

ORDER BY MAIL

You'll find it both convenient and profitable. All orders are promptly filled.



Leading Dress Goods House of the West

The largest stock in the west. The finest selected stock in the west. The best values in Wool Dress Goods in the west. Black Wool Dress Goods Dept. \$1 wool dress goods, black Priestley's, Lupin's, Fredrick Arnold's and other imported goods...

20c Embroideries at 10c

The greatest embroidery snap of the season in corset cover and skirt flouncings and matched sets of embroideries and insertings—values from 20c to 30c yard; all at one price, 10c a yard

Linen Torchon Laces

A clean up of our entire linen lace stock in 3 lots. First lot at yard, 2 1/2c. Second lot, at yard, 5c. Third lot sale, price yard, 10c. The best bargains we have ever offered in Linen Torchon Laces. Come early Monday.

New Books

All the latest \$1.50 copyright editions—98c. Regular \$1.00 edition of high class fiction, on sale, 43c.

Furnishing Bargains

11 A. M. till 12 M.—Men's and boys' work shirts, in blue chambrays, black and white twills, etc., regular 50c values, at 25c. 2 till 3 P. M.—Corsets and girdles, are fine silk and satin taped and come in pinks, blues and white, corsets of bistate in good models value to 1.00, at 25c.

Special Inducements in Dependable Linens, Sheets and Pillow Cases Less Than Cost

Table with columns for 'In Our High Grade Linen Department for Monday', 'of Production in Our High Grade Linen Department Monday', and 'Monday That Great Rug and Carpet Sale'. Lists various linens, sheets, and rugs with prices.

Great Opening Sale of Fall and Winter Garment Styles

The most comprehensive gathering of high class outer garments ever shown in this or any other Omaha store—perfectly harmonious blendings, in style and color scheme, exclusiveness of design, unsurpassed elegance in material and finish are features. Much time and thought has been devoted to the selection of the new models, with more than satisfactory results to us and we trust with equal pleasure in selection to our customers.

WE CORDIALLY INVITE YOUR INSPECTION.



\$12.50 French Voile Skirts—Five styles for selection; matchless values at \$7.50. Women's Maternity Skirts—A full and complete line.

CROWN JEWEL SUITS

The queen of them all, at the price \$25.00—Are the choice of all ladies who desire individuality of design and unequalled elegance in fabric and workmanship at a moderate price; the styles are worn and recommended by the ladies of the courts of Europe's crowned heads—to duplicate them you'll pay from \$35.00 to \$40.00 elsewhere—our price, \$25.00.

Elegant Sample Tailor Suits—Scarcely any two alike, greatly underpriced at \$39, \$45, \$50, \$75 and up to \$100.

Fancy Dress and Evening Gowns—Most complete assortment in Omaha, silks, satins, voiles, nets, crepes, messalines, chiffon cloths, etc., in all the new pastel and evening shades, charming values at \$20, \$25, \$30, \$35 up to \$75.

A beautiful line of fine Evening Coats and Capes—All newest ideas and richest fabrics and colorings, at prices from \$20 up to \$60.

SEVERAL MAGNIFICENT SPECIALS IN MONDAY'S GREAT SALE.

\$20.00 Automobile and Rain Coats—Fine quality silk rubberized materials, all sizes and colors, on sale at \$12.50. \$7.50 Covert and Broadcloth Jackets—Lined or unlined, all newest fall styles; Saturday at \$4.95.

BIG SALE OF INFANTS WEAR "BABY BAZAR" ON 2ND FLOOR

High Grade Cotton Goods Dept.

Finest Line in the West.

- Arnold's 19c flannelettes, 12 1/2c. Arnold's 15c Flannelettes, 10c. Pacific fine wrapper cloth, 10c. Pacific superfine wrapper cloth, 15c. Raye crape, best durable, full bleached lined made, 10c. French percales, 15c. American percales, 10c. Silk warp kimono side bands, 25c.

LINING DEPARTMENT. All the finest linings made—Heatherloom, Lustral, Trico, Anderson & Co., at prices that no other store will make. Also tailors' supplies—tissue rubber, sleeve linings, satin linings, silk linings, etc.

