



A hearty welcome is extended to all Ak-Sar-Ben Carnival visitors to make our store their headquarters while in Omaha. You'll find here the most complete assortments and very best values. An exposition of the season's most favored fashions. If not this week then next, but come. A veritable bargain carnival awaits you—every department offering rousing specials daily.



Greatest Sale of Black Silk Ever Known

See Our Sixteenth Street Window Display.

Many thousand yards of finest Black Silks secured before the advance in prices. On sale Monday at less than actual manufacturers' cost today. C. J. Bonnet, French manufacturer Black Taffetas; Witherthur Mills, Swiss manufacturer Messalines and Novelties; Zurich, Swiss Taffetas and Beau de Soie; Schwartzbach, Huber & Co., Taffetas and Beau de Soie; Windham Silk Co. and Givernaud Bros., highest class Domestic Taffetas, Beau de Soie, Messalines, Grosgrains, Louisiennes, Novelties, etc. Six of the largest and best known mills in the world represented by showings of their very finest Black Silks at most wonderful bargain prices Monday.

- C. J. Bonnet Black Taffeta, 26 inches wide, \$1.25 yard value; on sale at, yard, \$1.12 1/2.
C. J. Bonnet Black Taffeta, 36 inches wide, \$1.75 yard value; on sale at, yard, \$1.12 1/2.
Wetherthur Mills Black Messaline, 20 inches wide, \$1.00 yard value; on sale at, yard, \$1.00.
Wetherthur Mills Black Novelty, 22 inches wide, \$1.25 value; on sale at, yard, \$1.00.
Givernaud Bros. Silk Taffeta, 36 inches wide, \$1.39 quality, at \$1.00.
Givernaud Bros. Silk Taffeta, 36 inches wide, \$1.50 quality, at \$1.00.
Windham Silk Co. Black Taffeta, 24 inches wide, \$1.25 yard value; on sale at, yard, \$1.00.
Windham Silk Co. Black Taffeta, 30 inches wide, \$1.75 value, yd. \$1.25.
Schwartzbach-Huber Co. Black Beau de Soie, 36 inches wide, regular \$1.25 quality, at \$1.00.
Schwartzbach-Huber Co. Black Beau de Soie, 36 inches wide, regular \$2.50 quality, at \$1.59.
Schwartzbach-Huber Co. Black Beau de Soie, 36 inches wide, regular \$1.98 quality, at \$1.39.
Givernaud Bros. Silk Taffeta, 36 inches wide, \$1.25 quality, at \$1.00.
10 Pieces of Black Taffeta, 36 inches wide, very finest quality, made specially for O'Donahoe-Redmond-Normile Co., their name woven in selvage. We secured it at a great sacrifice and will sell it Monday at HALF ACTUAL VALUE.
20-Inch Black Taffeta, 20 and 24-inch Black Twill Messalines—An immense line of plain and fancy silks, regular values up to \$1.00; on sale Monday in our great Domestic Room—at, yard, \$1.00.
Scores of other Silk Bargains fully equal to the ones above shown here Monday. Don't miss them.

Fashion's Most Favored Fancies

In Women's Outer Garments

Through our New York resident buyer, who is always on the alert for new things, our Cloak and Suit Department is kept constantly up to the mark with the latest style creations. The new ideas are shown here within a few days of their first appearance in New York.

Crown Jewel Suits at \$25.00



are supreme favorites this season with the woman of discriminating taste and who prefers a garment of moderate price—in beauty of design, quality of workmanship and material the peer of them all—the equal of most \$35 values shown elsewhere. \$25 100 Handsome New Suits, in fine chevots; blues, browns, greens, reds and blacks, in Prince Chap, Fluffy Ruffles and other popular new styles, bought to sell at \$20—special Monday \$14.95 Nobby New Coats, made of all wool covert and fine chiffon broadcloths, in Prince Chap, box and semi-fitting styles, lined throughout, unmatched values at \$5.98, \$7.50, \$8.90, \$10 and \$12.50

