FRENCH OSTRICH PLUMES AND HIGH CLASS TRIMMED HATS.



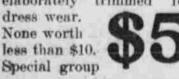
We offer for Thursday just 600 beautiful Silk Velvet and Plush untrimmed hats - blacks, browns, navies; also combination colored tops with black facings. They are the large, graceful dress shapes \{ now in greatest demand. Every shape is a new and stunning winter style.

Positively Worth \$3.50, \$4 and \$5 at . ...

100 Early Winter Model

### **Trimmed Hats** at \$5.00

We offer these notable bargains for Thursday, Every late style and every new shape. Smart velvet hats, elaborately trimmed for dress wear.





12-INCH GENUINE OSTRICH TIPS, BLACK ONLY, WORTH \$1.25, AT 75C 3

Scores of these fine tips at this remarkable price concession.

16-INCH, 3-PLY, GENUINE FRENCH OSTRICH PLUMES, WORTH \$5, \$2.50

These are very showy plumes in black ‡ and white only. Hundreds of women \$ eagerly await this special sale.

36-inch Ostrich Bands - In white, light blue, Novelty Ostrich Pieces specially priced at 98c to \$2.50

# 1,000 Women's Stunning Silk Waists

ON SALE IN OUR BASEMENT THURSDAY AT \$1.69

These waists are all from a recent special purchase. They comprise beautiful messaline, chiffon and taffeta waists that were made to sell at \$3, \$3.50 and \$4. We bought them at a low cash

figure and offer them Thursday in our basement at ......

offered.

Every color, kind and style that you could possibly wish for. The biggest bargain in waists we have ever



Women's New Tailored Suits, Worth to \$1750, at \$698-\$898

Made of the very best of wool serges, cheviots, novelty cloths, broadcloths, etc., with plain tailored and prettily trimmed jackets with good heavy satin linings. Every gar- I ment is a new fall model in basement.

### Women's Winter Underwear

Women's Medium and Heavy Weight Fleeced Vests and Pants - Regular and out sizes 50c values, at a garment ......

Misses, Children's and Boys' Union Suits - Fine and heavy ribbed, fleecy lined cotton - open crotch and drop seats - all sizes up to 16 years, at a suit ......

Women's White and Bleached Ribbed Fleecy Lined Union Suits - Also fine ribbed cotton union suits with low neck, 

Women's Fine Mercerized Lisle and Cotton Hosiery — Wide hem top, double soles, high spliced heels and toes —black, tan and colors — worth up to 50c, at a pair. 25c



#### Women's Kid Gloves Specially Priced for Thursday

Clasp Gloves-Mocha, cape and French lambskin gray, tan and black - P. K. and overseams - fitted to a pair......\$1.25

Women's One and Two- | Special for Thursday-Women's two-clasp Kid Gloves in brown, tan, gray, white and black - single row embroidery - worth up to \$1 

Women's Fine French Kid Gloves - All the newest shades of tan, gray, mode, blue, also black and white heavy embroidered backs or Paris point stitching - fitted to the hand at \$1.50-\$1.75

### Special Sale of Notions, Main Floor

A Wonderful Assortment of High Grade Notions at About Half Price. Tailors, dressmakers and every woman in Omaha should not overlook this oppor-

tunity to lay in a supply now, J. O. King's best thread-200yard spools, at per dozen, 19¢ Darning Cotton-white, black or tan, at per box ...... 10¢ Rick Rack Braid-Large line of Pearl Buttons-12 on a card, at Hooks and Eyes-6 cards to box, Best Brass Hooks and Invisible Eyes-Will not rust, box . 15¢ Black Sewing Silk - 300 yards,

| Basting Thread - Dozen spools Black Tape-24-yard bolts, at per measuring for length of skirt, at each ..... 15c Needle Books-containing a large assortment of needles, at 2%¢ Needle Books-Worth 50c, special  Silk Dress Shields-Sizes 2, 3, and 4, at per pair ..... 10¢ John J. Clark's and Chadwick's best six cord thread, at per spool ...... 3%¢ Collar Supports-Invisible cellu-Wire Hair Pins-At 16 packages. Fine Nainsook Dress Shields -Regular price 15c, at pair 7 1/2 c Gold Plated Hair Pins-25 in box, Gold Plated Hair Pins-Large size, 25 in box at ..... 10¢

