

HAYDEN'S THE RELIABLE STORE

Magnificent Showing of New Spring Merchandise Monday

Greatly underpriced, together with stupendous clearance bargains in winter merchandise constitute this the greatest sale day of the season and one of great saving interest to our thousands of customers—a fitting start of the month of February.

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High Grade Wash Goods Dept.

As usual we lead all others in high grade wash goods—new Scotch ginghams, new English voiles, taffetas, bengalines, poplins, etc., new French novelties, voiles, checks, stripes, new Swiss embroidered novelties, Arnold's celebrated silk printed goods; Gaily & Lord's celebrated silk warp ginghams; Anderson's world renowned Scotch ginghams and everything in high grade wash goods, up-to-date, from 12 1/2c to \$2.50 per yard.

High Grade Wool Dress Goods

We are now opening up our new foreign wool dress goods department and in order to make room we will close winter goods at the following reduced prices:

- 35 pieces of German, French and English fancies that sold at \$1.50, \$1.95 and \$2.50 yard, all will go, at, yard..... 58c
30 pieces of 27-inch and 32-inch Waistings that sold from \$1.50 yard, all go at, yd. 33c

High Grade White Goods and Linens

Embroidered Swisses, hand work, direct from Switzerland, white French novelties, English Jacquards for waistings, etc.
High grade Dress Goods, \$2.50, \$1.50, \$1.00 and..... 75c
Scotch Swisses, \$1.00, 85c, 75c, 65c, 50c, 39c and..... 25c
Domestic Swisses, 25c, 19c, 15c and..... 12 1/2c
English Jacquards, from \$1.00 down to..... 25c
Domestic Jacquards, 39c down to..... 12c
Scotch Madras from 50c to..... 15c

Blanket Department

All Blankets will be closed out as follows:
COTTON BLANKETS
50c Cotton Blankets, at..... 35c
75c Cotton Blankets, at..... 49c
100 Cotton Blankets, at..... 68c
125 Cotton Blankets, at..... 87 1/2c
150 Cotton Blankets, at..... 97 1/2c
WOOL BLANKETS
\$1.50 Wool Blankets, at..... 73c
\$2.00 Wool Blankets, at..... 95c
\$3.00 Wool Blankets, at..... 1.39
\$4.00 Wool Blankets, at..... 1.79
\$5.00 Wool Blankets, at..... 2.39
\$6 Wool Blankets \$2.95
7.50 Wool Blankets \$3.38
Extra specials on home-made Comfortables 33 1/2% OFF.

Domestics and Linens in Our FAMOUS DOMESTIC ROOM

We have no competition, all the genuine brands—no "just as good."

- WIDE BLEACHED SHEETING, 4-4, all brands, 24c
10-4, all brands, 34c
12-4, all brands, 44c
FINE BLEACHED SHEETING, 4-4, all grades, 15c
10-4, all grades, 20c
12-4, all grades, 25c
TARD WIDE BLEACHED, Alaska, 47c
Bric-a-Brac, 47c
Woodbury, 47c
Ballardville, 47c
Hope, 47c
Londale, 47c
Fruit of the Loom, 47c
TARD WIDE UNBLEACHED, Grand Mill, 47c
Deatur L.L., 47c

Elegant New Spring Silks—Greatly Underpriced for Monday's Selling

A veritable feast of spring silk beauty, together with saving opportunities Monday that insures both pleasure and profit to our throngs of customers.

RAJAH SILKS—Plain colors, checks and stripes, PUNJAB PONGEES, elegant assortment of all new shades. The choicest line of these beautiful and popular silk fabrics has ever been offered at a customer, yd. 89c
Pongees—in the new rough weaves, Auto Silk, Rubyratt, Cyrene, Etc., in all colors, at, yard \$1.50-\$1.11
Cheapest Suiting, Novelties—Elegant new waistings that are unequalled—display of very best weaves, at, yard \$5c-\$1.00-\$1.25
Our \$1.50 Black Swiss Taffeta, in Monday's sale, at..... \$1.00

Four Rousing Black Silk Bargains

Our \$1.35 First Prize Taffeta—36-in wide, Monday..... \$1.10
Our \$1.00 First Prize Taffeta—36-in wide, Monday, at, yard..... 73c
\$1.75 C. J. Bonnet Dress Taffeta—36-in wide, Monday..... \$1.15
Mail orders received up till Wednesday noon filled at these prices. Samples of spring silks free to out-of-town customers.

