



Every day the enthusiasm over the splendid bargain offerings in our October sales increases. This week with several new lines added and deep price cutting on the lots will be the most interesting economy event of the season. Try Hayden's first, it pays.



Laces, Dress Trimmings, Fancy Goods and Notions

At Most Attractive Underpricings
Ask nearly any lady who knows, where to buy laces? The answer will be, Hayden's. There's two big reasons: First, superior assortments; second, lowest prices.

33 1-3 to 50 Per Cent Saving on These Monday Specials—
\$1.00 Laces at... 49c
\$1.50 Laces at... 79c
\$2.00 Laces at... \$1.25
\$3.00 Laces at... \$1.59
\$4.00 Laces at... \$2.25
\$6.00 Laces at... \$4.00
\$7.00 Laces at... \$5.00

DRESS TRIMMING SPECIALS
A big line of latest novelties—
\$3.00 Dress Trimmings; at yard... \$1.50
\$5.00 Dress Trimmings; at yard... \$2.50
\$2.00 Dress Trimmings; at yard... \$1.00
\$1.00 Dress Trimmings; at yard... 49c
25c Dress Trimmings; at yard... 10c

HAIR GOODS.
An immense new line of the very best, moderately priced. See the special Switch value at... 98c to \$3.50

Novelties in Furniture at Cost
\$3.50 Glasscock Baby Walkers, on sale... \$2.00
\$3.50 Felt or Leatherette Top Folding Card Tables, full size; the best quality made \$2.00
Sewing Table, with yard measure on top, folds up; sells usually for \$1.50, on sale... 75c

Rugs, Curtains and Draperies Greatly Underpriced
House furnishers will find many remarkable savings offered in this October Sale— Superior qualities at bargain prices.
\$18.50 Seamless Tapestry Brussels Rugs, 10 wire quality, 9x12 size... \$13.98
\$30.00 Quality Axminster Rugs, fine new patterns, 9x12 size, at... \$19.98

Linen Department Specials
Dew bleached Satin Damask, 72-in. wide, \$2.75 values; at, yard... \$1.98
Dew bleached Satin Damask, 72-in. wide, \$2.00 values; at, yard... \$1.50
Belfast Satin Damask, in variety of patterns, pure flax, \$1.50 values, yard... \$1.00

2 1/2 lb. best Granulated Sugar, \$1.00
15 lb. best high grade Diamond Flour, made from No. 1 selected wheat, nothing finer for bread, size or cake, per sack... \$1.10
1 lb. best Rolled Breakfast Oatmeal... 25c
1 lb. best skin dried, white or yellow cornmeal... 25c
10 bars Best Ken Aro or Diamond Soap... 25c
5 lb. best Fancy Japan Rice, the quality... 25c

BLANKET SALE

Extraordinary Begins Monday and continues till every blanket from our immense mill purchase has been disposed of.

Over 30,000 Pairs of Blankets Included in This Sale

Bought From the Greatest Blanket Manufacturers in America

The following are a few of the mills that made these Blankets: Beacon Manufacturing Co., Cordaville Woolen Co., Columbia Blanket Mills, Diamond Valley Mills, Hamilton & Co. Mills, Wilson Bradbury, Golden Fleece Blanket Mills, Nashua Manufacturing Co., North Star Woolen Co., San Jose Woolen Mills, St. Mary's Manufacturing Co., Swift River Mills, etc.

On account of the mildness of the season and the mills being overloaded, we bought Blankets at our own price, and are going to give our customers the full benefit of the bargains.

All Wool Blankets, \$3.48 per Pair—This lot is a regular \$6.50 a pair blanket, 11-4 size, in a variety of colors, at, per pair... \$3.48
\$7.50 and \$8.50 California Blankets at \$4.75 Pair—These are the genuine California Blankets, made at San Jose, various colors, and the price in this sale... \$4.75
Sleeping Porch Blankets, \$1.88—Heavy wool sleeping porch blankets, dark colors, worth \$4.00; will go at, each... \$1.88

Comparison of quality is all that is necessary to prove these the best Blanket Bargains offered in Omaha now or at any previous sale.