\$6 Panama Skirts at \$3.95

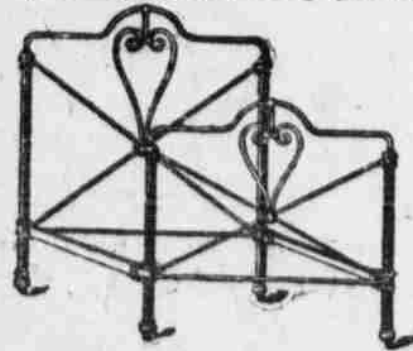
A splendid line of full pleated Panama Skirts, in blues, browns and black—very newest styles—special Monday at \$3.95 \$25 Silk Suits, shirt waist style, in 6 distinct designs, all the new colors; they are made of fine taffetas; skirts very full pleated; come in plain colors, fancy check and stripes; sale price Monday \$18.50

\$15 Aultman Voile Skirts

beautiful garments, trimmed with folds and bands of taffeta; charming bargain Monday at \$9.90 \$6 Silk Underskirts—A beautiful new line just received, the best values ever shown at \$3.95 \$5 Silk Waists—in white or black, newest styles; special bargains, at \$2.95 Special sale of Infants' Wear Monday, Tuesday and Wednesday. From 8 Till 9 A. M.—Women's \$1.50 Moire Underskirts; special, at \$1.79 From 8:30 Till 9:30 A. M.—Women's Long Kimonos, \$2.00 values, at \$1.79

Many Interesting Furniture Bargains

In this week's special sales. Variety of showings in all grades in unsurpassed quality; the best and prices always mean a neat saving to the purchaser. Besides our credit system provides for payment to suit the purchaser.



Iron Bed (like cut)—Strongly made, well finished with three coats of best enamel, stands four feet six inches high; on sale Monday and Tuesday at \$1.50



Sideboard (like cut)—Made of best selected oak, with 14x24 heavy French bevel mirror, size of base 30x42 and is 6 feet 3 inches high; special bargain this week at \$12.50



Oak Rocker (like cut)—Made of well selected oak with handsomely embossed cobbler seat, the best value ever offered in the city at our sale price \$2.50



Solid Oak Extension Table (like cut)—Strongly made of thoroughly seasoned oak and finely finished, top closed 42 inches square, extended 42 inches by 6 feet; great bargain at \$4.50 Sanitary Steel Couch (like cut)—Has three rows of oil tempered coil springs supports and forty-six helical springs at ends, couch 27 inches wide when closed, bed 4 feet wide 6 feet 2 inches long when open; special bargain at \$3.50 Same in Davenport style on sale at \$4.50

Special Reduced Prices on All Framed Pictures During This Entire Week. Don't Miss Them.

The Leading Dress Goods House

OF THE WEST

Over 30,000 styles to select from. In no line have we competition. Monday's selling will be a hummer. Read this and then investigate:

- Black Dress Goods
Priestley's \$2.98 Cravenettes for \$1.69
Priestley's \$3.50 Cravenettes for \$1.98
Priestley's \$4.00 Cravenettes for \$2.25
Priestley's \$5.00 Black Broadcloth for \$2.98
Priestley's \$3.00 Black Fancies for \$1.98
B. N. I. Black Panamas, \$1.50 grade for \$1.00
Fred Arnold's Silk Warp Henrietta, \$1.50 grade, only \$1.00
Colored Wool Dress Goods
50 pieces of \$1.50 Broadcloths for \$1.00
50 pieces of \$1.98 Broadcloths for \$1.19
50 pieces of \$1.25 Voiles, all colors for \$7 1/2 c
25 pieces of Wool Taffetas, \$1.50 grade for \$89 c
Evening Shades.
All evening shades, except W. F. Read's Lansdown at Half Price.
BEARSKINS AND CUIRACUES.
\$4.00 Bearskin Cloth for \$2.50
\$5.00 Bearskin Cloth for \$2.69
\$7.50 Bearskin Cloth for \$4.19
\$4.08 Bearskin Cloth for \$4.08
High-Grade Novelties
100 exclusive French patterns of the finest material made for fall, 1907, in plaids, fancies, embroidered, etc., ranging in price at \$75.00 down to \$50.00, \$45.00, \$40.00, \$35.00, \$30.00 and \$25.00. No samples of exclusive patterns sent out of town.
\$1.50 Linen, 72 inches, bleached for \$98 c
\$1.25 Linen, 70 inches wide, bleached for \$75 c
\$1 Linen, 68 inches, bleached, at \$59 c

