



Monday will be the greatest piece goods bargain day ever known in the history of Omaha merchandising—never before was the superior power of our great buying organization so emphatically shown. Read these prices carefully, compare them with others and come early Monday morning prepared for the bargain feast of your lifetime



Note Monday's Silk Bargains

We secured from a prominent Omaha Modiste, who on account of change in business relations was willing to dispose of them at a sacrifice, 35 Silk Dress Patterns, 3 bolts of French Black Taffeta and 12 pieces No. 1 Color Taffeta, purchased for the spring season. Monday we will dispose of the entire lot at ABOUT HALF REAL VALUE.

35 Beautiful Silk Suit Patterns—No two alike, 12 of them in latest stripe effects, taffeta weaves, 6 of them in check and shadow plaids, 17 in plain rough Pongees and Messalines. A most unusual bargain opportunity for 35 purchasers Monday at, pattern \$10.98

Come early—be one of the favorite ones. \$1.98 French Black Taffeta, elegant quality, just three bolts; will be closed at, yard... \$1.00 \$2.50 and \$2.98 Double Faced Black Peau de Soie, a job of ten pieces—a great bargain—will be sold Monday at, yard... \$1.35 La Tossa—The greatest of all Rajah weaves, all the richest new spring shades, greatly underpriced for Monday, yd... \$1.25 85c Color Taffetas, beautiful, new shades, just twelve pieces, to be closed at, yard... 49c Plain and Fancy Silks—All new weaves, values up to 75c; on sale in Domestic Room Monday—at, yard... 39c

High-Grade Wool Dress Goods

Priestley's black, Lupin's black, Iwan Simones Broadcloths, Priestley's genuine Cravenettes, Ried's fabrics and all the new and leading dress goods, both of Europe and America, will be sacrificed every day next week in order to close out all spring dress fabrics. Remember, everything exactly as advertised.

All our \$1.00 black dress goods and all our \$1.00 colored dress goods, all our cream and evening shade dress goods will go on this sale at, yard... 59c All our \$1.25 and \$1.50 dress goods, black and all colors, will go on this sale at... 69c

All our \$1.75 and \$1.98 wool dress good, both black and colors, will go on this sale at, a yard... \$1.12 All our \$2.25 and \$2.50 Wool Dress Goods, black and colors, will go in this sale at, a yard... \$1.37 1/2 All our \$2.98 Dress Goods, black and colors, also cream, will go in this sale at, a yard... \$1.65

All our \$3.50 and \$4.00 Wool Dress Goods, black and colors, will go at, a yard... \$2.39 All our \$4.50, \$5.00, \$6.50 and \$7.50 Fine Suitings, Broadcloths, etc. will go in this sale at... \$2.98 \$1.00 French Plaids... 39c \$1.00 Scotch All Wool Plaids... 49c Everything just as advertised. Nothing reserved. All Mail Orders filled up to Thursday.

High Grade Linen Department

EXCEPTIONALLY RARE VALUE-GIVING IN OUR High Grade Linen Department For Monday. 10 pieces high grade German Satin Damask Table Linen, silver bleached, warranted pure flax, our \$1.25 quality; special Monday, yard... 75c 100 dozen Devonshire hemmed Huck Towels, size 19x39, hard weave, well worth 25c; special Monday, each... 12c 100 dozen, a mixed assortment, all our high grade extra large size towels, comprising some 29c values; in one lot Monday, ea... 19c 50 pieces warranted all pure linen Toweling, 18 to 20 inches wide, for glass, roller and kitchen use, 15c values; Monday, yard... 9c 25 imported Dimity Marseilles Bed Spreads, full size, fringed, with cut corners, limited quantity, \$5 values; Monday, each... \$2.75 50 Crochet Bed Spreads, all full size, hemmed and fringed, containing some \$2.25 values; Monday, each... \$1.00 High grade standard brand bleached Bed Sheets, at lowest possible price. White Wing, size 72x90, ea... 39c Eureka, size 72x90, ea... 49c Ontario, size 84x90, ea... 45c Peppercil, size 81x90, ea... 59c Hayden's Standard, size 81x90, each... 55c

