



Interest in Our January Sales Seem to Grow Constantly as the Month Advances—Each Day Finds New Bargain Surprises. Monday Many New Spring Lines Shown for the First Time Will be Most Pleasingly Priced

Mail Orders Filled from Daily Ads.

An Exceptional Showing New Spring Dress Fabrics

In Wash Goods Department Monday

The new arrivals which are now on display in our Wash Goods department offer to the purchaser a choice selection in the Spring Season's Dainty Wash Fabrics. Prices also, quality considered, will be found the lowest.

ZION CITY LACES We have the exclusive agency for this famous line of wash laces in Omaha, and are showing for Monday 3 very special bargain lots at 7 1/2c, 5c and 3 1/2c

MONDAY SPECIAL Pearl Buttons, dozen, 2 1/2c 20c Tooth Brushes, 10c 50c Hair Brushes, 25c

Unusual White Goods and Bed Spread Values in Linen Department Monday

Imperial Long Cloth, worth 12 1/2c a yard, per bolt of 12 yards, \$1.25

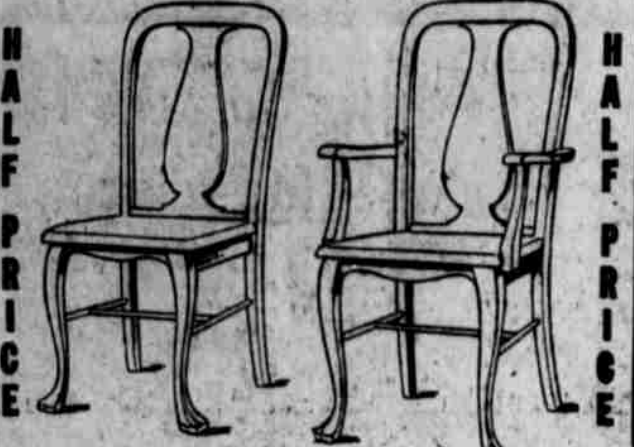
CLEARING UP WASH BRAIDS We are clearing up our entire stock of fancy Wash Braids that sold regularly at 5c, 10c and 15c in three lots Monday, 7 1/2c, 5c, 3 1/2c

ALLOVER LACES 25c Monday we offer a splendid line of fancy all-over laces, regular 50c and 75c values, at, choice, per yard, 25c

\$1.50 AUTO SCARFS 75c This line includes a splendid assortment of plain and fancy colored Scarfs, also hemstitched and fringed Scarfs that were made to sell regular at \$1.50, the entire lot will go at one price, Monday, each, 75c

75c CENTER PIECES 39c A Big Clearance Monday of 24 and 30-inch Center Pieces, also 34-inch scarfs, embroidered in white and colors and trimmed with Tulle and Chilly Lace. Actual values up to 75c each. Choice, Monday, at 39c

Sale of Odd Dining Chairs



We have in stock 50 Odd Dining Chairs, 1 to 3 of a kind, which we will close out Monday, at Half Price

Our Furniture Stock offers assortments amply broad to please the most fastidious, and quality for quality, price for price, we'll guarantee to save you money.

Here Are Some Exceptional Money Savers in This Week's Sale

- \$3.95 Steel Couch \$2.75 \$19.50 Brass Bed \$12.00 \$5.85 Iron Bed \$3.95 \$12.50 Oak Dresser \$8.50 \$4.25 quartered oak Center Table \$2.75 \$5.55 Oak Rocker \$3.95 \$19.50 Couch \$14.50



A Showing Surprisingly Beautiful for So Early in the Season

Scores of the Beautiful New Weaves and Colorings are already in Stock and every express adds to the assortment of our showing of New Spring Goods.

