

February Sales That Mean Savings Unusually Great. Every Item Worthy of Your Special Attention

\$1.50 Embrd. Monday 49c

The finest line of hand loom Swiss Embroideries, suitable for skirt and flouncings and white dresses, ever seen in Omaha, widths from 22 to 27 inches, the most popular patterns for the coming season. If you need a beautiful evening dress, graduation or first communion gown be sure to see this line Monday; regular \$1.50 values, on sale at, per yard 49c

Valentines

Special Sale Monday. 1/2c, 1c, 2c, 3c, 5c, 7 1/2c, 10c and 15c Each. The Best 200 yard spool Cotton at our Notion counter. 4c

Ladies' Dress Shoes

From the Adams & Heinz Co. Surplus stock of this well known factory, all leathers and styles, \$3.00 and \$1.89 \$3.50 values. 1-

HAYDEN'S THE RELIABLE STORE.

A Big Mill Purchase

25,000 Yards of High Grade Silks Foulards, Rough Silks, Rubaiyats, Rough Shantung, Messalines, Taffetas, Peau de Cygnes, etc.

45c (Silks worth 85c yd) 59c (Silks worth \$1.00) (Silks worth \$1.25) (Silks worth \$1.50)

A grand assortment of newest weaves and colorings. Over production of one of America's greatest silk mills, secured at a price far below actual worth. Sale begins Monday, Feb. 8th, at 8 A. M. prompt. Come early and secure first choice of the most magnificent lot of values ever shown in Omaha.

Four Splendid Black Silk Specials

- \$1.00 Black Chiffon Dress Taffeta, 27-in. wide, matchless at 59c
\$1.10 Black Taffeta, oil boiled, 56-in. wide, great snap at 79c
\$1.25 Black Satin Messalines, 27-in. wide, quantity limited, at 89c
\$1.75 Black Messaline, all pure silk, 36-in. wide, at yard \$1.15
Silk Petticoats Made to Measure. Inquire at Silk Dept.

100 Visiting Cards 50c

Ask to see our great offer for Monday on Visiting Cards, Invitations, Business Cards, Programs, Etc. We will save you easily 25% to 50% on all work.

Men's Dress Shoes

From the Spencer Shoe Company, Boston, Mass., all leathers, all new styles, \$3.50 and \$4.00 values; on sale \$2.50 at.

Zion City and Elgin Laces

The greatest compliment possible to be paid to a lace department is paid to ours by these two great lace factories, when they in looking for the best outlet for their products in Omaha choose Hayden's Lace department for the exclusive sale of these laces. A special sale of these goods Monday at, 5c-7 1/2c

Special and Attractive Inducements in our High Grade Linen Dept. Monday

All our high grade Irish, Scotch and German table damasks, 2 yards wide, warranted pure linen, worth up to \$2 yard, Monday, yard 98c
All our pure linen, 70 inch table damask, full bleached, worth \$1 yard, Monday, at, yard 59c
Hemstitched table cloths, pure linens, measure full two yards, worth \$2, Monday, each 1.25
Pure linen, Irish and German dinner napkins, regularly sells for \$3.50 dozen, Monday, for 98c
Twenty-five dozens, strictly high grade Turkish and Huck Towels, a splendid variety, slightly mussed from great January sale, worth from 30c to 89c, Monday, each 19c
Ten Pieces pure linen, Barnsley toweling, heavy and absorbent, regular 15c grade, Monday, yard 9c
Mail orders filled while goods last.

Special Reductions on all Sheets, Pillow Cases and Bed Spreads

In Our Mammoth High Grade Linen Department Monday
\$1.25 Sheets, size 81x90, each 85c
\$1.15 Sheets, size 81x90, each 75c
\$1.05 Sheets, size 81x90, each 69c
95c Sheets, size 81x90, each 59c
85c Sheets, size 81x90, each 49c
85c Sheets, size 72x90, each 75c
90c Sheets, size 72x90, each 55c
75c Sheets, size 72x90, each 55c
70c Sheets, size 72x90, each 39c
15c Pillow Cases, size 42x36, each 10c
15c Pillow Cases, size 45x36, each 10c
17c Pillow Cases, size 45x36, each 11c
20c Pillow Cases, size 42x36, each 14c
20c Pillow Cases, size 45x36, each 14c
Twenty-five high grade imported fringed Marcelline Bed Spreads, full size, cut corners, most elegant designs, well worth \$6.00, special, Monday, each \$3.50
Fifty full size crochet bed spreads, hemmed, ready for use; worth \$2.00, Monday, each \$1.00
Mail orders filled with care.

