

You'll Grow Enthusiastic Over Saturday's Offerings



Vegetables and Fresh Fruits Shipped Only by Express and at Purchaser's Risk.



# SEPTEMBER SALE



We Fill Mail Orders From Daily Ads. While Advertised Goods Last.

## The Greatest Rug Sale of All

### Saturday and Monday, Sept. 7th and 9th

Over 3,000 Handsome New Rugs Included in This Sale. Special Purchase From the Best Manufacturers.

### All Rugs Guaranteed Perfect--All New Fall 1912 Patterns

No Seconds, Mismatched or Drop Patterns.

We will cheerfully refund the purchase price on any rug that after purchase is not found absolutely satisfactory. Read these prices, then come and examine the greatest lot of rug bargains it has been our privilege to offer in years. The early buyer will get first choice.

**\$30.00 quality Axminster, American, Oriental and all wool reversible Smyrna rugs, 9x12 size. Sale price..... \$15**

**Seamless Tapestry Brussels Rugs, oriental | \$16.50 Wilton Velvet Rugs, in big line of and floral patterns, regular \$9.98 | patterns, all 9x11 size, in \$9.25**  
\$16.50 value, 9x12 size, choice..... sale, choice.....

**\$3.00 Axminster Rugs, | \$22.50 Seamless Wilton Rugs, 9x12 | \$2.00 Velvet Rugs, large size, big line | size, rich patterns, big assortment, | 27x54 size, big assort- for selection... \$1.55 | at, choice..... \$14.98 | ment, at... \$1.12 1/2**

**\$5.00 Axminster Rugs, 36x72 size, extra heavy quality, at..... \$2.98**  
Many other equally great bargains. Extra salespeople to wait on you.

### Ladies' Underwear and Hosiery of Quality You'll Find Impossible to Duplicate at These Prices

**Muslin gowns, combination suits, Princess slips and chemises, regular values to \$2, at..... 98c**  
**Princess slips, worth to \$4, beautifully trimmed, greatest values of the season, at..... \$1.98**  
**Skirts, combination suits, corset covers and drawers, to \$1 values, at..... 49c**  
**Corset covers and drawers that sold to 50c, on sale Saturday, choice..... 25c**  
**Ladies' union suits, to \$1.50 values, in lisle..... 49c**  
**Ladies' silk lisle vests, up to 50c values, at..... 19c**  
**Pure thread silk hose, regular \$1.50 value, tan or black, at pair..... 69c**  
**Silk boot hose, regular \$1 values, in tan, black or white, at..... 49c**  
**50c silk boot hose, in tan, black or white, with high spliced heel, at..... 25c**  
**Ladies' 25c gauze lisle hose, black and tans, pr. 12 1/2c**  
**Children's 25c ribbed hose, black or tan, at..... 15c**  
**Children's school hose, Bear Brand or Drummer Boy, special, pair..... 12 1/2c**  
**Infants' silk lisle hose, in all colors, at..... 25c**

### It Will Pay You Big to Stock Up on Men's Furnishings

Only a few of the many delightful bargains mentioned but every one of them.

### Matchless Winners

**\$1.50 to \$2.50 Matras Pajamas** — all colors and sizes, on sale Saturday.... 98c and 49c  
**\$1.50 Laundered shirts, 49c** — all colors, all styles, every garment guaranteed perfect; regular selling prices, \$1 and \$1.50; your choice, at..... 49c  
**\$2 and \$2.50 Neglige Shirts** — Custom made quality, the very choicest patterns and styles, all sizes, at..... 98c  
**Men's 15c and 25c Hosiery** — Black and colors, cotton and lisle, at... 12 1/2c and 7 1/2c  
**Men's 35c and 50c Hose** — Silk and mercerized; all colors and black; all guaranteed; at per pair..... 25c and 19c  
**Men's Balbriggan Underwear** — Shirts and drawers, white or ecru, all sizes, at 45c, 35c and..... 25c  
**Men's \$2.50 Auto Gloves** — Black or tan, Saturday.... \$1.45  
**50c Four-in-Hand Ties** — All silk, all colors..... 25c  
**15c and 25c Linen Handkerchiefs** — On sale at 12 1/2c and..... 10c  
**Soft Collars and Ties to match, on sale at..... 7 1/2c**  
**Men's suspenders** — All the best makes, to \$1 values, at 49c, 35c and..... 25c  
**Men's Sample Bath Robes** — Values to \$10, on sale, at \$4.95, \$3.95, \$2.95 and..... \$2.45

### Sale of Sample Suits, Coats and Furs Saturday at Price Savings Averaging Fully One-Third

Garments sent us for selection by makers whose productions rank high—garments in selecting among you can be certain of the most absolute correctness in fashion and a satisfactory quality in fabric and finish.