Foulards, Silk Serges, all the beautiful colorings in Chiffon Taffetas, are shown in all most endless assortment of plain and bordered styles, at up from, per yard, \$1.25

Never before in the almost 25 years of Our Omaha business career have we been in a position to offer our customers values in Women's outer garments the equal of the bargains which we will offer you during this week

Monday We Will Offer

\$35.00 Dresses at \$8.95—300 beautiful one-piece dresses in fine Serges, Messalines, Chiffons, Crepe de Chines, etc., street and evening shades, values to \$35 at, choice

\$8.95



Children's Winter Coats—A splendid assortment of the season's best styles; bearskins, friezes and fancies, sizes 2 to 10 years, \$1.50 to \$5.00 values

Ladies' Evening Wraps—Beautiful Imported Garments, values from \$35.00, Monday, choice \$15

Tailored Waists—A big showing of White Waists, regular \$2.50 values \$1.00

Monday We Will Offer

All Our Cloth Coats—That sold up to \$35.00, one big lot, a grand assortment of the season's best styles, fabrics and colorings for selection, your unrestricted choice,

\$10

225 Tailored Suits—Both Ladies' and Misses', that were made to sell up to \$25.00, both plain colors and fancies \$7.95

Evening Coats and Capes—Values to \$25.00, light and medium shades, on sale, Monday, at \$5.00

Watch the papers for the Following Sales This Week

Table with columns: TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. Rows: Tailored Suits, House Dresses and Kimonos, Silk Waists, Silk Underskirts and Kimonos, A great sale of Winter Coats and Dress Skirts, General clean up of Odd lots in Domestic Room, A general sale that will be of great interest.

Hayden's Make the Grocery Prices for the People—Not a Few

The best Soda Crackers, per lb. \$1.00. The best Oyster Eggs, per lb. \$1.00. The best Fancy table butter, per lb. \$1.00. The best Fancy table butter, per lb. \$1.00.

Clearance Sale of Jardiniere

We're going to divide our stock of Jardiniere into 4 big lots Monday, marked at a fraction of worth for quick clearance.

- Lot 1—Jardiniere worth from \$2.25 up to \$3.00, all at one price, choice \$1.50. Lot 2—Jardiniere that sold regularly at \$1.50, \$1.75 and \$2.00, at, choice \$1.00. Lot 3—Jardiniere and Fern Dishes, that sold to \$1.25, at, choice \$0.50. Lot 4—Includes a big lot of 7-inch Jardiniere, in green and brown, choice \$1.50

Mail Orders Filled from Daily Ads.

Three Great Specials in Wool Dress Goods

Imported Wool Taffetas, \$1.00 and \$1.25 Values, at 78c—100 pieces, 20 different colors, beautiful silky quality; proper weight for spring wear; snap Monday, at, yard 78c. \$1.50 Wool Suitings, 54 inches wide, at, yard, 98c—Plain and fancy weaves in Scotch Mixtures, Homespun, Diagonals, Serges, etc., regular \$1.50 values, at, yard 98c. Plain and Novelty Dress Goods—36 to 52 inches wide; 50 pieces in the lot; fine assortment of wanted weaves and colorings. 48c-68c

Two Remarkable Embroidery Bargains

Monday we will offer two exceptional bargain lots of embroideries, including insertings, edges and skirt flouncings.

Specials in Domestic Room

Product 25-inch heavy bleached muslin, regular 8 1/2c value, at 6 1/2c. Norton Unbleached Muslin, 26 inches wide, regular 9c value, at 7 1/2c. Satisfaction 26-inch Bleached Muslin, 9c value, at 7 1/2c. Masonville high grade fine Bleached Muslin, 26 inches wide, 18c value, at 12 1/2c. Amarganett 72x90 seamless sheets, good values at 75c, at 60c. 72x90 linen finished sheets, 40c value, at 30c. 36-inch fine bleached table Damask, regular 50c value, at 30c. 42x26 fine linen finished pillow cases, 12 1/2c value, at 10c. Glenwood 42x26 soft finished Muslin Caseing, 15c value, at 10c. 62-inch fine bleached table Damask, regular 50c value, at 30c. Imp. Satin Damask, 66 inches wide, assorted patterns, \$1 values, at 70c. Fine large unbleached Bath Towels, 15c value, at 10c. Very large German Huck Towels, fancy border, 15c value, at 10c. 24-inch Challies, good patterns, 10c. 26-inch Percales, 10c. Imported Gingham, worth 25c, 18 1/2c. Nurses striped Gingham, 10c value, at 7 1/2c. Fast black Sateen, 15c value, at 10c. Amoskag Platters, 10c value, at 8c. Canton Shaker Plates, 10c value, at 7 1/2c. Fancy Dishes, Gingham, (crossed) plates, 10c value, at 7 1/2c.

