



# Anniversary Sale



WHILE we date the anniversary of this store from 1887 the anniversary of this firm predates to 1874, thirteen years, when the firm of Hayden Bros. was organized. The slogan has always been better value for equal price, equal value for less price, and we clearly recognize as the chief factor in the growth of this business the foundation principles laid down at the organization and always adhered to—to deal fairly; to guarantee quality; to give value for value; to uphold the dignity of commerce; to adhere to the truth; to consider mere money getting of far less importance than gaining and maintaining the confidence of the public through reliable merchandise. It is this confidence and splendid support of the people of Omaha and vicinity, which has placed us in a position to command of the markets of the world such a feast of values Monday and all week as is seldom offered in any store in the land. Come Monday prepared to enjoy a real feast of bargains. You will find that no disappointments await you.

27th

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**HAYDEN'S**  
THE RELIABLE STORE

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## Anniversary Sale of Bigelow Rugs

No better material and workmanship or richer tone effects can be found today than are embodied in the

**POPULAR BIGELOW RUGS.**  
Bigelow's reputation for wear, gained in your great grandmother's time, holds stronger than ever today. The name stamped on a rug is an absolute satisfaction guarantee.

This week we're quoting prices on Bigelow Rugs less than the wholesale jobbers' prices. Don't miss the great opportunity.

Bigelow's Bagdad Wilton Rugs, \$45.00 value, 9x12 size, choice for \$35.00  
Same, 8-3x10-6 size, at \$32.00

Bigelow's Arabel Rugs, 9x12 size, beautiful assortment, \$47.50 value, choice for \$35.00  
Bigelow's High Pine Electro Rugs, \$30.00 value, 9x12 size, at \$22.50

One lot of Bigelow's Bagdad and Hartford Royal Wilton Rugs, \$3.00 value, 35x65-in. size, at \$1.50  
All New Spring 1914 Patterns.

## Anniversary Specials in Traveling Goods

\$5.00 Walrus Bags, \$3.45—An extra heavy Walrus grain leather bag, leather lined; sizes 16, 17 and 18-in.; great snap at \$3.45

Genuine Leather Suit Cases—Size 24 and 36-in., with heavy straps, extra wide, made to sell to \$6.00, at \$3.95

30 Good Hardwood Trunks with good heavy straps and bumpers; some lined with extra trays, to \$12.50 values, sizes 34 to 40; on sale at \$7.50. \$5.00

## Anniversary Sale of Laces

Laces of All Descriptions on Sale at Half and Less Than Half Retail Worth.

Val. Laces—Worth 5c a yard; on sale at, yard ..... 2c

Val. Laces—Worth 10c a yard; on sale at, yard ..... 3 1/2c

Val. Laces—Worth 15c a yard; on sale at, yard ..... 5c

Cluny Laces—Worth 5c a yard; on sale at, yard ..... 2 1/2c

Cluny Laces—Worth 15c a yard; on sale at, yard ..... 5c

Nottingham and Point de Paris Laces—20c values, yard ..... 5c

Shadow Flouncings—Made to sell at 25c up to \$2.25 a yard; on sale at, a yard ..... 15c up to 98c

Allover Laces—Made to sell at 50c to \$2.25 a yard; on sale at prices from ..... 29c to 98c

Beautiful New Venice Laces—20c to \$3.00 a yard values. 9c to \$1.48

Venice Allovers—Worth from \$1.50 to \$5.00 a yard; on sale Monday at, yard ..... 98c to \$2.98

Chiffons and Nets at great underpricings this week.

## Anniversary Sale of Embroideries

An immense stock of beautiful new Embroideries priced at about half for Anniversary Sale Opening.

5c and 10c Embroideries 3 1/2c

Edges, Bands, Insertings, Beadings, on Swiss and cambric, most attractive bargains; at, yard ..... 3 1/2c

10c and 15c Embroideries at 5c

Edges, Galloons, Insertings, Beadings or Swiss Nainsook and Cambric, anniversary sale price ..... 5c

20c Embroideries at 7 1/2c

Edges, Demi Flouncings and Wide Bands, made to sell at 20c yard, anniversary sale price ..... 7 1/2c

35c Embroideries at 12 1/2c

18-inch Flouncings, Corset Covers and Allover Embroideries, regular values to 35c a yard; sale price, per yard ..... 12 1/2c

50c Embroideries at 19c

A big assortment of 18-inch flouncings, 22-inch Swiss flouncings and 18-inch Allovers, anniversary sale price, yard ..... 19c

Several Lots of High-Grade Novelty Embroideries; made to sell at 60c up to \$2.25 a yard, at, yd., 25c. 39c. 49c. 98c.