GRIFTON BRAND SHIRTS fill every requirement of the most fastidious or the most frugal wearer; styles and patterns are the very latest and most pleasing, workmanship is the very highest class. If they cost more than some they more than make up for it in satisfactory wear. We are sole Omaha selling agents. Prices 98c P

Phenomenal Lace Curtain Bargains

A sale that embraces not only assortments almost unlimited but the advantage of selection from clean, perfect stock at prices beyond comparison, the lowest ever asked for goods of equal merit. It costs you nothing to look and will save you money to try Hayden's First. Every item here listed a value, which on examination you'll admit the best ever. Irish Point Lace Curtains that sold at \$8.50; sale price \$5.50
Brussels Net Curtains that sold at \$9.50 pair; sale price, pair \$6.50
Cluny Lace Curtains in ecru or white, that sold at \$7.50; sale price \$3.98
Cable Net, Brussels Net, Novelities, that sold at \$5.00 pair; sale price \$1.98
Cable Net Curtains, that sold at \$3.98 pair; sale price, pair \$1.49
Corded Arabians, in ecru, worth \$5.00 pair; sale price, each \$2.98
Regular 50c pair Lace Curtains, each \$1.00
Odd Lace Curtains in Brussels Net, Cable Net, Duchess, Cluny and Barnett, that sold from \$5.00 to \$10.00 a pair, at, each \$0.98
Odd Lace Curtains in Lot 2 go at \$0.49
Odd Lace Curtains in Lot 3 go at, each \$0.25

Don't Neglect this Rug Opportunity

A comparison of values is all that is necessary for recognition of their superiority. \$30.00 Axminster Rugs \$10.98-9x12 size, floral and oriental patterns only; 25 in the lot. Sale price Monday.
\$32.50 Body Brussels Rugs \$25-High grade designs and colorings, 9x12 size, matchless at sale price.
\$30.00 Wilton Velvet Rugs \$23.75-9x12 size, seamless, a beautiful line of patterns, greatest snap ever. at sale price.
\$22.50 Brussels Rugs \$16.98-Extra heavy, seamless rugs, 9x12 size, big range of new patterns, don't miss this.
9x12 Brussels 9x12 Velvet Rugs \$16 value, \$20 value, will go in this sale, at \$12.98 at \$14.75 at \$9.48 at \$9.49
Mail orders filled. Send for catalogue. Let us measure your house for shades. We can save you money.

Money Savers for Monday

This is a special sale of the very best made goods at less than 1/2 what other stores charge today. Extra large No. 9 heavy 14-oz solid copper Wash Boiler, the best made Lisk Quality; price \$4.75, Monday \$2.98
Majestic Ironing Board with stand, best ironing board made, guaranteed; price \$1.98, Monday \$1.35
Guaranteed Ironing Board with stand; price \$1.50, Monday at 98c
6-ft. strong braced Step Ladder; price \$1.50, Monday 89c
6-ft. Step Ladder; price \$1.00, Monday 59c
16-gallon Garbage Can, covered; price \$1.50, Monday 98c
75c decorated Japanned Bread Boxes 39c
Extra strong Household Wringer Bench, with stand to hold two large tubs, folds up; price \$2.50, Monday \$1.39
\$8.00 Rotary Washers \$4.75
Galvanized Rotary-Typhoon, Waverly, O. K. Washer and about 25 other brands to select from, Monday \$4.75
The Easy 10 Ak-Sar-Bon Washer \$3.98
Some 15 to 20 other washers \$1.00 \$1.98 up to \$2.50
Large Western Washers \$2.50
Round American Washers \$2.98
Please do not telephone for articles in this sale, it will pay you to select them yourself.

