

Values of Greater Bargain Merit Were Never Offered for Sale

Our Annual White Goods Sale

In quantity and quality of showing and in low prices on high-quality of merchandise, surpasses any sale of the kind ever attempted in the west. Buying in large quantities direct from the manufacturer, we are enabled to make you prices much lower than you'll find quoted elsewhere on goods of like quality.

Table and Dress Linens, Lawns, Nainsooks, Dimities, Swisses, Sheets, Pillow Cases, Bed Spreads, etc., all at Substantial Cash Saving Prices.

Bleached Table Damask by the yard. All our 72-in. bleached satin Damask that sold up to \$3.75 a yard, on sale at, a yard **\$2.49**

All our 72-in. double satin Damask, that sold at \$1.50, at **98c**

All our \$1.25 bleached satin finish Damask, at, yd. **89c**

Unbleached and silver bleached Table Linen, regular 75c quality, at **49c**

All our \$1.50 silver bleached Damask at a yard **89c**

All our unbleached and silver bleached Table Linen, that sold at \$1.25 a yd., at **75c**

Pattern Table Cloths, 8-4, 10-4 and 12-4 sizes, bleached, for both round and square table, all new designs, at \$19.50, \$12.50, \$9.95, \$7.50, \$6.50, \$4.98 and **\$3.75**

Napkins to Match All Table Linens

10-4 and 12-4 hemstitched Table Cloth, our regular \$4.00 quality, at **\$2.49**

5-4, 6-4 and 7-4 bleached Lunch Cloths, in both plain and hemstitched, at \$6.00, \$3.50 and **\$1.25**

8-4 and 10-4 dice Pattern Cloths, extra heavy, regular hotel linen, sells regularly up to \$1.75, at a yard **98c**

BED SPREADS

Genuine imported Marseilles Spreads, extra large size, in both satin and plain finish, cut or square corners, at \$12.50, \$10.00, \$9.50, \$7.50, \$4.98 and **\$3.50**

Domestic Bed Spreads, both plain and fringed, full size, in Marseilles and honeycomb patterns, at \$3.00, \$2.50, \$1.75, \$1.25 and **98c**

Sheets and Pillow Cases, 81x90 seamless bleached Sheets, our regular 55c grade, only six to a customer, at **69c**

81x90 bleached, seamless hemstitched Sheets, sell regularly at \$1.25, at **98c**

42x36 and 45x36 extra heavy bleached Pillow Cases, at 18c, 15c, 12 1/2c and **8 3/4c**

TOWELS

Bleached and unbleached Turkish Towels, extra large size, sells regularly up to 15c, at, each **9c**

20x42 bleached and unbleached all linen Huck Towels, both plain and fancy borders, worth up to 25c, in this sale at, each **12 1/2c**

18-in. Glass Toweling, all size checks, regular 10c grade, at a yard **6 1/2c**

WHITE GOODS—Dress Linen Department

A new line of St. Gall Swisses, in dots, stripes and figured, 32-in. wide, at, yd., 39c, 45c, 59c, up to **\$1.50**

All our new Spring Waistings, all new patterns, at a yard, 59c, 49c, 39c, 25c and **15c**

INDIA LINONS

Imported and domestic, at a yard, 65c 50c, 39c, 25c, 12 1/2c and **7 1/2c**

Perstan Lawns, 32-in. wide, at, yd., 39c, 25c, 19c and **12 1/2c**

French Lawns, 45-in. wide, at a yard, 25c, 39c, 50c up to **\$1.50**

French Lawn, 2-yds. wide, regular 85c grade, at, yard, **69c**

Wash Chiffon, 48-in. wide, at, yard, 89c, 75c, 59c, 39c and **25c**

Old Glory Longcloth, 1-yd wide, at, yd., 19c, 15c, 12 1/2c, 10c and **8 3/4c**

Countess Nainsook, 36-in. wide, at, yard 29c, 25c and **19c**

English Nainsook, at, yard, 19c, 15c and **12 1/2c**

Irish Dimity, in checks and stripes, at a yard, 39c, 25c, 15c and **19c**

Fancy Pique, regular 25c grade, at, yard **19c**

HAYDEN'S

THE RELIABLE STORE.