Cotton Dress and Wash Goods

- 7 1/2c apron checks, 8 3/4c. 7 1/2c prints, 8 3/4c. 10c outing flannels, 5c. 10c flannelette, 5c. 10c dress gingham, 5c. 10c canton flannel, 5c. Amoskeag apron checks, 5c. 15c flannelettes, 7 1/2c. 12 1/2c silk gingham, 7 1/2c. 18c flannelettes, 10c. 19c Scotch zephyrs, 10c. 10c comfort calico, fine, 5c. 18-inch percale, 5c.

Monday That Great Rug and Carpet Sale

An immense cash purchase of high grade Rugs and Carpets, on sale at About Half Actual Retail Value.

\$25.00 Quality Axminster Rugs, 9x12 size, floral and oriental patterns, all are regular \$25 quality Axminster, but are slightly mismatched, otherwise they are absolutely perfect; only 86 in this lot. Come early and secure the best bargain ever offered at sale price \$11.98.

\$30.00 Body Brussels Rugs at \$22.50. One of the best body brussels rugs on the market, 9x12 size, all perfect, cannot be duplicated at less than \$30.00. \$22.00 Velvet Rugs, Special at \$14.75. Extra heavy quality rugs, floral and oriental patterns, 9x12 size, beauties. \$20.00 Tapestry Brussels Rugs, at \$12.50.

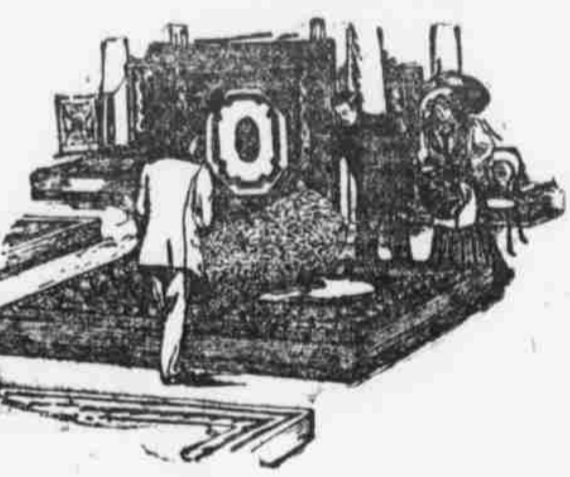
\$15.00 Brussels Rugs \$9.25—25 patterns to select from, everyone perfect and cannot be duplicated for less than \$15.00. Come in 9x11 size. \$2.50 Sample Rugs 65c—Over 300 carpets, sample rugs, 1 1/2 yard long, nicely bound, Wilton Velvets, Axminsters and Brussels, great snap, at 65c. \$1.95 Axminster and Velvet Carpets, at yard 80c—A special purchase of.

Mail orders cannot be filled on the \$11.98 rugs as the stock will last but a few hours at most. Orders will be filled on other items while they last. Come Monday for the greatest rug bargains ever offered.

Zion City Laces

We are sole Omaha selling agents for Zion City and American Lace Mfg. Co. Laces—the finest wash laces produced in the world.

These goods were formerly made in England and France, but to save the 60 per cent import duty, these people started the American factories. You cannot buy one yard of these goods in Omaha elsewhere than at our lace department. Several new lots just received. prices the lowest.



\$10.00 Brussels Rugs \$5.98—Extra heavy quality in 6x9 size, a handsome line of patterns for selection, matchless value Monday. \$1.50 Smyrna Rugs 69c—Over 300 in the lot, all 30x36 size, splendid range of patterns, fringed, good quality and a splendid bargain.

Specials for Monday

- 10c Pearl Buttons, per doz. 2 1/2c. 50c Silk Elastic Belts 25c. 25c Lisle Elastic Belts 15c. 50c Hair Rolls, each 25c. 25c Wire Hair Rolls, at 15c. 20c Wire Hair Rolls, at 10c. 15c Pure Linen Handkerchiefs, 7 1/2c. 10c Pure Linen Initial Handkerchiefs, 5c. 15c Embroidered Handkerchiefs, 7 1/2c.

Popular Priced Wool Dress Goods Dept

This is the finest department in the west. All the latest novelties, serges, panamas, mohairs, plaids, suitings, etc., from 25c to \$1.00 yard. Handsome line of 36-inch Henriettes, 25c. 57c all wool Panamas, 36 inch, all colors, 30c. 59c Mohairs, fancy shadow stripes, at 39c. 75c all wool Storm Serges, 36-in., at 50c. 75c all wool Panamas, 36 inch 50c. \$1.00 Storm Serge, 52 inches wide, all wool, 60c. \$1.00 Panama, 62 inch wide, all wool 60c.

