# FRIDAY

In Our New Basement

WE OFFER HUNDREDS OF BIG BARGAINS IN

Odd Lengths, Factory Ends, Etc., Etc.

We have filled this gigantic daylight salesroom with hundreds of the most desirable bargains. We want you to visit this model basement store tomorrow and you will see how much money you can save on just the goods you need right now. Our lower prices do it.

## Here Are The Bargain Leaders:

Special lot Persian Lawns, worth up to 35c yard. These remnants are up to 44 inches wide, one of the great est January white goods bargains ever offered, yard . . . . Novelty Dress Ginghams—choicest styles and colorings checks, stripes and plaids-all absolutely fast

colors, at, per yard ...... Thousands of yards Scotch and Nurse Stripe Seersucker Ginghams, in long mill lengths, regular price 12 1/2 c yard, at, per yard ......

Curtain Madras and New up-to-date pat- 1,000 yards Percaline Dotted Drapery Swiss lengths, yd.....5c 36-inch Dress Percales in light or dark grounds, dots, stripes

terns, printed batiste. Silicia and Sateens, This is the regular 15c grade, large assortment to chose and figures. One of the greatest percale bargains ever Suiting, for spring wear, long

Suitable for all lining purposes, 19c 5c per yard .... 81c Full standard black and white and blue and white apron check ginghams, 5 bargains ever 5c wear, long cases, at, offered, yd .... 5c lengths, yd .... 5c per yard .... 32c

15c Flannelettes for wrappers and waists, every yard will be sold at, per yard ..... Short lengths dress ginghams, many pieces in this

lot to match, unusual bargain, each ....... 

FORENOON ONLY -Various grades and

lengths, 36-inch BLBACHED RUSLIN, and CAM-BRIC, on sale from 8 till 12 o'clock,

-AFTERNOON ONLY-

Remnants Luce-striped Lawns. Checked and Striped Dimities, White Poplin, etc., not one yard worth less than 15c, on sale at 1:30, at, yard ..

## Remnants from January Sale of Linens

Accumulated lot of bleached, silver bleached and colored Table Damask remnants, in all kinds and qualities, at much less than import price.

Remnants of Fine Cotton Toweling, usual 6c kind yd 22c

Full size hemmed crochet Bed Spreads, generally sell at 98c, but are somewhat im-perfect, Friday, each .... 39c

## Remnants and Odd Pieces **Embroideries**

The finest qualities of new nainsook, swiss and cambric embroideries, fresh from the import cases, daintiest patterns—widths up to 10 inches—on bargain squares, at ...... 5c-12½c

Extra wide embroideries, corset cover widths and skirt 

### REMNANTS OF LACE

Thousands of pieces in a variety of desirable lengthsmany widths-many kinds-on bargain square, at, per yard ..... Laces and Insertings in vals, torchons, etc.—white and cream—in match sets—Friday, per yard ........ 5c All Silk Mesh Veilings-Some are the least bit water stained-chenille dots and hair line stripes-white 

Remnants of Black and Colored

## DRESS GOODS

A HALF THE REGULAR PRICE

25c dress goods at 9c yard-cashmeres, plaids, waistings, challies and novelty suitings—3 to 10 yard lengths, 25c values, at, per yard .......9c 45c dress goods at 15c yard-consisting of silk and wool suitings, panamas, henriettas, voiles and fancy mixtures, 3 to 10 yard lengths, at, per yard ..... 15c 65c to 85c dress goods at 29c yard—Panamas, voiles, Scotch suitings, cheviots, storm serges, henriettas and fancy suitings, 3 to 8 yards lengths, at, yard .... 29c

## Silk Remnants

On 3 bargain squares, fashionable dress silks, chiffon taffeta, French messalines, pretty printed radium silks, 20 to 27 inches wide—worth 75c and \$1.00 39c-49c yard, at, per yard ...... In Main Silk Department—20 pieces 36-inch oil boiled black taffetas, worth \$1.25 yard, at, yard.. 79e Short ends of silks, about 3,500 pieces of silks of all descriptions (sample pieces) in last section, main Several hundred pieces 1/2 to 11/4 yard lengths travellers' samples-worth up to 75c each-new 

**BRANDEIS-Boston Store** 



Omaha's Pure Food Center



There isn't a store in Town that makes such Special Effort on GROCERIES BY TELEPHONE or Quick Delivery Orders. You need the goods, we need the Trade, so don't hesitate to give us a Hurry Up Call in time. We like to be troubled occasionallymakes us think we are more de serving of your Trade, when we have a chance to be Accomodating.