**Sample Tailored Suits**— Made to sell at \$50, at..... \$35  
**Sample Tailored Suits**— Made to sell at \$35, at..... \$25  
**Sample Tailored Suits**— Made to sell at \$18 and \$20, at... \$12.50  
**Over 400 Fur Coats and Scarfs, Manufacturers' Samples, Saturday at 1/3 off Regular Retail Worth.**  
**Pretty New Serge Dresses**— All the newest models, special..... \$10  
**Closing prices on Summer Garments at Even Less than Worth of Materials.**  
**Dainty lingerie, chiffon and all-over embroidery dresses that sold at \$20 to \$35, in one big lot Saturday, choice..... \$6.95**  
**Pretty Wash Dresses** — That sold to \$7.50, in one lot at..... \$1.95  
**Jap Silk Waists** — \$5 and \$6 values, in all sizes, at..... \$2.95  
**Children's White Dresses** — That sold up to \$5, in Monday's sale..... \$1.95

Children's Dresses in Tremendous Assortment of the New Fall Style Ideas; Party Dresses, School Dresses, etc., most attractively priced.

### Big School Shoe Sale Saturday

Shoes for all ages at less than regular prices — shoes made for good, hard wear and will give the best of satisfaction. No place in Omaha or the entire west can you find values duplicated.  
**Misses' and child's shoes, all leathers; \$2.00, \$1.50 and..... \$1**  
**Boys, Youths' and Little Gents' shoes, in all leathers; \$2.50, \$2.00, \$1.50 and \$1**  
**Big girls' shoes in all leathers and styles; very stylish and at the same time comfortable with double wear.** \$1.50, \$1.98 and \$2.50  
**Big boys' stylish school shoes, all leathers and styles; \$3, \$2.50, \$1.98**  
**Closing out all the \$2.50 white canvas shoes, worth up to \$2.50, at per pair..... \$1.50**  
**Men's and women's shoes, all leathers and in styles up to now; 2 lots \$2.50 and..... \$1.98**  
**Infants' and child's heavy turned sole shoes worth up to \$1, in 2 lots, 75c and..... 50c**  
New showing of Queen Quality models in all leathers. Justly the most popular line of ladies' shoes in all Omaha.  
Grover shoes for tender feet will insure foot comfort.



### Early Fall Millinery

Infinite care has been exercised in selecting only the most effective—the positively correct in style in millinery.

### Saturday Specials Are Especially Low in Price But Quality and Style Will Be Found Superior Beyond Comparison

**Imported Velour Hats, 7 styles for selection, at..... \$1.98**  
**Domestic velour Hats, 4 styles for selection, at..... \$2.75**  
**Silk Velvet Hats, 15 styles each..... \$5.00**  
**Untrimmed Hats in silk velvet, felt, moire and two-tone effects, to \$3.50 values, \$1.50**  
**Ostrich Bands, 36 inches long, at..... 98c and \$1.98**  
**Willow Plumes, special values..... \$3.95, \$6.75, \$8.75 and \$12**  
**Special groups of trimmed hats, values up to \$7.50, at... \$1.98, 2.95, \$3.95 and \$5**  
**Trimmed Hats and Tailored Hats in almost endless variety of positively correct styles, worth half more than prices asked—you'd pay it elsewhere... \$5, \$7.50 and \$10**  
Yes, We Guarantee Willow Plumes and all Other Millinery.

### Big Special Sale Men's Fall Hats A Style for Every Face

1,000 Men's Felt Hats—Big factory purchase including the latest blocks in both soft and stiff felts; actual \$2 to \$3 values, at choice..... \$1.45 and \$1.00  
**Boys' Hats and Caps**  
Values to \$1.50 — big assortment of styles and colors for selection..... 69c and 49c

### Traveling Goods Sale

20 Trunks, floor samples, 80 traveling bags and suit cases to close Saturday at 1/3 less than regular retail prices.

### Saturday Specials

1-qt. decorated Jap bowl, each at..... 25c  
1-pt. decorated Jap bowl, each at..... 10c  
Jap cups and saucers, 6 for..... 50c  
Decorated bread and butter plates, each..... 10c  
Decorated fruit saucers, ea. 7 1/2c  
Blue and white salt boxes, ea. 25c  
Tea and coffee jars, each..... 25c

### 20c Ribbons, 10c

A full line of wide taffeta ribbons in all colors, on sale at the yard..... 10c  
**\$1.50 Auto Veils at 89 Cents**  
Full size chiffon auto veils in all colors.