Three Remarkable Silk Specials

Monday's sale of Silks will certainly surpass all previous records in value giving. Our Silk sales always attract great crowds of buyers, and Monday's exceptional bargains mean unusual selling even for this department. Come early—before the assortments are broken.

75c and \$1.00 Plain Taffetas, Louisenes, Peau de Cygnes and Fancies—In great assortment of colors and patterns. These silks have been on display in our 16th street window the past few days—on bargain square Monday, **39c** at, per yard.

IN MAIN SILK DEPT.

\$1 to \$1.50 Novelties, 36 in. wide; 27-in. wide Novelties, Black Taffetas and Black Peau de Soie, \$1 and \$1.25 values; Monday, at, yard **66c**

IN MAIN SILK DEPT.

\$1 to \$1.50 Novelties, 36 in. wide, spring 1907 styles; 36-inch Black and Colored Taffetas, Peau de Soie and Colored Satins; go Monday, at, yard **89c**

33 1/3% Discount Book Sale

A general clean-up sale of books. All sets and thousands of separate volumes, including fiction, history, travel, poetry and children's books. While this discount sale does not apply to our entire stock, it includes an assortment calculated to more than please the most particular.

One-third off our usual low prices means about 50 per cent saved to you in this sale.

All Sets 1/3 Off! 5,000 Volumes 1/3 Off!

January Sale of Draperies

Exceptional Values for Monday

Saxony Brussels Lace Curtains, in very neat patterns, worth \$17.50, go at pair **\$15.00**

Saxony Brussels Lace Curtains, worth \$7.50 to \$10.00, go at pair **\$5.98**

Duchess Point, worth \$19.50, go Monday, at, pr. **\$15.00**

Reverable Corded Arabian Curtains, that sold at \$16.00, go at, pair **\$9.75**

Zion City Cable Net, exclusive designs, in white or ecru, worth from \$7.50 to \$9.00, go at, pair **\$4.98**

Zion City Barnett Lace Curtains, worth \$4.50 to \$6.00, go at, pair **\$2.98**

Cluny Lace Curtains, 3 yards long, 48-in. wide, made with 3-in. hem and beautiful linen lace edge, real bargain, at \$5.50, \$5.00, \$4.25, **\$2.98**

Novelty Curtains, worth \$7.00, go at, pair **\$1.98**

Nottingham Curtains, that sell at \$6.00, go at **\$3.98**

Brussels Net Curtains, about 50 different styles, all 3 1/2 long, 12-4 wide, with plain center; also very elaborate borders, especially good values this week; \$12.50 value go at **\$9.50**

\$10.00 values go at **\$7.50**

\$8.50 values go at **\$4.98**

500 pairs Lace Curtains, worth \$3.00 up to \$6.00, go at **\$1.50**

pair **\$1.98**

Lace Curtains, worth \$2.50, go at **\$1.50**

at **\$1.25**

200 different patterns that sell at \$1.35, \$1.25, 98c, 75c, 59c, 49c, 39c and **25c**

Bonne Femme at Half Price Fish Net, Novelty Net and Gradine, regular price 35c an 25c, go at 20c and **15c**

Curtain Swiss, at, yard, 15c, 12 1/2c, 10c and **7 1/2c**

Cotton Madras, in all colors, a yard **15c**

Imported Madras, in the late designs, at, yd., 12.25, 9c, 75c, 60c, 49c, 40c and **35c**

Cheney Bros. Drapery Silk, in exclusive designs; also a line of plain colors, at, yd., 95c, 85c, 75c and **49c**

Odd pairs of Madras Curtains, to close, worth \$3.00 up to \$7.50, in two lots, at a pair, **\$2.50** and **\$1.98**

Peaport Portieres, with fringe, worth \$5.00 up to \$9.50, go at, pair **\$3.98**

roman stripes, worth \$3.50, go at, pair **\$1.98**

Mercedized Portieres, in all colors, worth \$6.98, go at, a pair, **\$4.25**

Mill Art Loom Tapestry Couch Covers at half price. Those worth \$7.50 go at \$4.00; \$5.00 go at \$2.75; \$4.00 value at \$1.98; also a Cover 5 1/2 inches wide, 3 yards long, at **98c**

lope Portieres, with heavy drapery worth \$10, at **\$7.50**

oyster Portieres, at \$20.00 down to \$12.00, \$10.00, \$8.50, \$8.00 and **\$5.00**

January Sale of Undermuslins

UNIQUE ASSORTMENT OF UNMATCHED LOW PRICES.

