



Monday the Greatest Day of the Greatest Bargain-Giving Sale of

Rugs and Linoleums

Ever Launched by this or Any Other Omaha Store—Buy Monday



New Spring White Goods in Linen Deparim't Monday

Sheer Princess Nainsooks, 36 inches wide, worth 18c yard, at**12½c**

Sheer Princess Nainsooks, 36 inches wide, worth 35c yard, at**18c**

Fine Flaxons and Luna Lawns, worth 25c yd. **15c**

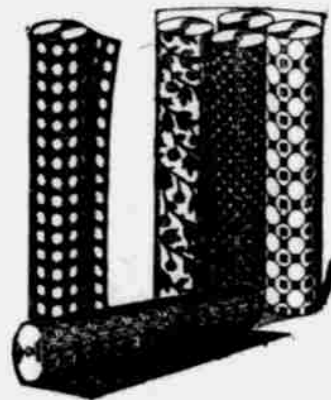
Fine Flaxons and Luna Lawns, worth 50c yd. **25c**

Pure Linen Sheer White Waists, worth 35c yard, at**18c**

Pure Linen Sheer White Waists, worth 50c yard, at**25c**

Pure Linen, 45-inch Rame Cloth; all colors, worth \$1.00 yard, at**50c**

Natural Color Automobile Fabric; yard wide; worth 75c yard, at**39c**



\$25.00 Seamless Wilton Rugs—9x12 size; on sale, choice\$13.75

\$40.00 Wilton and Wiltona Rugs—9x12 size, seamless, at\$24.75

Seamless Tapestry Brussels Rugs—\$16.50 quality, 9x12 size, **\$9.98**

\$13.50 Tapestry Brussels Rugs—9x12 size, seamless, at\$6.75

Every rug offered in this sale guaranteed perfect—no seconds or misfit goods shown.

Weeks and months of careful preparation for this sale, selecting the superior and rejecting the inferior, in the many cash deals offered us, culminating in the bringing together a stock of high class rugs, fully equal to and we believe superior in assortment and values to any ever before offered by any store at any time—so great was the stock, so broad the range of patterns that Friday's and Saturday's big selling scarcely made any noticeable impression—We always welcome comparison of values. See these Monday. Absolutely perfect goods—all new spring 1912 patterns at prices actually less than the cost of production Monday.

\$6.50 Union Art Squares—9x12 size, choice\$2.89

\$25.00 Tapestry Brussels Rugs—10-6x12 size, 10-wire quality, at\$15.00

\$15.00 Velvet Rugs—Extra heavy quality, 9x11 size, choice, **\$8.98**

\$30.00 Axminster Rugs—Extra heavy, rich designs, 9x12 size, at\$14.98

\$2.50 Heavy Axminster Rugs—27x54 size, at\$1.49

Reversible Matting Bath Rugs—Size 35x36, regular values up to 50c; on sale, each10c

LINOLEUMS—4 yards wide, all perfect goods, from the roll, worth up to \$1 per square yard, at **55c**

\$2.00 Heavy Velvet Rugs—27x54 size, big line of patterns, at **\$1.10**

LINOLEUMS—2 yards wide, all perfect goods, from the roll, worth up to 75c per square yard—

at**45c and 35c**

18x36 Door Mats, same as above, \$1.25 values69c

New lots brought forward for Monday. Plenty for all. Extra clerks to wait on you.

Sale will continue for two days—Monday and Tuesday

Some Wash Goods Specials

Every new weave, all the new fabrics and coloring for spring now in stock.

