

HAYDEN'S THE RELIABLE STORE

Twenty-Second

ANNIVERSARY SALE

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THE EIGHTH DAY AND THE BEST DAY OF FEBRUARY'S GREATEST BARGAIN-GIVING SALE

Grand Anniversary Underwear Sale

Coupled with a great display of the season's choicest offerings in snowy undermuslins...

Ladies' Muslin Underskirts—Beautiful designs, sold up to \$2.50, in one lot \$1.50
Ladies' Night Robes, in all styles beautifully trimmed regular values up to \$2.00, at 98c



Ladies' Wool Union Suits—Heavy quality, odd lots, values to \$4.00; while they last, choice... 98c
Ladies' Undercrests and Pants—Wool, silk and wool or Vega silk, to \$1.50 values, at... 50c

Ladies' Cotton Union Suits—Heavy weight, regular 50c to 75c values, at... 25c
Ladies' and Children's Undervests and Pants—All sizes, that sold to 50c; put in two lots to close, at... 15c and 25c

Our Twenty-Second Anniversary Bargains Are Attracting Throongs of Enthusiastic Buyers Every Day

Manufacturers' Stocks, Sample Lines and Odd Lots Are Shown at Most Astonishing Bargain Prices. Several New Lots Shown Saturday for the First Time. Come Early.



Our Great Display of New Style Creations for Spring, Gives Full Expression to all that is best and most beautiful. Prices, too, are Much Less than you would expect to pay for such quality.

PROFIT BY THESE ANNIVERSARY SALE SPECIALS SATURDAY

375 Beautiful Silk Dresses—Actual values up to \$25.00; newest spring styles and colors, beautifully trimmed; manufacturer's samples and surplus; all sizes; at one price Saturday, choice, for \$8.95

500 Handsome New Tailor Suits and 250 Evening Gowns—Most of them manufacturers' samples; all the rich new colorings and designs, all sizes; values to \$35.00, choice... \$13.75

See Our Great Showing of Crown Jewell Suits \$25 You'll Find them Markedly Superior

An elegant line of new Street Dresses, fine wool fabrics, charming values, at sale prices \$20.00, \$18.00, \$15.00 and... \$12.50
See the New Lines and Lingerie Waists, best assortment and values anywhere, at... \$1.00 to \$5.00

New Spring Jackets, fine covers and blacks, silk and satin lined, all sizes, regular \$10.00 values, on sale, at choice for... \$4.95
50 Fur Coats—New Seals and Astrakhans, manufacturer's surplus stock, made to sell and well worth \$40.00, choice Saturday, at each... \$14.00

New Skirt Styles, dress and walking lengths, voiles, taffetas, panamas, etc., all the latest designs and colorings, charming values, \$5.00 \$7.50 \$8.90 to... \$18.00
Extra Size Skirts for large women, shown at... \$3.95 to \$15.00
Sole Agents for the Maternity Skirts, at... \$7.50 \$10 \$12 and \$15

New House Dresses—A complete line just received, splendid values at \$1.50, \$1.98, \$2.50 and... \$2.98
150 New Percaloe House Dresses—Fast colors, all sizes, \$1.50 values, Saturday... 88c

Heatherbloom Underskirts—Colors or black, big line for selection, \$3.00 values, Saturday... \$1.45
One big lot of Dressing Sacques, values to \$1.00, on sale at... 35c

Anniversary Sale of Soap In Our Drug Dept.
1-lb. bar Castle Soap... 20c
1-lb. bar Williams' Barber Bar... 25c
1-lb. bar Colgate's... 25c
2 bars Wild Rose Glycerine... 15c
3 bars English Process... 25c
1 bar Cuticura Soap... 20c
1 25c bar Armour's Soap... 16c
1 bar Ivory Soap... 4c

Anniversary Sale of Men's Furnishings Big Shirt Sale Saturday

We are exclusive Omaha agents for the world renowned Griffon Brand Shirts—offering over 100 styles in the new spring goods for selection. All new shirts go Saturday.
\$2.00 values for... \$1.00
\$2.50 values for... \$1.50
\$3.00 values at, choice... \$2.00
This offer good Saturday only. Men's Dress and Negligee Shirts, in madras, percales, etc., 75c and \$1.00 values; new, clean stock—Saturday... 50c
Men's Double Breasted Flannel Shirts, all sizes, \$1.25 and \$1.50 values; Saturday... 75c



