



Saturday Greatest Sale Day of the Season



MUSLIN AND Knit Underwear Specials

Values never surpassed, seldom equaled in the history of Omaha merchandising. Every item standard quality, honestly made, dependable in every way. Save Saturday.

Ladies Wool or Fleece Underwear—Regular values to \$2.00 garment—union suits, vests or pants—to close in Saturday's sale at per garment **75c**

Ladies' Wool Union Suits—In gray or white, worth to \$3; Saturday **\$1.50** and **\$1.98**

Ladies' Heavy Fleece Vests or Pants—Cream, white, gray or black, regular values to \$1.00; Saturday **25c** and **35c**

Children's Heavy Fleece Underwear—Vests or pants, all sizes, worth to 50c. **25c**

Children's Union Suits—Heavy fleeced, \$1.00 values, at **50c**

Muslin Gowns, Combination Suits, Skirts and Chemise—values to \$2.50; beautifully trimmed, cut long and full, at, choice **98c**

Beautiful Skirts—Regular values to \$5.00; Saturday, choice **\$1.98** and **\$2.98**

Corset Covers, Drawers, Combination Suits and Gowns—worth up to \$1.50, choice **49c**

Corset Covers and Drawers—Daintily trimmed, values to 75c; choice **25c**

Boys' Night Shirts—Sizes 4 to 16, good quality cambric, at **49c**

Manufacturers' Sample Stocks of Men's Furnishings and Importers' Sample Stocks of Men's Furnishings

Most complete assortment and best bargains ever offered in Omaha. High class, new furnishings of all descriptions offered at less price than you'll find them quoted in any other store in the land. Don't buy till you've seen them. Come early.



Men's \$1.50 Shirts at 49c—All new, clean, perfect goods; all new spring 1911 colors and patterns, extra well made, perfect fitting, with or without collars, very best materials, not a shirt worth less than \$1.00 and up to \$2.00; all go for this sale at one price **49c**

Men's Outing Flannel Gowns, all sizes, regular value to \$1.50, choice **49c** and **75c**

Men's 4-Ply Collars 15c Values, at 5c—1,000 dozen men and boys' 4-ply collars, in newest styles, every collar warranted perfect, fresh, new goods from the factory at Troy, N. Y., and made to sell at 15c, all go on sale Saturday, limit 2 dozen to a customer, while they last, at, each **5c**

Men's \$2.50 to \$4.00 Shirts 98c—Finest line of new spring shirts ever shown in Omaha; mercerized chambrays, French percales and madras, fine flannels and silk and wool mixed goods; all new best colors and patterns; shirts made to sell from \$2.50 to \$4.00; greatest bargains ever offered, all sizes; choice **98c**

Importers' Samples Men's Hose, very finest qualities, immense assortment, all newest colors, in lisle, mercerized and silk, regular values to \$1.00, at **15c** and **25c**

Men's Union Suits, values to \$3.00, at **98c** and **\$1.45**

Men's \$2.50 Blue and Colored Flannel Shirts, at **98c**

Men's Silk Four-in-Hands, new spring colors and patterns; values to \$1.25, on sale, at **25c** and **45c**

Men's Wool Union Suits, to \$5.00 values; gray, white and flesh, at **\$1.98** and **\$2.50**

Men's \$2.00 Suspenders, 49c 300 dozen pairs Fancy Suspenders, very finest qualities in all colors and kinds, made to sell to \$2.00, choice, at **25c** 39c and **49c**

1.50 Worth of Handkerchiefs 49c—Men's pure all linen hemstitched handkerchiefs, with initial, made to sell at 25c each, 6 in box, Saturday, at **49c**

Men's Fine Cambric Gowns, worth \$1.50, cut extra long and full, all sizes **49c**

Men's Mercerized Silk Gowns, all sizes, white, tans and blue, worth to \$3.00, at **98c**

Big Shoe Sale Saturday

Men's \$3.50 and \$4.00 shoes, vici kid, gun metal and box calf, sewed with good silk thread and made with good oak soles, sewed on the Goodyear welting machine; **\$1.98** all styles, for Saturday.

