

Satisfying Quality at Saving Prices is the Secret of the Success of Our Great September Sales



The very best in everything that the markets of the world affords marks at less margin of profit than others are willing to accept, giving equal value at less price, superior values at equal price has brought to us ever increasing success. SATURDAY SALES INSURES YOU BIG SAVINGS IN NEARLY ALL LINES OF WANTED, SEASONABLE MERCHANDISE.



Fashion's Latest Millinery Fancies

Not copies, but original and clever productions from makers, who's position as style authority is unquestionable, a display, including almost unlimited variety of choice in dress and tailored effects, marked at prices ranging up \$5.00, \$10.00, \$12.00, \$15.00

Are You Adverse to a 25% Saving? If not make it a point to look over our Millinery Offering before buying elsewhere.

Ten Large Tables of Newest Untrimmed Shapes—Almost double the assortment you'll find elsewhere, at a saving to you of fully .25 Per Cent

Artistic Individuality in Every Model.

Distinguished Trimmed Hats

Dress and Tailored Styles in Broad Assortment.

Distinguished because far superior in quality and beauty to all others, at the price the equal of most \$10.00 Hats shown elsewhere, price \$5.00

100 New Lines for Selection Saturday.

Ostrich Feather Bands—Close curl, \$1.50 values, 36-in. long, choice \$69c

We Guarantee All Our Willow Plumes and everything else we sell.

Price Saving on Trunks and Suit Cases

\$15 TRUNKS, Saturday, \$10 Just 20 of them, linen lined with heavy brass corners, lock and bolts and heavy cow hide straps, choice \$10.00

Bags and Suit Cases 80 of them, all samples, prices from \$1.95 up to \$18.95 You'll Save Fully 1/2 by buying here Saturday.

Saturday Specials

\$2.00 Leather Lined Hand Bags, at .98c \$3.00 Fancy Mounted Hand Bags at \$1.50 50c Sample Lace Jabots at .25c 50c Silk Knitted Ties, 25c \$1.00 Lace Dutch Collars at .49c 20c Children's Side Supporters at .10c



Most Effective Fall Styles in Women's, Misses' and Children's Apparel

A broader assortment than ever before offered by any Omaha store. Absolute style correctness at every price—and prices unusually attractive. Saturday's Specials Surpass in Quality and Beauty.

\$25.00 and \$30.00 Tailored Suits, \$19.50—130 of them, in the very latest styles, fabrics and colorings, embroidered with Skinner's satin or fine peau de cygne, the most attractive bargains ever, at \$19.50

Beautiful Sample Tailored Suits—Clever productions of makers whose position as arbiters of fashion is unassailable—over 200 models for selection, no two alike—magnificent bargains \$25.00 and \$35.00

Sample Fur Coats—Long French Coney Coats—Skinner satin lined; great snap, choice \$25 Seal, Mink, Marmot and Pony Coats at most surprising bargain prices.

STYLISH FALL DRESSES Serges, whipcords, silk poplins and fancies. You won't find them equalled at less than \$18.00 up to \$25.00; our sale price \$12.50

Beautiful New Waists—Chiffons, Silks, Laces and Linens—attractive values at \$2.95 \$3.95 \$5 and \$7.50 Children's Fall Dresses—Specials at \$1.00 up to \$15.00

Big Special Purchase and Sale of Infants' Shoes Saturday We Purchased Floor Stock of Briar-Williams Co., Boston

Over 1,000 dozen Baby Shoes and Slippers, including nearly every style and color imaginable; the greatest assortment and biggest values ever shown by any retail house in America. They include values up to \$1.00 a pair. Saturday they will be on sale in three big lots, 25c to \$1.00 values. 10c-15c-19c In Children's Department, 2d floor; at pair



Big Shoe Sale Saturday

Men's Goodyear Welted Shoes, in all styles and leathers, worth up to \$4.00 a pair, at \$2.50 Women's Shoes, with all the late styles and leathers and in all sizes, worth up to \$4.00 a pair, at \$2.50 Men's and Women's Shoes, patents, vic'i kid and gun metal, for school or dress wear, worth up to \$3, \$1.98 School Shoes for Misses' and Children and Big Girls, good dependable Shoes, at almost 1/2 the regular prices, at \$2.50, \$1.98, \$1.50 and \$1.00 Infants' hard sole turned Shoes, about 1,500 pairs from the Byers & Williams' factory, New York City, makers of high grade hard and soft sole shoes— at \$1.00, 75c, 50c and 25c New lots of the Queen Quality Shoes, just in; see them they are Beauties. A Flyer for Saturday. No. 3 point soft house slippers \$50c