## Thursday is Chocolate Day in the Pompeian Room

All our 40c Pompeian Bitter Sweet Chocolates on sale Thursday at, per pound ... 25c

Advance Notices of Special Sales Saturday Women's Winter Cloaks From a Special Purchase \$10-\$15-\$19

Hundreds of new mixture coats, Johnny co. ts, caracul coats, velvet coats and the popular Chinchilla coats, at the most notable special bargains of this season-all new lots.

## Our Annual Half Price Sale of Millinery

This includes our ostrich plume hats, all our willow plume hats, all our ostrich povelty trimmed hats, all the street and dress hats - every hat in stock excepting aigrette trimmed bats at exactly One Half Price.

## Warm Winter Underwear and Hosiery

PRICES that would not be possible under ordinary circumstances.

GREAT SPECIAL PUR-CHASES enable us to offer most wonderful values.

WOMEN'S SSC COTTON FLEECE LINED VESTS AND PANTS - Regular and extra sizes, Thursday, special, per garment... 23c

WOMEN'S \$1.25 FINE COT-TON UNION SUITS-Fleece lined, Thursday special, per garment, 75C WOMEN'S \$2.00 WHITE OR NATURAL, PART WOOL, UNION SUITS — Thursday special, per

WOMEN'S 35c AND 50c COT-TON OR LISLE HOSE-Imported, full fashioned, Thursday special per pair ..... 23c

garment ..... \$1.39

MEN'S \$1.25 UNION SUITS-Ribbed, fleece lined, closed crotch, Thursday per garment ......89c BOYS' AND GIRLS' FLEECE

LINED UNION SUITS -White or gray, Thurs- 39c day special, garment.



FLEECE LINED UNION SUITS-White or cream, in extra sizes, Thursday spegarment ...... 39c

WOMEN'S \$2.50 AND \$3.00 FINE WOOL OR MERCER-IZED UNION SUITS, Thursday special, garment ..... \$1.98

WOMEN'S 25c FINE COTTON FLEECE LINED HOSE — Seamless, ribbed top, Thursday special, per pair ......15c

### Children's Winter Coats, Special Visit Our Greater New Second Floor Dept.



CHILDREN'S \$8.50 BLACK CARA-CUL COATS, \$5-High neck, turndown collar, turn-back cuffs, finished with fancy buttons, quilted lined, 

CHILDREN'S \$10 CHINCHILLA COATS, \$6.50-Gray and navy, round collar, turn-back cuffs' and black caracul, sateen lined, sizes 2 to 6 yrs; Thursday special \$6.50

CHILDREN'S \$12.50 COATS, \$8.50-Extra quality Kersey, navy, tan and Copenhagen; large shawl collar trimmed with black braid velvet rever, fancy buttons, Thursday special at .....

#### Beautiful Silks and Dress Goods Great Special Values

81.75 NOVELTY DRESS S1.50 NOVELTY AND PLAIN GOODS — 54-in., gray, tan SILKS, SILK MESSALINE special, per yard .... 98c BEARSKIN, CARACUL, PONY, ASTRACHAN AND SEAL PLUSH-Extreme values, at ..... \$2 to \$5

Large variety. Thursday special, yard....65c \$1.25 BLACK TAFFETA-36in, width, guaranteed, soft, leatherly finish, Thursday special, per

### Great Table Silverware Specials

\$6.50 Table Silverware | \$15.50 Table Silverware \$3.98 (Wm. Rogers \$10.50

This high-grade silverware will be placed on sale at these remarkably low prices Thursday only. The sets are contained in neat oak chests, 26 pieces, 6 table spoons, 6 knives. 6 forks, 6 teaspoons, butter knife and sugar shell. All sets are guaranteed by the manufacturers. Several beautiful patterns in the newest designs,

#### Quality Notions Little Prices

5c Rooks and Byes -24 on card, black and white,

Fine American Made Pins - 400 to paper, 2 papers 10c Gros Grain Colf on card, 5 sizes, card .....