10:30 to 11:30 A. M.—Men's and Boys' Wool Sweaters, many cotton and woolen, coat styles if desired, values to \$1.50, at... 25c
Men's All-Wool Shirts or Drawers—\$1.50 values, to close... 75c
Men's 50c Fleece Shirts or Drawers—on sale at... 25c

Hosiery Specials

Ladies' Fancy Gauze Lisle Hosiery scores of patterns, values to 75c, Saturday... 25c
Ladies' Wool and Fleece Hosiery—35c values, at pair... 15c
Ladies' 25c Cotton Hosiery, black, tans and maco foot, sale price, pair... 12 1/2c
Children's 19c quality school hose, pr... 12 1/2c

Interesting Saturday Specials

Closing out a big lot of Ladies' Linen Collars, 10c to 25c values—at, each... 5c
Ladies' Linen Handkerchiefs, every thread pure linen 3 1/2c
35c All Silk Veilings, yd... 19c
35c Corset Cover Embroideries, at... 15c
2 Hand Bags, something new, and a big snap at... 95c
81 Extra Size Hand Bags... 59c
50c Fancy Hair Barretts... 25c



Grand Ribbon Sale—25c Taffeta Ribbons at 10c

A big line of extra wide all silk Taffeta Ribbons, regular 25c values, Anniversary Sale price Saturday, per yard... 10c

New Books

All the new Copyright Fiction, complete list of titles, regular \$1.50 values shown at... 98c
All \$1.00 Copyrights at... 43c
Get our special prices on Visiting and Business Cards, etc. We will save you money.

Extra Specials for Saturday in Our Famous Domestic Room

From 2 to 2:30 P. M.—One case of fine 50c outing flannel skirt patterns partly made—two to a customer, each... 15c
From 3:30 to 4 P. M.—One case of 36-in. fine cambric, worth 10c yard—ten yard limit, at, yard... 4 1/2c
From 7:30 to 8 P. M.—One case of genuine longdale, the real thing, worth 12 1/2c yard, 10 yards limit at, yard... 5c
From 8:30 to 9 P. M.—One case of White Star Blankets, the best wool nap cotton blanket made—very heavy; regular price is \$2.00 a pair; two pairs only to a customer, pr... 96c
Five other specials not advertised.

Read These Grocery Prices for Saturday's Sale Specials for the Closing of the Anniversary Sale.

The best crisp Ginger Snaps, lb... 6c
The best crisp Pretzels, per lb... 6c
40 different kinds fancy Sweet Cookies, regular 12 1/2c and 15c sellers; for this sale, per lb... 10c
Condensed Cream, per can... 7 1/2c
3-lb. can solid packed Tomatoes... 6 1/2c
3-lb. can Fancy No. 1 Sweet Sugar... 4c
Corn... 7 1/2c
Fancy California Dried Grapes, lb... 5c
Fancy Muscatel Cooking Raisins, per pound... 7c
Fancy Raisins, per pound... 7c
Fancy Cleaned Currants, lb... 5 1/2c
Butter, Cheese and Butterine Sale Saturday.
Fancy Dairy Butter, per lb... 21c
Fancy No. 1 Dairy Table Butter, per lb... 20c
Fancy No. 1 Country Creamery Butter, per pound... 20c
Fancy Full Cream Brick Cheese, lb... 18c
Fancy Full Cream New York White or Yellow Cheese, per pound... 18c
Sap Sago Cheese, each... 7c
Neufchatel Cheese, each... 7c
Onions, Carrots, Parsnips, Turnips, per pound... 2c
Regular 17 1/2c size, per dozen... 19c

