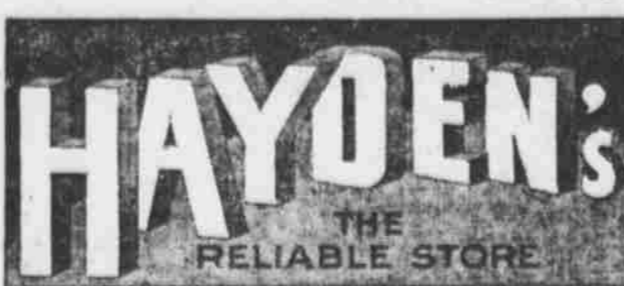


FALL OPENING

Beginning Monday,
September 25th

And Continuing Throughout the Entire Week—The Pleasure of Your Presence Is Requested. MUSIC ON SECOND FLOOR.



Beginning Monday,
September 25th

And Continuing Throughout the Entire Week—A Cordial Invitation Is Extended to All. NO CARDS ISSUED.

A Display Embracing All That Is Best, Most to Be Desired in the Style Conceptions of the Foremost Designers of Europe and America

Months of careful preparation and examination, selection of the desirable, rejection of the undesirable from the multitude of offerings from the various fashion centers of the world, has resulted in the bringing together in our store the Broadest Assortment of Authentic Fall Fashions in Garments and Fabrics ever shown. Not only has the variety for selection been greatly increased, but at each price you'll find the quality of the offerings superior.

OUR LADIES' SUIT SECTION offers to the buyer opportunities for satisfactory selection seldom if ever equalled in the history of Omaha merchandising. The most particular buyers will find just what they most desire and with prices attached that make selection a delight here.

Dresses, Evening and Party Gowns in almost unlimited variety of design, coloring and material shown at prices ranging all the way from \$15.00 to \$125.00

Handsomen Tailored Suits at prices ranging \$12.50 up to \$98.00
Winter Novelty Coats in prices from \$10.00 up to \$35.00

Beautiful New Dress Waists in Silk Chiffons and Marquesettes. Magnificent assortment for selection at from \$2.98 to \$20.00
Tailored Waists, \$1.98 to \$5.00

FOUR SPECIAL BARGAIN OFFERINGS FOR MONDAY

SPECIAL BARGAIN 1.
100 of our regular \$35.00 Tailor Suits, delightful values at the regular price, will be sold Monday, while they last, at **\$25.00**

SPECIAL BARGAIN 2.
150 Tailor Suits, bought to sell regularly at \$20.00, will be placed on sale at choice..... **\$12.50**

SPECIAL BARGAIN 3.
Handsome Sealette Coats, \$35.00 values, Skinner Satin lined, very popular this season, on sale choice **\$25.00**

SPECIAL BARGAIN 4.
Long Chiffon Broadcloth Coats, satin lined throughout; all 56 in. long; greatest value ever offered at choice in all New Fall Styles **\$9.95**



A Magnificent Showing of FINE FUR GARMENTS

Not a single fur that Dame Fashion has stamped with her seal of approval for the adornment and comfort of milady is omitted from this unequalled display.
Fur Coats, \$25 up to \$900
Fur Sets..... \$5 up to \$750

An Elegant Showing of Wool Dress Fabrics

Our new fall dress fabrics were never quite so pretty. Exquisite new colorings and weaves in the best assorted stock of plain and novelty dress fabrics ever shown in Omaha are here for your selection and approval. Fancy Mixed Chevots, Scotch Homespun, English Tweeds, Imported French and Austrian Broadcloths, Fine Black and Blue Serges, Cream Dress Fabrics, Imperial Coating Serges. **VERY ATTRACTIVE VALUES AT \$1.25 YD. UP**
A special showing of the celebrated Arlington Mills Dress Fabrics will prove to great interest to visitors this week. Strictly Fabrics will prove of great interest to visitors this week. Strictly uring quality. Let us show you the Beautiful Weaves.

AS AN OPEN WEEK SPECIAL
150 pieces of new Fall Dress Goods 48 inches to 54 inches wide including All Wool Serges, Mannish Stripes Worsteds, Semi-Rough Scotch Homespun, Knickerbocker Suitings, Broadcloths and Chevots; values up to \$2 per yard, on sale in three big lots, at..... **48c, 68c and 98c**

Opening Display of New Laces
Our Lace department leads all others in the showing of fine laces for Fall 1911 and 1912. Our unexcelled connections with Eastern concerns places us in position to offer best assortments and qualities shown in any store in the west, all the latest Novelties in Bands, Edges, Allovers, Nets, etc., shown at prices ranging..... **5c to \$35.00 yd.**
Special Discount Sale Irish Crochet Laces—The entire stock including Bands, Edges, Allovers, Lace Waists, Collars, etc., for Monday Only **20 PER CENT DISCOUNT.**

