

Beginning
Friday, Feb. 19th

And continues for ten days—A veritable bargain feast that means most exceptional savings.

Mail Orders Filled Except
On Hour Sales

HAYDEN'S
THE RELIABLE STORE

GRAND TWENTY-SECOND ANNIVERSARY SALE

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THE RELIABLE STORE

Beginning
Friday, Feb. 19

Ten days of special bargain offerings that will meet your highest expectations.

Try Ordering by Mail You'll
Find It Most Profitable

Every effort has been expended to make this a sale worthy of the event. Twenty-two years of honest merchandising in this community offering and delivering the very best obtainable at the lowest possible prices, has built for us a business of which we are justly proud. Together with our immense stocks of new spring merchandise which we will sell at extreme low prices, we include all odd lots, broken lines, etc., at the most phenomenal bargain prices ever known in this or any other sale. New and equally delightful bargains will be brought forward each day and with good reason we anticipate a selling without precedent in the history of this store.

Anniversary Sale of Embroideries

\$1.00 White Embroideries Friday 39c—A beautiful line of fine quality 27-inch Swiss Skirt Flouncings; rich, new designs and worth \$1.00, yard. **39c**
75c Wide Embroideries Friday 25c—An exceptionally fine line of Corset Cover Embroideries and Skirt Flouncings, in Swiss and Nainsook, big assortment of patterns; anniversary sale price **25c**

Anniversary Sale of Notions

Always leaders in staple and fancy notion values. This will surpass any previous effort, here or elsewhere.
Best 200-yard Sewing Thread, per spool. 3 1/2c
(A guaranteed six-cord very best quality.)
25c Dress Shields—at, per pair. 12 1/2c
5-yard Mercerized Skirt Binding. 7 1/2c
Best Pins—on sale, two packages for. 5c
Gold Eye Needles—at, per package. 1c
100-yard Linen Thread. 2 1/2c
30c Hair Rolls. 25c
Cotton Tapes, all sizes, per roll. 1c
And many other equally great values.



Anniversary Sale Bargains in Women's Ready-to-Wear Garments

Strong enough to insure a most liberal 8 o'clock response; not only will qualities fulfill your highest expectations, but prices throw this offering into bold relief as the most delightful opportunities ever. It will pay you to come early.

A Beautiful Line of One-Piece Dresses in fine Messalines, Taffetas and Wool fabrics, all sizes, elegant new styles, lace applique and lace embroidery trimmed garments, made to sell at \$30.00, Friday and Saturday, each \$12.50
\$25.00 Tailor Suits, new spring styles, resedas, navys, browns, greys, black, etc., manufacturer's samples sent to us for comparison and selection, all the best models, on sale at choice, each \$12.50
200 Long Cloth Coats, in colors and black, best styles, manufacturer's surplus of \$20.00, and \$25.00 values, to close Friday, choice \$5.00
\$15.00 Tailor Suits, in Zibelines and fancy mixed fabrics, manufacturer's surplus stock, made to sell at \$15.00, come in all sizes, choice, at each \$3.95
Manufacturer's Stock of Opera Capes, \$25.00 and \$30.00 values, all the new pastel shades, the best bargains ever, at sale price \$12.50
Choice of any Fur Coat in the house, that sold up to \$75.00, Near Seals, Astrakhans, Krimmers, Brook Mink, etc., at each \$25.00
\$5.00 and \$6.00 Waists \$1.95—Jap Silks, Nets, Messalines and Taffetas, all colors, silk lined, trimmed with laces and appliques, tucks and embroidered, choice Friday, each \$1.95
\$7.50 French Voile Skirts, trimmed with folds and bands, all sizes, great snap at \$2.95
All Fur Coats, at HALF AND LESS
IN OUR CHILDREN'S DEPARTMENT FRIDAY
Bear Skin Coats, sizes 1 to 6 years, \$4.00 values, at each \$1.00
Children's Coats, worth to \$10.00, sizes 8, 10, and 12 years, on sale, choice, each \$2.95
Children's Bonnets, that sold up to \$1.00—at choice \$25c
Women's Long Kimonos to \$2.50 values. \$98c

Anniversary Lace Sale

Eclipsing in value giving any lace sale ever held by us. You know what this signifies in saving to our customers on Friday.
Fine Val. Laces, worth up to 20c, at 7 1/2c, 5c, 3 1/2c and 2 1/2c
Zion City Laces, worth up to 15c yard, at 7 1/2c, 5c, and 3 1/2c
All Linen Torchon Laces, worth up to 20c, at 5c, 3 1/2c and 2 1/2c
Heavy Cotton Cluny Laces, 15c quality, at, yd. 5c
Hand Made Cluny Laces, all linen to \$1.00 values, 35c, 25c, 15c and 10c
Fine Antique Laces, worth up to \$2.00 yard, at 50c, 25c, 15c and 10c
\$1.00 Fancy Dress Nets, big assortment for selection, at 49c
Black Silk Laces, all the fine narrow widths, very popular, 10c, 7 1/2c and 5c
Cleaning up all odds and ends of our great lace stock at one-fourth regular prices.