50 Cent Ladies' Belts 25c

New Norfolk Belts with button clasp, black, red and white, also Silk Elastic Belts, with silver, gold and oxidized jeweled clasp; all colors, 50c values, at .25c

20c Silk Ribbons

Four inches wide, in all staple colors, per yard at 10c 15c Taffeta Ribbons, per yard at 7 1/2c 35c Taffeta Ribbons, extra width, on sale, per yard at 19c

Manufacturers' Sample Stock

Men's Felt Hats

Over 1,000 Soft and Stiff Felt Hats, new fall shapes and colors, unquestionably the greatest lot of new fall hat styles ever shown in Omaha, values up to \$3.00, on sale in two lots— at \$1.45 and \$1.00 Boys' and Children's Felt Hats, 600 of them, values to \$1.50, all new fall styles and colors— at 69c and 49c

Big Manufacturers' Stock Purchase of Men's Furnishings

On Sale Saturday at Less Than Regular Wholesale Price. Men's Fine Laundered Shirts—Made to sell to \$2.50, good fall colors and patterns, the best lot we have ever shown, at .98c

\$1.00 and \$1.50 Laundered Shirts—All styles, with or without collars attached, great snap at .49c Men's and Boys' Soft Collars—With ties to match; big line of colors, 7 1/2c Men's Unlined Leather Gloves—Big special lot, value to \$1.25 pair; on sale at .49c Men's 35c Silk Socks—All colors, every pair warranted perfect; on sale, per pair at .19c Men's 15c and 25c Socks—Seamless, all colors, perfect goods, in Saturday's sale at .12 1/2c and 7 1/2c

Men's Cambric Night Shirts—\$1.00 quality, sizes 15 to 20, cut extra long and full; on sale Saturday at 49c Men's Outing Flannel Gowns—\$1.25 quality; on sale at 69c Men's \$1.50 to \$2.50 pajamas—All colors and sizes, Saturday in 2 lots— at 69c and 49c Men's Auto Gloves—Regular \$2.50 and \$3.00 values; greatest bargains ever offered, at \$1.45 Men's Sample Bath Robes—A big line of fine blanket robes, to \$10.00 values, at \$3.98, \$2.98, \$2.45

Beautiful Pictures at Less

Yes, 25 per cent to 50 per cent less than you'll find them offered elsewhere and the most complete assortment in Omaha, for your selection. Don't miss Saturday's Specials. Genuine Carbon Pictures, not one worth less than \$2.00, big line of subjects for selection Saturday at 75c 98c Cupids, Awake or Asleep, 12x16 size, choice .49c "Her Gift," a regular \$4.00 value, on sale at \$2.50 10x12 Pictures, in gilt or oak frames, regular 75c values, big line of fine subjects, Saturday, choice at 49c We'll Do Framing Saturday at 1/2 Off Regular Prices.

Bed Spread Specials Linen Department

Imported Marseilles Bed Spreads, full size, \$8 values, each \$4.95 Dimity Marseilles Bed Spreads, knotted fringe, \$6.00 values, each at \$3.75 Scalloped Bed Spreads, Marseilles patterns, \$9 values, each \$3.50 Fringed Bed Spreads, cut corners, \$4.99 values, each \$2.50 Hemmed Bed Spreads, full size, extra values, \$3 values, each \$1.98 Fringed full size Bed Spreads, crocheted patterns, \$2.00 values, each at \$1.25

Corsets

A Complete Showing of All the NEW FALL MODELS In Warner's, R. & G.'s, W. B.'s, Kabo, Nemo, Bonton's, Thomson's Glove Fitting, C-B a La Sprite, Dinner and the La Rou, a very popular front lace corset of exceptionally high quality. A Style for Every Figure, Specials for Saturday. Standard Make Corsets, that sold to \$3.00, broken lots; on sale, choice at \$1.45 \$1.50 and \$2.00 Corsets, broken lines, both batiste and coutil, with draw tape; on sale at .98c Batiste and Netting Corsets, models for medium and slender figures, sizes 18 to 30; on sale Saturday at .49c Ladies, Misses' and Children's Corset Waists, a big line for selection, at .50c and \$2.00 Boys' \$1.00 Blouse Waists, pongees and madras, best colors and styles, at .35c Boys' \$2.00 and \$2.50 Wash Suits, all best colors and styles, at 98c

Why Pay More for Drugs and Toilet Goods Special Sale for Saturday. Notice Prices. We Save You 25 to 50 Per Cent.