### Extra Specials for Saturday Wash Goods

New, double-fold flannelettes in beautiful designs and colors, at the yard..... 15c  
Snowflake fleece in all the newest designs and colors; regular price 15c, at the yard..... 12 1/2c  
Closing out sale of summer wash goods:  
59c wash goods, at yard..... 33c  
50c wash goods, at yard..... 25c  
38c wash goods, at yard..... 25c  
25c wash goods, at yard..... 15c  
Other specials at yard..... 10c, 12 1/2c and..... 15c

### Wonderful Bargains in Drugs for Saturday

50c Java rice or Pozzoni's face powder..... 25c  
\$1.00 box La Prairie face powder for..... 75c  
25c Sanitol, Peroxide or Pond's cream for..... 12 1/2c  
10c Shitola face powder..... 5c  
2 bars Palmolive or Jap Rose soap..... 15c  
25c can Williams' talcum powder for..... 10c  
10c Mennen's or Colgate talcum for..... 10c  
\$1.00 Dr. Hinkley's Cascara tablets..... 25c  
\$1.00 perfume..... 25c  
1.50 bottle Oriental cream..... 98c  
Large size Pompeian cream..... 49c  
25c size Sanitol or Graves' powder or Paste..... 12 1/2c  
25c bar Cuticura soap..... 17c  
25c Hind's Honey and Almond Cream for..... 20c  
10c bar physicians' or surgeons' soap for..... 15c  
4 bars Ivory soap for..... 15c  
50c effervescent sodium phosphate for..... 25c  
\$1.00 peroxide for..... 25c  
25c peroxide for..... 10c  
15c tooth brushes for..... 10c  
5c face chamions, go at..... 5c  
Pinaud's violet or lilac toilet water for..... 69c  
\$1.00 rubber gloves for..... 35c  
\$1.00 Ideal hair brushes for 49c  
\$1.00 rapid flow syringe for 69c

### Saturday in the Busy Domestic Room

\$1.25 bed spreads, hemmed, full size, white, at each..... 98c  
19c German linen huck towels, 20x40 inches in size, at..... 12 1/2c  
50c ready made sheets, 72x90 size, each..... 33c  
\$1.25 table cloths, bleached, 8-4 size, snap at..... 85c  
10c Bleached muslin, 36-inch wide, Satisfaction brand, at per yard..... 7c  
12 1/2c pillow cases, size 42x36, special, each at..... 9 1/2c  
12 1/2c pillow casing, 42 inches wide. Moonlight brand. At the yard..... 8 1/2c

### Leather Goods Clearance

All kinds of leather goods at special bargain prices Saturday.  
\$2 hand bags at..... 98c  
\$3 hand bags at..... \$1.50  
\$5 hand bags at..... \$2.50

### Hayden's Hot Hardware Headliners

Electric Irons — Big Special Sale Saturday.  
We have no special demonstrator and the factory has allowed us a special price on this one lot only in order to get them introduced. We are therefore able to sell you this C-18, "William" electric iron, warranted for 5 years, a regular \$5 value... \$2.95  
**Special Sale Famous "Vosbrink" Sanitary, Chemically Treated, Dry Mop and Dust Cloths.**  
One mop and handle, 1 dust cloth, 1 bottle of chemical oil, outfit worth \$1.50, \$1. We are Omaha agents for the famous "Oakdar" mops, each at..... \$1.50  
Watch for Our Big Special Stove Sale.

### It's Hayden's Grocery Prices Cost of Living

15-lbs. best granulated sugar \$1.00  
10 bars Diamond C. Linnex or Beat Em All soap for..... 85c  
48-lb sack best high grade Diamond H family flour, made from the finest selected wheat, per sack..... 1.25  
14-oz pkg. best domestic macaroni or spaghetti for..... 7 1/2c  
Tail can, fancy pink salmon..... 13c  
8 cans oil or mustard sardines 85c  
10-lbs. best white or yellow cornmeal for..... 17 1/2c  
15-cans condensed milk..... 6 1/4c  
Jellycan, Jell-O or Astro Jell, per pkg..... 7 1/2c  
E. C. or Oriole corn flakes, per pkg..... 8 1/2c  
Grape-Nuts, per pkg..... 10c  
8 cakes fancy toilet soap..... 85c  
1-lb. cans assorted soups..... 7 1/2c  
Large bottles pickles, Worcester sauce or pure tomato catsup, per bottle..... 8 1/2c