## Anniversary Specials in Our Women's Ready-to-Wear Dept. Tha Will Be the Season's Sensation

Months of Careful Preparation for This Event Has Resulted in Showings of Values Surpassing All Former Efforts.

Don't Miss These Summer Dress Bargains.

Beautiful Summer Dresses—Made to sell up to \$15.00; in voiles, linens, ratines, pretty figured and plain crepes, etc. Almost endless variety of clever designs in all colors and sizes; Anniversary Sale \$6.95

Pretty Summer Dresses—Made to sell at \$7.50; lawns, voiles, linens, lingerie, etc., plain colors and fancies. A splendid assortment of charming designs at ..... \$2.95

Nearly 500 Pretty Tub Dresses—In ginghams, chambrays, percales, lawns, etc., plain colors, stripes and fancies, newest styles, all colors and sizes; made to sell to \$2.50; Monday at, choice ..... 95c

From 8:30 A. M. till 12 M. Monday We Offer

Women's Lawn Dressing Sacques—Made to sell at 25c, good styles, pretty patterns; enough for all, choice 5c

Women's Percale House Dresses—Regular 75c to \$1.00 values, all sizes to 44, well made, good colors; choice, at ..... 25c



Long Lawn Kimonos—Made to sell at 75c; neat patterns and styles; choice ..... 23c

325 Handsome Tailored Suits that sold regularly up to \$35.00; broad assortment of most desirable new styles, all colors and very best fabrics, both plain and fancy mixtures; on sale at ..... \$10

100 Stylish Wash Dress Skirts—Made to sell to \$2.50; white piques, linens and natural linens; remarkable bargains at Anniversary Sale price. 95c

One Big Lot of Summer Waists—Made to sell from \$2.50 to \$3.50, beautiful hand embroidered lingerie, dainty voile, cool linens, etc.; newest styles and all sizes; Anniversary Sale price ..... 95c

From 12 M. to 5 P. M. Monday We Will Offer

Taffeta and Messaline Silk Underskirts—Regular \$2.00 and \$2.50 values, in all colors; in one big lot, at 89c

Children's Summer Play Dresses—Percales, ginghams, etc., plain colors, checks, stripes and fancies, all sizes, up to 50c values ..... 15c

Baby Shoes—All sizes, values up to 75c, soft soles, boot tops, etc.; choice ..... 25c

## Anniversary Sale Specials in Cretannes and Draperies

THIRD FLOOR

Cable Net Curtains, full size, regular \$3.50 pair values, big assortment at, pair ..... \$2.25

Novelty Curtains, worth to \$2.50 pair, extra good quality, at pair ..... \$1.25

Brussette Curtains, white and ecru, full size, regular \$2.00 a pair values, Monday, pair ..... \$1.00

Nottingham Curtains, white and ecru, plain and allover designs, \$1.25 a pair ..... 75c

Fancy Scrims, 19c yard value, white or cream centers, with colored borders at ..... 12 1/2c

Fancy Scrims, in allover designs, 12 1/2c values at, yard ..... 8 1/2c

25c Hemstitched Scrims, in ivory ecru, very fine quality, yard ..... 18 1/2c

## Anniversary Specials in Hat Department

40 Doz. Men's Straw Hats—Surplus stock of a well known eastern commission house; up-to-date straws, good styles, made to sell to \$2; all at one price while they last, choice ..... 95c

Boys' and Children's Hats and Caps—Good serviceable colors and styles, 100 dozen in the lot, to 50c values, at ..... 10c

Several other rousing specials this week—make selections early.

## Anniversary Specials in the Daylight Silk & Dress Goods Dept.

Our sales for the last five months have been the largest in our history and the result is many broken lines of the finest fabrics, the patterns that sold first, which we are going to cut deeply for quick clearance this week. Every one a splendid bargain.