Women's patent colt and vici kid Goodyear welt lace and button shoes, absolutely worth and sold for \$3.00. **\$1.98**

About 500 pairs of infants' and child's turn sole shoes, lace and button, values up to \$1.35—in two big lots **75c** and **50c**

Closing out all the men's and women's plush warm lined slippers **25c**

Little gents' \$1.50 tan or black shoe Misses' and child's \$1.50 shoes. **\$1.00**

Women's \$2.00 and \$2.25 shoes. **\$1.00**

All the men's \$3.50 and the boys' \$2.50 high cut shoes—**\$2.50** and **\$1.69** Saturday.

Never in the shoe history of Omaha have you had an opportunity like this.

At 8 P. M.
In Domestic Room
Fruit of the Loom, regular 1 1/2 yard muslin, 10 yard limit, at yard **6c**

Two Big Corset Specials
\$2.50 Corsets at 98c—Warner's, Kabo, C-B a la Sprite and other standard makes, regular values to \$2.50; one big lot to close at **98c**

Fine Grade Corsets, long hip models, with two pair heavy hose, supporters attached, on sale at **49c**

75c Quality Brassiers, reinforced under arms **49c**

25% Discount
On All Gas and Electric Portables Saturday.
Gas Portables, worth up to \$1.25, Saturday **25c**

Upright Mantles, 2 for **15c**

Inverted Mantles, 2 for **15c**

Upright or Inverted Gas Globes, best quality, at 2 for **25c**

In Our Busy Candy Dept.
40c Chocolates, every day, per lb. **25c**

40c Cream Patties, assorted flavors, Saturday, lb. **18c**

Try our Special Mixed, best ever—at, lb. **10c**

Candies Made Fresh Every Hour Here.

Hayden's Secure Agency
Having secured the sole agency in Omaha for the famous—**PERFECTION PAPER PATTERNS** we have decided to discontinue February 1st, the Butterick Patterns and Perfection Patterns and publications can be had at our store after February 1.

Special Kitchen-ware Sale
\$1.25 covered Garbage Can, **75c**

Folding Ironing Boards, the best made, at **\$1.19**

Folding Ironing Boards only **98c**

\$1.25 Barney & Berry Roller Skates **98c**

Mrs. Pott's Nickel Plated Bad Irons, per set **85c**

10 rolls Toilet Paper for **25c**

90 Clothes Pins, 3 boxes, for **10c**

25c Vorman Sink Strainer **10c**

25c Cracker Jack Cans, Paper **10c**

25c Scrub Brush 10c; Scrub Brush 5c

No. 8 Blue Enamelled White Lined Tea Kettles **75c**

No. 8 Granite Enamelled Berlin Kettles **85c**

Parlor Brooms, on stands for **25c**

Galvanized Wash Boiler, No. 8 **80c**

25c Imported Wooden Salt Boxes **10c**

Special Hosiery Bargains
Ladies' Fine Imported Hosiery—Manufacturer's samples, made to sell to 75c; all kinds and colors, at **15c** and **25c**

Ladies' Fleece and Fine Cotton Stockings—at, per pair **12 1/2c**

Boys' Sweater Coats—Wool garments that sold to \$1.50—on sale **49c**

Broken Lots of Yarns that sold to 15c a skein; to close **5c**

In Children's Dept.
Children's Bear Skin Coats—Small sizes 4 to 6 years, worth and always sold at \$5 or more, on sale, at **\$1.25**

Children's Wash Dresses—A splendid line of the new spring styles, pretty designs, well made and daintily trimmed. Best values ever **\$1.50**

50c LACE COLLARS 25c
A big sample line of Ladies' Lace Collars, all newest styles, regular values 50c to \$2.00 each, at—**25c 35c 49c 69c 98c**

Ladies' Belts
A big line of 50c Silk Elastic Belts, in Saturday's sale, choice **25c**

Regular \$1.00 Quality Belts with extra heavy metal buckles, big line for selection at **49c**

25c RIBBONS 10c
A big snap in plain and fancy Ribbons, 25c yard values—at, yard **10c**

50c Cord Shopping Bags on sale at **19c**

New Novelty Veilings—Big line just received.