Sheetings, Muslins and Staples

in Our Famous Domestic Room

We defy all competition in this line. Get our prices first and you will be surprised at the difference. Remember, these are all famous brands.

- 9-4 Pepperell Bleached, at, yard for \$22 1/2 c
9-4 Lockwood Bleached, at, yard for \$22 1/2 c
9-4 Lockwood Unbleached, at, yard for \$20 c
Fruit of the Loom for \$9 1/2 c
Lonsdale for \$9 1/2 c
Hope for \$9 c
Beaver Dam, yard wide, unbleached, extra weight, at, yard for \$5 7/8 c
Buckhead for \$6 3/4 c
LL. Muslin, unbleached, 5c
Renew Turkey Damask, at, yard for \$39 c
A good quality of table Damask, 68 inches wide, worth 40c for \$25 c
Damask, 54 in. wide, 19c
Remnants of all kinds of table Damask, up to \$2 yard, 25c, 39c, 49c for \$59 c
15c Huck Towels for \$9 c
19c Huck Towels for \$12 1/2 c
10c Turkish Towels for \$5 c
12 1/2 c Turkish Towels for \$7 1/2 c
15c Turkish Towels for \$8 1/2 c
Amoskeag heels for \$4 1/2 c
American Prints for \$4 1/2 c
Martha Washington Red Prints at \$2 c
15c Amoskeag Towels for \$10 c
12 1/2 c 1921 Amoskeag Outing, at \$7 1/2 c
15c Flannelettes for \$10 c
12 1/2 c Flannelettes, all fast colors, at \$7 1/2 c

LINENS

- \$1.50 Linen, 72 inches, bleached for \$98 c
\$1.25 Linen, 70 inches wide, bleached for \$75 c
\$1 Linen, 68 inches, bleached, at \$59 c

MONDAY, SECOND DAY OF

Our Great Fall Lace Sale

Another beautiful line of Oriental Laces, 4 to 12 inches wide; fine treatment of most desirable patterns, regular 15c to 75c yard.



Values will be placed on sale Monday, yard, at from 29c to 5c The greatest bargains ever offered. \$3.00 Allover Laces at, yd. for \$98 c 15c Allover Laces at, yd. for \$5 c Several Great Lots of 10c Embroidery included in Monday's sale, at, per yard, for \$5 c This is a clean-up sale of a big job lot of 4 to 6-yard strips of Embroideries and Insertings—unmatched value at, yard, for \$5 c

LACE CURTAIN SALE

We challenge any other house in the west to give as good values as we do in Lace Curtains. Ours are perfect goods—no seconds or torn jobs.

- Regular \$20 to \$25 Lace Curtains in Brussel, Irish Points, Duchess and Novelties at, pair for \$6.75
Regular \$10 to \$12 Lace Curtains in Brussel, Irish Points, Cluny and Cable Net, at, pair for \$3.79
Regular \$5 to \$7.50 Lace Curtains in Brussel, Irish Points, Novelties and Cable Net, at, pair for \$2.79
Regular \$3.50 to \$5 Lace Curtains in Cable Net, Barnett and Nottingham, at, pair for \$1.79
1,000 pairs of full size Lace Curtains, pair, 89c, 59c, 39c, 29c and \$23 c
Odd Lace Curtains, worth from \$10 to \$25, at, each, 98c, 89c and \$59 c
Odd Lace Curtains, single or in pair, at, each, 45c, 35c, 29c, 19c and \$12 1/2 c

Popular-Priced Dress Goods Dept.

