



# Anniversary Sale

NEVER have we faced a more difficult problem than that which confronts us now, namely, to express our sincere appreciation of the public good will, which the twenty-sixth anniversary of the founding of this store finds us sharing so largely. Without your hearty co-operation the store would not have attained its present growth. We thank you tenfold for the splendid encouragement and help you have given us.



26th

26th

If the values we have shown for this anniversary sale were less worthy than they are we should be less eager to welcome you on Monday morning—therefore expect to gratify keen desire—you will not be disappointed. We think they will tell their own story best in black and white below—a story of

## Stirring and Sterling Values to Commemorate this Important Event

### HAYDEN'S

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#### Anniversary Sale Hand Bags

50c Handbags, 25c  
Think of it! A full 9-inch metal frame handbag on sale at choice... **25c**  
\$1.00 Handbags, 49c  
A big, well made, regular \$1.00 value—big exceptional bargain for Monday... **49c**  
\$2.00 Handbags, 98c  
A big assortment of fine, all leather, leather lined, metal framed bag with coin purse, at... **98c**

**Anniversary Sale Men's Summer Shirts**  
All the season's most popular materials and colorings, separate collars or collars attached, made to sell up to \$3.50, in two lots Monday at... **\$1.45 and 98c**  
\$1.00 and \$1.25 Quality Shirts, nearly all samples, light and dark colors, great snap... **49c**

**Anniversary Sale Men's Panama Hats**  
A big special purchase of hats made to sell up to \$5.00, greatest snaps ever shown in Omaha at... **\$1.95 and \$2.95**  
Other Panamas up to... **\$1.00**  
All Traveling Bags and Suit Cases 20% Discount Monday—Your choice of the entire stock.

Your Choice of All the Broken Lines of Hart, Schaffner & Marx Suits  
**\$15**  
Suits worth \$18.00...  
Suits worth \$20.00...  
Suits worth \$22.50...  
Suits worth \$25.00...  
Suits worth \$27.50...  
Suits worth \$30.00...

#### Wonderful Anniversary Sale... Embroidery Bargains

81 EMBROIDERIES AT 40c—A beautiful line of 45-inch embroidered flouncings, suitable for summer gowns, graduation and bridesmaid's dresses, fine assortment, anniversary sale price, yard, **49c**  
25c EMBROIDERIES at 7 1/2c—A sensational value in fine 18-inch flouncings, made to sell at 15c to 25c yard. You'll have to see these to fully appreciate the real worth—per yard... **7 1/2c**  
AN EXCEPTIONAL LINE OF FINE EMBROIDERIES—\$3.00 to \$5.00 values, flouncings with combination lace and embroidery, just the thing for beautiful summer gowns, at **\$1.59, \$2.15 and \$2.95**  
BANDS, EDGES AND INSERTINGS—A big variety, on sale Monday at just half... **5c, 10c, 15c, 18c, 25c and 49c**

**Anniversary Sale Men's Women's and Children's FINE SUMMER UNDERWEAR**  
Every garment guaranteed perfect—all styles—all qualities—all sizes—all kinds—at prices actually Less Than Retail.  
BUY SUMMER UNDERWEAR NOW!

**Anniversary Sale CROQUET SETS and Hammocks**  
\$1.00 Croquet Sets, 4 balls, in strong dovetailed box, at... **50c**  
\$2.50 Croquet Sets, 4 balls with long mallets, finely painted and varnished, anniversary sale price... **\$1.50**  
\$4.00 Hammocks, with valance and wide throw-back pillow, anniversary sale price... **\$2.50**  
50c Prayer Books, with gilt edges, anniversary sale price... **25c**