### That Keep Down the High

The best tea sittings, lb..... 10c  
Golden Santos coffee, lb..... 25c  
Neufchatel cheese, special Saturday, 3 for..... 10c  
Butter, Cassia and Eggs for Friday  
The best country butter, carton of bulk, per lb..... 28c  
No. 1 country creamy butter..... 28c  
No. 1 dairy butter, lb..... 28c  
The best fresh country eggs, doz..... 75c  
Full cream Wisconsin or brick cheese, per lb..... 18c  
The Talk of Omaha — Hayden's Vegetable and Fruit Dept.  
15 lbs. new potatoes to the pk. 20c  
12 lbs. good cooking apples to the peck for..... 15c  
Fancy sweet corn, per dozen..... 7 1/2c  
3 heads cabbage for..... 5c  
Fancy wax or green beans, lb. 2 1/2c  
Fancy cucumbers, each..... 1c  
Fancy ripe tomatoes, lb..... 2 1/2c  
4 large summer squash..... 5c  
Beets, carrots, turnips or parsnips, per lb..... 1 1/2c  
6 large green peppers..... 8c  
2 large soup bunches..... 8c

### Bed Spread Specials Saturday

Imported Marseilles bed spreads, fringed, cut corners; \$8 value, each..... \$4.95  
Fringed and scalloped bed spreads; \$4 value, ea. \$2.50  
Fringed and hemmed crocheted bed spreads; \$2.50 values..... \$1.50

# IT PAYS Try Hayden's First IT PAYS

## September Magazines

The headliner for the September Scribner's is Richard Harding Davis' description of the republican convention in Chicago, illustrated from sketches by Wallace Morgan. Mr. Davis has made a very readable story—in places really graphic. The strangest thing about it is that while devoting the larger part of his narrative to the fireworks of the first day, he puts Senator Root in the chair for that performance, who, as a matter of fact, Senator Root did not take the gavel until it was all over. Among other interesting articles is the second installment of George Meredith's letters; and the first of a series of papers by John Finley on the "The French in the Heart of America." Senator Lodge furnishes "Some Early Memories"; Henry van Dyke contributes a French-Canadian story, "The Wedding Ring"; Horning's "The Locked Room"; and John Fox's serial, "The Heart of the Hills," brings his hero to the state university at Lexington.

The Century for September is the fiction number and contains short stories by L. Frank Tooker, Freeman Tilden, John S. Reed, Irving Bacheller, Helen Churchill Candee, Vaughan Kester and Anne Douglas Sedgewick, and another installment of "Stella Maris" the serial by William J. Locke. Little Hamilton French describes "The Enchanting Forest of Compagne." Dr. Samuel McComb gives us "The New Interpretation of Dreams." John Burroughs tells of "Holidays in Hawaii," and Helen Nicolay contributes "Characteristic Anecdotes of Lincoln," from unpublished notes of his private secretary, John G. Nicolay.

In the September Harper's Arnold Bennett waxes enthusiastic over our national game. Harris Rhodes describes "Trouville—A Paris by the Sea." Casper Whitney tells of his adventures along the Upper Orinoco. E. Walter Maunder has a paper on "Sun Storms and the Earth," and there is another installment of Albert Bigelow Paine's "Mark Twain." Among contributors of fiction are Inez Haynes Gilmore, Mary Wilkins Freeman, Arthur Sherburne Hardy, Katherine Metcalf Roof and Horace Fish and another chapter of the novel, "The Judgment House," by Gilbert Parker.

The September Metropolitan is a summer fiction number with stories by W. Jacobs, Melville D. Post, Allen Sanger and others. The lighter vein is continued in the articles. These include a description of the Yosemite valley by Robert Haven Schuffler; a new development of the art of dancing by Bliss Carman; "A Glimpse at Rodin," by Carl Hovey, and "The Price of Fish," by W. D. Steele. Of more thoughtful interest is the continuation of the socialist series by Morris Hillquit and an analysis of the part played by Governor Hadley of Missouri at the Chicago convention by Peter Clark Macfarlane. Leroy Scott contributes a sharp story of Broadway life called "The Six-to-One Shot."

Everybody's for September contains "The Greyhounds of the Air," by T. R. MacMechen and Carl Dienstbach; a second installment of "The Farmer of Tomorrow," by Frederick Irving Anderson; "Labor's New Phases and Phrases," by William Daily, and a "New Political

Wedge," by Iris H. Weed. The fiction is by Richard Harding Davis, Juliet Willmor Thompson, Kennet Harris, Eugene P. Lyle, Jr., Thomas P. Byron, Charles Johnson Post, Harvey J. O'Higgins, and another installment of "Sally Castleton, Southerner," by Crittenden Marriott.

"Little Stories of Real Life" and "Under the Spreading Chestnut Tree" complete the number.

Oliver Curwood, Frederick R. Becholdt, Raymond S. Spears, Ellis Parker Butler, Raymond Lee Harriman, Harris Merton Lyon, Ernest L. Starr, John Haelette, Arthur Holtonwood, John Barton Oxford and Louis V. De Poe.