50

Special Bargains in Fine Furs. Beautiful Alaska Seal Coats, 2-year guarantee, at 150. Best Quality Seal Coats, specially priced at 325. Siberian Squirrel Coats, good value at \$75, sale price 50. \$90 Southern Beaver Coats at 50

Popular Priced Dress Goods Dept.

The greatest department of this kind in the west. You can find just what you are looking for at less than you

\$1.00 fancy mohairs, 46 inches wide, only 39c. \$1.00 black brocade, 39c. All wool shadow plaids, Ombra plaids and gray plaids, 59c grade, only 39c. All wool silk finished Henriettas, for 49c. All wool Serges, 49c. 75c Panamas, 49c. 75c French plaids, 39c. 39c plaids, 25c. 25c plaids, 10c. 19c gray shadow suitings, 10c. All wool challies, 25c. Silk and wool challies, 25c. \$1.00 mohair waistings, 25c. 1.25 fancy waistings, 25c. 39c all wool tricots, 25c. 35c Henriettas, 25c. \$1.00 black mohairs, 30c. 75c black mohairs, 30c. 59c Jamestown worsted fancies for 39c. 59c all wool fancies, 39c. Out-of-town customers, send for samples. High Grade Wash Goods Dept. 15c flannelette, 12 1/2c. 15c flannelette, 10c. 12 1/2 flannelette, 8 1/2c. 25c French ginghams, 15c. 15c French ginghams, 12 1/2c. Silk and mercerized fancy plaid waistings, washable, 49c. French percales, 12 1/2c. Domestic percales, 10c. Domestic percales, 7 1/2c

Elegant Millinery Greatly Underpriced Special Sale of Pattern Hats

\$45.00 Imported Models Monday \$25.00—Just at the time you most desire a handsome hat, just before the opening of Omaha's greatest fashion event—the Horse Show—we hold our first great sale of imported pattern hats. From the style centers of the world this display has been assembled—the greatest and most artistic assortment shown—a purchase at this sale means a distinct saving of \$10 to \$20 to you. Your choice of the display Monday. \$25. Handsome Trimmed Hats—With large plumes, all latest shades and models; 4.98. Big Assortment of Trimmed Hats; choice Monday 98c. Street Hats and Nobby Little Tailored Hats—From Grace Bros., Fisks and Edson Keith—at a bargain Monday—hats worth up to \$6.98; choice 2.98

Dress Linens--White Goods

India Linens, Nainsooks, Dotted Swisses, Etc., in This Dept. Dress Linens, yard, 75c, 50c, 35c, 25c and 19c. Art Linen, yard, 95c, 50c, 40c, 35c and 25c. Bosom Linen, yard, 59c, 50c, 45c and 25c. Handkerchief Linen, yard, \$1.25, 98c, 85c, 75c, 50c and 25c. French Lawn, 2 yards wide, regular \$1.25 and \$1.00, Monday at, yard, 85c and 75c. French Lawn, 48 inches wide, yard, \$1.25, \$1.00, 85c, 75c, 59c and 25c. Persian Lawn, 45 inches wide, 75c, 59c, 50c, 25c and 10c. Sun Bleached India Linens, 65c, 50c, 39c, 25c, 19c, 15c, 10c and 7 1/2c. Wash Chiffons, 45 inches wide, 98c, 85c, 69c, 50c and 39c. Checked and Striped Irish Dimity, yard, 35c, 25c, 19c and 10c. French Embroidered Mull, 45 inches wide, Monday at, yard, \$2.50, \$1.98 and 1.75. Dotted Swisses and fancy stripes, regular 25c quality, Monday at, yard 19c. 40-inch Lawn, yard, 19c, 15c, 12 1/2c, 10c and 7 1/2c. Linen Finish Suitings, 19c, 15c, 12 1/2c and 10c. English Long Cloth, yard, 25c, 19c, 15c, 12 1/2c, 10c and 8 1/2c. English Nainsook, one yard wide, yard, 25c, 19c, 15c and 12 1/2c