1,000 Pieces Sample Dinnerware in Austrian and English China Patterns to Be Closed Out at the Below Prices
Cup and Saucer... 12 1/2c Each
Dinner Plates... 12 1/2c Each
Breakfast Plates... 12 1/2c Each
Soup Plates... 12 1/2c Each
Bouillon Cup and Saucer... 12 1/2c Each
A. H. Coffee... 12 1/2c Each
Pickle Dishes... 10c Each
Bowls... 10c Each
Bread and Butter Plates... 10c Each
Fruits... 10c Each
Oatmeal... 10c Each
Vegetable Dishes... 10c Each
10-inch Platters... 25c Each
Sauce Boats... 25c Each
Covered Butters... 25c Each
Salads... 25c Each
Covered Dishes... 50c Each
13 and 14-inch Platters... 50c Each
Sugars and Creamers, per set... 50c Each
Tea Pots... 50c Each
F. S. Sauce Boats... 50c Each

Domestics
Pontiac 72x99 made Sheets, 65c values... 59c
Seamless Sheets, 81x90, 75c values... 69c
72x90 made Sheets, 50c values... 39c
Wamatta Fine Seamless Sheets, 81x90, \$1.10 values... 85c
9-4 Bleached Sheetting, soft finish, 28c values... 25c
9-4 Unbleached Sheetting, 24c values... 20c
Pillow Cases, 42x36, good muslin, 12 1/2c values... 10c
Farmers' Choice one-half Bleached Muslin, 19c values... 7 1/2c
58-inch Bleached Table Damask, 60c values... 39c
Patented Diaper Cloth, antiseptic, bolt 10 yard, \$1.10 values... 95c
Plain Hemmed Bed Spreads, good weight, \$1.75 values... \$1.50
Huck or Turkish Towels, 12 1/2c values... 10c
Amoking Outing Flannels, good weight, 12 1/2c values... 10c
Flannellets, good patterns and weight, 12 1/2c values... 10c
Cretones for comforters, good patterns, 30 values... 7 1/2c
Silklines, 36 inches wide, 15c values... 10c
Poplins, plain and striped, 25c values... 15c
Silk Finished Tafeta, 25c values... 18c
Percales, 36 inches wide, light and dark colors, 12 1/2c values... 10c
Scotch and Shepherd Plaids, 15c values... 10c
Curtain Serim, 36 inches wide, fancy borders, 18c values... 12 1/2c
Prints, perfect goods, light and dark colors, 6 1/2c values... 5 1/2c
Shantung Silks, good colors, 13c values... 12 1/2c
Ginghams, blues and browns for aprons, 7c values... 5c

Soft Coal is Composed of 46 Parts Carbon, 44 Parts Gas and the Remainder Water and Ashes
The great Howard Heater burns all the carbon, like other heaters, and also the gas, as shown in the picture to the left. Other heaters allow this gas to escape and therefore burn only half the fuel. This gas produces just as much heat as the carbon, if burned. By burning all of the fuel, both carbon and gas, the Howard Heater requires half as much coal as any other heater.

The Grocery Market for the People is Hayden's. It Means 25% to 50% Saving on Your Housekeeping Expenses
Adv. Jell, Jellycon or Jello, package... 75c
E. C. Corn Flakes, package... 50c
Grape-Nuts, package... 10c
The best crisp Oyster Crackers, per pound... \$1.40
McLaren's Peanut Butter, lb... \$1.25
The best Tea Sifters, lb... 25c
Golden Santos Coffee, lb... 25c
Peter's Breakfast Cocoa, lb... 25c

Visit the Daylight Silk Dept.

Every visitor says, what a wonderful improvement, and we fully agree with them. The department has been entirely remodeled, the windows on the north opened to the floor, allowing the careful and perfect matching of fabrics in the very best natural light. We want you to see this improvement, whether you buy or not. No salesroom to equal it in the west.

Note These Splendid Monday Bargains

100 Pieces of Plain and Brocaded Charmeuse, Canton Crepes, Brocade Silk Poplins, Crepe de Meteors, Cashmere, Meteors, etc., 40 in. wide, values up to \$2.50 yard; on sale Monday, at, yard... \$1.48
50 Pieces of 36-inch Majestic Dress Satin, a very popular weave, in a full line of colors, regular \$1.75 yard values, on sale at, yard... \$1.28
40 Pieces of 40-in. Novelty Broche Canton Crepes, one of the best sellers, every wanted color, at, yard... \$1.18
\$1.25 to \$1.50 Quality Dress Silks, 36 to 40 inches wide, including poplins, all silk crepe de chines and messalines, etc., in a full line of street and evening shades, yard... 98c
5,000 Yards of Plain and Fancy Silks, 20 to 36 in. wide, great variety of weaves and colorings, to \$1.25 yard values, yard... 38c 48c and 68c
200 Boxes of Imported Corduroys, navy, black, brown, Catawba, Copenhagen, Meleloid, Pheasant brown, tan, taupe, etc.—
\$1.50 quality, at, yard... \$1.18
\$1.25 quality, at, yard... 98c
\$1.00 quality, at, yard... 68c