10c White Pearl Buttons — many sizes, some with 12 on card, card. od Braid -White and colors, card. box, assorted sizes, box 80 Children's Patent Leather Belts,-All sizes. 250

each .....

#### **Drugs and Toilet** Articles

Specials for Thursday On'y Se Toilet Soap, 10c 50c Dr. Charles Flesh Food for 29c 25c Sanitol or Graves | | C 25c Parker Pray 16c 25c Powdered Borio 15c .17c \$1.25 Challenge Hot Water Bottle or Fountain Syringe, chocolate color, guaranteed; Thurs- 890 day special, each.

We carry a full line of patent medicines at cut

Good Groceries, Cut Prices

19 lbs. Granulated s u gar, for ..... \$1 Capitol Oats or wheat for .. 8c Victoria Cleanser, 4 cans for ..... 25c 10 Bars Beat 'Em All soap for ..... 25c Batavia Asparagus tips . . 20c

Special Capital Canned Goods Apricota, 200 Capitol Saur 100 Beans, can 90 Der can ... 90 Beans 110 per 100

Seeded Raisins. 3 pkgs. .. 25c Calumet Baking Powder, 1-lb. can for .. 20c Capitol Black pepper, can, 8c Breakfast Coffee, 2-lb. can for ..... 52c 2-lb. Roll Premium' butterine for ..... 48c

#### The Twentieth Century Farmer

is the leading Agricultural Journal of the west. Its columns are filled with the best thought of the day in matters pertaining to the farm, the ranch and the orchard, and it is a factor in the development of the great western country.

See the New Fireman's California Flannel Shirts



Boys' School Suits at Exceptional Low Prices.

# An Important Sale of Tailored Suits



\$7.95, \$14.90, \$25.00 In this big purchase of over 500 handsome suits our New York buyer certainly surpassed all previous efforts, securing the classiest lot of Suits ever offered at these prices. TAILORED SUITS -

Worth \$15.00 \$7 95 and \$18.00 ..... Plain colors and fancies, in a broad range of styles. TAILORED SUITS Worth \$25.00, \$14 90

An exceptionally handsome lot of styles in big variety of weaves and color-

TAILORED SUITS Worth \$40.00 \$25 06 and \$45.00 ... A magnificent line of dis-

tinctive and clever designs, in fine velvets, corduroys, diagonals and fancy tweetis. in all most wanted colors and complete range of sizes. and complete range of sizes, such suits as you'll usually find priced at \$40.00 and \$45.00; choice, \$25.00.

Thursday the last day of the big 20 per cent discount sale on Fur Sets, Muffs and Scarfs. Don't fail to take advantage of this opportunity.

LACES THAT SELL REGULARLY UP 5c Yd

Thursday we will place on sale a big line of beautiful laces-greatest values ever offered. Val. Laces, Torchon Laces, Zion City Laces, Point de Paris Laces, Venice Laces, Bands, Edges, Galloons and Insertings-qualities that sell regularly to 25c a yard; all at one price, Thursday, per yard . . . .



month's end sale offering to Thursday buyers. Millinery assortments and values seldom if ever equaled in any previous sale at this season.

DIVIDED INTO FOUR BIG SPECIAL GROUPS Velvet Hats, Felt Hats and Hand Made Turbans - Worth up to \$1.50, choice ...........39¢

Black French Ostrich Plumes-To \$2.50 values; in two big lots at ..... 98¢ and 45¢

### Big Sale of Sweater Coats Wednesday

A tremendous showing of wool sweater coats at prices much less than regular wholesale worth. Men's or Women's Sweater Conts-Fine all wool garments, made to

sell up to \$10.00; the very best qualities and newest styles, all wanted colors; on sale in four big lots. ... \$5.98 \$4.98 \$3.98 \$2.98 Children's \$2.50 Sweater Coats— Men's and Women's Sweater Coats— All wool, very newest styles, all —All colors and sizes, \$2.00 val-Children's \$2.50 Sweater Coats-'All wool, very newest styles, all sizes ..... \$1.45 Children's \$2.00 Sweater Coats— Newest styles and colors, all Children's Wool Sweater Coats-

ues, best styles.......98c Children's Jersey Sweaters—Dark red, gray or blue, \$2.00 and 