Business Forcers in our Bargain Room

18 1/2 German Blue Calico—32 inches wide, extra heavy quality; Monday, at 7c. 10c Soda Porcelain—28 inches wide, extra heavy; Monday, at 5c. 5c Baby Gingham—in great range of patterns; Monday, 4 1/2c. 7c Brownsville—Faint colors, Persian patterns; Monday, at, yard, 3 1/2c. 7c American Prints—in gray, blue and Calcutta fancies; at, yard, 5c. 10c Navy Fleets Back Flannelette—Good pattern; Monday, at, yard, 5c. 7c Outing Flannels—Dark and light colors; Monday, at, yard, 3 1/2c. 10c Pacific Twilled Drapery Creosote—Fast colors; Monday, at, yard, 5c

China Specials

Beautiful white china Ovid tea cups and saucers, per set of 6, 49c. Imported Holland cream jugs, Monday 10c. Full Line of Steins just received from Mettloch, Germany; prices from \$10.00 down to 25c. Decorated Dinnerware—Odds and ends of stock, Monday, each, 5c. Thin Blown Engraved Tumblers, Monday six for 20c. Japanese Metal Crumb Trays and Brush, special 98c

Very Best Furniture Styles

Highest quality, greatest assortment, lowest price, and we offer you the advantages of our Perfect Credit System on all purchases in this department. \$11.85 Morris Chair—Half-sawn oak frame, removable Verona cushions, great value at our special sale price 7.85. ROCKER SPECIALS. Sewing Rocker—Solid oak, golden finish, cane seat, \$1.50 and 1.00. Same, with wood seat, at \$2.25, \$1.95 and \$1.50. Large Arm Rocker—Solid oak, cane seat, at \$2.25, \$1.95 and 1.50. Large Arm Rockers—Quarter-sawn oak, wood or cobbler seat, polish finish, at \$19.50 down to \$3.95, 2.95 and \$3.50



GREAT SHIPMENT of Combination Book Cases on sale at about one-third less than regular cash prices. An unusual opportunity to secure a very handsome piece of furniture at a big saving. Over 50 styles shown. \$35 Sideboard, quartered oak, with large plate, mirror, polish finish, 26.50. Over 50 styles shown this week. Prices from \$125 down 9.50. ROMAN CHAIR, like cut, in solid oak, with upholstered seat, very hand 3.95 some, \$3.85 value, at

STOVES STOVES STOVES

Your Credit Is Good in This Department. NEW STOVE DEPARTMENT, IN OUR NEW BUILDING Take New Elevator to Top Floor.

66x122 feet floor space for sample stoves. We have the stoves and will make the price. We carry everything in the stove line and can save you from 15 to 25 per cent by buying your stoves of us. We carry all standard lines warranted by the manufacturers, as well as by us. The Universal Line of Double-Heating Base Burners are the most beautiful, most economical, the greatest heaters and the best made stoves in this country. Come and see for yourself. We can sell a good size one that will sell elsewhere for \$35 to \$40 for \$32.50. See our universal line of Steel Ranges, up from \$31.25. The Nikado Steel Range, worth \$33.00, for \$24.95. The Jewel Steel Range is the best steel range made. Sells elsewhere for \$40.00 to \$42.00, our price \$36.50. The Splendid 4-Flue Oak. Price elsewhere, \$6.00; our price \$4.95



Groceries Hayden's, the Great Universal Providers of Everything. Qualities the Highest, Prices the Lowest and Goods the Freshest. Groceries