Great Kid and Fabric Gloves

Continues Monday. The values offered from our great purchase of importers' sample stocks brought the greatest crowd of enthusiastic buyers Saturday ever known in the history of the department. So immense was the stock, however, that only a portion could be shown or disposed of in one day and for Monday new lots will be brought forward. Values, if anything, superior to Saturday's offerings. \$4.00 LONG KID GLOVES, \$1.49. Ladies' Long Kid Gloves, 12, 16 and 20-Button Lengths—Made from fine imported kid, in black, tan and evening shades, regular values to \$4.00; while they last... \$1.49 Ladies' Long Silk Gloves—With double finger tips, regular \$1.50 values, at... 98c Ladies' Long Lisle Gloves—\$1.00 quality, in all colors and sizes, at... 49c Ladies' Short Kid Gloves—Manufacturers' samples and odd lots, worth up to \$1.50, at... 49c Don't Miss This Splendid Opportunity Monday.

High-Grade Wash Goods Department

The grandest line of all kinds of Silk and Mercerized fabrics ever seen in this town. High grade Foulards, high grade Voiles, high grade Rough Silk and Mercerized—look just like Rajah—but this is better as it will wash—and half the price. Arnold's 50c Silks... 35c Arnold's 50c Fancies... 35c Arnold's celebrated Silk Mousselines, at... 25c French Voiles... 18c Silk and Mercerized Pongees, the 59c grade, all colors, on sale, yd... 39c Silk Striped Pongees, the 75c grade, in this sale at, a yard... 39c Anderson's genuine Scotch Gingham, 25c grade, Monday only (12 yard limit), at, yard... 15c Best 15c American Gingham made, at, a yard... 10c 36-inch French Percales... 10c 39c Scotch Madras, best 32 inches wide, fast colors, for shirts, etc., at... 23c

Special Sale of New Embroideries

The greatest bargains in new embroideries ever offered. 35c Embroideries 50c—Consisting of flouncings, corset covers, bands, etc., not a yard worth less than 35c up to 50c. EMBROIDERIES AT HALF—A full line of Nainsook, Swiss and Cambrie Embroideries, in sets, all strictly new patterns, at JUST HALF PRICE 15c LINEN HANDKERCHIEFS, 7 1/2c—A new lot of 1,500 count fine hemstitched Handkerchiefs, just received, well worth 15c; on sale, choice... 7 1/2c PEARL BUTTON SALE. Splendid Bargain Monday. Lot 1—Per dozen... 1c Lot 2—Per dozen... 2 1/2c Lot 3—Per dozen... 5 1/2c Lot 4—Per dozen... 7 1/2c Lot 5—Per dozen... 10c Regular 8c to 20c Dozen Values.

High Grade White Goods Department

5,000 styles of all kinds of White Goods, St. Gall Swisses, Scotch Swisses, French Lingerie plaids and stripes, Irish plain white Dimities, English Long Cloth, French Nainsooks, white and colored Dress Linens and everything to make up a first-class White Goods department. All \$1.00 Swisses and other White Goods... 59c All 75c Swisses and other White Goods... 39c All 65c Swisses and other White Goods... 35c All 59c Swisses and other White Goods... 29c All 50c Swisses and other White Goods... 25c All 39c Swisses and other White Goods... 19c All 25c Swisses and other White Goods... 15c All 25c Swisses and other White Goods... 12 1/2c All 19c Swisses and other White Goods... 10c This includes all goods mentioned above.