Silk stripe Voiles in all the latest and popular shades, regular 50c grade**35c**

Printed Dot Voiles worth 25c a yard**18c**

Suratka Silk in plain colors, all the new and leading shades, **25c**

Satin Lus Foulard, silk finish, sold everywhere for 25c yard, at**15c**

Foule Serge in creams, with black stripe, just the thing for suits; 36 inches wide, 25c grade**15c**

Imported English Poplin**50c**

Egyptian Tissue in pretty plaid and stripes**24c**

Jacquard Waists**12½c**

Galatea Linen, nice assortment of colors and patterns**10c**

Hillsboro gingham in stripes and plaids, good for spring**10c**

Graumont Zephyrs, all good patterns, 32 inches wide**15c**

New Laces

Our stock of Laces of all descriptions is now complete, from the dainty Val to the richest Duchess. Visit our enlarged Lace department Monday. As special inducements we will sell:

5c Val Laces and Insertions, at, yard 2½c

10c Val Laces and Insertions, at, yd. 5c

10c Zion City Laces and Insertions, yd. 5c

50c Linen Thread Cluny, yard25c

10c Torchon Laces, yard5c

5c Torchon Laces, yard2½c

7c Val Laces, yard3½c

50c Venice Laces, yard25c

\$1.50 Venice Laces75c

\$1.75 Venice Laces87c

Remember, we are the exclusive selling agents in Omaha for the famous Zion City Laces.

Have You Placed Your Order for the Spring Suits and Dresses?

The new fabrics and styles are now on display in our Tailoring and Dress-making Departments, on 4th floor. Distinctive individuality marks every creation and you'll find fit, finish and workmanship simply perfection.

Wool Dress Fabrics

Always in the lead in showing of the new fabrics, we have outdone our own best record this season, offering greater assortment and better values than ever.

Three Special Monday Bargains.

75c All Wool Serges and Batistes—In all colors, including black and white, 36 inches wide, on sale at, yard48c

\$1.25 Vicuna Cloths—59 inches wide, in all the new spring shades, very popular and a remarkable value, Monday, yard78c

Handsome New Novelty Suitings—54 inches wide, in all the new effects and weaves, a splendid assortment, \$1.50 yard values, at98c

Just What You Want at Less Than You Would Expect to Pay.



New Tailored Suits \$25

We are showing for Monday 25 clever new designs in Tailored Suits in which every graceful line, the superior quality of workmanship and material, the swing and general appearance looks \$35 and \$40—would be in most stores—let us show you these new beauties, here at**\$25**

EXTRA SPECIALS FOR MONDAY'S SELLING

Ladies' and Misses' Chiffon party and dancing dresses, worth \$25.00. In all wanted colors, Monday**\$14.90**

Long Spring Coats—New designs and most desirable materials and colors, splendid assortment shown Monday, at**\$12.50**

One lot of tailored waists, made to sell up to \$2.50. We bought them at a bargain and are offering them Monday, while they last, choice**95c**

One lot of tailored suits made to sell up to \$20.00. Attractive styles, well fitted. While they last, Monday, choice— at**\$5.95**

Handsome assortment Seal Plush Coats, a big delayed shipment just received. Garments would sell regularly at \$45, will be offered Monday for quick clearance, at**\$22.50**

Ladies' Long Flannellette and Challis Kimonos, values up to \$2.00, in Monday sale, your choice for**95c**

Women's Silk Underskirts, your choice of taffetas or messalines, nearly all colors, regular values up to \$7.50, in Monday's sale, at**\$2.95**

Children's Wash Dresses, all new spring styles, and worth up to \$1.50, in Monday's sale, while they last, at**49c**

The New Silks

Shown in a magnificent variety of colorings and weaves. Such an assortment as is now offered leaves nothing to be desired by the most particular.

Bordure Foulards, Messalines and Silk Serges, in the new two-tone effects, attractive values—

at**\$1.25, \$1.50, \$1.75, \$2.00**

\$1.25 Imperial Messalines 89c—A fine line of Imperial dress Messalines, 36 in. wide, in all new colors, delightful assortment for selection, in Monday's sale, yard89c

85c Silk Foulards at 68c—50 pieces of New Spring Foulards in all colors, choice designs, sells regularly at 85c yard, as a special Monday, yd. **68c**

Hall-Borchert Dress Forms

We have the direct agency for the States of Nebraska and South Dakota for these well-known Dress Forms. We handle no other make, none but the genuine Hall-Borchert. We have a special lot of the Bust Forms that we will sell Monday, each**\$1.00**

Ladies' Neckwear

We have just enlarged this department, and have received our new line of spring and summer novelties. See our special 25c and 49c lines of Jabots, Dutch Collars and Flower Ornaments Monday.