Anniversary Sale Japanese Vases

Direct Importation from Japan
1,000 vases, Tokonova, Taisen, Satsuma, Nogia and other makes. Dozens of different styles and decoration. The actual value ranges from \$4.50 to \$15 each. For this sale, choice, each \$2.49

Anniversary Sale Specials Lace Curtains, Draperies

\$15.00 silk and linen portieres go at, pair \$12.50
\$12.50 mercerized portieres go at \$10
\$6.50 values in bordered portieres go at pair \$4.50
\$4.50 values in Barnett's curtains, go at pair \$2.98
\$5.50 values in Cluny Curtains, \$3.98
500 pairs of lace curtains at, pair, \$1.98, \$1.49, \$1.25 and \$1

Anniversary Sale of Corsets

Keenly Cut Prices of Standard Makes

\$1.00, \$1.50 and \$2.00 R. and G. Corsets, one of the most popular and best selling models, in each quality, go Friday at—
each **69c 98c and \$1.50**
75c Batiste, striped silk and fine satin girdles, all sizes, on sale while they last, at each 25c
\$2.00 Models in Such well known makes as Thomson's Gloves 'Fitting, Wilhelmnia and Jewel, will be closed at one price, 98c
75c Coutil Corsets, rust proof boning, long hip models, with hose supporters front and side, on sale, at each 49c



22nd Anniversary Shoe Sale

A Sale in Which the Special Price Concessions insure its Remembrance as the Greatest Shoe Bargain Event of Our Entire History

Men's and Women's \$3 and \$3.50 shoes in all styles and in all leathers in Goodyear and welted soles and shoes that we stand back of every pair. \$1.98
Boys', Youths' and Little Gents' Satin Calf, Box Calf and Vici Kid Shoes, regularly priced at \$1.75, \$1.50 and \$1.25, at pair. \$1.19
Men's Tan Russia Calf, Ox Blood and Vici Kid Goodyear Welt Shoes, worth up to \$4.00 a pair, all sizes, at pair \$2.50
Misses' and Child's sizes (8 1/2 to 2) of Tan Kid, with suede tops, actually worth \$1.75 and \$1.50; also black vic kid in same sizes, \$1.00
Little Gents' Satin Calf, \$1.25 Shoes, and child's Chocolate Kid Shoes, with suede tops, and vic kid Shoes in sizes up to 11, at pair 75c

Anniversary Sale of Silks

Three Grand Specials for Opening Day

\$1.00 and \$1.25 Shower Proof Foulards, sale price, 79c. 10,000 yards of Cheney Bros., celebrated "Shower Proof" Foulards, in all the new shades such as Wisteria, Canard, Cudor, Edeson, Blue Rose, Olive, Taupe, Navy, Brown, Gray, Reseda, etc. Magnificent assortment of designs, the most popular of all silks for spring wear; \$1 and \$1.25 values on sale, at yd. **79c**
\$1.50 Silks, Friday 39c—An immense assortment of plain and fancy silks, including Messalines, Taffetas, Pean de Cygnes, Pongees, Jap Silks, etc., actual values to \$1.00 yard, sale price, per yard **39c**
Beautiful Black Silks at less price than you'll find them quoted elsewhere.
\$1.50 Quality Black Messaline Satin 36-inches wide, a grand bargain, at yard 97c
Silk Petticoats Made to Measure.

Steel Range Special

splendid hole steel range, malleable top, finely nickeled, with high closet and 18-inch square oven; no better range on the market; Anniversary Sale Price **\$20.95**



Anniversary Sale Underwear

Several big shipments just received will be placed on sale for the first time Friday. Several elegant sample lines included will be offered at prices which mark them the bargain opportunity of the season.
Beautiful Skirts, including many values to \$5 on sale, three lots:—
\$2.98 \$1.98 \$1.50
Children's Drawers with embroidery or lawn ruffles, worth fully double the price. 15c to 25c
Fine Gowns, many worth \$2, \$2.50; newest styles, at one price. 98c
Ladies' Combination Suits, daintily trimmed and well worth double; at 50c and 98c

FOUR HOUSING HOUR SALE SPECIALS FRIDAY.