If it's a question of style, you'll find the greatest variety of dainty designs from all markets here. If it's a question of quality, you need look no further. If it's a question of price, the most exacting buyer will be more than pleased with our offering.



AS MONDAY SPECIALS.

Ladies Skirts—Trimmed with deep lace and several rows of insertion of wide embroidery flounces, made extra long and full; unmatched value at sale price **\$1.50**

Ladies' Gowns—Daintily trimmed with laces, embroidery and washable ribbons, generously proportioned; a regular \$1.50 value, at **98c**

Ladies' Gowns—In great assortment, prettily trimmed with lace and insertion; special Monday, at **75c**

Ladies' Drawers and Corset Covers—Made of fine materials, covers trimmed front and back with several rows of lace and insertion, at **49c**

Ladies' Corset Covers—Daintily trimmed with lace and embroidery, splendid assortment; special values, at **25c**

Children's Drawers—Made of good quality muslin, neatly trimmed, lawn ruffles and embroidery; special bargains, at **19c** and **25c**

January Furniture Sale

Offers to our customers many exceptional saving opportunities. At all times, on all classes of furniture, our prices represent distinct cash savings to the purchaser. At this time all odd pieces, sample lines, etc., are sold at remarkable price reductions.

No need for delay—buy now, pay later. Your credit is good in this department.

Space will permit of only a few of the many specials for Monday.

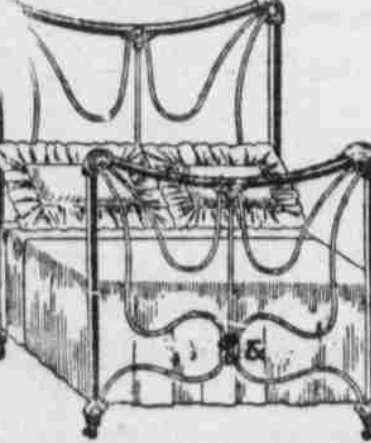
Roman Chair—Like cut, made of solid oak, upholstered in Verona tapestry and velour, regular \$4.50 value; for Monday, only **\$2.95**

Dining Chairs—All odd chairs, 1 to 4 of a kind, in this sale at **Half Price**

Sample Rockers—A splendid line, only one of a kind, in this sale at **Less**



Than Manufacturers' Cost.



Iron Beds—A job lot of Iron Beds, secured at a great bargain—only one and two of a kind—35 styles to select from—great snap at sale prices \$10.00 to **\$1.35**

Bed Like Out—Regular \$5.75 value, at **\$3.95**

All must go this week to make room for regular stock.

\$4.50 Sanitary Steel Couch Monday \$3.25

\$40,000 Worth Women's Ready-to-Wear Garments

At Less Than Half Real Worth Monday

1,100 New Coats, 1,200 New Skirts, New Suits, Furs, Waists, Etc.—Secured by our New York buyer to reinforce and fill out lines of winter goods depleted by the past few weeks' tremendous selling. In many cases materials alone would cost more than the prices asked.

CLOTH COATS.

Women's Coats, worth \$10, at **\$3.95**

Women's Coats, worth \$12, at **\$4.95**

Women's Coats, worth \$20 and \$22.50, at **\$10.00**

FUR COATS.

Women's Near Seal Coats, beaver trimmed, \$65 values, at **\$35.00**

Women's Fine Astrakhan Coats, regular \$50 values, Monday **\$25.00**

WOMEN'S SKIRTS.