15 pieces of All Silk Ratine in navy, brown, taupe, roseda, gray, helio, plum, copenhagen and Russian blue; regularly \$3.75 yard value, at ..... \$1.88

\$1.75 All Silk Crepe de Chines—40 inches wide, remnants of 2 to 5 yards, a good line of street and evening shades, on sale at, per yard ..... 98c

\$1.98 All Silk Satin Crepe Meteor and Charmeuse, in every wanted color, 40 inches wide, at, yard ..... \$1.38

36 and 40-in. Dress Silk Poplins and Ratines—Nearly every color, \$1.00 and \$1.25 yard values ..... 68c

\$1 and \$1.25 Tub Silks, 36 inches wide; big assortment, fast colors, on sale this week, choice ..... 68c and 88c

\$1 Black Peau de Soie and Messaline—All silk, 36 inches wide, 20 pieces in the lot, all silk; for Monday only ..... 68c

46 and 54-in. Imported French Ratine—\$1 to \$2 yard values, fine assortment of colorings, ..... 68c and 98c

Imported French Cotton Crepes—75c and \$1.00 yard values, fine for summer dress, at, yard ..... 48c and 68c

All Wool French Serges—42 to 46 inches wide, light weight, in plain cream and hair-line effects, on sale, yard ..... 68c

59c Imported French Challies—New styles and colorings, ..... 38c

English Mohairs, \$1.00 and \$1.25 yard values; black and blue only ..... 48c and 78c

## Anniversary Sale of Beautifully Decorated Austrian China

Plates, in all sizes, 4 to 7 inches, to 30c values, on sale Monday, ea. 10c

Tea Cups and Saucers, regular 35c values, on sale at, pair ..... 15c

Oat Meal dishes, each ..... 10c

Sauce Dishes, each ..... 10c

Sugar and Creamers regular \$1.00 pair values, at, pair ..... 35c

G. D. A. Haviland Cups and Saucers, Chic Forget-me-not patterns, worth 65c pair, on sale, pair ..... 25c

## Anniversary High Grade Linen Sale Monday

A larger quantity and a greater variety of styles than have been assembled in any previous sale. The combined purchasing power of our wholesale and retail departments has brought us many clear-up lots from manufacturers and importers; these, together with odd lots from our own stocks constitute the greatest values of the year.

Pattern table cloths, pure linen, assorted sizes, heavy double damask; values to \$4.75; sale price, each ..... \$2.75

Circular scalloped table cloths, full size, pure flax, assorted designs, values to \$2.75, each ..... \$2.00

Dinner napkins, odd lots, cut in half dozens, high grade; size 22x22 inches; values to \$6.00 dozen, 6 for ..... \$1.50

Bed spreads, extra large size, scalloped or fringed; cut corners, imported marcellines; values to \$6.00, each ..... \$3.75

Heavy weight, double damask, satin finish, dew bleached, 72 ins. wide; regular \$1.50 quality, yard ..... \$1.00

Huck toweling; pure flax; an assorted lot, different widths and qualities; values to 75c a yard; yard ..... 45c

Towels, pure linen, full size, hemmed; Huck, also bath towels; 39c quality, each ..... 25c

Bed spreads, full size, crocheted marcelline patterns, an assorted lot; values to \$2.75, at, each ..... \$1.98

Sheets and Pillow Cases. Sheets, heavy and durable, seamless; for hotel or household purposes; 85c grade, sale price, each ..... 65c

Sheets best qualities manufactured; large sizes; regular \$1 and \$1.15 grade; sale price, 85c