Cotton Dress Goods, Wash Goods, Prints and GINGHAMS DEPT. — In Our Famous Domestic Room

7 1/2c Prints, fine colors, full standard, 3 1/2c
Martha Washington Prints 2 1/2c
Genuine Red Seal A. F. C. and Toll du Nord Ginghams, from 2 1/2 to 10 yards in piece..... 5c
Remnants of India Linens and 40-inch Lawns, worth 15c..... 5c
Closing out 12 1/2c Flannelette, at..... 5c
19c 40-inch Lawns..... 10c
25c Dotted Swisses, at..... 10c
Genuine Amoskeag Apron Checks, at..... 5 1/2c
Southern Apron Check, fast color, 10 1/2c..... 5c

Monday Will Be the Last Day of the Greatest Bargain Sale of High Grade Rugs and Carpets Ever Held in Omaha

\$100,000 stock of rugs and carpets, all new spring patterns, at sweeping price reductions. No seconds, mismatched, soiled or in any way damaged goods offered in this great sale. Every piece of goods guaranteed by us to be absolutely perfect and just as represented or money refunded. Four times the assortment for selections here that you'll find elsewhere in Omaha.

- \$25.00 Axminster Rugs, 9x12 size, floral and oriental designs, splendid assortment, your choice at..... \$17.25
\$15.00 Tapestry Brussels Rugs—9 wire—9x11 size, big range of patterns, on sale at..... \$9.90
\$13.50 Kashmir Rugs, 9x12 size, handsome oriental designs, "no wrong side," colors absolutely guaranteed, choice, at..... \$9.48
\$23.50 Brussels Rugs, extra heavy quality, 10-6x12 size, choice..... \$15.98
All Axminster and Wilton Velvet Carpets, with borders to match, that sold up to \$1.50 a yard, in this sale at, per yard..... \$1.05

- \$5.00 Axminster Rugs, 36x72 size, in this sale at, choice..... \$2.89
\$1.50 Smyrna Rugs, 30x60 size, on sale at..... 79c
\$2.00 Velvet Rugs, size 27x54, on sale at..... \$1.19
\$50.00 Royal Wilton Velvet Rugs, 9x12 size, assortment of rich colorings and patterns, unequalled elsewhere, sale price..... \$32.50
\$18.00 High Spire Tapestry Brussels Rugs—10 wire—9x12 size, splendid line of patterns, at, choice..... \$12.98
\$12.50 Tapestry Brussels Rugs, 9x12 size, greatest bargains ever shown at, sale price, \$7.98

75c Ingrain Carpets, big line of patterns, at, per yard..... 55c
All Tapestry Brussels Carpets, with borders to match, worth regularly up to \$1.25 a yard, on sale at, yard..... 72 1/2c
Many other matchless bargains in high grade Rugs and Carpets in this sale. We guarantee every piece perfect or money refunded. You will find it will pay you well to try Hayden's First. Out-of-town customers should take advantage of this sale. MAIL ORDERS FILLED if received before 6 o'clock Tuesday P. M.

75c Allover Embroideries 29c

By far the largest, best selected and lowest priced line of Embroideries shown in Omaha. Our buyer was one of the first in the New York market, and the lines of embroideries we will show the coming season will undoubtedly surpass in high quality and low price any to be found elsewhere in this section. The Allover Embroideries on sale Monday are a fair sample of the matchless bargains we will offer throughout the season. See them. Every yard shown in this lot worth regularly from 50c to 75c. Fine patterns for infants' garments, and large showy patterns for ladies' shirt waists—the greatest snap ever offered, at, yard..... 29c
THREE OTHER SPECIAL LOTS MONDAY
1st Lot Embroideries, in medium width, on sale, at..... 2 1/2c
2nd Lot Embroideries, and insertings, worth 10c, at..... 5c
3rd Lot Embroideries, and insertings, worth 15c and 20c, yard..... 7 1/2c
Zion City Laces—The lace that pays no import duty, remember. We are sole Omaha agents you can save the 60 per cent duty by buying Zion City Laces—the best made.
75c Skirt Flouncings, 39c—A beautiful line of patterns in extra fine quality. 18-inch Flouncings and fancy Waistings, actual values to 75c, in one lot, Monday, yard 39c