Hundreds of handsome skirts, in great variety of materials, colors, patterns and styles, regular \$5.00 values; in this sale **\$2.95**

Stylish Skirts, in the most popular designs and materials, regular \$8 and \$9 values; in this sale **\$4.95**

Women's \$6 Silk Underskirts **\$2.58**

From 8 Till 9 A. M.—Women's Long Kimonos, \$1.50 values, at **69c**

From 8:30 Till 9:30 A. M.—Women's Shawls, regular \$3 values, at **\$1.00**

From 9 Till 10 A. M.—Children's Dresses, in sizes 6 to 14 years, \$1.50 values, at **59c**

TAILOR SUITS.

Stylish Tailor Suits, worth regularly up to \$20, in this sale, choice, **\$9.95**

\$30 Tailor Suits, in newest designs, colors and materials; at, choice **\$14.75**

SPECIAL WAIST BARGAINS.

Women's Waists, regular \$1.50 values—in this sale at **69c**

Women's Waists, regular \$3 and \$4 values—in this sale at **\$1.50**

Women's Waists, regular \$5 and \$6 values—in this sale at **\$2.98**

INFANTS' AND CHILDREN'S COATS.

Sizes from 1 to 6 years; come in curly bearskins, fine broadcloths and velvets, regular \$5 values; to close, at **\$1.98**



Extra Special Grey Enamel Ware Sale Monday

In Our Mammoth Hardware Department

Wash Bowl, regular 30c value, this sale **17c**

Pudding Pans, regular 30c value, this sale **15c**

Colanders, regular 45c value, this sale **22c**

Dish Pans, regular 75c value, this sale **45c**

Dripping Pans, regular 65c value, this sale **39c**

Drinking Cups, regular 15c value, this sale **7c**

Basting Spoons, regular 15c value, this sale **7c**

Soap Dishes, regular 25c value, this sale **12c**

Dippers, regular 40c value, this sale **22c**

Dippers, regular 30c value, this sale **15c**

Lipped Sauce Pans, regular 40c value, this sale **25c**

Tea Kettles, regular \$1.25 value, this sale **79c**

Granite Buckets, regular 45c value, this sale **25c**

Coffee Pots, regular 60c value, this sale **33c**

Water Pails, regular \$1.10 value, this sale **69c**

This is all the finest grey enamel ware.

4-tie Parlor Broom, special for Monday, each **20c**

100-Piece Dinner Sets \$4.98

We have just received from the Vodyre Pottery Co., East Liverpool, Ohio, 1,000 decorated dinner sets—100 pieces in each set—they come in three colors, blue, brown and green; entire lot will be placed on sale Monday at, per set. **4.98**

The Greatest Dinner Set Bargain Ever Offered.

Decorated Wash Bowls and Pitchers—500 pairs to select from, 100 different shapes and decorations; choice Monday, per pair **98c**

Plain Porcelain Cups and Saucers; Monday, each **12c**

White Haviland China, for decorating, at 25 per cent discount from our usual low prices; 33 1/3 per cent saving from prices elsewhere.

Slop Jars, with handle and cover, each **50c**



ONE THING

THERE is one feature of "Queen Quality" Shoes that never fails to appeal to women of taste. That is their "FIT." That "they fit where others fail" is proverbial. And this matter of Fit means so much. It means prettier and more stylish feet, and it means the difference between discomfort and pleasure. The "Queen Quality" Shoe has made walking a pleasure for thousands of women. It can do it for you. Let us prove this to you. Priced at \$3.00, \$3.50 and \$4.00 the pair.

Hayden Bros.

HAYDEN BROS.

JANUARY RUG SALE

Comparison of quality will prove these unmatched bargains at our sale prices.

Genuine wool faced standard Tapestry Brussels Rugs, size 9x12, regular \$15 values; special, at **\$12.49**

Size 9x11, regular \$12.00 value, at **\$9.98**

Genuine Royal Wilton Rugs, size 9x12, regular \$42.50 value, at **\$28.50**

Seamless Velvet Rugs—Handsome Persian patterns, size 9x12, snap at **\$18.25**

27x64 Smith Axminster Rugs, at **\$1.75**

Sale of Sheetings; Domestics

In Omaha's Greatest Bargain Room

Compare these prices. You'll quickly see the saving opportunity. Quality always fully up to standard. Don't miss Monday's specials.