Monday Bargains in Fancy China

Austrian and Japanese China—plates, cups and saucers, bon-bon dishes, pickle dishes, creamers, bone dishes and fruit saucers; special, each**7½c**

Japanese Oatmeal Bowls, 6 for**25c**

Japanese Tea Pots, in blue and white **15c**



MONDAY WE WILL CONTINUE THE Big Sale of Overcoats

VALUES THAT CANNOT HELP BUT APPEAL TO EVERY MAN WHO KNOWS

Nearly 300 handsome Coats added to the stock for our Monday's Sale; regular \$15.00 and \$18.00 values, fully the equal of those offered Saturday, matchless**\$7.50**

The coats are great big, roomy models, cut 50x32 in. long—with the new improved perfect fitting convertible collars—with or without belted backs—many of them waterproof. Come in all the new gray and brown colorings in all sizes 32 to 40 chest measure.

OFFERED AT A PRICE SATURDAY THAT DOES NOT COVER THE ACTUAL COST OF THE CLOTH

Don't hesitate to put your money into one of these coats—keep it for next season—\$7.50 in the bank at 4 per cent will bring you 30c in one year. This investment will save you from \$7.50 to \$10.50 in cash next winter. Some saving, don't you think? If we hadn't bargained late in the season with one of our manufacturers, it would have been impossible to offer you such values as these \$15.00 and \$18.00 coats at \$7.50.

We have some of the same fabrics and models in Boys' coats, sizes 8 to 16 years, at \$4.50, in conjunction the big clearance of the house sale continues, offering all fancy winter suits and overcoats, including our Hart Schaffner & Marx, worth up to \$35.00, at**\$15.00**

Our entire stock of trousers, divided into four big groups—\$2.00 to \$6.00 values— at**\$1.35 \$1.85 \$2.85 \$3.85**

Lace Curtains and Draperies

Specials for Monday that mean a saving of almost half.

\$10.00 Fllet Net Curtains, heavy weave with borders, full size, Monday at pair\$7.50

\$4.00 Cluny Curtains with linen lace and with a double edge, Monday at pair\$2.98

\$1.50 Lace Curtains of all kinds, white, ecru, full size, pair. **98c**

75c Curtains, large assortment, Monday at pair45c

Large assortment of bungalow nets in white, ecru and cream, 46-in. wide, all new styles, at yd. **18c, 25c, 39c, 50c**

50c yd. Drapery Silk for over drapes, Monday at yd. **35c**

25c yd. Colored Scrim for curtains, all colors, Monday at yd. **17c**

\$6.50 pair Porteieres with heavy bands and chenille cord, Monday, at pair\$5.00

25c yd. plain scrim for curtains, 40-inches wide, white, cream and ecru, Monday at yard18c

Mail Orders Filled From Our Daily Ads.

It's Hayden's Grocery Prices

That Keep Down the High Cost of Living in Omaha. You Save From 25% to 50%.

17 lbs. best granulated sugar**\$1.00**

45-lb. sacks best High Grade Diamond Family Flour, nothing like it for the money, sack**\$1.25**

10 bars Beat 'Em All or Diamond C soap**25c**

Gallon cans Golden Pumpkin**20c**

Gallon cans Golden Yellow Cornmeal**20c**

Gallon cans Peaches or Wax Beans, can**35c**

2-lb. cans apples**45c**

2-lb. cans Gooseberries for pies 7½c

Gallon cans Golden Table Syrup 85c

8 lbs. best white or yellow cornmeal**45c**

5 lbs. best Rolled Breakfast Oatmeal, at**25c**

21-ounce pkg. Old style Breakfast Oatmeal**45c**

Peter's Cocoa, in bulk, per lb.**25c**

McLaren's Peanut Butter, per lb. **15c**

The best Domestic Macaroni, pkg. at**85c**

1-lb. cans assorted Soups**7½c**

Cleaned Currants, per lb.**10c**

California Mammoth Raisins, lb. **15c**

California Muir Peaches, lb. **15c**

California Seedling Raisins, lb. **10c**

California Cooking Figs, lb. **85c**

Buy Butter and Fight the Butter Trust.