Fresh Vegetables for Saturday for Your Sunday Dinner.
Our customers appreciate eating fresh vegetables the year around.
Fresh Spinach, per peck... 25c
Fresh Shalot Onions, per bush... 2 1/2c
Fresh Beets, Carrots or Turnips, bunch, at... 7 1/2c
Fresh Cauliflower, per lb... 5c
3 bunches Fresh Radishes... 30c
Fresh Head Lettuce, head... 2 1/2c
2 heads Fresh Leaf Lettuce... 5c
Fresh Cabbage, per lb... 2 1/2c
Fresh Peas, per bush... 2 1/2c
Fresh Green Peppers, 3 for... 10c
Grape Fruit, 2 for... 50c
Large Pineapples, each... 1.50
ORANGES ORANGES ORANGES
The Highland Navels excel all others for quality. We have an extra special car in for this sale. Saturday will be the big orange day. Read these prices and see what we are giving you for the money.
Regular 50c size, per dozen... 20c
Regular 75c size, per dozen... 25c
Regular 85c size, per dozen... 28c
Regular 25c size, per dozen... 15c
Regular 30c size, per dozen... 18c
Regular 17 1/2c size, per dozen... 19c

New goods brought forward for the Big Shoe Sale Saturday

Absolutely the biggest stock and best bargains ever placed on sale in this busy shoe department.
Men's \$3.00 and \$3.50 Shoes, in all styles and leathers and Good-year and welted soles... \$1.98
Men's Oxblood, Tan Russia Calf and Patent Colt Shoes, worth up to \$4.00... \$2.50
Men's \$2.50 Box Calf Bluchers... \$1.50
Women's \$3.00 and \$3.50 Sample Shoes and Shoes from the surplus stocks of two factories in Lynn, Mass... \$1.98
Misses and Child's \$1.25, \$1.50 and \$1.75 Chocolate Vici Kid Bluchers, with suede tops... \$1.00
Child's Tan Shoes, also Black Vici and Little Gent's Satin Calf Shoes, worth \$1.25... 75c
New Queen Quality Shoes and Oxfords coming in—look at them.
Queen Quality and Grovers for women; Stetson and Crosssets shoes for men.

Gas Burners and Mantles



Genuine Welsbach Upright Burner, complete with globe and best mantle... 59c
Genuine Lindsay Upright Burner, complete with globe and best mantle... 59c
Genuine Reflex Burner, complete... \$1.45
Phoenix Inverted Burner, complete... 49c
Upright Mantles, 2 for... 15c
Inverted Mantles, 2 for... 15c

Splendid Values in Ready-to-Use Linens in Our High Grade Linen Dept. Saturday

Hemmed Huck Towels, large size, heavy and absorbent, ready for use, worth 17c each; Saturday, each... 9c
Hemmed and hemstitched Huck and Damask Towels, warranted pure flax, extra large size, well worth 29c each, Saturday, each... 14c
Hemmed Bed Sheets, size 81x90-in., made from good, strong muslin, worth 69c each; Saturday, each... 49c
Hemmed Crochet Bed Spreads, heavy and good for wear, full size, beautiful designs, good values at \$1.39 each; Saturday, each... 89c

The Big Busy Hardware

Large Galvanized Wash Boilers, extra heavy... 79c
Large Lisk All Copper Boilers, worth \$4.75... \$2.98
\$2.50 strong, heavy Folding Wringer Bench... \$1.39
Heavy 16-gal. Galvanized Garbage Cans, worth \$2.00; only \$1.25
12-gal. Cans... 88c
\$1.50 guaranteed Ironing Boards, with stand... 88c
Mrs. Potts' 5-piece polished Sad Irons... 79c
10-qt. Galvanized Water Pails... 49c
Six or Wooden Coat Hangers for... 10c
Three rolls Toilet Paper... 10c
Large size Enterprise Food Coppers... 98c
Fancy Bread Boxes, worth 76c, only... 49c
Large Wooden Chopping Bowls, only... 19c
3-qt. Enameled Preserving Kettles... 10c
Any size Drip Pan... 10c
10-qt. Flaring Water Pails... 10c
Mrs. Vrooman's Japanned Sink Strainers... 10c
Heavy Zinc Wash Boards... 10c
50-ft. Hemp King Clothes Line... 15c
14-qt. Enameled Dish Pans... 19c
The new self-generating Alcohol Stove... 39c
\$1.69 Copper Nickel Plated Tea Kettles... 98c
\$4.50 Bicycle Ball Bearing Wringer, 3-year guarantee, only \$2.98
No. 3 Western Washer, worth \$4.00, on sale at... \$2.98
No. 2 Western Washer, worth \$3.00, on sale at... \$2.75
Whirl Pool Washer, worth \$1.00, at only... \$4.98
We have the largest assortment of washing machines in the city at the lowest prices. It will pay you to look into it.