Immense Showing of Advance Spring Styles Most Attractively Priced

New Suits, New Waists, New Jackets, New Skirts—in all the choicest designs, materials and colors upon which Dame Fashion has placed the seal of her approval. A more attractive early showing was never offered.

Hundreds of Elegant New Suits, in prodigious variety of popular fabrics, ranging in shade from the daintiest spring shade to the rich blacks. Designs show beauty and individuality never surpassed. Tailoring is artistically perfect. You'll be delighted with the values shown Monday at \$20, \$25, \$30 \$35 and \$40
NEW SPRING JACKETS—The swellest line of spring styles ever offered in Omaha at this season. Fine chiffon Broadcloths, Coverts, etc., in all new styles including the nobby tailored effects, at..... \$7.50-\$10-\$12.50-\$15.00
A Great Line of New Skirts—Elegant in fabric and finish; perfect in style and fit; French voiles, English Panamas, Etc., in all newest shades, priced at..... \$7.50-\$10.00-\$12.50 up to \$30.00
MANY DELIGHTFUL BARGAINS IN WINTER GARMENTS
100 Stylish Coats worth to \$25.00, 52 inches long, in fine chiffon broadcloths, satin lined throughout—on sale Monday..... \$5.00-\$10.00
\$12.50 Coats Monday \$3.95—75 Coats in the lot. 52-inch length, in fancy mixed fabrics, many worth \$12.50—to close, at..... \$3.95
\$20.00 Tailor Suits, \$7.50—Made of all wool chevots, in prince chap style, actually worth \$20—on sale Monday, to close..... \$7.50
Women's \$2.50 Long Kimonos..... 98c
Women's \$6.00 Silk Underskirts, all colors, at..... \$3.95



Unmatched Assortment of New Waists, linens, lawns, lingerie, etc., in the ever popular Marquise, Tuxedo, Savoy and Empire brands. A more attractive lot of dainty style ideas was never offered anywhere at our early sale prices. The thoughts of the very best designers reproduced in these beautiful waists—priced below real value Monday—each, at \$1.98, \$2.50, \$3.98, \$5 to \$15
All Fur Scarfs in this sale at Half and Less. From 8 till 9 a. m.—\$3.98 Jap Silk Waists, at..... \$1.50
From 8 till 10 a. m.—\$1.50 Coney Fur Scarfs, at..... 25c
From 9 till 11 a. m.—Children's Coats, worth to \$5.00, choice..... \$1.00
From 10 a. m. till 12 m.—Women's Waists, worth \$1.00, at..... 19c

Special Sale Boys' Knee Pants Suits & Overcoats Monday

All styles Suits in sizes from 2 1/2 to 14 years; Overcoats from 2 1/2 to 8 years, regular values to \$6, \$1.95-\$2.95

Mail Orders filled on all items here advertised except in case of Hour Sales or where other arrangements are made. Write at once stating from which paper advertisement was taken.

Hayden Bros.' Cut Price Drug Department

Don't miss Monday's big soap sales. Soaps worth 12c and 15c go at three for..... 10c
Ivory Soap..... 4c
Pearl Unperfumed Soap..... 2c
William's Shaving Soap..... 9c
25c Talcum Powder, Eastman's
50c Getting's Massage Cream (one day)..... 21c
25c Swan's Down Talcum Powder, special..... 8c
25c Satin Skin Cream..... 10c
25c Lusterite Nail Enamel..... 7c
1/2 lb. 20 Mule Team Borax..... 7c
10c Chamolis, special..... 6c
5c Chamolis, special..... 3c
Dabrook's, Lily of the Valley, Lilac, Musk, Heliotrope, and other 50c odors, special for Monday, per ounce..... 25c
We carry a full line of vaccination shields, absorbent gauze and cotton. Buy at Hayden's cut price drug department.