### Wash Goods Specials

designs, 50c and 59c quality, at, per yard 28c
Silk Stripe Poplins, newest shades at, per yard 25c
Bencon 28-inch Elderdewn, in flower and figure designs, at, per yard 28c 

Thursday Linen Specials

German silver bleached Table Damask, full width, worth \$1.50 a yard ..... \$1.00 German silver bleached Dinner Napkins, pure linen, worth \$3.50 a dozen, 6 for. \$1.00 Pure Flax Hemmed Huck Towels, worth 39c each, 25c Full size heavy twisted thread hemmed Turkish Towels, worth 29c each ..... 19c

Thursday's Specials in Domestic Room

Hope Muslin, 36 inches wide, 10c values 7160 Unbleached Muslin, 36 inches wide, 7c val-Table Oil Cloth, 45 ins. wide, light and dark colors, 20c values 15c Silkoline, 26 ins. wide, good patterns, 15c

Outing Flannels, good weight patterns, 10c weight patterns, 10c values. 73/2c Dress Ginghams, plaids and stripes, 12/2c values. 74/2c Scotch Plaids, 28 ins. wide, for children's dresses, 18c values, at 12/2c Percales, 26 ins. wide, light and dark colors.

Heatherbloom for skirts and linings, asvalues 25c
Gingham Apron Checks
—blue and brown, 7c
values 5c
Embroidered Haby Flannels, 59c values Cotton Bats, 95c to 814c

Last Car of Keiffer Pears is in - We Advise Our Customers to Buy Now This car is extra fancy. Put up in bushel baskets for family use; there 90c is nothing finer or as cheap. Thursday, per bushel basket.

19 lbs. Best Granulated 98c B. C or Oriole Corn Flakes. at, per package

BUX FLOUE NOW
The Best High Grade Diamond II

Golden Santos Coffee, 15 ... 25c

is nothing finer or as cheap. Thursday
is ibs. Best Granulated 98c

Sugar for

BUY FLOUE NOW

The Best High Grade Diamond H
Flour, made from the best selected
wheat, nothing finer for bread, pies
or cakes, 48-lb, sack
1.20
10 bars Beat-Emrali, Diamond C or
Lenox Soap, for 25c

The best Domestic Macaroni, Spaghetti or Vermicelli, pkg. 7-14c
New Strained Honey, pint jar 25c
10 lbs. best White or Yellow Cornmeal for 17-14c meal for 17\footnote{100} to the meal for 17\footnote{100} to the meal for 17\footnote{100} to the meal for 25\to 100 to The best Soda or Oyster Crackers.

BUTTER, LUTTERINE AND CHEESE PRICES. The best Creamery Butter, carton or bulk, ib. 34c.
The best Country Butter, ib. 30c.
The best No. i Dairy Butter 26c.
2 lbs. Good Butterine 25c.
The best No. I Eggs. per dozen. 24c.
Neurchatei Cheese. each 3c.
New York or Wisconsin Cream
Cheese, per ib. 22c.
Full Cream Brick Cheese, ib. 18c.

Full Cream Brick Cheese, lb 18c
THE YEGETABLE MARKET FOR
THE PEOPLE.

2 heads Fresh Leaf Lattuce 5c
Fresh Spinach, per peck 74gc
8 bunches Fresh Radishes 5o
6 bunches Fresh Onions 5c
Beets, Carrots, Turnips or Parsnips,
at, per lb 12gc
at, per lb 12gc
at per lb 10c
3 large Heads Cabbage 10c
3 large Soup Bunches 10c
4 bunches Fresh Parsley 5c
Fancy Wax or Green Beans, lb 8gc
Fancy Cauliflower, per lb 10c
4 bunches Fresh Beets 5c
Fancy Head Lettuce, per head 71gc

Try Hayden's First