2 lbs. good Butterine**25c**

2 lbs. good table Butterine**35c**

2 lbs. fancy table Butterine**40c**

2 lbs. better than lots of creamery butter**45c**

The Greatest Vegetable Market in the West—You Save From 50 to 100 Per Cent.

3 bunches fresh Carrots, Beets, Turnips or Radishes for**10c**

2 heads fresh Lettuce**5c**

2 bunches of Parsley**5c**

Large Head Lettuce, each**10c**

Fancy California Cauliflower, at lb.**7½c**

Fancy Brussels Sprouts, lb.**15c**

Large Green Peppers, 3 for**10c**

Fancy Pie Plant, bunch**7½c**

Large Cucumbers,**5c, 7½c, 10c**

Fancy Celery**5c, \$1.30**

Fancy Cabbage**30c**

1-lb. boxes fancy hot-house Mushrooms**40c**

Fresh Cabbage, lb.**30c**

Old Beets, Turnips, Carrots or Parsnips, lb.**2½c**

Special Highland Naval Orange Sale

And will sell you a silver plated Orange Spoon for 10c. You don't have to save wrappers or pay any postage, and contain 219 grams more silver than the trust spoon, per dozen**15c, 20c, 25c, 30c**

Splendid Savings Monday in Women's and Children's Furnishings

10.00 Misses' and Boys' Union Suits, all sizes, in grey and cream, 25c at25c

75c Misses' black satin bloomers, all sizes from 2 to 16 years, at25c

25c Children's fine quality (French lined vests and pants, all sizes from 2 to 16 years, at25c

\$2.00 Ladies' Combination Suits, Skirts and Gowns, made to sell at 75c, on sale at 25c 2 for\$1.00

1.00 Ladies' Misses' good quality outing flannel gowns, regular sizes, on sale at 25c 2 for\$1.00

1.00 12-14 in. gowns, made good and long, at35c

2 for\$1.00

75c Ladies' fine Jersey ribbed and fleece lined good quality white, grey and cream color, extra and regular sizes, on sale at25c

1.10 Ladies' Wool Vests and Pants, made to sell at 75c, on sale at 25c 2 for\$1.00

1.00 Ladies' extra well made, at 69c, 49c



\$2.00 Embroideries 98c a Yard.

\$2.00 yard, 45-in. Embroidered Voiles and Marquisette, the very latest novelties for summer and evening gowns, sale price Monday only, yard98c

\$7.00 St. Gall Embroidered Flouncings \$3.75—This is a line of the finest Irish Crochet and Swiss Embroidered Flouncings made. The most up-to-date novelty on the market. See this line Monday. Regular price \$5.00 to \$7.00 yard, sale price, yard\$2.75, \$3.75

\$1.00 Flouncings 49c yard—We will place on sale a complete line of O. K. 18-in. and 27-in. Skirt Flouncings, worth \$1 to \$1.50, at the special prices of, yard49c and 79c

18-in. Corset Cover and Skirting Embroidery 15c yard—This is a new line of good quality cambric flouncing and corset cover embroidery. Regular price 25c yard. Sale price Monday, yard15c

A big line of Mill Ends at, yard. **3½c, 7½c, 9c, 12½c**

Domestic Room Specials for Monday

Sheetings, Cambrics, Prints, Gingham—Wash Goods—White Goods and other lines of domestic linens; Table Oil cloths, etc., all underpriced.