Snappiest Spring Styles

In Women's Suits and Coats

Greatly underpriced for Monday. Several special purchases, secured at a splendid bargain—a little bit the neatest, most attractive lot of coat and suit bargains shown this season. \$25.00 Panama Suits—In the most clever designs for the spring season, shown in an assortment of wanted shades which allows little, if anything, to be desired; many fine English suitings included in this exceptionally attractive lot, at... \$14.90 Splendid Silk Suits—Made of Givernaud's best taffeta, in the most charming new shirtwaist styles, all newest spring shades, worth up to \$25.00; choice... \$12.50 \$7.50 Covert and Broadcloth Jackets—Just 100 in the lot, choice... \$4.95 You won't find their equal elsewhere in Omaha. Never has a more attractive lot of nobby jackets styles been shown at a price so low; materials are fine Mohegan—covert, satin or taffeta lined throughout and with strapped seams, at... \$7.50 Every Day Brings New Shipments of the Popular Crown Jewel Suits So immense have been the sales of these beautiful Suits that it has proven almost impossible to keep our lines complete, but, with the addition of 2,000 new ones for Monday, we are again in shape to supply all wants. Lots of the handsome stripe suitings are shown and the variety of new shades in plain materials, Copenhagen, coppers, browns, reds, etc., is a delight—the most charming suits shown in Omaha, at... \$25.00 \$15.00 Silk and Satin Rubberized Coats—In navy and brown, plain colors, and stripes, on sale Monday at \$12.50 Cravenette and Tourist choice... \$10.00 Many Other Splendid Special Values Shown in Monday's Sale. \$5 and \$6 Walking Skirts, on sale Monday... \$2.98 \$5 Silk Underskirts... \$2.98 \$12.50 Cravenette and Tourist Coats, great bargains... \$5.95

Rugs and Carpets

Values you'll find unequalled in Omaha, assortments unsurpassed any place in the west. Our Credit System gives you privilege of payment to suit your own convenience. \$50.00 Royal Wilton Rugs, size 9x12; special... \$36.50 \$35.00 Seamless Wilton Rugs, size 9x12; special... \$25.00 \$30.00 Axminster Rugs, best quality, 9x12 size; special at... \$21.98 \$25.00 Axminster Rugs, best quality, 8-11x10-6 size; special... \$18.50 \$22.00 Seamless Tapestry Rugs, ten wire, 9x12 size; special at... \$16.50 \$16.50 Tapestry Rugs, ten wire, 8-3x10-6 size; special... \$13.50 \$11.50 Tapestry Rugs, ten wire, 6x9 size; special... \$8.25 \$15.00 Tapestry Rugs, good patterns, size 9x12, at... \$12.50 \$1.00 Window Shades, best quality water colors, at... 25c Let us measure your house and furnish you estimate of cost for the new shades. We can save you money on your purchase.

Wash Fabrics in Our Famous Domestic Room

Owing to the dullness of trade with the eastern manufacturers we have bought about \$100,000.00 worth of wash fabrics and all kinds of cotton goods at the lowest figures that had been offered for years. Read the following items and see for yourself: Apron check Gingham, fast color, 6 1/2c grade, blue, brown, green, etc., at... 2 1/2c 10c Lawns, Batistes, Organdies, all good goods, long lengths, at, yard... 2 1/2c 12 1/2c fine Percales, dark colors, fine goods, at... 5c Simpson's Prints 3 1/2c 15c Percales, 36 inches wide... 7 1/2c Long remnants of Heatherbloom linings 35c values... 18c Heavy dress Duck, 12 1/2c grade... 5c French silk warp Gingham, 39c and 50c grades... 10c 32-inch Scotch Gingham, 10c Amoskeag apron checks... 6c

Muslins, Sheetings, Domestics in Our Famous Domestic Room

Every article advertised here is the genuine article. Beware of the off brands advertised "just as good or better than." Unbleach Wide Sheetting. Pepperell, 9-4... 16c Pepperell, 10-4... 17c Lockwood, 9-4... 16 1/2c Lockwood, 10-4... 17 1/2c Hope Muslin... 8 1/2c Lonsdale Muslin... 7c Fruit of the Loom... 7c 18-in. Diaper, bolt... 49c 20-in. Diaper, bolt... 52 1/2c 24-in. Diaper, bolt... 56c 27-in. Diaper, bolt... 59c 15c Long Cloth... 8 1/2c 12 1/2c India Linon... 7 1/2c 19c India Linon... 5c 10c large Bath Towels... 12 1/2c 15c large Bath Towels... 12 1/2c 12 1/2c large Bath Towels... 7 1/2c 10c large Bath Towels... 6 1/2c 8 1/2c large Bath Towels... 5c 7 1/2c large Bath Towels... 3 1/2c 6c large Bath Towels... 2 1/2c 59c Mercerized Damask... 3 1/2c 50c Mercerized Damask... 2 1/2c 50c Turkey Red Damask... 2 1/2c \$1.00 All Linen Damask... 59c