In this department will be found a complete line of Wool Dress Goods from 25c to \$1.25 yard. Black and colors.

- \$1.50 Broadcloths, black and colors, at \$98 c
64-inch All Wool Suitings, \$1.00 grade, at \$59 c
36-inch All Wool Suitings, 59c grade, at \$39 c
36-inch Fancies, beautiful designs, at \$39 c
\$5.00 Half Wool Art Squares—Size 9x12; special \$5.98
\$5.50 Art Squares, 9x12, at \$4.25
\$5.00 Axminster Rugs—Size 36x72; special \$3.49
\$6.00 Extra Axminster Rugs—Size 27x54; special \$1.98
\$2.00 Velvet Rugs—27x54, at \$1.29
Oil Opaque Window Shades, 7 ft. 45c
7-ft Water Color Window Shades 30c
\$1.00 All Wool French Challies, at \$59 c
\$1.00 Waistings for \$59 c
\$1.50 Waistings for \$89 c
54-inch French Suitings, \$1.98 values for \$98 c
48-inch French Suitings, \$1.50 values for \$59 c
A large range of fine Henrietta, All Wool Serges, All Wool Storm Serges (all colors), also Panamas, that range in price up to 75c yard; all in this sale at, a yard for \$48 c



Fall Opening Exhibit

Charming Millinery Modes

Monday, September 23d

A showing of authoritative fashions surpassing in beauty and variety any we have ever attempted—a display which embraces in its scope the master pieces of some of the most prominent European and American millinery artists.

Never before we believe has a season been so prolific in production of charming style ideas, so much at variance in point of conception. But we take pride in the distinct exclusiveness and comprehensiveness of our Fall display, believing that in its scope, embodying all that is newest in millinery style conception, we are sure to please even the most discriminating, whether the preference be most moderate or pronounced.

Elegant Domestic and Imported Patterns are shown in great variety at \$22.50 up to \$125.

An immense assortment of beautiful Dress Hats at \$6.75 up to \$8. The "Girl Ranger," the "Dolly Varden," two of the latest New York millinery hits, shown here exclusively.

No cards issued. Please consider this a personal invitation to view and criticise our Fall and Winter Style display.



Remarkable Rug Bargains Monday

Take advantage of these special bargain prices and buy now while lines are complete. You'll find our new Credit System most equitable and convenient. It provides for payment to suit the purchaser.

- \$50.00 Royal Wilton Rugs—Beautiful designs and colorings, size 9x12; special Monday, at \$38.50
\$35.00 Body Brussels Rugs—Excellent in coloring, finish and wearing qualities, size 9x12; special \$28.00
\$28.00 Extra Axminster Rugs—Oriental and floral patterns—Size 9x12; special \$21.95
Size 8-3x10-6; special \$17.95
\$18.00 High Spire Tapestry Brussels Rugs—9x12 size; special \$13.98
Same, 8-3x10-6 size; special \$11.98
\$15.00 Tapestry Brussels Rugs—Size 9x11, floral and small designs; special \$11.75
\$15.00 Roxbury 10-Wire Brussels Rugs—Size 7-9; special \$11.98
\$12.00 Brussels Rugs—High grade, size 6x9; special \$8.95
\$12.00 All Wool Art Squares—Size 9x12; special \$5.98
\$6.00 Half Wool Art Squares—Size 9x12; special \$5.98
\$5.50 Art Squares, 9x12, at \$4.25
\$5.00 Axminster Rugs—Size 36x72; special \$3.49
\$6.00 Extra Axminster Rugs—Size 27x54; special \$1.98
\$2.00 Velvet Rugs—27x54, at \$1.29
Oil Opaque Window Shades, 7 ft. 45c
7-ft Water Color Window Shades 30c

Bargain Dress Goods

in Our Famous Domestic Room

Here can be found odd pieces of fine goods, remnants of our high grade goods, etc., at prices that will both please and surprise you.
\$1.00 Henriettas at \$39 c
75c Henriettas at \$19 c
\$1.00 Fancies at \$39 c
75c Fancies at \$19 c
75c All Wool Suitings at \$19 c
25c New Fall Line Organdies \$10 c
Grand line of remnants always on large bargain square—Up to \$1.00 yard will go at \$25 c
Up to \$2.00 yard will go at \$39 c
Up to \$3.00 yard will go at \$49 c
Up to \$4.00 yard will go at \$59 c
Extra specials here every day.