A few Snaps In Our Crockery Dept.

- 1 quart Baking Dish, each..... 7c
Cupsidors, each..... 7c
2 quart Stone Pitchers, each..... 10c
Decorated Dinner Plates, ea..... 5c
Decorated Breakfast Plates, at, each..... 5c
Decorated Soup Plates, at, ea..... 7c
Decorated Six-Piece Toilet Sets, at..... \$1.29
Don't forget to ask to see our 25c gas lights.

Buy Your Groceries at Hayden's If You Want to Save Yourself 25 per cent to 50 per cent On Your House-keeping Expenses

- 21 lbs. best pure cane Granulated Sugar for..... \$1.00
4-lb. sacks best fancy high patent Flour..... \$1.25
10-lb. sacks best granulated White or Yellow Cornmeal..... 15c
6 lbs. best head poked Navy Beans..... 20c
6 lbs. choice Japan Beans..... 20c
Gallon cans Apples, Tomatoes, Peaches, Plums or Stringless Beans..... 35c
10 lbs. best brand Laundry Soap..... 75c
Burbank's Hasty Jellycon, per 1/2 lb..... 9c
Ripe or Stuffed Olives, per bottle..... 9c
Peanut Butter, per jar..... 9c
The best Soda or Oyster Crackers, lb..... 5c
The best crisp Ginger Snaps, lb..... 5c
The best crisp Pretzels, lb..... 5c
The best Michigan Butter Crackers, lb..... 5c
The best fancy Cookies, regular 12 1/2c and 15c grades, per lb..... 10c
Choice California Prunes, per lb..... 10c
Fancy Santa Clara Prunes, per lb..... 12 1/2c
Fancy Maui Peaches, per lb..... 12 1/2c
Fancy Cleaned Currants, per lb..... 12 1/2c
Fancy Unsweet Raisins, per lb..... 12 1/2c
Fancy Seed Raisins, per lb..... 12 1/2c
Fancy Golden Santos Coffee, per lb..... 15c
Fancy Porto Rico Blend Coffee, lb..... 20c
Fancy Ankola Blend Coffee, lb..... 25c
The best Tea Siftings, per lb..... 15c
VEGETABLE AND FRUIT PRICES
Fresh Cauliflower, per head..... 7c
Fresh Spinach, per peck..... 10c
Fresh Shariat Onions, 3 bunches..... 5c
Fresh Carrots, per bunch..... 5c
Fresh Turnips, per bunch..... 5c
Fresh Beets, per bunch..... 5c
Holthouse Lettuce, 2 heads for..... 5c
Fancy Head Lettuce, per head..... 7c
Fancy Wax or Green Beans, per lb..... 20c
Two heads fresh Bellevue Celery..... 5c

Try HAYDEN'S First

Gleanings from Story Teller's Pack

A Mark of Respect. "Andrew Carnegie," said a Pittsburg millionaire, "enjoys a joke. One of his jokes made me laugh on my last visit to Skibo Castle. Mr. Carnegie was entertaining at the time a Montenaprin prince. The morning after the prince's arrival we set out in a huge motor car for a long run, and as we whizzed past an inn a great crowd of highlanders, robed from the benches before the inn and saluted us. "The prince seemed amazed at the Highland dress. "Why," he asked, "do these men go bare-legged?" "It is a local custom," said Mr. Carnegie; "is a mark of respect for you, sir. In some places people take off their hats to show honor to distinguished visitors; here they take off their trousers." Dundee Advertiser.
"Blind Tom's" Remarkable Memory. The death of Thomas Warburton, who was for many years manager for "Blind Tom," the negro pianist, and who acted in that capacity also for Heller, "the magician," and for several minstrel shows when that form of entertainment was in its zenith, recalls one of his professional experiences to which he frequently referred. "We were to give an afternoon and an evening performance in Albany," he said to a New York Tribune reporter, "and I was taking Tom into Tweedie hall, when a lot of well dressed children stopped and looked at my artist. One little girl said: 'I wish I could hear him play,' and I asked the whole lot to come in and I'd treat them. After much persuasion I succeeded in getting the little girl who was responsible for the impromptu concert to play for me. Tom listened, and when he had fixed the simple melody made his usual gesture of delight and then sat down and played the little girl's 'company piece.' First as she had played it, errors and all, and then with his own variations. 'I had a splendid house that night, although the advance sale had been poor, and I always attributed the full house to the talk which the children's experience had created in town that day. It gave me a valuable cue and we had frequent experiences after that—some of them not entirely accidental—like the one at Tweedie Hall."