Men's Shirts

75c and \$1.50 Values, Monday, 29c & 59c A great purchase from a New York manufacturer, including the Griffon and other well known brands, all newest fabrics and patterns for spring, greatest snaps to be found anywhere, at— 29c and 59c Men's Sample Half Hose—Values to 50c, on sale Monday, pair... 12 1/2c-25c Men's Silk Underwear—Tecks, clubs, shields, four-in-hands, etc., worth up to 50c, at... 25c-10c

Ladies' Hose

Specials for Monday Fine Lisle Hose, embroidered, all over lace, lace boot, etc., worth to 75c, on sale at... 35c, 39c and 49c This lot includes the famous Wayne Knit Hose, with linen sole at, pair... 39c Ladies' Fancy Lisle and Gauze Lisle Hose, in all colors; special bargains Saturday at... 25c 19c quality fancy embroidered and lace Hose, on sale at... 10c and 12 1/2c Children's Hose, fine, medium and heavy ribbed, double sole and knee, 19c quality, at... 12 1/2c

Special Bargains Saturday in Our Busy Drug Department

Java Rice Powder... 35c Pozson's Powder... 23c Grave's Tooth Powder, glass jar, at... 14c Swansdown Powder... 10c Benzoin and Almond Cream... 14c Rose Lotion, at... 10c Cucumber Lotion, at... 18c Bay Rum (Gordon's)... 12c Cut Rate Patents: Syrup of Figs... 45c Pinkham's Veg. Compound... 89c Wine of Cardui, at... 89c Walnut Hair Stain... 54c Scott's Emulsion... 45c and 89c Pompeian Massage Cream. A big purchase and a rousing special sale. 50c size at... 29c 75c size at... 49c \$1.00 size at... 69c No Phone Orders Filled at These Prices.

Hourly Sales for Monday in Domestic Room

From 9 to 10 A. M. One case of 7 1/2c unbleached Muslin, yard wide, heavy, 10 yards limit... 4 1/2c From 11 A. M. to 12 M. One case of fine check Gingham, regular 7c grade, 10 yard limit, at, a yard... 3 1/2c From 1 to 2 P. M.—One case of Bath Towels, double thread, 18x36, regular 12 1/2c grade (4 pairs limit), ea... 5c From 2:30 to 3:30 P. M.—One case of 8 1/2c Bleached Fine Muslin, good, width (10 yards limit), at, yard 5c From 4 to 5 P. M.—One case of 36-inch Fine Percales, 12 1/2c grade (10 yards limit), at, yard... 6 1/2c

Advertisement for Knabe pianos. Image of a grand piano. Text: We are offering you this week some of the GREATEST PIANO BARGAINS Ever known in Omaha ARE YOU INTERESTED? Don't fail to see them at once

House Cleaning Time is Here

Biggest Sale Ever Held Hardware & Housefurnishings 85c Ceiling Dusters, six feet long... 19c 80c Parlor Broom, extra quality... 15c 50c Padded Sleeve Boards... 10c 25c Carpet Beater, wood handle, heavy wire... 9c Large Willow Clothes Baskets, only... 39c Strong, well-made Step Ladders, every home should have one, 4-foot, 5-foot and 6-foot, 39c, 49c and 59c Wire or Wooden Coat Hangers, six for... 15c POULTRY WIRE, IN ROLLS, Monday only... 60c \$1.00 Spading Forks, Monday only... 49c Solid Steel Spade, Monday... 15c Solid Steel Socket Hoe, Monday... 15c 12-tooth Garden Rake, Monday... 15c 95c Galvanized Tubs and Bolders... 65c 4-foot Skirt or Ironing Board, worth 75c... 39c Wooden Chopping Bowls, Monday... 5c Braided Clothes Line, 50 feet long... 6 1/2c 15c Polished Mop Sticks, only... 5c 25c Heavy Cotton Mops, Monday... 10c 15c Scrubbing Brushes... 5c Paint or Varnish Brushes Free To introduce our Oak Brand Ready Mixed Paint, we will give away free Monday a paint brush with every gallon. Ready mixed (all colors) House Paint, gallon... 98c Oak Brand (best brand on earth), gallon... \$1.25 Varnishes, Stains, Enamels, etc., etc., per can... 10c BIG SALE ON JAP.-A-LAC—BRUSHES FREE.