Pillow Cases, assorted sizes; values to 27 1/2c, each ..... 20c

Pillow Cases, assorted sizes; values to 20c, each ..... 14c

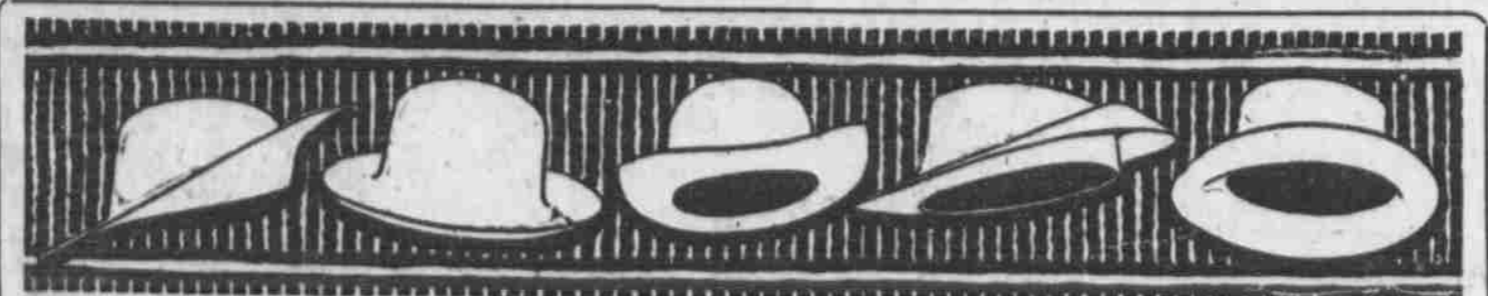
Pillow cases, a large assortment in various qualities and sizes, none worth less than 15c; sale price, ea. .... 10c

## In Our Famous Domestic Room

Our Wash Goods in this department has been selected for our anniversary sale from manufacturers we buy from regularly. All perfectly fresh wash goods; the season's mill ends of all the latest at about half the regular price.

**TOWELS.**  
The greatest assortment ever seen in this city; prices away down—  
25c large heavy unbleached bath towels ..... 14 1/2c  
18c large heavy unbleached bath towels ..... 12 1/2c  
Bath towels, bleached, 5c, 7 1/2c, 10c, 12 1/2c, 15c, 18c, 25c, 35c, 50c.

15c large heavy unbleached bath towels ..... 10c  
Huck Towels, 10c, 12 1/2c, 15c, and 20c.  
Sheets, 72x90, 28c, 38c, 50c, 57 1/2c, 75c, and 85c.  
31x50, 38c, 50c, 55c, 60c, 68c, 75c, 85c and \$1.00.



Take Your Pick of Our Entire Stock of Untrimmed Hats to \$7.50 values including French untrimmed hats, Togonal Milans, Leghorns, Lesere hats, hems, etc., Mon. 98c

## High Grade Wash Goods Dept.

Not only have prices touched rock bottom, but the fabrics are those most in demand this season. A backward spring has contributed somewhat to these remarkable values, but whatever the reasons our customers will find the savings without precedent.

85c silk and cotton dress goods ..... 65c

\$1 silk and cotton dress goods ..... 74c

75c silk and cotton dress goods ..... 57 1/2c

39c silk and cotton goods ..... 18c

25c silk warp ginghams ..... 12 1/2c

25c Egyptian dress goods in great quantity, from 50c to \$1.00 yard. Voiles, 35c, 50c, \$1.00 ratines ..... 75c

\$1.00 ratines ..... 68c

50c colored pique, to close ..... 18c

All 75c Ramie linen at ..... 42c

All 50c Ramie linen at ..... 38c

All 45c Ramie linen at ..... 33c

White Goods Sale. Embroidered white goods in great quantity, from 50c to \$1.00 yard. Voiles, 35c, 50c, \$1.00 ratines ..... 75c

## Furniture Specials—One Day Only

Porch Furniture—All green porch furniture, best grade fibre; this day only at 15% discount.

**BED ROOM FURNITURE**  
2-inch post Veris Martin Bed, regular \$6.00 value; sale price ..... \$4.95

Genuine cotton felt Mattress, full weight, any size; special ..... \$5.00

Best grade all iron frame, heavy pipe sides, protected corners, 6-inch rise on side; special ..... \$3.95

Large size solid oak Dresser, large French plate mirror; sale price only ..... \$7.75

**EXTRA SPECIAL—Twenty-five Sewing Rockers,** eight patterns to select from. On sale at reduced prices.

## Special Flour Sale Monday

Nothing finer made for Bread, Pie or Cakes. This flour is made from the finest selected wheat, nothing finer grown, and a saving to yourself of 50c per sack. Monday, per 48-pound sack

22 lbs. Best Granulated Sugar for \$1.00  
10 bars Best-Em-All, Diamond C, Lenox or Laundry Queen White Laundry Soap for ..... 95c