Warner's Rust-Proof Corsets



The above Model No. 369—One of the most beautiful and popular for all figures, has very high bust, extremely long skirt, curving slightly at the waist, giving the straight back below and flat hip effect so much in vogue.
Boned with rust proof boning that will not break or punch through fabric, price... \$2.50

Don't Forget Try Hayden's First It Pays

Anniversary Sale of Soap

21 lbs. pure Cane Granulated Sugar for... \$1.00
7 lbs. best California Rolled Oats for... 25c
6 lbs. choice Japan Rice... 25c
4 lbs. best hand-picked Navy Beans for... 19c
10 bars Diamond C or Beat 'Em All Soap... 25c
The best white or yellow Cornmeal per sack... 15c
Malta Vita, per pkg... 7 1/2c
Egg-O-See or Dr. Price's Breakfast Food, pkg... 7 1/2c
Peanut Butter, per jar... 9c
1-lb. cans Assorted Soups... 7 1/2c
The best Soda or Oyster Crackers, per lb... 6c

COMBS JEWELERS' PRESIDENT

Omaha Man Elected Chief Executive by State Association.

PARCELS POST GETS BIG VOTE

Endorsed in Closing Session of the Convention, Which is Animated by the Debate of the Subject.
OFFICERS OF JEWELERS.
President—E. L. Combs, Omaha.
Vice President—C. E. Hayes, Norfolk.
Secretary-Treasurer—S. A. Fees, Kearney.
Delegates to National Convention—M. D.

YOUR STOMACH MISERY IS UNNECESSARY

Five minutes later indigestion and distress in stomach vanishes.
Miserable is the man or woman who suffers from dread indigestion or dyspepsia. There are a few diseases which create such misery, long drawn-out suffering, as indigestion. It pursues them before meals, after meals and between meals; they take it to bed with them. It is with them wherever they go, though indigestion is the simplest disease of all to cure.
Tell such afflicted ones, dear reader, of Pape's Digestin; urge the sufferer to go to any Pharmacy here and give 50 cents for a case. Such a sufferer would ever bless you, because five minutes after taking there would be no more indigestion, no feeling like a lump of

of the Nebraska organization, favor the parcels post.

How the Storm Broke.
A storm was precipitated by Mack A. Hurlbut of Fort Dodge, Ia., ex-president of the National Retail Jewelers' association, who addressed the Nebraska association at its closing session.
"The parcels post is just as sure as fate, as it enables the greatest good to the greatest number, and God Almighty Himself cannot stop that measure. Those who are going on record against the measure are going to look like monkeys in less than five years," declared Mr. Hurlbut with emphasis.
"I am going to use my home county as an illustration. It is a good one and I want to tell you the same condition exists in my home county who will be benefited by a parcels post. You must acknowledge that the parcels post will be a benefit to them. If it injures anyone, and we have no reason to know that it will, the parcels post will injure less than 600 merchants.
"That is the proposition you have before you—30,000 people are benefited by something which it is thought will injure 600. You know what congress will think of that proportion. They are going to establish the thing which will work the greatest good to the greatest number.
Rags Country Merchants.
"The trouble with the country merchants who are opposed to the parcels post is that they are in the wrong. They have lived alone and thought they should make 10 per cent profit on everything, which they have to sell. If it had not been wrong we would not have had the catalogue houses. The catalogue houses gained entrance to the world of trade because they sold things at a reasonable profit, while the merchants were still wanting to make 10 per cent.
Now, since the parcels post is coming, we ought to sit down and think out a way of making it serve our business and in-