Manufacturers Stock Sale of Women's Garments

Our Cloak and Suit Buyer has just returned from New York after the most successful buying trip in many seasons. Big special purchases for immediate sale offer to our customers during the next 10 days the greatest aggregation of real bargains in Women's Ready-to-Wear ever shown in any Omaha store.

We mention here but a few of the many magnificent bargain offerings in Saturday's big sale.

\$12.50 to \$20.00 LONG COATS \$4.95—150 of them in diagonals, mixtures and plain fabrics, semi-fitting styles and self-lined through shoulders. Some made to sell at \$20.00, choice Saturday, at **\$4.95**

\$20.00 AND \$25.00 CARICUL COATS \$9.90—Black Caricul Coats, both ladies' and misses' sizes, lined throughout. Sold all season at \$20.00 and \$25.00, in Saturday's sale, choice, at **\$9.90**

\$20.00 Tailor Suits—Just 50 of them in choice fabrics and popular shades. You would not guess the value of any at less than \$20.00, choice **\$6.95**

Women's Black Satin Petticoats—Style and quality never sold less than \$1.00, choice, at **50c**

Ladies' Voile Skirts—Made of genuine black French voile, in a variety of up-to-date styles, values shown regularly to \$10.00, choice **\$4.95**

The Famous "Klosofit" Petticoats, 33 1/3% Discount on all styles in Saturday's sale.



Don't Forget **Try HAYDEN'S First Pays**

Big Special Sale in Drug Department for Saturday
50c Java Rice or Pozzoni Face Powder, for **25c**

Three cans finest quality Talcum Powder, for **25c**

50c per ounce White Rose or Locust Perfume, at per ounce **25c**

One big lot of 25c a bar fancy Toilet Soap, will sell in this sale at three bars for **25c**

Five bars of Ivory Soap, for **19c**

10c Jap Rose or Palm Olive Soap, Cream, for **25c**

10c Williams' Shaving Soap, at **5c**

25c pure Hydrogen Peroxide, at three bottles for **25c**

Large size Pompadour Massage Cream, for **49c**

50c size Hind's Honey and Almond Cream, for **25c**

10c Duffy's Pure Malt, for **99c**

One hundred Dr. Kinkie's Cascara Tablets, regular price 75c, sale price **25c**

10c Rubber Gloves, go at **5c**

25c Red Rubber Hot Water Bottle, for **19c**

\$2.00 Wellington Springs, and **99c** guaranteed for five years, for **99c**

Spring Cleaning Time Will Soon Be Here Own a Curtain Stretcher
Don't borrow your neighbor's; you can't afford to when you can buy a basewood stretcher that will not warp, with non-rustable pins, here at **98c**

Heavy New Cocoa Mats—All sizes shown here—**at 89c 69c 55c and 39c**

7-foot Window Shades, best water colors, 35 inches wide, ready to put up, each **25c**

27 1/2 Valve Bags, Oriental and floral patterns, extra heavy quality, at **99c**

Children's Coats
Your choice of any Child's Coat in the house that sold up to \$15 inclusive, a big special purchase just received insures variety of styles in all the popular colors. Sizes from 4 to 12 years, in one big lot, your choice. **\$2.25**

The opportunity of a lifetime.

At 2:30 P. M.
In Our Domestic Room
Genuine Lonsdale—One case to be sold; 10 yard limit, at, per yard **6c**

For All Day
In Domestic Room
Lonsdale Cambric, 15c a yard value, at **9 1/2c**

Sampson's Prints, in all colors, at, yard **5c**

12 1/2 Percalines, 36 inches wide, light or dark, yard **8 1/2c**

Big line of new Silk Mixed Wash Goods—per yard, at **25c 39c and 50c**

You get the benefit of every drop in price by trading at Hayden's for groceries.

The best quality and our guarantee with everything we sell.