MILLINERY MODES

That in beauty and variety we are confident you'll admit have never before been equalled in Omaha. From Paris, London, Berlin and the various fashion centers of Europe and America we have brought together for Our Opening Display

A Truly Exceptional Showing of High Class Millinery

Embracing in its scope the best productions of the millinery artists of the world and offering for your selection:
Dress and Pattern Hats In almost endless variety, distinctive designs..... **\$5 to \$150**
Beautiful Street Hats In assortment that leaves nothing to be desired..... **\$2 to \$25**
To offer better assortments and better quality at any given price has been our aim and will continue our policy. All Millinery marked in plain figures.

The New Fall Silk Weaves

are, if possible, more beautiful than ever—showing a range of effects and colorings that is almost beyond belief. Among the most popular weaves shown are Satin Charmeuse, Reversible Satins, Print Warp Novelties, Crepe Satin Meteore, Silk Poplins in plain and jacquard effects, Bordered Satins and Marquesettes, Bordered Silk Serges and Poplins, Costume Corduroys, Velvets and Velveteens. Just the color you want. Just the fabric you most desire at the lowest price obtainable, quality considered.

SPECIAL BARGAINS FOR OPENING WEEK.
36-in. All Silk Messaline, \$1.25 yd. value, at **.78c**
36-in. Jacquard Silk Poplins, \$1.25 yd. value, **.78c**
27-in. Novelty and Plaid Silks, \$1.00 value, **.68c**
24-in. Figara Silk Poplins, regular \$1 yard, val. **.68c**
27-in. Satin de Chene, all Silk, \$1.00 yd. value, **.68c**
19-in. All Silk Messaline, 59c yd. quality, yd. **.38c**
19-in. Figured Silk Poplins, 75c quality, at **.38c**
Satin Bordered Plaid Silks 20 in. wide, 75c val. **.38c**

Opening Display of Dress Trimmings
Our stock this season we believe the most complete ever shown in Omaha, including all the latest Novelties in Bands, Edges, Braids, Cords, Garnitures, etc. Prices range on these goods all the way from, per yard..... **.25c up to \$25.00**
Cut Pieces of High Grade Fancy Trimmings, values up to \$4.00 yard, on sale Monday, yard..... **.98c**

Wash Dress Goods Dept. Bargains for Monday.

German Elderdown, 27 in. wide, good colors and patterns, at a yard..... **25c**
36-in. Flannelettes and Cotton Challies, good patterns, at a yard..... **12 1/2c**
Poplins and Repps, 27 in. wide, all colors, at a yd. 30c, 39c, **25c**
Silk mixed goods, newest shades, our 39c goods, Monday, at..... **25c**
Fancy dress Gingham, Checks, Plaids and Stripes, all at a yard..... **12 1/2c**
Plain and fancy Kimmono Silks, one yard wide, at a yd. **35c**

Domestic Room Sales

Sheetings, Muslins, Cambrics, Sheets, Pillow Slips, Linens, Blankets, Quilts, Outings, Shirting and all heavy domestic pieces at less than regular wholesale prices. Here are a few items as an index to what we will do:
9-4 bleached Sheetings, **18c 20c 22c 24c 26c 28c and 30c**
10-4, 2 cents per yard above these prices.
8-4, 2 cents per yard below these prices.
72x90 Sheets, 38c, 48c, 58c, 75c up to **\$1.00**
81x90 Sheets 40c, 58c, 68c, 75c up to **\$1.25**
42x36 Pillow Slips 8 1/2c, 10c, 12 1/2c, 15c, 18c, 20c, 25c
Cotton Blankets from 18c each up to pair at..... **\$1.98**
Wool felted Blankets from \$1.25 pair up to..... **\$3.00**
Ohio Wool Blankets from \$1.98 up to pair..... **\$12.50**
California fine Blankets from \$5.00 up to pair..... **\$50.00**
Comfortables, wool top, heavy, from 50c up to..... **\$1.50**
Comfortables, fine corded cotton, from \$1.50 up to..... **\$4.00**
Half Elderdown Silk, from \$5.00 to **\$8.50**
Full Elderdown Silk from \$10.00 to **\$25.00**
Batts in rolls from 7 1/2c up to..... **25c**
Batts in full Comfort size, 3 lbs. or 4 lbs. from 59c to..... **\$1.25**
Bed Spreads from 75c up to..... **\$1.25**
Linen, Damasks etc., from 39c up to..... **\$1.50**
Nappins from \$1.00 per dozen up to..... **\$5.00**
Fruit of the Loom, Lonsdale, Hope Musline, regular price 10c a yard, Monday..... **6 1/2c**

Magnificent Showing of Rugs and Draperies

Most complete line of fall patterns in Omaha here for your selection Monday at most attractive low prices.