8 to 9 a. m.—Corset covers and drawers trimmed with deep embroidery and laces; regular 50c value, at **15c**
9 to 10 a. m.—Ladies' gowns, worth 75c, lace and embroidery trimmed; tucked yokes; for this one hour **29c**
10 to 11 a. m.—Ladies' skirts, worth to \$2.50; handsome, deep flounces of lace and embroidery; greatest snap ever for this hour **89c**
11 a. m. to 12 m.—Beautiful sample line of gowns, made to sell at \$1.50 and \$2.00 choice. **69c**
Knit Underwear Specials in Domestic Room.
Misses' and Children's Knit Underwear, drawers, pants and union suits, values to \$1.00, on sale, at 49c and 39c
Men's and Boys' Sweaters and Sweater Coats, values to \$2.00 while they last, choice. 25c
Ladies' Wool Union Suits, white or gray, also pants and vests in Swiss ribbed silk and wool or Vega silk, to \$1.50 values. 69c
Men's and Boys' fleeced lined shirts and drawers, all sizes, regular 50c values, snap Friday. 25c
Men's Wool Underwear—All sizes, greys, tans and fancies, garments that sold to \$1.50, on sale Friday, at 98c 75c and 50c
Dr. Wright's Wool Fleece Shirts and Drawers, made to sell at \$1 and \$1.25, at one price. 49c

Don't Fail to Read the Great List of Anniversary Sale Bargains

Our 22d Anniversary Grocery Sale

In commemoration of our Twenty-two Years in the city of Omaha. Our Grocery Department has surpassed, doubly, our highest expectations, and the future prospects are for a Greater Omaha and still greater Grocery Business, so we have decided to make this the Banner Sale. Thanking you all for your past patronage.
ANNIVERSARY SALE PRICES.
21 lbs., Best Pure Cane Sugar, \$1
48-lb. sack Best Fancy High Patent Flour, every sack guaranteed to give the best satisfaction, per sack \$1.25
24-lb. sack Best Rye Flour, 65c
10 bars Beat-Em-All or Diamond "C" soap. 25c
The Best White or Yellow Corn Meal, per sack. 15c
Malta Vita, E. C. or Egg-O-See Cornflakes, per pkg. 7 1/2c
Large Bottles Pure Tomato Catsup, Worcester sauce or Pickles, assorted kinds. 8 1/2c
Items or Loose-Wiles, fancy assorted cookies, about 40 different kinds to choose from, per lb. 10c
3 lb. packages up-to-date washing powder. 10c
The best Domestic Macaroni, per pkg. 7 1/2c
Worcester Tea and Coffee Department Sale.
The best Japan Tea sittings, per lb. 15c
Choice Sun Dried Japan Tea. 25c
Fancy Spider Leg Japan, English Breakfast, Ceylon, Oolong or Gunpowder Tea, per lb. 28c
Fancy Santos Coffee, per lb. 15c
Fancy Maricao Blend Coffee, per lb. 18c
Fancy Porto Rico Blend Coffee, per lb. 20c
Fancy Ankola Coffee, nothing finer per lb. 25c
Anniversary Butter, Cheese and Butterine Sale.
Choice No. 1 Dairy Butter, per lb. 21c
Fancy Dairy Table Butter, per lb. 23c
Fancy No. 1 Country Creamery, per lb. 26c
Fancy Full Cream N. Y. White, or Wisconsin colored cheese, lb. 20c
Sap Sago cheese, each. 3c
Neufchatel Cheese, each. 3c
Anniversary Sale of Highland Navels, California's Pride, Regular 50c size, per dozen. 39c
Regular 40c size, per dozen. 35c
Regular 30c size, per dozen. 29c
Regular 25c size, per dozen. 15c
Just try them once and you will be convinced there is nothing finer grown.
Anniversary Sale of Fresh Vegetables.
Fresh Beets, Carrots, Turnips or Onions, per bunch. 3 1/2c
Fresh Parsley, large bunches. 3 1/2c
Fresh Cauliflower, per lb. 3 1/2c
Fresh Sweet Potatoes, lb. 3 1/2c
Two heads Fresh Lettuce. 5c
Fresh Cabbage, lb. 2 1/2c
Fresh Hothouse Radishes, 3 bunches for 5c
Old Beets, Carrots, Turnips, Parsnips, Rutabagas, Red Onions, White Onions, etc., per lb. 2c
Fresh Spinach, per peck. 20c
Fancy Cucumbers, bunch, 20c, 25c, 50c and 35c
Bellevue Celery, bunch. 5c
50c and 35c
Large Grape Fruit, each. 3 1/2c
New Honey, per rack. 12 1/2c