25c bar of Cuticura Soap for 17c 11.00 size of Pure Hydrogen Peroxide extra size for best Foot Face 50c box of Java Rice or Pozosin's Face Powder for 25c 25c size of Santol or Dr. Graves' Tooth Powder or Paste for 12 1/2c just received (2,000) 25c Tooth Brushes. Saturday, each at 10c 25c size Dr. Lyon's Tooth Powder or Rubbing Tooth Paste. These are extra fancy quality, nothing finer. Per crate, either kind .75c 75c bottle of Oriental Cream for .98c 50c size Pond's Extract or Hind's Honey and Almond Cream for .25c Four (4) bars of Ivory Soap for 15c 10c William's or Colgate's Shaving Soap for 5c 10c box Shitola Shoe Polish for .5c Eight sheets of Toilet Paper for 8c One big lot of 10c and 15c bar Toilet Soaps, such as Sap Rose and Palm Olive, big snap at (2) bars for 15c 50c bottle Effervescent Sodium Phosphate for 25c One hundred Dr. Hinkle's Cascara Tablets, the one best laxative, regular price, 50c, our price .25c 25c can of William's Violet or Carnation Talcum Powder for 10c 1 1/2 size No. (2) Rapid Flow Fountain Syringe for 69c 1 1/2 and 2 1/2 Hot Water Bottles, red or white rubber, for 50c 2 1/2 Rapid Flow Fountain Syringe, extra quality, for \$1.25 50c Pull length Rapid Flow Fountain Syringe Tubing, for .25c \$1.00 Wellington Syringe and Bottle, guaranteed for (5) years, for \$2.00 75c Pure Gum Rubber Gloves, 60 at the pair for 25c

When You Speak of Women's Gloves

"Nonesuch" "Derby" "Fownes" Are names which are Synonyms at \$1.00 \$1.50 and \$2.00 for all that is best in glove style and quality, we're showing complete lines in all new fall shades, every pair fitted— Ladies' Cape Gloves, regular \$1.00 values, at .49c Chamoulette Gloves, in both white and natural, 16-button length, at .50c

In the Domestic Room

Sheets, Pillow Cases and Towelings, Specially Priced. 65c Glenbrook Sheets, French combed, soft finish, size 72x90; on sale at .53c 12 1/2c Pillow Cases, sizes 42x36; on sale at .9 1/2c \$1.39 Hemmed Bed Spreads, large size, medium weight .98c 10c Brown Crash Toweling, half linen, 18-inch wide, at 7 1/2c 30c Mercerized Table Damask, bleached, heavy quality, yd. 25c \$1.25 Pattern Table Cloth, 60x73, Satin Damask, a great snap, 85c

A Great Underpricing of Women's Furnishings and Hosiery Saturday

Pure Thread Silk Hose, with lisle foot and garter top; white, tan and black; on sale at .69c \$1.00 and \$1.25 Quality Stockings, some all silk, choicest bargains ever, per pair at .49c Silk and Lisle Stockings, black, tan and white, with high spliced heel, double toe; on sale per pair, at .35c and 25c Ladies 25c Hose, in black or tan, all sizes, at 12 1/2c Best Children's Hose on the market, 25c and 12 1/2c Children's Muslin Drawers, regular values to 35c, in two lots, 12 1/2c and 19c Children's Sateen Bloomers, to 75c values, all sizes, 2 to 14 years; on sale at 25c Children's Romper Suits, 50c and \$1.00 values, 49c & 25c



Children's Muslin Gowns, regular 50c and 75c values, slightly soiled, to close at 39c Women's Muslin and Crepe Gowns, made full or long, values to \$2.50; on sale at 98c Women's Combination Suits, in fine quality crepe, colors or white and cambrics, regular values to \$1.00, at 49c Corset Covers and Marseilles Drawers, embroidery trimmed, to \$1.00 values, choice, 49c Women's Lisle Union Suits, to \$1.00 values, in all styles and sizes, at .49c Fine Lisle Vests, fancy crochet yokes, silk taped, to 50c values, in all sizes, 12 1/2c, 19c, 25c