9x12 Wilton Rugs, at **\$23.75 to \$55.00**
8-3x10-6 Wilton Rugs, at **\$22.50 up to \$38.00**
9x12 Tapestry Brussels Rugs, seamless, at **\$11.98 up to \$15.00**
8-3x10-6 Body Brussels Rugs, seamless, great line, to..... **\$13.75**
9x12 Body Brussels Rugs at **\$25.00 up to \$28.00**
Heavy Axminster Rugs, 8x12 size, at **\$18.95 to \$25.00 up to \$22.50**
All other sizes and kinds; all perfect goods, lowest prices.
Duchess and Saxony Brussels Net Curtains, at pair, **\$3.98 up to \$35.00**
Cluny Lace Curtains, linen, lace trimmed, at pair, **\$3.75 up to \$18.00**
Brusselette, Cable Net and other curtains, at a pair, **98c up to \$6.00**
Portieres for double doors, fine assortment; at, pr., **\$4.50 up to \$25.00**
Couch Covers, large assortment, all colors; each, at from **\$1.75 up to \$10.00**
Colored Madras for curtains, 36 to 48-inch, at, yard, 25c up to..... **\$1.25**
Curtain Scrim, all kinds, prices, yd., from **.10c to 35c**

Closing Up Peach Season

This week will close the Peach Season for this Year—Buy Now.
We have two special cars of extra fancy Utah, Elberta Peaches shipped for us. This will close our contract for this year. While peaches have advanced, we are not going to advance our price, until this is all gone Monday, per 48-lb. sack, Best High Grade Elberta..... **\$1.15**
Ripe Concord Grapes, basket 15c

Special Monday Bargains in Hardware Dept.

Heavy Copper Bottom Wash Boilers
No. 7 on sale at..... **\$1.19**
No. 8 on sale at..... **\$1.29**
No. 9 on sale at..... **\$1.39**
218 Galvanized Wash Tubs at..... **.69c**
\$1.50 Folding Ironing Board at..... **.98c**
Ball Bearing Wringers, guaranteed for 3 years, **\$2.98**
Ball Bearing Wringers, guaranteed for 5 years..... **\$3.98**
No. 1 Galvanized Tubs at..... **.49c**
No. 2 Galvanized Tubs at..... **.59c**
\$7.50 Ak-Sar-Ben Washers **\$3.98**
Old Reliable Western Washers, at..... **\$2.98**
\$10.00 O. K. Washers at **\$5.75**

Specials in the Linen Department

Imported Mercerized Satin Damask, 60 inches wide, grand assortment of patterns, worth 75c, sale price, yard..... **50c**
Grass bleached Union Scotch Table Damask, 70 inches wide, worth \$1.00, sale price, yd. **.69c**
Dew bleached Belfast Satin Damask, warranted pure flax, 72 inches wide, beautiful designs, worth \$1.50, sale price, yard..... **\$1.00**
Heavy double Damask Dinner Napkins, size 22 x22 inches, strictly pure linen, worth \$6.00, sale price, dozen..... **\$3.50**
Hemmed pattern Table Cloths, size 8x10, German full bleached, worth \$3.00, sale price, each..... **\$1.98**
Mammoth assortment hemstitched Huck Towels, plain white or colored borders, worth 18c, sale price, each..... **10c**
Imported Marseilles Bed Spreads, heavy knotted fringe, cut corners, worth \$7.00, sale price, each..... **\$4.50**
Imported dimity Marseilles Bed Spreads, full size knotted fringe, cut corners, worth \$6.00, sale price, each..... **\$2.98**
Hemmed soft quilted Marseilles Bed Spreads, full assorted patterns, worth \$4.50, sale price, each..... **\$2.25**
Full size scalloped crocheted Bed Spreads, Marseilles patterns, cut corners, worth \$3.50, sale price, each..... **\$1.98**
Large size 81x90 seamless Bed Sheets, heavy and strong, worth \$1.00, sale price each **.69c**
Good size Bed Sheets, invisible French seam, made from durable sheeting, worth 75c, sale price, each..... **48c**
Full line of Nebraska Hotel sheets and Bed linen during this sale at reduced prices.

Opening Display Pictures

A Splendid Showing of Beautiful Pictures in Oil, Pastels, Etchings, Prints, etc. Complete in every detail and at prices which mean for you a saving of about 1/4 over regular Art Store Prices.



FOR ALL YOUR WANTS
TRY HAYDEN'S FIRST