Anniversary Sale Hosiery Specials

Prices that mean a saving of fully 50 per cent to you.
All Ladies' Plain Gauze Lisle and Fancy Colored Lisle, extracted dots, stripes, etc., blues, tans, cardinals, greys, etc., that sold to 50c, on sale at pair 25c
Ladies' 15c and 19c Cotton Hose, Black, tans, plain and fancy embroidered, great snaps, at sale price, per pair 6c
Ladies' Wool and Fleece Lined Hose, 35c and 25c values, big assortment for selection, the greatest values ever offered here or elsewhere in Omaha, at sale price per pair 15c
Children's 15c Quality School Hose, fine or heavy ribbed, all sizes, from 6 to 10, on sale, at pair 6c



Anniversary Sale Furniture Specials

Four Grand Bargain Offerings for Friday and Saturday. You can't afford to miss them:
\$50 Parlor Suit, \$25.50.
A beautiful 3-piece birch mahogany suite upholstered in genuisette. A magnificent value; \$22.50 at \$19.75.
\$25 Dress Bed, \$13.50.
An elegant piece of furniture, with 2-inch posts; finished bright or lacquered; good value, at \$15.50 price. 18.50
\$4 Dining Chair, \$3.15.
A splendid quartered oak chair, leather upholstered with box seat and claw feet; the best \$3.15 ever, at sale price. \$3.15

Anniversary Sale of Rugs and Carpets

Reductions that are truly remarkable of extremeness of qualities you'll find fully up to the standard:
\$20 extra Axminster rug; 9x12 size; oriental and floral designs; 25 patterns to select from. \$19.98
\$22 seamless Wilton rug, 9x12 size; beautiful, soft color. \$23.98
\$12.50 seamless tapestry Brussels rug; 10 wire quality; size 7-8-9; great snap. \$9.98
\$6.00 Axminster top-rugs; 10 wire quality; 6x9; size \$6.98
\$1.25 Axminster carpets with borders to match; best quality on sale, yd. \$1
\$15 Axminster rug; best quality; 8-12 10-6 size; 15 patterns to select from, on sale, at \$18.75
\$10 Wilton-Velvet rug; 9x12 size; 22 patterns to select from; choice. \$35
\$2.50 Axminster rug; big line of designs; 7x25 size; on sale at choice. \$1.89
\$3 velvet rug, 37x54 size; \$1.19 great snap, at \$1.19
\$60 Ingrain carpet; half yard pattern; at, yd. 39c
75c Ingrain carpets; all wool; splendid styles, at, yd. 59c

Anniversary Sale Hardware and Housefurnishings

Large willow clothes baskets, worth 98c. 50c
6-foot heavy braced ladder, worth \$1.50. 98c
10-qt. galvanneal water pail, worth \$1.45. \$1.19
Extra large size Enterprise food chopper, No. 302, worth \$1.95 each. 98c
Extra heavy galvanized wash boiler, only 65c
No. 4 Lisk copper boiler, worth \$4.75, only \$3.50
12-gal. garbage cans, with bail and cover. 98c
\$1.45 solid copper nickel plated tea kettle. 79c
Large No. 31 coal hods, 25c. 19c
Large wooden chopping bowls. 13c
\$1.50 Guarantee ironing boards, with stand. 98c
Mrs. Potts' 3-piece polished and ironed, worth \$1.50, only 79c
No. 2 galvanized wash tubs. 49c
25c heavy zinc wash boards. 25c
25c Mrs. Vrooman's sink strainers, only 10c
Large white-lined wash basins. 6c
3-lb. gal. toilet paper. 10c
Nickel-plated range top handles. 15c
2-wire or wooden coat hangers. 10c
Extra strong heavy folding wringer. 1.25
90 clothes pins or 3 boxes for. 10c
Perforated chair seats, all sizes. 10c
\$1 novelty wringer; 2-year guarantee. \$2.75
Only \$1.50 easy \$1.50
washer. \$2.95

DON'T FORGET Try Hayden's First IT PAYS