Muslins, Sheetings and Heavy Domestics—in our Famous Domestic Room

- 9-4 bleached Sheeting 18 1/2c
8-4 bleached Sheeting 17 1/2c
Lonsdale 7 1/2c
Hope 7c
Good quality unbleached yd. wide Muslin, from the bolt, at 3 1/2c
Fine quality unbleached 5c
81-90 Sheets 39c
81-90 2ds of Wamutta 59c
72-90 2ds of Wamutta 49c
72-90 good sheets 35c
Best 12 1/2c towel 7 1/2c
Best 15c towel 10c
Best 18c towel 12 1/2c
Best shirting prints made 4 1/2c
Best Simpson shepherd checks 5c
\$1.00 Cotton Blanket 65c
\$1.50 Cotton Blanket 89c
\$6.00 Woolen Blanket \$3.75
\$5.00 Woolen Blanket \$2.85

Order By Mail

We use every effort to give our out-of-town customers the benefit of our bargain sales. In nearly every instance reserving lots for the express purpose of filling any orders received within a reasonable time of sale. Try ordering by mail, you'll find it pays.

Rousing Furniture Specials This Week

You find combined in these offerings high quality, good style and low price—the three requisites of a bargain—and they're all truly rare bargains. None can afford to miss this matchless opportunity.

- Couches and Bed Davenport \$29.50 Bed Davenport, fabricoid upholstered \$24.95
\$35.00 Bed Davenport, Varona upholstery \$26.50
\$65.00 Bed Davenport, leather upholstery \$42.50
\$18.00 Couch, upholstered in Verona, at \$13.50
\$19.50 Couch, upholstered in car plush, at \$13.75
\$24.00 Couch, upholstered in leather, at \$19.75
\$35.00 Couch, upholstered in leather, at \$26.50
Dining Chairs, high back, bolted arm, veneer seat, flat spindles, unprecedented value, at 89c
Many Other Specials. Don't Fail to Come.

Monday Bargains in Crockery

- All sizes baking dishes, each 10c
Salt Boxes, each 12 1/2c
Tea Jars, each 9c
8 Cup Tea Pots 25c
No. 2 Glass Lamps, complete 23c
China Cabinets in newest patterns, solid quartered oak and finely finished. Four great snaps for the week.
\$19.50 China Cabinet \$16.00
\$23.50 China Cabinet \$18.50
\$28.00 China Cabinet \$21.00
\$35.00 China Cabinet \$26.50
Several splendid bargains in Dressers, Chiffoniers and Commodes, Mahogany and Walnut, Maple, Oak. Values that will delight the careful buyer.
\$9.50 buys a 3-drawer Dresser with solid oak case, large plate mirror, worth \$13.50 at any time. veneer seat, flat spindles, unprecedented value, at 89c
Don't Fail to Come.

GRAND Final Clearance of Women's Winter Garments

Our Cloak buyer has left for New York, and instructions are: close winter garments regardless of cost or of previous selling prices.

Monday begins a Sale without precedent in its wealth of bargain offerings.

Your choice of any Winter Tailor Suit in our entire stock regardless of previous selling price, absolutely no reservations at one price, the lowest ever made by any Omaha house on such an offer, only \$12.50

- Winter Coats go at less than value of the linings and trimmings; garments that sold up to \$40.00, in four great lots in this sale— \$2.95, \$5.00, \$7.50, \$10
Tailor Suits, worth to \$18.00, all sizes, coats heavy sateen lined, all at one price, that less than the cost of making alone— choice Monday \$5.00

Beautiful One-Piece Silk and Cloth Dresses—All colors, best styles, trimmed with fine laces, embroideries and self tone braids; actual values to \$30.00; sale price \$14.90

Fur Coats Monday at Half Price and Less. Fur Scarfs Monday at Just Half Price.