7 splendid bargains this week in fully guaranteed Sewing Machines

1 New American... \$10.00
1 Eldridge H... \$14.00
1 New American B... \$18.00
3 American Machines... \$18.75
1 Eldridge Chain Stitch... \$15.00
Ruby Sewing Machine... \$25.50
New Ideal Cabinet Sewing Machine; fine polished oak case, ball bearing; on sale... \$35.00
SPECIALS FOR MONDAY ONLY
10c Machine Oil... 5c
10c Screw Driver... 5c
10c Oil Cans at... 5c
\$1.00 Shuttles... 85c
25c Machine Belts... 20c
Needles to fit all machines sold here.

Monday Opens the Greatest Garment Bargain Giving Week of the Season

Fortunate purchases now in stock offer choicer assortments and better values than ever before—Suits, Coats, Furs, Dresses, etc., in most charming new styles and every desirable coloring and material, at price savings of 25% to 50%.

100 ELEGANT NEW TAILORED SUITS. Samples from two of New York's most prominent makers, \$50.00 to \$85.00 values, at \$35, \$39.75 and \$45

Handsome Sample Coats—Only one of a kind.
Sport Coats—Made to sell at \$8.50, fine assortment, as shown in window... \$3.95
Persiana and Plush Coats—Made to sell at \$15.00 up to \$20.00—all sizes 16 to 46, choice, \$10
High Class Sample Coats—In brocaded Matlasse, mole-skin, velours and imported Persianas, matchless values Monday at... \$25, \$35, \$49 to \$65
New Fall Skirts, in serges, etc., choicest models, all colors and sizes; special bargains at... \$5.00
375 Beautiful Tailored Suits—Made to sell at \$20 and \$25, all the new fall shades, in diagonals, tweeds, serges, ratines, plain colors and fancies; many of them Skinner satin lined; on sale at... \$14.90
Extra Size Dresses for Large Women—A big shipment just received, sizes up to 50; at \$10, \$12.75, \$15 to \$35
Infants' Garments, worth to 50c, at... 25c
Hue Wolf Sets—Made to sell at \$7.50, a remarkable bargain—Monday, while they last, at each \$3.95
Coney Fur Sets—Fine Russian Coney black or brown, great bargain Monday at \$10.00
Fine Maraboa Scarf—made to sell at \$5.00, Monday at \$2.95



October Sale Offerings in Wool Dress Goods

Are making more fast friends for the department than any previous sale in our experience; every day you'll find this section thronged with eager buyers.
Imported Austrian Broad-cloths, 50 pieces, 54-in. wide, \$3.50 to \$5 yard values, in all best colorings, on sale, yard... \$2.48
Imported Novelty Dress Goods, 54 inches wide, including Brocaded Ratives, Eponges, fancy Matlasse, etc., \$3.50 to \$4 yard values, choice, yard... \$2.48
Over 200 Pieces of 36x54-inch Wool Dress Fabrics, including values up to \$1.25 yd.; nearly every imaginable weave and coloring, on dress goods bargain square, 48c, 68c, 78c
\$2.00 Broche Novelties, Eponges, 25 pieces, in a full line colors, all 54 in. wide, on sale, at, yard... \$1.48
Fancy Tailored Suiting—made to sell \$2.00 yard; Serges, Diagonals, etc., 54 inches wide, over 100 pieces in the lot, big assortment of desirable colorings, on sale, yard... 98c

Fancy Table Butterine, equal to Creamery Butter, per lb... 25c
The Greatest Fresh Vegetable and Fruit Market for the People
15 lbs. Best Red River Early Ohio Potatoes to the peck... 50c
The best Holland Seed Cabbage, per lb... \$1.50
2 heads Fresh Lettuce... 5c
Fresh Spinach, per peck... 15c
Large Hipe Pumpkin, each... 7 1/2c
Fancy Cape Cod Cranberries at per quart... \$1.50
Sweet Potatoes, lb... \$1.50
Fancy Red Onions, lb... \$1.50
Fry's Best Turnips, Carrots or Parsnips, lb... \$1.50
4 bunches Fresh Parsley... 5c
Fancy Hubbard Squash, lb... 5c
Fancy Head Lettuce... 3 1/2c-5c
Fancy Cooking Apples, peck, 12 lbs. for... 25c
Fancy Denver Cauliflower, lb... 12 1/2c
White Plums Celery, it has no equal, 3 for... 15c