One Ounce bottle of Van Duzer's Vanilla Given Away FREE today, with every 35c bottle of Van Duzer's Vanilla.

Specials for Friday in Fish Department

Hallbut, per lb. .....12% c Choice Codfish (whole fish) per lb. .....8%¢ Holland Herring, per keg .. 75¢



Douglas St., 17th St. and West Arcade from Brandeis

Friday and Saturday, we will sell

\$3.00 ALL CHAMOIS VESTS AND CHEST PROTECTORS \$1.10

We have a large stock and must move it—now is your chance, Friday

and Saturday only. by mail add 15c for postage. P. S.—Keep your feet warm with Hair Insoles. 10c a pair, all sizes, by

mail 4c extra. BEATON DRUG CO.

15th and Farnam. You Can

Rent **Typewriter** 

PER MONTH.

FOX TYPEWRITER & SUPPLY CO. 1822 Farnam St., Omaha.

Tel. Doug. 3874

FOOD FOR Weak and nervous men who find their power to work and youthful vigor york or mental exertion should take GRAYS NERVE FOOD PILLS. They will make you cat and sleep and be a man again.

Sherman & McConnell Drug Co 16th and Dodge Sts. Omaha, Net

> Business Boosters

> > Try the Want As Columns of The Bon.

OMAHA WEATHER FORECAST-Friday Fair and warmer.

## In All Its Money-Saving Charm HOSIERY

And there wouldn't be any moneysaving unless there was that emphatic, dependable quality-domination which is to us

### The Very Wine of Business Life

"Your Money's Worth or Your Money Back"—this principle covers every nickel's worth of goods you buy at Bennett's.

Three Raging Bargain Events for Bargain Friday:

he Great White Goods he Closing Out Clothing he Green Tag Furniture

### Ladies' and Children's Knit Underwear

We never like to carry goods over from one season to another-and we won't. Here's dependable, wearable Knit Underwear cut mercilessly for Bargain Friday:

Ladies' Ribbed Fleeced Cotton Vests and Pants, 25c value, to close, each ..... 15¢ Ladies' Ribbed Wool Plaited Vests, 65c value, Ladies' Fleeced Cotton Union Suits, grey and Ladies' Wool and Cotton and all Wool Union Suits, broken sizes, worth up to \$2.50, to Less Than Half dium weight, drop seat, 25c value, to close, 

Coats

\$15.00 Women's

Tight or loose fit-

ting kersey coats,

52 in. long, heavy

satin lined thro'-

trimmed and tail-

value; bargain

ored, regular \$25

handsomely

out,

### Ladies Ribbed Cashmere Hose,

25c value, pr.19c Boys' extra heavy fleeced hose, 25c

value, pair. 19¢ Boys' heavy Bicycle Hose, 17c value, pair .121/2¢

Ladies' Silk and Wool Lined Cashmere, also fancy and black Golf Gloves, 50c value-

Ladies' 8-button Trefousse Pearl Kid Gloves, black, tan. gray and white, per pair .....\$1.98

**Big Lot Odds** and Ends in Women's Fancy Regular Prices

### Bargain Linens! Linens! Friday in These Linens are solid, heavy, fine Women's

goods. They have that "lead-weight feeling" when held in one's hand that forces linen lovers to say, "My, that's good."

## Fancy Mixture Snaps for Bargain Friday

Made of fancy 50 dozen heavy Turkish Wash Cloths. plaid and mannish Bargain Friday, each ..........1¢ 64, in. Bleached Mercerized Damask, mixtures, 50 in. best quality, regular price 75c yard, long, trimmed in Bargain Friday, yard .......50¢ velvet, braid and 22-in Bleached Napkins, heavy weight buttons, regular -regular price 75c doz., Bargain \$15 value; bargain Friday ... \$7.43

### \$25.00 Women's Dainty Lingerie and Muslin Underwear THREE SPECIAL TABLES

.Table 1-Regular 50c value for 23c... Corset Covers, Drawers, Chemise Short Skirts, trimmed in lace and tucks. Table No. 2-Regular 75c value for 39¢ Gowns, Skirts, Chemise, Corset Covers. Drawers and Short Skirts, trimmed in dainty lace, embroidery and inserting.