10 lb. Sacks Best Granulated Cornmeal, 13c. 1 lb. Best Hand Picked Navy Beans, 25c. 10 Bars Best Brands Laundry Soap, 25c. 16 oz. Cans Condensed Cream, 75c. 1 lb. Cans Assorted Soups, 75c. 10 lb. Sacks New Pure Buckwheat Flour, 50c. 20 lb. Sacks New Pure Buckwheat Flour, 95c. 2 lb. Can Fancy Sweet Sugar Corn, 25c. 2 lb. Can Fancy Wax String or Lima Beans, 25c. 1 lb. Can Fancy Alaska Salmon, 25c. 3 lb. Can Fancy Hominy, Pumpkin or Baked Beans, 75c. The Best Soda or Oyster Crackers, per lb. 5c. 4 pkgs. Unsalted Biscuits, 25c. 1 lb. Cakes Walter Baker's Chocolate, 10c. 1 lb. & Perrin Sauce, per bottle 25c. 1 lb. Can Van Houten's Cocoa, 65c. Pure Fruit Jelly, per glass, 10c. Fancy Cooking Figs, per lb., 75c. Fancy 3 Crown Raisins, per lb., 85c. Fancy Minor Peaches, per lb., 12 1/2c. Fancy English Cleaned Currants, per lb., 85c. Fancy Italian Prunes, per lb., 75c. Fancy Seedless Raisins, per lb., 75c. BUTTER AND CHEESE SALE. Fancy separator creamery butter, retailed everywhere for 30c pound, our price, per lb., 25c. Fancy full cream Wisconsin cheese, lb. 15 1/2c. Fancy full cream New York white cheese, per lb., 15c. Fancy full cream brick or Swiss cheese, per lb., 15c. Fancy full cream domestic Swiss cheese, per lb., 15c. Fancy full cream imported Swiss cheese, per lb., 15c. Sap Sago cheese, each, 75c. Neuchatel cheese, each, 75c. FRESH FRUITS AND VEGETABLES. Large heads Cabbage, each, 10c. Large Hubbard Squash, each, 10c. 4 heads fresh Lettuce, 10c. 6 bunches fresh radishes, 10c. Fresh Spinach, per peck, 10c. Fancy Sweet Potatoes, per lb., 10c. Fresh Parsley, per bunch, 10c. Fresh Turnips, Carrots or Beets, lb., 10c. Fancy Cape Cod Cranberries, quart, 10c. Fancy Jonathan Apples, peck, 10c. Fancy Blue Plums, per basket, 10c. Fancy California Figs, 1/2 lb. package 10c. Large juicy Lemons, per dozen, 10c. Large Pears, per basket, 10c. 2 measure fresh roasted Peanuts, 10c. Large California Quinces, per doz., 10c. Fancy Sweet Apples, per peck, 10c

Leading Dress Goods House OF THE WEST

Twice more fine dress goods than all other houses in Omaha. Three times more popular priced dress goods than the combined stocks of all other merchants placed side by side. Our low prices are now so well known that it is unnecessary to say a word about them.

BLACK DRESS GOODS. The finest, most complete and up-to-date stock in the west—west of England broadcloths—at, a yard, \$5.00 to \$11.50. German broadcloths, from, yard, \$6.00 to \$11.25. Belgian broadcloths, from, yard, \$4.00 to \$11.50. Austrian broadcloths, from, yard, \$7.50 to \$12.50. Domestic broadcloths, from, yard, \$2.00 to \$3.9c. PLAIDS—ALL STYLES. Ombra plaids, shadow plaids, gray plaids, black and white plaids, silk mixed plaids, Scotch clan plaids, French Leona silk plaids, over plaids, etc.—at, yard, \$3.50, \$3.00, \$2.50, \$2.00, \$1.50, \$1.00, 75c, 50c and 39c. Plain dress goods, in Henriettas, serges, chevots, prunellas, drap de ete, drap de Paris, drap de Venise, granite cloths, finettas, etc., at, a yard, \$1.50, \$1.00, 75c and 50c. EVENING SHADES. In every known weave and all kinds of fabrics, from, yard, \$5.00 down to 25c. HEADSKINS. In all colors, weights, smooth and curls, 20 different varieties Monday—\$7.50 will go at 3.98. \$5.00 will go at 3.98. \$4.00 will go at 3.98. \$3.50 will go at 3.98. Other specials during the day. Samples to out-of-town customers.