10-lb. best White or Yellow Cornmeal for ..... 90c

5 cans Oil or Mustard Sardines ..... 90c

Tail-cans Alaska Salmon ..... 10c

Imported Smoked or plain Sardines in oil ..... 95c

32-oz. jars Pure Fruit Preserves ..... 85c

16-oz. cans Condensed Milk ..... 74c

The best Domestic Macaroni, Vermicelli or Spaghetti, pkg. ..... 74c

E. C. Corn Flakes, pkg. ..... 50c

Grape-Nuts, pkg. ..... 10c

The best hand-picked Navy Beans, lb. 5c

2 cans fancy Sweet Sugar Corn ..... 25c

2 cans Early June Peas ..... 25c

Advoca Jell for dainty dessert, pkg. ..... 74c

Don't fail to see the demonstration of Advoca Jell and Delft Peanut Oil for salad.

Large bottles Worcester Sauce, Pure Tomato Catsup, Pickles (assorted kinds) or prepared mustard, bot. 3 1/2c

Golden Santos Coffee, the talk of Omaha, per lb. ..... 90c

For ice tea try the Diamond Blend, per lb. ..... 95c

The Talk of Omaha—Hayden's Quality Butter, Cheese and Eggs.

The best Creamery Butter, carton or bulk, lb. ..... 35c

The best Country Creamery Butter, 25c

The best Country Dairy Butter, lb. 25c

The best strictly No. 1 Fresh Eggs, per dozen ..... 25c

Full Cream Young America, Wisconsin Cream or New York White Cheese, 20c

Imported Swiss or Roquefort Cheese, per lb. ..... 35c

Neufchatel Cheese, each ..... 30c

The Talk of Omaha—Hayden's Marmalade Vegetable and Fruit Market

New Potatoes, per peck, 15 lbs. .... 40c

Old Potatoes, per peck, 15 lbs. .... 30c

3 bunches fresh Rhubarb ..... 5c

3 bunches of home grown Turnips or Beets for ..... 5c

3 bunches home grown Carrots ..... 5c

3 bunches home grown Radishes ..... 5c

3 bunches home grown Lettuce ..... 5c

Large Head Lettuce ..... 45c

3 Kohl Rabi ..... 35c

Pancy Rippe Tomatoes, lb. .... 10c

3 bunches fresh Rhubarb ..... 5c

3 bunches fresh Asparagus ..... 5c

3 bunches Cucumbers ..... 10c

Fresh Cabbage, per lb. ..... 8c

Large juicy Lemons, dozen, 25c and 30c

A full line of fresh California Fruits. Buy Pinesapples now.

## Drugs and Toilet Goods Specials

Ivory Soap, the Scize, 5 bars for ..... 25c

10c Jap Rose or Palm Olive Soap at 2 bars for ..... 10c

15c size 20-Mule-Team Borax for ..... 8c

One big lot of 5c and 10c per bar Toilet Soap, slightly soiled, in this sale at four bars for ..... 10c

1-lb. can of Corylopsis Talcum Powder, 10c

10c Talcum Powders, all colors, at three cans for ..... 10c

\$1.50 bottle Oriental Face Cream for 96c

50c Hudson's or Deary's and Pettis, guaranteed 5 years ..... 50c

Houbigant's Ideal Perfume, per ounce, at ..... \$1.25

White Rose or Locust Blossom Perfumes, the ounce ..... 25c

25c Shampoo or Sani-toil Liquid Shampoo for ..... 10c

50c Mma. Isbell's, Mme. S. utilities or Peerless Rice Powders, 2 boxes to a customer, box ..... 15c

35c large size Washable Powder Puffs ..... 10c

25c Toilet Chamolia, size 10x14 inches 10c

11 Wellington Springs and Bottles, guaranteed 5 years ..... 50c

Large size Pomelan Massage Cream, 5c

50c size Violet Bath Salt at ..... 29c

One pound pure Peroxide for ..... 15c

1/4-lb. bottle for, 10c

\$1 White Bristle Bath Brushes go at ..... 50c

50c Jarls Bath Sponges ..... 13c

\$1.25 Rubber Cushion Ideal Hair Brushes at ..... 59c

One big lot of Tourlet Travelling Cases worth \$1.00, for 50c

50c Household Rubber Gloves, per pair, 25c

Spring and Bottle, extra special ..... \$1.00