Table No. 3-Regular \$1.00 value for 436 Gowns, Skirts, Chemise, Corset Covers, Drawers and Short Skirts, handsomely trimmed in lace and lace inserting, embroidery Friday . \$13.75 | and tuck.

## Corset Selling Extraordinary 2c an Inch 2c an Inch

A Factory End Sale from several great Corset mills. Haven't had a sensational Corset sale for a long timehaven't had room in our limited advertising space to exploit it when we wanted to. Fact!

BARGAIN FRIDAY-HERE'S OUR PLAN: Your choice of all \$2.50, \$1.50 and \$1 Corsets at 2c an Inch.

and so on up to size 35-TWO CENTS AN INCH.

Several hundred dozen salesman's samples and mill ends, including such standard makes as Royal Worcester, R. & G., W. B., F. & C. and others.

BARGAIN FRIDAY-SECOND FLOOR-TWO CENTS AN INCH.

Embroideries Embroideries Bargain Friday in 

SALE OF PARCY VEILINGS Plain and fancy weaves, Chenille and velvet dotted, plain chiffon, in all

# Crockery

A 88% per cent reduction on four patterns Dinnerware, which must be closed out in ten days. These goods are very best English and American Porcelain and have been some of our best sellers

100-Piece Dinner Sets in German China-Just four of them, with cups that do not match. sets would readily sell at \$16on sale Friday Colonial Table Tumblers-Made of

the very finest crystal, regular \$1 doz—on sale bargain 30c WHITE

CHINA FOR DECORATING AT ONE-THIRD OFF. Just Two More Days to Buy at

This Big Reduction.

**CLOTHING and GROCERY on Page 8** 

## Special Offerings for BARGAIN FRIDAY

Remnants and Odd Lots

THE RELIABLE STORE

Special Bargain in our January Sale

### Undermuslins Undermuslins Greatly Underpriced

The most complete assortment of dainty undermuslins ever brought to Omaha of beauty in design and quality of material surpassing anything shown elsewhere.

### FRIDAY'S OFFERINGS ARE SPECIALLY INTERESTING



trimmed, sold up to \$1.50, choice

Fraction

of Their

Ladies' Muslin Skirts, made exceptionally long and full trimmed with several rows of lace insertions and tucks, skirts in the lot worth up to \$2.50. 

Ladies' Muslin Drawers-A sample line, trimmed with hemstitching and tucks, worth double, at, choice. 19¢ Broken lines of Ladies' Wool Vests

and Pants, regular \$1.00 values, Fri-

Ladies' Skirts, worth regularly to \$1.75, in Friday, sale at .....986 -worth to 50c, at 39c and ... 25c Children's Heavy Fleeced Vests Fri-

### Friday price, newest styles, finely trimmed, at 39c and ..... 25¢ Greatest Silk Values Ever Shown

All odd pieces of High Grade Silk, from 1/2 to 20-yard lengths, values from 50c to \$1.25 yard, on bargain square, Friday, yd.25c In Main Silk Department Friday.

All kinds of Fancy Checks and Novel- 36-in. Black Pongees, regular \$1.00 

Remnants of Wool Dress Goods

50c Henriettas at 25c-10,000 yards About 2,500 yards of Stevens' fine of 35c and 50c Henriettas, in all Broadcloth, made to sell at \$1.50 to colors, in good long lengths, at, a \$2.00 a yard, will go at, a yd.496 5,000 yards of 40, 44, 50-in. Mohair, About 1,000 yards of Stevens' celein all colors, in good length that sells brated Broadcloths, in all colors, from 50c to \$1.00-a yard, on sale at, that sells at \$2.00 to \$3.00 a yard, in lengths from 11/2 to 5 yards, all will 2,000 yards of 52-in. Broadcloth that sold from \$1.00 to \$1.50 a yard, in

### Fancy and Table Linens

Here is your chance to get remnants of the finest goods made at one-fourth of their value.