High Grade Linen Department

The finest in the west, lowest in price, superior in quality. Main Floor, Middle Section. Imported Irish table linen, bleached, full 72 inches wide, several patterns to select from, extra satin finish, sells regularly up to \$1.75 a yard; for 89c Monday only, at, yard, 89c. 68-inch bleached Irish table linen, eight patterns to select from, worth \$1.00 a yard—at, 69c. 62 and 64-inch unbleached Irish table linen, extra heavy, sold regularly at 60c a yard—six yards to a customer—at, 38c. 62 and 64-inch unbleached Irish table linen, extra heavy, sold regularly at 60c a yard—six yards to a customer—at, 38c. Napkins to match above at, dozen, \$2, \$1.75 and 1.25. Table sets, in bleached and unbleached, plain and hemstitched, all pure linen, 8-4 and 10-4, worth up to \$6.00—to close, a set, 3.98. Extra large size Marcellas and honey comb bed spreads, fringed and plain, worth up to \$1.49 \$2.50—at, a piece, 1.49. 81x90 bleached seamless sheets, worth 75c a piece—at, 59c a piece. Extra long and heavy bleached linen huck towels, worth 12 1/2—at, a piece, 7c. 20x20 and 22x22 linen napkins, good value at \$1.75 per dozen, assorted patterns, in one lot—at, a dozen, 89c

Business Forces in our Bargain Room

Always busy, because our many patrons know they can always find something just to suit at a saving price. YOUR CREDIT IS GOOD ON ALL FURNITURE IN THIS DEPARTMENT. 9x12 seamless velvet rug, sold everywhere at \$30.00, our price, \$20.00. PATERN SHAWLS, HUGO—A large shipment of 30x54 size, regular \$1.50 values, on sale Monday at Standard Smiths' Administer Rugs, Size 17x63—Monday 1.98. Standard Smiths' Administer Rugs—Size 8x7—Monday 3.49. 27x62 Bigelow Electric Rugs—Monday at 2.50. 36x12 Bigelow Electric Rugs—Monday at 4.00. Chicago Curtain Stretchers—\$2.00. Biscuits and National Carpet Sweeper \$3.00, \$2.75, \$2.50, \$2.25 and \$2

Special Sale of Ladies' Gloves

Over 500 dozen pairs of sample gloves will be placed on sale Monday at About Half Regular Prices. Ladies' Fine Cashmere Gloves—in black, white and colors, worth up to 75c, choice, per pair 39c. Men's, ladies' and children's heavy Golf Gloves and Mittens, worth up to 75c per pair 25c. Ladies' Cashmere Gloves—Extra heavy fleece lined, worth up to \$1.00, choice, per pair 50c. Ladies' \$1.00 Kid Gloves—in all sizes and colors, with one or two clasps, every pair perfect, choice 69c. Ladies' 16-Button Lamskin Gloves—The regular \$3.50 quality Monday \$3. Ladies' Street Gloves—in all colors and stitchings, worth up to \$2.00, special, \$1.50, pair 98c. Ladies' and Children's Sweaters—Over 100 different styles and patterns, in blouses, Norfolk, etc. Prices, \$6.00 down to 50c. Ladies' All Wool Union Suits at 1.50. Ladies' Vests and Pants—Heavy fleece lined; special at 19c. Children's All Wool Vests and Pants at 50c. Children's Vests and Pants—Heavy fleece lined and ribbed, at 25c and 19c

A Revolution in Meat Roasting

so constructed that steam pressure raises the rich meat juices from the bottom of the roasting pan every half minute during the roasting process and sprays it evenly over the roast. Other so-called self-basting roasters do not baste with the meat juice, but with distilled water, which collects in the form of steam on the inside top of the roasting pan. DISTILLED WATER IS OF NO VALUE. to baste meats with, if your roasts are to be good you must baste with the rich juice, and the Monitor Automatic Basting Roaster is the only Roaster that sprays the rich meat juices over the roast at regular intervals. Call and see the Monitor Roaster in actual operation and be convinced that it is the only real self-basting roaster. The Monitor Automatic Basting Roaster will be on exhibition in our hardware department every day next week. The Monitor Roaster is the only roaster on the market which uses the rich meat juices to baste with; it is

HAYDEN BROS.