#### Anniversary Sale Laces

Beautiful new laces of all kinds at prices scarcely half actual worth.  
Laces worth 50c and 75c Yard—nearly all kinds, for the anniversary sale, yard... **25c**  
\$1.00 and \$1.25 Laces—All kinds, big assortment of pretty patterns at, yard, **49c**  
Beautiful New Laces—Regular \$1.75 to \$2.25 values, big assortment Monday at... **98c**  
Fancy Cotton Wash Laces—Special lots at **5c, 10c, 18c and 25c**

#### Stupendous Bargain Offerings Here for You Monday in Our Anniversary Sale of Women's Garments. Authentic Styles, Satisfying Quality, Broad Assortments for Selection

**\$15.00 to \$20.00 Silk Dresses, \$5.00**—A magnificent assortment of beautiful designs in Messalines, Bilkolines, Poplins, Nets, also a fine line of dresses in summer weight wool fabrics; plain colors and fancies; all new spring styles; not one worth regularly less than \$15 up to \$20; all sizes 16 to 46; Anniversary sale price... **\$5.00**  
**8,000 Beautiful Summer Dresses, made to sell to \$15.00, your choice \$5.00**—Dainty embroidered Marquisesettes, fine voiles, tissues, linens, ratine, etc., plain colors and fancies, all sizes, greatest values ever at Anniversary sale price, choice... **\$5.00**  
Your choice of 500 Fine Tailored Suits, that sold at from \$25 up to \$50, including beautiful line of Silk Suits, plain tailored and fancy designs in great variety, all colors and sizes, Anniversary sale price... **\$14.90**  
Your choice of 100 Stylish Tailored Suits, newest designs for spring, big variety of wanted fabrics and colors, suits that sold at \$12.50 and \$15, in one lot Monday; Anniversary sale price... **\$5.00**  
Exquisite Designs in Summer Dresses—Over 300 of them, nearly all samples, made to sell at \$20.00 and \$25, come in crepes, voiles, Marquisesettes, brocaded souche and fine linens, the choicest lot of high class summer dresses ever offered, at Anniversary sale price... **\$10.00**  
Misses' and Junior's Wash Dresses—To \$3.00 values, in all the pretty summer styles and materials, at... **\$1.25**  
Ladies' White Waists, made to sell at \$1.50, Anniversary sale price... **69c**  
Ladies' Silk Waists, \$3.00 and \$3.50 values, at Anniversary sale price... **\$1.45**  
Ladies' Lawn Dressing Scaques, made to sell at 25c, Anniversary sale price... **8c**  
Children's Wash Dresses, all sizes, made to sell at \$1.00, sale price... **39c**  
Children's Romper Suits, regular 35c qualities, Anniversary sale price... **15c**  
Scores of other splendid bargain offerings Monday, and all this week.  
Ladies' Dress Skirts, made to sell at \$5.00, Anniversary sale price... **\$2.45**  
Ladies' House Dresses, made to sell at \$1.25, Anniversary sale price... **69c**  
Ladies' Long Kimonos, regular 50c values, at Anniversary sale price... **25c**  
Ladies' and Misses' Rain Coats—A splendid value at \$2.50, Anniversary sale price... **\$1.29**



**DON'T MISS THE GREAT ANNIVERSARY SALE SPECIALS. HARDWARE and CROCKERY**  
Matchless bargain offerings in all kinds of Dinner Sets, Aluminum Ware, Garden Hose and a Broom Sale extraordinary—the opportunity of a lifetime to buy at a saving.

#### Anniversary Sale Millinery Bargains that marks this the greatest opportunity for pleasing economies of the entire season.