Odd lot of Dresser Scarfs, center pieces Remnants of Table Linen, all high and stand tops, slightly solied, all sizes, in one lot at, each .... 24¢ Odd lot of Towels, Turkish and Huck, all linen and union, extra large sizes, sold up to 15c a piece, only 6 to a customer, at, each .....84¢ unbleached, 18x18 and 22x22, most of them full dozen, sold regularly up to \$2.25 a doz, in three lots at. a dozen, \$1.25, 89c and......59¢

grade goods from our regular stock and sold from 69c to \$1.75 a yard, in good lengths, from 11/2 to 31/2 yds., in bleached, silver bleached and unbleached, we will place in three lots at, a yard, 69c, 59c and . . 49c Odd lot of Napkins, in bleached and Manufacturers' stock of Merc. Table Linens, in lengths from 2 to 3 1/2 yds., would be worth in regular way up to 75c a yard, only two patterns to a customer at, a yard ......24¢

## Lace Curtains and Draperies

From our great stock, to close at lower prices than ever known for merchandise of equal quality before in Omaha.

russel Net Lace Curtains that sold at \$3 to \$5, go at, pair ... \$2.98 Brussel Net Lace Curtains that sold at Corded Arabian Curtains at, pair, Zion City Cable Net, in ecru, at, pair, Zion City Barnett Lace Curtain, 54-in. wide, 31/2 long, in white or ecru, at

Lace Curtains, in odd lots at, each, 98c, \$5 up to \$10, go at, each .... 98c 200 Lace Curtains, 3 yards long, 48-\$3.75, \$2.98, \$2.25, \$1.75 and 98¢ 500 pair Lace Curtains, at, pair, 59c, and 15c, go at, Friday only, yd. 10c

### \$5, \$4.50, \$3.98, \$2.98....\$1.98 Portieres at half price. Friday Bargain Room Specials

The crowds that attend these Friday sales attest the superior quality of Hayden offerings. Not only do you gain in price but quality is higher and variety greater than you'll find elsewhere, Read these items:

Curtain Swisses and India Linons, worth up to 12 1/2 yard, in long mill ends, 7 1/2 Snow White Muslin, in long mill ends, on bargain square at, yd.... 3 1/2 15c Teasledowns and English Fleece Back Flannelette, in long remnants. 5c 30c Sheetings, bleached and unbleached, slightly soiled, while they last, Fri-10c Brown All Linen Toweling, limit of 10 yds. to a customer, at, yard. 5c 

## Friday Shoe Bargains

value, at .....\$2.00 

### Four Rousing Underwear Specials

In our Men's Furnishing Department: Men's Shirts and Drawers, regular 50c values, heavy fleece lined, garment 256 Men's Madras Shirts, a great line of high grade goods, in broken lots, worth Men's Hose, in heavy plain cotton or fancies, worth up to 50c pair, Friday, 

Haydens' For Groceries

LOWEST PRICES, HIGHEST QUALITY
AND FRESHEST GOODS.

2-lb. cans Sac City Sweet Sugar Corn. 5c
2-lb. cans Standard Sweet Sugar Corn. 4c
2-lb. cans Standard Sweet Sugar Corn. 4c
2-lb. cans Bure Peas. 4c
2-lb. cans Golden Pumpkin 6c
1-lb. can Baked Beans 3c
Standard Sweet Sugar Corn. per dox. 4c
Coyster Crackers, per lb. 4c
The best Hand Picked Navy Beans, per pound 2/2c
The best Rolled Gatmeal, per lb. 2/2c
The Flancy Large, Highland Navel Oranges, per dozen 150
Potted Meats, per can 2/2c
Cold Water Starch, per pkg. 3c
Always wait and read Haydens' Gro-Cold Water Starch, per pkg........3c Always wait and read Haydens' Gro-22 lbs. BEST PURE CANE GRANU. cery prices before purchasing. It will

LATED SUGAR ...........\$1.00 save you money.