21 lbs. best Granulated Sugar **\$1.00**

48-lb. sack best High Patent Flour **\$1.30**

10 bars Diamond C or Best-Kin-A-Soap for **25c**

Bromangelon, Jellycon or Jell-o 7 1/2 Grape-Nuts, pkg. **10c**

Yeast, 100c, pkg. **15c**

Corn Flakes, pkg. **10c**

Golden Rod Macaroni, 15c pkg. **10c**

Large bottle Worcester Sauce, Pickles or pure Tomato Catsup, bottle, 8 1/2c

Oil or Mustard Sardines, can, 4c

2-lb. can Fancy Sweet Sugar Corn 7 1/2c

2-lb. can Wal. String Beans or Lima Beans **7 1/2c**

Pancy Golden Santos Coffee, lb. **20c**

The best Tea Shiftons, 25c

10 lbs. best White or Yellow Cornmeal for **15c**

10 lbs. best White or Yellow Cornmeal (Dutch) per can **5c**

4 lbs. good Japan Rice **25c**

Yeast, 100c, pkg. **15c**

You get the benefit of every drop by trading at Hayden's.

1 lb. Country Butter, **25c**

No. 1 Dairy Butter, lb. **25c**

No. 1 Country Roll Butter, lb. **25c**

No. 1 Country Butter, lb. **25c**

Good Country Butter, lb. **25c**

The best strictly fresh Eggs; nothing finer for 6c a dozen, our **25c**

1 1/2 lb. Island Navel Orange Sale.

The Highland Navel excel all others for quality sweetness and price. Cheaper than **25c**

Healthiest Fruit grown.

1 1/2 size, regular 50c seller, doz. **30c**

1 1/2 size, regular 40c seller, doz. **30c**

150-170 size, reg. 35c seller, doz. **30c**

200-214 size, reg. 25c seller, doz. **15c**

Fresh Vegetables at Hayden's Is the Talk of Omaha.

3 bunches Hothouse Radishes **5c**

2 bunches Lettuce **5c**

Large Head Lettuce, each **7 1/2c**

Pres. Beets, Turnips, Carrots and Shallots **10c**

Fancy Cabbage, per lb. **15c**

Fancy Jersey Sweet Potatoes, lb. **2 1/2c**

CROWLEY WANTS A CONTRACT

Wants City to Come to Understanding with Gas Company.
FOR JANUARY AND FEBRUARY
Gas Commissioner Thinks Affairs Should Be Run on a Business Basis—Would Turn Out the Lights.

Dr. Charles F. Crowley, city gas inspector, is fathering a resolution which will make the Omaha Gas Company show its colors relative to prices that they expect for furnishing gas lighting for the city.

Mr. Crowley wants a committee appointed by the city council, which shall confer with the officials of the gas company for the purpose of finding out what they expect to charge for furnishing street lights for the months of January and February.

Dr. Crowley would have the committee empowered by the city council to make a tender on the basis of not more than 25c per lamp a year. If the company will not accept this offer the gas inspector would advise that the company be asked to turn off the lights now in use. He says that the company will accept the tender without doubt.

"The situation is one that demands immediate action," said Dr. Crowley Friday morning. "As the company for that period, it is well to know what the company expects to furnish lights for during the months of January and February."

Should Have Understanding.

There is only one way to decide this matter and that is for the council and company to get together and have an understanding. There is no use for further litigation and that which is promised now.

Business principles should govern these negotiations. The city should be and is willing to pay a reasonable charge. The

council should decide what is reasonable and make the tender. If the company wants to accept it, all right. If they do not let them turn off the lights.

"I hardly think the company would discontinue the service. There are 1,200 lights in use and on the basis of 25c a lamp per year it means a revenue of \$24,000 a month. I want to see the Omaha Gas company cut off this revenue."

Dr. Crowley has been in conference with the city attorney's office and Councilman Lee Bridges, who is in favor of tendering the city \$4 a light for its lamps for the last five years, has been asked to present a resolution embodying Dr. Crowley's suggestions to the committee of the whole of the city council Monday afternoon.

NEW SALESMANSHIP CLASS

Colonel E. W. Halford Will Speak at Y. M. C. A. Sunday—Class to Teach Foreign Bora Citizens.

A new salesmanship class has been started at the Omaha Young Men's Christian association for young men wishing to learn the salesmanship business. F. W. Heron will be the regular teacher, but addresses will be made to the class by noted speakers from all over the country. J. S. Knox of Des Moines and author of the Knox book upon salesmanship, "Mental Law of Sales," will address the class Monday night.