9-4 Bleached Lockwood, genuine article**18½c**

9-4 Aurora Bleached, genuine article**17½c**

50 doz. ready-made sheets, 72x90, regular price 59c, on sale at**38c**

50 ready made sheets, regular price is 69c, on sale at each**48c**

All our 12½c bath towels 10c

50c table damask**35c**

A large line of organdies, regular 15c, at**7½c**

11-50 table damask**75c**

25c table damask**50c**

Closing out all blankets and Comfortables at less than cost.

Try HAYDEN'S First

THEY WOKE UP LOUISVILLE

Progress of Woman's Movement to Make the Metropolis Beautiful.

It was the women who woke up Louisville. They first realized, says a writer in the World's Work, that the city was capable of being made a beautiful one and they set to work to bring this about by opening a campaign through newspapers, personal letters and personal solicitation.

The first object of their attack was the

factory situation. The factories, for the most part, dumped their rubbish anywhere that happened to be convenient and made no attempt to keep their premises in order. The women's movement soon brought about a change.

Manufacturers quickly responded to their appeal. Rubbish was no longer dumped carelessly. Grass seed was sown. Flower beds were planted. Factory windows were adorned with pots of growing plants and many owners were induced to apply a coat of well-limed, rotten paint.

Owners of tenement houses were appealed to, and they recognized the com-

mercial advantage of beautifying their premises. A successful crusade was inaugurated against awning poles which reached to the street and tended to block traffic on the pavement, and against overhead wires, which now have been forced underground.

The crusade for cleanliness and beauty had a peculiar psychological effect. The women's crusade was hardly completed when a crusade was begun for a pure milk supply. Within twelve months the dairy situation was revolutionized. The public had become inculcated with the fever of cleanliness and sanitation and a mere description of the conditions sur-

rounding the average American dairy was sufficient. Milk brought in by interstate traffic and from the upstate trade was subjected to the same rigid scrutiny that prevails in local dairies and Louisville's milk supply has become immeasurably improved.

The leaves kept working. Three times the voters had rejected a proposition to issue city bonds for the completion of the sewer system. The issue finally carried and \$1,000,000 was spent upon a complete system. The new filter plant was built at a cost of \$1,000,000. A Kentucky, Indiana and Ohio tri-state commission is now at work on plans to purify the water

of the Ohio river before it reaches the Louisville filter plant.

In the wake of the civic renaissance public attention was attracted to the river front. The subject of water front parks has not yet been fully realized the river front is being constantly improved. The burden of these improvements naturally fell most heavily upon the business men and property owners of the city. Yet none has troubled to calculate how much the campaign has affected business. They are all satisfied from a purely speculative standpoint; they know that the "cleaned up" city pays.

RELIGIOUS NOTES.

Rev. Augustine Dowling, D. D., of Providence, R. I., bishop-elect of the new Roman Catholic diocese of Des Moines, Ia., is 42 years of age, three years older than Rev. F. A. McGovern, bishop-elect of Cheyenne. Rt. Rev. Richard Scanzoni of the diocese of Omaha was 42 years of age when elevated to the episcopate. Forty years is generally regarded as the minimum age for promotion, though there have been distinguished exceptions. Cardinal Gibbons was consecrated bishop of the vicariate of North Carolina at the age of 22 and was transferred to the see of Richmond four years later.

Rev. Francis Gleason, a Catholic priest over 60 years old, has passed a success-

ful examination and been admitted to the practice of law at Sacramento, Cal.

Rev. Alphonse S. Donlon has been appointed president of Georgetown university to succeed Rev. Joseph J. Higgins. He is a native of Albany, N. Y., and a graduate of Georgetown. For the last three years he has been assistant to the provincial of the Jesuit order.

That women with small children may not be obliged to remain away from church, Mr. Charles A. Cassidy, pastor of St. Peter's Roman Catholic church, New Brighton, S. I., has established a nursery connected with the church where mothers on arriving for mass may leave their little ones until the services are ended.

The key to success in business is the