NOW IS THE TIME TO BUY FURNITURE

New fall stocks are now complete, we know you'll like the style, and prices throughout are equally attractive. Comparison will prove our prices money savers.



\$10.50 Dresser—Solid oak, with 3 large drawers and good mirror; on sale Monday, \$6.45. The most complete lines of Parlor and every thing priced at lowest possible margin of profit. You'll find it pays to try Hayden's First.

Muslins, Sheetings & Heavy Domestics

In Our Famous Domestic Room. We Defy Competition. 8-4 bleached sheeting, worth 25c, at 17 1/2c. 8-4 unbleached sheeting, worth 35c, at 25c. 10c Lonsdale, for all day, 6 3/4c. Fruit, for all day, 6 3/4c. Hill's, for all day, 6 3/4c. 10c bleached sheeting, 5 3/4c. 7 1/2c bleached sheeting, 5 3/4c. 7 1/2c unbleached sheeting, 5c. Best 15c outing flannel, 10c.

Big Grocery, Fruit, Flour, Butter, cheese, Vegetable Sale Monday.

FLOUR, FLOUR. FLOUR—We want every housekeeper to buy a sack of our High Patent Flour. This flour is made from the finest Red Turkey hard winter wheat, the finest grown, makes the whitest and sweetest bread baked Monday for the special sale we will sell it for 48-lb. sack (sold everywhere for \$1.50). 10 bars best brand Laundry Soap, 25c. The best white or yellow Cornmeal, per sack 15c. The best Macaroni, per pkg. 5c. The best Pearl Tapioca or Sago, per lb. 5c. Puffed Rice, per pkg. 7 1/2c. The best Soda Crackers, per lb. 6c. The best Tripa Siftings, per lb. 15c. The best Ginger Snaps, 5c. Corn Starch, 2c. pkg. 4c. The best Tea Siftings, per lb. 15c. Fancy basket fired Japan Tea, per lb. 25c. Fancy Japan English Breakfast, Goolong, 25c. Ceylon or Gun Powder Tea, lb., 25c.

Haydens' Stove Department

From all indications we are going to have a cold winter and early, too, so it would not be a bad idea to look up your heating proposition. If you want a Soft Coal Stove. We have them up from \$12.00. If you want a Hard Coal Stove we have them up from \$18.00. If you want a Hard or Soft Coal Base Burner, we have them up, \$15.00. From 450 Stoves to Select from. 8 Hole Steel Range with 15-inch oven \$17.95.



MAIL ORDERS

filled from our daily advertisements except in case of hour sales and when otherwise stated.

\$1.50, \$1.75, \$1.98 Silks Monday at 79c

Marquises 46-in. wide, plain or check; voile Nemons, Paon silk voiles, chiffon voiles, fancy voiles, in all new shades, bordered nets, stripe silk voiles and over 2,500 yards of beautiful evening silks, all worth from \$1.50 to \$1.98 a yard; choice at yard 79c. \$1.00 and \$1.25 Cola Peau de Cygne, Messalines, Satins, Louises, Liberty Taffetas and a handsome line of novelties; all at one price Monday 60c. 75c and \$1.00 plaid, check and stripe silks, Jacquards, Vandyke Novelties, plain Taffetas, etc., immense assortment for selection, all at one price, yard... 39c.

36-in. Guaranteed Black Dress Taffetas, on sale Monday in four big lots, at \$1.19, 98c, 85c and 69c.

27-in. Guaranteed Black Dress Taffeta Special at, yard 49c. We lead in showing of High Grade Fall Silks.

Underwear Specials

From 9 till 10 A. M.—Ladies and children's winterweight underwear, shirts and drawers, children's 16's to 34's, Ladies' all sizes, regular 39c garment value, at 12 1/2c. From 10 to 11 A. M.—Men's heavy fleeced shirts and drawers, blue and gray, all sizes, winterweight 50c values 25c.

New Leather Goods

If you want the genuine hornback alligator leather goods, every piece guaranteed, see our lines—the best and lowest priced shown in Omaha.

Irish Crochet Laces

A beautiful new line just received, make no mistake. We can give you 25 per cent on all genuine Irish Crochet Laces.

New Dress Trimmings

by far the largest and most complete line shown in Omaha. All flat braids, Soutaches and Fancy Trimmings shown for less than any other concern in Omaha. Try Hayden's First.

TRY HAYDEN'S FIRST