to hear me preach. He waited for me at the church door at the end of the service, and, shaking me by the hand, said gravely: "I mean no offense, but I feel obliged to tell you that the preaching this morning has been of a kind that I can spare. I go to church, sir, to pursue my own train of thought. But today I couldn't do it. You interfered with me. You forced me to attend to you, and lost me a full hour, I beg that this may not occur again."
She Was in No Hurry. The Rev. Dr. Wallace, new pastor of the East End Baptist church, brought a new one to Cleveland with him. According to the story, a Boston girl got on the street car one day carrying one of those muffs the size of an ordinary hassock. She had only one hand in the muff. A young man sitting next to her took advantage of the opportunity to slip his hand into the unoccupied end of the muff. The Boston girl turned upon him severely. "I could have you arrested for such a familiarity," she said. "But," she added, "listen, for instance, to the quaint compliment he paid me the last time he came saved and wedded same night. To the old and young right and to start the new one the same way was evidently the desire of George H. Roseman, 23 years old, a machinist of Garret, Ind., who was converted the last hour of 1907, and married the first hour of 1908. Roseman and his fiancée, Miss Lena Wade, 17-year-old daughter of Mr. and Mrs. John Wade,

opening the pamphlet the other pages were found to be blank.
Hotels in Africa. Nairobi has three hotels, the Norfolk, the Stanley and the Masonic, and the accommodations in them are comfortable. I find that American goods are slowly making their way into these wilds. American axes, sewing machines and American saws and planers are sold by the East Indians. The drug stores carry our patent medicines, and every market has more or less American goods, but they still complain of the flat or oval holes made for the handles. They say that a round hole would be better, as the natives who do the wood cutting are clumsy and the handles snap off at the ax. If round holes were used, heavier handles could be put in and the natives could make them themselves.
Railroad and Telegraph Center. Nairobi promises to become one of the railroad centers of this part of the world. It is the chief station between the Indian ocean and Lake Victoria, and a road is now proposed from here to Mount Kenya and by that may connect with the German road from Tanga to Kilimanjaro. The country through which the Uganda railway goes is among the poorest in the colony, and the Mount Kenya road will open up a rich agricultural region which is thickly populated by tribes more than ordinarily industrious. The railroad sleepers are here, and the employes have a large collection of tin cottages for their homes. The headquarters of the railroad, where

cut animals with great humps on their backs. They are fine looking and are apparently well bred. Some of these beasts are hitched to American wagons brought out here from Wisconsin. I saw such a team hauling a Kentucky plow through the streets of Nairobi yesterday. Indeed, I find that American goods are slowly making their way into these wilds. American axes, sewing machines and American saws and planers are sold by the East Indians. The drug stores carry our patent medicines, and every market has more or less American goods, but they still complain of the flat or oval holes made for the handles. They say that a round hole would be better, as the natives who do the wood cutting are clumsy and the handles snap off at the ax. If round holes were used, heavier handles could be put in and the natives could make them themselves.
Railroad and Telegraph Center. Nairobi promises to become one of the railroad centers of this part of the world. It is the chief station between the Indian ocean and Lake Victoria, and a road is now proposed from here to Mount Kenya and by that may connect with the German road from Tanga to Kilimanjaro. The country through which the Uganda railway goes is among the poorest in the colony, and the Mount Kenya road will open up a rich agricultural region which is thickly populated by tribes more than ordinarily industrious. The railroad sleepers are here, and the employes have a large collection of tin cottages for their homes. The headquarters of the railroad, where