PIONBERS HAVE A PICNIC.SNOW BOOSTS AUTO SHOW Oid settles Gatheri nt Masoricic Tem. Will Give More Country Dealer an


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 Kugel $\overline{\text { Gets Peeved }}$



New Wash Dress Fabrics Underpriced






Tuesday Specials in Linen Dept.

Tuesday Specials in Domestic Room



It Pays --TRY HAYDEN'S FIRST--It Pays Watch Windows and Ads for Our Great Alteration Sale
Bargain Offerings Thurs., Friday and Saturday Extensive alterations throughout the big store wi necessitate many changes during the next few weeks and we have decided to reduce present stocks to a minimum in short order.

Hence Three Days of the greatest Bargain Giving on Absolutely Dependable and Satisfying Merchandise known years in any Omaha store

Make your plans to come early and expect to profi rgely. You will not be disappointed.

## TRY HAYDEN'S FIRST pals

COOJT. Drs. Mach \& Mach and


sELLING power in advertising springs from sincerity. The kind of "copy" that doesn't "pull" is the frothy "meringue" kind, compounded of equal parts of piffle and puf fery