Blanket and Flannel Dept.

The greatest department in the west. We handle our own Home Made Comfortables, from our own fine carded cotton.

- Cotton Blankets, worth 75c pair; on sale at, each \$26 c
\$1.00 Cotton Blankets for \$74 c
\$1.25 Cotton Blankets for \$85 c
\$1.50 Felted Blankets for \$95 c
\$1.75 Felted Blankets for \$1.19
\$2.00 Felted Blankets for \$1.39
All Wool Blankets, pair, from \$25.00 down to \$1.25
Home Made Comfortables, large size, in challies, silk-lines, satens and heavy felted down cloth, at \$5.00
\$4.00, \$3.00, \$2.50, \$2.25 and \$1.98
Shirting Flannels, \$1.00 to \$25 c
White Flannels, from \$1.25 to \$25 c
A large line of Embroidered Flannels.

Read Hayden's Grocery Prices for Monday's Sale

- 25 lbs. best Pure Cane Granulated Sugar for \$1.50
15 lbs. best Family Laundry Soap for \$25 c
Large sacks Cornmeal \$10 c
Peanut Butter, per jar \$9 c
Ripe or stuffed Olives, per bottle \$9 c
3 1/2 oz Mustard Sardines, per can \$14 c
Bromelagon, Jellycon or Jell-O, pkg \$7 1/2 c
The best Macaroni, per pkg \$4 c
1-lb. cans Condensed Cream \$5 c
1-lb. cans Assorted Soups \$7 1/2 c
Fig Newton Cookies, per lb. \$15 c
The best Soda or Oyster Crackers, lb. \$6 c
Pretzels, per lb. \$6 c
Fancy Tea Sittings, per lb. \$15 c
Fancy Santos Coffee, per lb. \$15 c
BUTTER AND CHEESE PRICES
Fancy Dairy Butter, per lb. \$20 c
Fancy Creamery Butter, per lb. \$20 c
Fancy Full Cream Cheese, per lb. \$15 c
Fancy Full Cream Brick Cheese, lb. \$15 c
Sap Sago Cheese, each \$14 c
Neufchatel Cheese, each \$13 c
Read these Vegetable and Fruit Prices for Monday:
Fresh Spinach, per peck \$10 c
Large-head Cabbages for \$15 c
Egg Plant, each \$5 c
4 bunches fresh Radishes for \$5 c
4 heads fresh Lettuce for \$5 c
Fresh Beets, per bunch \$10 c
Fresh Carrots, per bunch \$10 c
Fresh Turnips, per bunch \$10 c
Large Strong Cucumbers, each \$10 c
Cooking Apples, per peck \$25 c
Hubbard Squash, each \$5 c
Sweet Potatoes, per lb. \$3 c
Wax or String Beans, per lb. \$15 c
Fancy Utah Plums and Peaches for canning.
Jelly Grapes, per basket \$19 c
Fancy Ripe Tomatoes, per basket \$20 c
Another carload of fancy Freestone Elberta Peaches arrived.
These are extra fancy, buy now while the car lasts; Monday only, per crate \$1.35

Advertisement for Queen Quality shoes. Features an illustration of a woman's feet in shoes and the text: 'Queen Quality They fit when others fail' EVERY woman of taste appreciates the Hand-Finished Custom-Made Shoe, but few care to pay the extravagant price. Our new 'Queen Quality' 'Custom Grade' Boots offer its advantages, but at a moderate price—\$4.00 the pair.

TRY HAYDEN'S FIRST