200 New Sample Suits—Early spring styles sent by manufacturers for comparison, the very choicest offerings of the early season, greatly underpriced Monday, to close, \$20, \$25, \$35

Women's Waists

An immense assortment of new spring styles in high class linen and lingerie waists, best variety and choicest values shown in Omaha at from \$1.00 to \$5.00

- \$2.00 Waists Monday 69c—One big lot of waists in gingham, madras and union cloth; white, black and colors; actual values to \$2.00, choice 69c
\$7.50 Silk Underskirts—All colors, big assortment matchless bargains at \$3.95
\$1.50 Flannellette Dressing Saques, Monday at 49c
\$2.00 Sateen Underskirts 98c
Children's Bonnets, worth \$1.00, at 25c
Children's Bearskin Leggings—values to \$1.50, choice 49c

Read Big Special Grocery Sale

For Monday. Another Big Flour and Sugar Sale Monday. 21 lbs. best pure cane Granulated Sugar \$1.00
48-lb. sacks best fancy, high grade patent flour, nothing finer made, every sack guaranteed to give the best satisfaction, or your money refunded, per sack \$1.25
The best White or Yellow Corn Meal, per sack 15c
5 lbs. choice whole Japan Rice 25c
5 lbs. best Pearl Tapioca or Sagos 35c
The best domestic Macaroni, pkg. \$1.40
Condensed Milk, per can 75c
Maita Vita, Egg-O-See or 28 O Corn Flakes, pkg. 75c
Large bottles Worcester Sauce, Pure Tomato Catsup, Pickles, assorted kinds \$1.40
2 cans solid packed Tomatoes, Golden Pumpkin, Hominy, Squash or Baked Beans, can \$1.40
1-lb. cans Assorted Soups 75c
Bromangion, Jellycons or Jello, per pkg. 75c
Fancy California Prunes, per lb. 25c
Fresh, crisp Gingersnaps, per lb. 5c
The best Soda or Oyster Crackers, per lb. 5c
The best crisp Pretzels, per lb. 5c
READ THE BIG DRIED FRUIT SALE FOR MONDAY.
Choice California Prunes, per lb. 25c
Fancy California Bartlett Peas, per lb. 10c
Fancy California Cooking Beans, per pound 15c
Fancy California Mair Peaches, per lb. 5c
Fancy California Dried Grapes, lb. 5c
Fancy California Bartlett Peas, lb. 10c
Fancy California Moor Park Apples, lb. 10c
Fancy California Nectarines, lb. 10c
Fancy New York Evaporated Apples, lb. 5c
Fancy Seedless Raisins, pkg. 75c
SPECIAL BUTTER, BUTTERINE AND CHEESE SALE.
Choice Dairy Butter, per lb. 25c
Large bunch Fresh Carrots 4c
Large bunch Fresh Turnips 4c
Large bunch fresh Onions 4c
Head Lettuce, per head 10c
Fresh Cauliflower, per lb. 5c
Fresh Sweet Potatoes, per lb. 3 1/2c
Old Beets, Carrots, Parsnips or Turnips, per lb. 5c
Fancy Cabbage, per lb. 5c
Fancy Wax Beans, per quart 10c
New Honey, per rack 10c
Fancy 1-Crown Figs, per lb. 15c
The Home of Fresh Vegetables.
2 bunches Fresh Leaf Lettuce 5c
2 bunches Fresh Hothouse Radishes for 5c
Large bunch fresh Beets 4c
Large bunch Fresh Carrots 4c
Large bunch fresh Turnips 4c
Large bunch fresh Onions 4c
Fresh Cauliflower, per lb. 5c
Fresh Sweet Potatoes, per lb. 3 1/2c
Old Beets, Carrots, Parsnips or Turnips, per lb. 5c
Fancy Cabbage, per lb. 5c
Fancy Wax Beans, per quart 10c
New Honey, per rack 10c
Fancy 1-Crown Figs, per lb. 15c
Buy Only the Highland Hauls.
We are headquarters in Omaha for these high quality Oranges.
Regular 15c size, per dozen 75c
Regular 10c size, per dozen 50c
Regular 5c size, per dozen 25c
Regular 2 1/2c size, per dozen 12 1/2c
All other sizes in comparison.



Don't Forget Try Hayden's First it Pays