9-4 bleached Peppercorn Sheeting; on sale Monday, at **22c**

Bleached Lockwood Sheeting, 9-4 wide; Monday, at **23c**

Bleached Pequot Sheeting, 9-4 wide; Monday, at **25c**

Bleached Fruit of the Loom Sheeting, 8-4 wide; Monday, at **22 1/2c**

19c Apron Lawns, 40 inches wide, sheer quality, at **12 1/2c**

12 1/2c Pacific Percales, 36 inches wide, Monday, at **7 1/2c**

18c Madras Shirting, 36 inches wide, light or dark, at **10c**

15c Toile de Nord Dress Ginghams, new spring styles, at **8 1/2c**

12 1/2c Shadow Plaid Cotton Dress Fabrics, 36 inches wide, at **5c**

10c Outing Flannels, extra heavy quality, light or dark patterns, at **5c**

Bleached Lincoln Sheeting, 9-4 wide; Monday, at **18 1/2c**

Bleached Utica Sheeting, 9-4 wide; Monday, at **25c**

Mercedized Dress Sateens, all colors, 30 inches wide, looks like satin, regular 18c quality, at **10c**

Berkley No. 60 Cambric **9 1/2c**

Lonsdale Cambric **11c**

No. 90 English Long Cloth **11c**

Fruit of the Loom Muslin **8 3/4c**

Groceries! Groceries! Groceries!

Hayden's, the Greatest Grocery Department in the West

Freshest Goods, Highest Quality, and Lowest Prices Always

10 bars best brands Laundry Soap for **25c**

10-lb. sacks best Pure Buckwheat Flour **35c**

10 lbs. best Rolled Breakfast Oatmeal **25c**

2-lb. cans Standard Sweet Sugar Corn **4c**

2-lb. cans Sac City Sweet Sugar Corn **5c**

3-lb. cans Golden Baked Beans for **7 1/2c**

2-lb. cans fancy Wax-String or Lima Beans **7 1/2c**

Quart cans Golden Table Syrup for **7 1/2c**

1-lb. cans Flat Salmon **9c**

Bromangelon, Jellycon or Jell-O, per pkg. **7 1/2c**

Tar Soap, per bar **2 1/2c**

Cold Water Starch, per pkg. **5c**

Egg-O-Seg Breakfast Food, per pkg. **7 1/2c**

1-lb. pkg. Bull Durham Smoking Tobacco **49c**

Dried Fruit Sale Monday

Fancy Anti-Lye California Prunes, per lb. **4c**

Fancy Cleaned Currants, lb. 10c

Fancy Seedless Raisins, lb. 10c

Fancy 3-crown Muscatel Raisins, per lb. **10c**

Fancy Seeded Raisins, lb. **9c**

Fancy California Grapes, per lb. **7 1/2c**

Fancy California Peaches, per lb. **12 1/2c**

Fancy California Pears, per lb. **12 1/2c**

1-lb. pkg. Condensed Mince-meat **7 1/2c**

The best glazed Lemon, Orange or Citron Peel, per lb. **13c**

Butter and Cheese Sale Monday.

Fancy Brick or Limburger Cheese, per lb. **15c**

Fancy Full Cream Cheese, per lb. **15c**

Fancy Domestic Swiss Cheese, per lb. **19c**

Sap-Sago Cheese, each **7 1/2c**

Fancy Imported Swiss Cheese, per lb. **29c**

Imported Roquefort Cheese (purty brand), per lb. **35c**

Neufchatel Cheese, each, **3c**

Fancy Country Roll Butter, per lb. **22c**

Strictly No. 1 fresh country Eggs, per doz. **21c**

Fresh Fruit and Vegetable Sale Monday.

Carrots, Beets, Parsnips, Turnips, Rutabagas, red or yellow Onions, per lb. **1c**

2 bunches fresh Lettuce, **5c**

2 bunches fresh Radishes, **5c**

Large heads fresh Cabbage, **5c**

Large bunches fresh Beets, Carrots or Turnips, **5c**

Fresh Parsley, per bunch, **5c**

Fancy Hallowe'en Dates, per lb. **7 1/2c**

Fancy Cooking Figs, per lb. **5c**

Fancy late Red Cranberries, per quart **8 1/2c**

Fresh roasted Peanuts, qt. **5c**