Colonel E. W. Halford of New York, vice president of the laymen movement, will address the regular men's meeting at the Young Men's Christian association Sunday afternoon. Colonel Halford was formerly president of the local association and has many acquaintances. While he is in Omaha he is staying at the home of T. W. Austin.

Foreigners in Omaha who are unable to speak fairly good English are to be helped to learn the language by a system of classes of Young Men's Christian association workers. Peter Roberts, P. D., of New York City, immigrant secretary of the international commission of the Young Men's Christian association, will be in Omaha the first of next week and start the classes.

The plan is to go into the foreign settlements and start English classes to help the foreigner to learn the language.

New Books

Fiction.
THE GOLDEN WEB. By Anthony Partridge. 328 Pp. \$1.50. Little Brown & Co.
The plot of this story hinges upon the struggle for possession of the title deed to the "Little Anna" gold mine. A winsome, but willful heroine supplies the essential feminine element, and adds the emotions of love and jealousy to further complicate matters. The story abounds in surprises.

THE QUITTERS. By Lincoln H. Beveridge. 311 Pp. \$1.50. W. B. Conkey company.
A story of business adventure in which romance, intrigue and daring are depicted. The scene of the story is laid in the south.

THE LEAD OF HONOUR. By Norval Richardson. 301 Pp. \$1.50. L. C. Page & Co.
The hero of this novel is Sargent Everett, a young lawyer, full of enthusiasm and energy, but a cripple. Political success comes to him, when the fiance of the girl with whom he is in love kills a man over a game of cards and is imprisoned. In her desperation she appeals to Sargent, who is away making important political speeches. Not thinking of his own future, but only of the girl he loved, he returns to act as lawyer and secures the prisoner's freedom.

THE FEET OF THE YEARS. By John Dalton Hyde. 28 Pp. \$1.25. The Metropolitan Press.
The story of a beautiful girl, innocent and trusting. The scene of the story is laid in England and the characters are well drawn.

FLIGHTY ARETHUSA. By David Blaats Foster. 28 Pp. \$1.50. J. B. Lipincott company.
This is an aeroplane romance, abounding in amusing episodes and contains much delightful nonsense.

THE STAR GAZERS. By A. Carter Gooden. 22 Pp. \$1. Charles Scribner's Sons.
The love story of a most attractive American girl who travels in Mexico. The picture of fashionable Mexican life is lively and interesting, and her meeting with President Diaz and her dinners and dances

in the City of Mexico, and her visits to the great country estates, are enlivened by amusing and witty talk and clever people.

PEOPLE OF PORTION. By Stanley Portal Hyatt. 288 Pp. \$1.20. Wessels & Bissell company.
The scene of this story is laid in England, and the author endeavors to depict some of our social problems, while condemning the narrow views and limited charity of "people of position."

AS THE GODS DECREE. By Daniel Henry Morris. 301 Pp. \$1.50. Broadway Publishing company.
This is a novel of the time of Augustus, filled with the atmosphere of ancient Rome. The story is well told and moves rapidly from one interesting event to another.

Miscellaneous.
SOCIAL MINISTRY. By Harry F. Ward. 32 Pp. E. Eaton & Mains.
This book affords a series of glimpses into the social service movement. The outlines of the history basis of that movement are here briefly presented, together with some of its practical aspects.

AMONG FRIENDS. By Samuel M. Crothers. 28 Pp. \$1.25. Houghton Mifflin company.
Besides the title essay, Dr. Crothers discusses such subjects as "The Hundred Worst Books," "The Anglo-American School of Polite Unlearning," "The Convention of Books," "The Colonel in the Theological Seminary," etc.

THE SILENT ISLE. By Arthur Christopher Benson. 44 Pp. \$1.50. G. P. Putnam's Sons.
In this delightful volume of essays, Mr. Benson discusses about many phases of life that are not the experience of the individual narrator only, but of the world as well. Life, literature, art and religion all come within the scope of his inquiry.