crease our profits instead of kicking against a stone wall. The kicking is not going to do any good. Personally I will take my chance with every catalogue house in the country. I am doing it now and we both have the advantage of the rural free delivery. Merchants ought to be able to compete with the catalogue houses with a parcels post and they ought to make prices which will enable them to do so."
President J. P. Archibald, who arrived in Omaha, took the floor. He drew a gloomy picture of what would happen if a parcels post were secured:
"The country lost \$15,000,000 last year in its Postoffice department," he said. "What do you think it would lose if a parcels post was established and wagons with two men, drawn by three or four horses, started on every rural delivery route thirty miles long each morning? They would carry coffees, oil, watches, dry goods, clocks, flour, coffee, tea, soap, nails and axle grease. They would bring back eggs, live pigs, poultry and potatoes.
Only Freight Handlers.
"Postmasters would no longer be postmasters, but freight handlers, and the first thing it would mean would be a new post-office building in every town where rural routes started. To handle the business of one office with fifty routes it would require a building ten stories in height and covering two blocks.
"You cannot carry all that stuff six or seven hours, bring it in to an office and send it out again without sanitary inspectors. That means a medical examiner in every postoffice in the country."

SCOTT'S EMULSION stands for better health the world over. For more than 30 years it has stood the test of millions of people. Every ounce of it improves the general conditions, increases the strength, revitalizes and builds up the whole body. If you have never taken it, try it now.
ALL DRUGGISTS
Send this ad., four cents for postage, enclosing this coupon, and we will send a "Complete Handy Atlas of the World."
SCOTT & BOWNE, 409 Pearl St., N. Y.

NATIONAL CONVENTION COMING

Jewelers of Nation Meet in Omaha in August.
President J. P. Archibald of the National Retail Jewelers' association, arrived in Omaha Friday morning from Blairville, Pa., to meet with local jewelers and members of the arrangements committee to complete plans as nearly as possible for the national meeting which will be held in Omaha during August.
That the convention will be the largest in the history of the association is the prediction of the national officers. All the big men in the manufacturing jewelry world, the watch makers, silver workers, diamond importers and heads of the largest clock factories in the world will come to Omaha.
The program as outlined by Mack A. Hurlbut and officers of the national organization, will be about as follows:
Monday—Initiation of all delegates into the Knights of Ak-Sar-Ben, reception,

registration and getting ready for business.

Tuesday—Two regular sessions devoted to the retailers.
Wednesday—Jobbers' and manufacturers' day, with addresses by the heads of the watchmakers, combine and independent; silver interests, watch case companies, clock makers. Banquet in the evening to be addressed by only professional speakers and men high in the jewelry trade.
Thursday—Routine business in morning, trips about the city in the afternoon.
Friday—Routine, election of officers and selection of the next meeting place. Already the officers favor taking the 1310 meeting to Detroit.
A feature of the convention will be the exposition which will be held by manufacturers. It is estimated that between \$1,500,000 and \$2,000,000 worth of jewelry and

precious stones will be brought to Omaha by the various manufacturers of the United States, Great Britain and Switzerland for display.

Tenants Carried from Building.
COLUMBUS, O., Feb. 26.—Fire which started early today in the four-story building occupied by the Brunswick Bowling company opposite the rear of the Chittenden hotel, spread to the five-story building occupied by the Tracer Wells company and destroyed it with the contents. The total loss is placed between \$200,000 and \$300,000. The fire was started by a gas explosion.
Many tenants occupied the upper rooms of the Brunswick Bowling company and twenty families were driven out. Soldiers from the army barracks helped to rescue a number of half-clad women and children.

S.S.S. THE REMEDY FOR SORES AND ULCERS
The combination of healthful vegetable ingredients of which S.S.S. is composed, makes it an especially desirable and effective remedy in the treatment of sores and ulcers of every kind. Since an impure condition of the blood is responsible for the trouble, a medicine that can purify the blood is the only hope of a successful cure; and it should be one that not only cleanses the circulation, but one that at the same time restores the blood to its normal, rich, nutritive condition. S.S.S. is just such a remedy. It is made entirely of healing, cleansing vegetable properties, extracted from nature's roots, herbs and barks of the forest and fields. It has long been recognized as the greatest of all blood purifiers, possessing the qualities necessary to remove every impurity in the blood. When S.S.S. has purified the circulation, and strengthened and enriched it, sores and ulcers heal readily and surely, because they are no longer fed and kept open by a continual discharge into them of irritating disease-laden matter from the blood. S.S.S. brings about a healthy condition of the flesh by supplying it with rich, nourishing blood and makes a permanent and lasting cure. Book on Sores and Ulcers and any medical advice mailed free to all who write.
THE SWIFT SPECIFIC CO., ATLANTA, GA.