20c Embroideries 7 1/2c

This lot includes a big assortment of 5-yard loom end strips of embroideries and insertings which would sell regularly at 15c and 20c a yard; sale price Monday, per yard 7 1/2c

75c Embroideries 39c

This lot includes a beautiful line of 27-inch skirt flouncings in the very newest patterns. Goods that would sell regularly at 65c and 75c per yard. Your choice of the lot Monday 39c. Closing out all broken sets of fine Swiss and Nainsook, Embroidery and Insertings at about half price. Lot 1—Edges and Insertings yard 10c. Lot 2—Edges and Insertings yard 15c. Lot 3—Edges and Insertings yard 18c. Lot 4—Edges and Insertings yard 20c

New Spring 1912 Rug Patterns

The most complete and attractive showing of new rugs offered in Omaha. Arbedil Wilton Rugs are a delightful reproduction of Antique Feraghan, Kirma and other fine Persian designs and are a rug of exceedingly fine quality; 9x12 size, \$55. Made in all sizes. Extra Heavy Axminster Rugs, quality and style unsurpassed, 9x12 size \$19.98. We have all sizes of the above rugs in stock. 5-frame Body Brussels Rugs—choice designs and colors, 9x12 size \$25.00. 8-3x10-6 \$22.50. 9-wide Seamless Tapestry Brussels Rugs—9x12 size \$12.98. 8-3x10-6 size \$10.98. 7-6x9 size \$8.98. 6x9 size \$6.98.

Wash Day Specials in Busy Hardware Department

- \$5.00 O. K. Wash Machines, \$6.75. \$5.00 Round Pan American Washer for \$6.49. \$7.50 Easy Yankee Washer, \$8.50. No. 2 Old Reliable Western Washer for \$9.50. No. 3 Old Reliable Western Washer for \$10.50. \$2.00 Folding Wringer Benches, holds wringer and two tubs \$3.49. \$2.00 Bicycle Wringer, guaranteed for three years and ball bearing, \$2.99. \$1.75 Folding Ironing Board and Stand \$2.49. \$1.25 Double faced size Wash Board \$1.99. \$1.25 5-piece Resilient Sad Iron, at \$1.99. 30 Clothes Pins, or 3 boxes, for \$1.00.

For all your wants Try HAYDEN'S First It Pays

CARDINAL FARLEY, THE MAN

An Appreciation of His Activities by an Associate.

SOME OF HIS GREAT WORKS

Generosity, Affability and Charity, Combined with Superb Dignity, Conspicuous Traits of New Prince of the Church.

By MONSIGNOR MOONEY.

There was raised to the cardinalate on November 21, 1911, a man whom I had learned to love and admire during my college days, when he and I were studying for the priesthood, and who has since grown close to the hearts of all who know him.

Cardinal Farley has a very large human heart. As a young priest he was much affected on one occasion by the story of an old missionary who had just returned from his work in Africa. He listened to the awful struggles to spread the kingdom of Christ in that far country; to the daily dangers faced by the men who went out to prepare the way; and his young heart became fired with zeal to assist in the great work that was being carried on to bring into the fold those children of God who had never learned to know Him.

Cardinal Farley's interest in boys is probably due to the fact that he came to this country himself when very young, and had to start right in from the beginning to make a way for himself. It was about the middle of the civil war when his emittance first set foot in this country. He had been pursuing his classical studies in Ireland, but some of his relatives were in America, so he came here to devote himself to studying for the priesthood.

One day shortly after the Spanish-American war, the Very Rev. Father Henry of Mill Hill, England, was speaking to the cardinal about ten missionaries he had prepared to send to the Philippine Islands, and who were delayed on account of the lack of funds needed, and he was told that \$1,000 would defray all the expense.

Cardinal Farley's time in those days was not wholly spent in studying. He always evinced great interest in the college sports, and took part in them. His specialty seemed to be hand ball, and he had attained a degree of proficiency at this game that was quite surprising to the rest of us.

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Cardinal Farley is a man of superb dignity, and yet he is ever ready with a jest. His sense of humor is keen, and his affability and gentleness are well known to every man who comes in contact with him.