New Fall Rugs At Special Bargain Prices Saturday

9x12 Wilton Velvet Rugs, seamless, at \$14.98 9x12 seamless 9-wire Tapestry Brussels Rugs \$11.98 9x12 best quality Axminster Rugs, snap \$19.98 7.6x9 seamless Brussels Rugs, on sale \$7.98 Same, 6x9 size \$6.98 Same, 8.3x10.6 size \$10.98 All Rugs shown here are guaranteed perfect and are all new fall 1912 patterns. We show a full line of Bigelow Rugs. Look where you will, you'll find nothing better. Try HAYDEN'S First

Seasonable Hardware Items at Money Saving Prices

Preserving Kettles, large, enamel .49c Large size, Enamel Water Pails .29c Spading Forks, special sale Saturday at .49c Medium size, Heavy Galvanized Tubs, special Saturday at .49c Large size, Heavy Galvanized Tubs, Special Saturday at .29c Largest size made, Heavy Galvanized Tubs, 69c Any size, Bread or Drip Pan, from the smallest size, 7x9 to 18x19 inches, all at 10c A FEW TOOL ITEMS FOR SATURDAY. A warranted 6-inch Nickel Plated Combination Ripper, worth 50c, at 29c A first-class and well known Saw Vise, only 50c RIP SAW, 28 inches, fully warranted, money refunded or another saw anytime you are dissatisfied, worth \$1.75, at .85c We are agents for all the best and well known Washing Machines, hand power, water power or electric. Distributors of the "Motor," "One Minute," "Pullman," "Undergear," "Kilpario," "O. K.," "Hex" and "Western Washers." Get our prices before you buy.

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We Advise Our Customers to Put Up Peaches, Pears and Plums Now

We have a carload of Extra Fancy Elberta Colorado Freestone Peaches and one carload of Extra Fancy Washington Elberta Freestone Peaches. These are extra fancy quality, nothing finer. Per crate, either kind .75c 75c bottle of Oriental Cream for .98c 50c size Pond's Extract or Hind's Honey and Almond Cream for .25c Four (4) bars of Ivory Soap for 15c 10c William's or Colgate's Shaving Soap for 5c 10c box Shitola Shoe Polish for .5c Eight sheets of Toilet Paper for 8c One big lot of 10c and 15c bar Toilet Soaps, such as Sap Rose and Palm Olive, big snap at (2) bars for 15c 50c bottle Effervescent Sodium Phosphate for 25c One hundred Dr. Hinkle's Cascara Tablets, the one best laxative, regular price, 50c, our price .25c 25c can of William's Violet or Carnation Talcum Powder for 10c 1 1/2 size No. (2) Rapid Flow Fountain Syringe for 69c 1 1/2 and 2 1/2 Hot Water Bottles, red or white rubber, for 50c 2 1/2 Rapid Flow Fountain Syringe, extra quality, for \$1.25 50c Pull length Rapid Flow Fountain Syringe Tubing, for .25c \$1.00 Wellington Syringe and Bottle, guaranteed for (5) years, for \$2.00 75c Pure Gum Rubber Gloves, 60 at the pair for 25c

Tuesday's Wash Goods Specials

15 lbs. New Potatoes to the peck .20c 12 lbs. Fancy Greening Apples to the peck .15c 2 extra large heads of Cabbage .50c Large market basket Cucumbers .15c 4 Summer Squash .50c Hubbard Squash, each .15c 6 bunches Fresh Radishes or Onions for .50c Fancy Head Lettuce, per head .75c Best Carrots, Turnips or Parsnips, per lb. .25c Fancy Jersey Sweet Potatoes, lb. .12c Green Peppers, for pickling, market basket .50c 3 large Egg Plants .10c 3 large Musk Melons .10c Fancy Wax or Green Beans, lb. .12c Large Cucumbers, each .10c Lima Beans, per quart .50c 2 stalks Fresh Celery .50c Fancy Tokyo and Malaga Grapes, per lb. .12c Concord Grapes, basket .12 1/2c

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