No Better Time

to paper than now, while you can select from complete new lines of spring patterns, while workmen are not in the midst of the spring rush. No Better Place to Select Than Right Here from our superb new stock of white blanks, gills, tapestries and panels. If you are not adverse to a saving get our prices before buying.

They fit where others fail

Advertisement for Queen Quality Oxfords. Image of a woman's foot in a high-heeled shoe. Text: Queen Quality OXFORDS \$3.50 \$3.00 \$2.50 NOT one woman in a hundred can decide the merits of a pair of shoes by inspecting them. But here are two words that stand for her protection—"Queen Quality." The demand for "Queen Quality" Shoes grows bigger every day. We ask you to try one pair. TRY HAYDEN'S FIRST

Read Hayden's Grocery Prices for Monday

The Freshest Goods, Lowest Prices, Highest Quality and the Largest Stock 10 Bars Best Brands Laundry Soap... 25c 10 lbs. best white or yellow Cornmeal... 25c The best Hand Picked Navy Beans, per pound... 4 1/2c 10 lb. sacks Pure Buckwheat or Graham Flour... 35c 4 cans Fancy Sweet Sugar Corn, at... 35c 1 lb. package Best Domestic Macaroni... 8 1/2c Harman's Pure Salt Vinegar, per bottle... 5c Quaker Oats, Toasted Wheat Flakes, per pkg... 5c Burnham's Hasty Jellycorn, per package... 5c 1 lb. cans Assorted Beans... 7 1/2c Condensed Cream, per can... 7 1/2c Oil or Mustard Sardines, per can... 3 1/2c The Best Crisp Pretzels, per pound... 4c The Best Crisp Ginger Snaps, per pound... 4c The Best Soda or Oyster Crackers, per pound... 4c The Best Tea Bittings, per pound... 15c The best Santos Coffee, per pound... 15c Choice Basket Fried or Unfried Japanese Tea, per lb... 25c FLOUR FLOUR FLOUR Special for Monday only, 48 lb. sack of the Finest Patent Flour made, per sack... \$1.25 Beware of spurious imitations. BUTTER, EGGS AND CHEESE PRICES. No. 1 Dairy Butter, per lb... 31c Extra Fancy Dairy Butter, per pound... 35c Fancy Country Creamery Butter, per pound... 35c The Best Fancy No. 1 Fresh Eggs, per dozen... 15c Eggs, per dozen... 15c Fancy Full Cream N. Y. White Cheese, per pound... 15c Fancy Brick or Limburger Cheese, per pound... 17 1/2c Neufchatel Cheese, each... 10c COOKIES COOKIES COOKIES We bought the entire surplus stock of the biggest cracker and cookie factory in the world. Regular 15c, 20c, 25c per pound goods on sale, at per lb... 12c Fresh Vegetable Prices for Monday. Fresh Spinach, per peck... 30c Fresh Ripe Tomatoes, per lb... 10c 1 Heads Fresh Leaf Lettuce... 10c Large head head lettuce... 15c Large bunches Beets, Carrots, or Turnips, 2 for... 15c Large Cucumbers, each... 10c 1 bunches Fresh Radishes... 10c 4 bunches of Green Onions, for... 10c Large Cauliflower, each... 10c Fresh 1/2 Pint, per bunch... 10c 2 bunches Fresh Parsnips... 10c Beets, Carrots, Parsnips or Turnips, per pound... 10c Fancy Red Onions, per lb... 10c Fancy Holland Seed Cabbage, per pound... 10c Large Egg Plant, each... 10c Big Highland Waxed Orange 15c Monday—25c per dozen, 10c, 15c, 17 1/2c, and... 20c Monday is Bargain Day in Mantle and Gas Lights. Inverted Gas Lights for... 59c Upright Lindsay Burner, complete... 55c Three 15c Mantles for... 25c Three 10c Mantles for... 20c Three straight Gas Chimneys for... 20c Regular 15c Gas Burners, each... 5c THIS SALE IS MONDAY ONLY. WATCH THE PAPERS FOR OUR BIG FANCY VASE SALE.