THE AUTOMOBILE, ITS SELECTION, CARE AND USE. By Robert Sloss. 185 Pp. \$1.25. Outing Publishing company.
The author tells how to select the car, what is necessary to its proper care, and how the greatest amount of comfort and safety may be secured by the intelligent driver. Instructions are given for insuring long life to the tires, the amateur chauffeur

is assisted in the building of his garage, and the lover of tours and camping trips receives practical instruction.

MAZZINI AND OTHER ESSAYS. By Henry Demarest Lloyd. 223 Pp. \$1.50. G. P. Putnam's Sons.
In this volume the author has presented appreciative studies of the lives of certain of the world's thinkers and doers—Mazzini, William Morris, Sir Henry Vane, Emerson and John Muir.

THE UNCROWNED KING. By Harold Bell Wright. 115 Pp. 75 cents. The Book Supply company.
This little tale is different from anything previously written by Mr. Wright. Not only is it a helpful story, but it appeals to that which is true and wholesome within us.

THE GREAT ILLUSION. By Norman Angell. 32 Pp. \$1.50. G. P. Putnam's Sons.
A study of the relation of military power in nations to their economic and social advantages. The author has spent several years studying at first hand with the problems dealt with and presents the case in an original way.

LITTLE PROBLEMS OF MARRIED LIFE. By William George Jordan. 226 Pp. \$1. Fleming H. Revell company.
This is another of those "talks" for which Mr. Jordan has become so well known, and abounds in advice, which, if heeded, would do much to remove unhappiness.

THE HISTORY OF THE TELEPHONE. By Herbert N. Casson. 296 Pp. \$1.50. A. C. McClurg & Co.
The author gives a summary of the telephone's development from the beginning. The volume is illustrated with photographs of many of the men who have been prominent in its organization and expansion.

THE BEAUTY OF EVERY DAY. By J. R. Miller. 26 Pp. 65 cents. Thomas Y. Crowell & Co.
In the simplest way the author endeavors to show how the common days may be made beautiful, and to give advice tending to the true enlarging of life.

THE CARE AND TRAINING OF CHILDREN. By Le Grand Ross. 225 Pp. 75 cents. Funk & Wagnall Co.
This book concerns the mental and moral

training of children as well as their care in both sickness and health. There is scarcely a feature of child training that is not considered.

STATE SOCIALISM IN NEW ZEALAND. By James Edward Le Rossignol and William Downie Stewart. 306 Pp. \$1.50. Thomas Y. Crowell & Co.
The results of study at first hand of the politico-economic situation in New Zealand are embodied in this work. Among the subjects discussed are land tenure, roads and railroads, land and income tax, state, life and fire insurance, arbitration measures, strikes, wages, etc.

THE ESSENCE OF RELIGION. By Borden P. Bowne. 288 Pp. \$1.50. Houghton-Mifflin company.
Opening with a consideration of the supremacy of Christ, this volume deals with righteousness as the essence of religion, and the author endeavors to show that it is not theoretical but practical.

SKETCHES FROM THE KAREN HIRSH HILLS. By Alonso Bunker. 215 Pp. \$1. Fleming H. Revell company.
Experiences of an American Baptist missionary among the hill tribes of lower

Burma during a period of forty years. They are not descriptive of permanent station work, but accounts of pioneer journeys over lofty mountains and through regions rarely if ever before visited by a white man, for the purpose of preaching and establishing schools and churches.

APARTMENT HOUSE STARTED
New Building to Be Erected on Corner of Sixteenth and California Streets.
Plans and specifications for an apartment house to be erected at the northeast corner of Sixteenth and California streets have been submitted to the building inspector for approval.
The hotel, which will be three stories high, will cost \$2,000. The contractor is Griffith & Chapin. The building will be of brick and terra cotta and has a frontage of sixty-one feet with a depth of sixty-six feet.
Work of removing the frame building on the site has been begun.
The Key to the Situation—See Want Ads!

A PURE PRODUCT OF A PERFECT PROCESS

Baker's Breakfast Cocoa

It is absolutely pure, healthful, and makes a most delicious drink

Get the genuine with our trade-mark on the package

52 Highest Awards in Europe and America

WALTER BAKER & Co. Ltd.
Dorchester, Mass.

Established 1780