**Trimmed Hats**—A beautiful and classy assortment of designs for dress and street wear, all colors, values you would ordinarily expect to see priced at \$5 to \$10, all at choice... **\$2.50**  
**Ratine Hats**—Niftiest line of new shapes in Omaha at... **98c**  
**ARTIFICIAL FLOWERS**—values up to \$1.50, in three big lots—**\$10c, 25c and 49c.**  
**Trimmed Hats**—That look all of \$4.00 to \$7.50—were made to sell at these prices—big assortment at choice... **\$1.00**  
**Trimmed Panamas**—An exceptional lot of values shown at **\$12.50** down to... **\$5.00**  
**Untrimmed Panamas**—Values up to \$6.00, sale price... **\$3.95**  
**Shaded Plumes**—1/3 to 1/4 less than worth... **\$1.98, \$2.98 and \$3.98.**



YES, WE GUARANTEE MILLINERY

#### Anniversary Shoe Sale Monday

We will offer several numbers from our regular stock at prices that will mean big savings on dependable goods during this sale.  
**Women's \$3.50 White Nubuck, button, wide, full high toes and Cuban or low military heel... \$2.50**  
**Men's Shoes, tan or black, blucher or button, every size, all new, up-to-date shoes, values up to \$3.50... \$1.98**  
**Women's Shoes and Oxfords, high or low heels, pumps, two straps and 4 and 5-button Oxfords, values to \$3.50, at... \$1.98**  
**Boys' and Youths' Scout Shoes, made from mule-skin. You know how tough that is. Every pair warranted... \$1.50**  
**Misses' and Childs 1-strap Kid patent tip, turn sole Slippers:**  
Sizes 5 to 8, **75c**  
at, pair... **\$1.00**  
Sizes 8 1/2 to 11, **\$1.00**  
at, pair... **\$1.25**  
Sizes 1 1/2 to 2, **\$1.25**  
at, pair... **\$1.25**



#### Anniversary Sale of Linens

Dew Bleached Satin Damask, 72 inches wide, pure flax—bought to sell for \$1.50 yard; anniversary sale price, per yard... **\$1.00**  
Dew bleached, full size 12x12 Dinner Napkins to match, pure flax; bought to sell for \$4.50; Anniversary sale price, dozen, **\$2.50**  
Patterned Table Cloths, German satin damask, size 12x12, pure linen; usual selling price \$1.00; sale price, each... **98c**  
Mixed lot full size Dinner Napkins—pure flax, assorted designs—values up to \$4.00 a dozen sale price, six for... **\$1.99**  
Pure Linen hemmed and hemstitched Buck Towels, regular selling price 25c; Anniversary Sale price... **8c**

#### Anniversary Sale Wash Dress Fabrics

Most complete line of choice fabrics for selection shown in Omaha.  
**Muslin and Cotton Fabrics**, all the rage this season, in crepes, voiles, batistes, organdies, dimities, pillboxes and silk and cotton fabrics, 27 up to 40 in. wide, 25c to 15c yard values, at **18 1/2c, 18c, 18c, 20c, 20c and 20c**  
**80 to 75c Wash Voiles**—Plain colors, printed or woven figures, silk stripes, mercerized and half silk fabrics, special bargains, at **yd. 15c, 18c, 20c, 20c and 20c**  
**Fine Dress Organzas, Scotchs, French or English, regular 35c qualities, in two big lots, Anniversary sale price... 15c and 18c**  
**The New Batistes** are exceptionally fine in quality and assortment. You cannot match the values shown at, yard **25c, 50c, 75c, 95c, \$1.00, \$1.25 and \$1.50**

#### Anniversary Sale of Wool Dress Fabrics

**All Wool Storm Serge, 36-in. wide, all colors including black and white, yard, 38c**  
**All Wool French Serges, 36-in. wide, in all colors, anniversary sale price, yard, 48c**  
**Plain and Fancy Mohairs, 44-in. wide, to \$1.25 values, anniversary sale price, per yard... 68c**  
**All Wool Dress Serges, 50-in. wide, in cream or white, anniversary sale price, yard... 98c**

#### Anniversary Sale Specials in Beautiful Summer Dress Silks

**Crepe de Chines, 40 inches wide, in all silk, regular \$1.50 values, at, yard... 98c**  
**Crepe Metecors, 45 inches wide, beautiful line of street and evening shades, including white and black, \$2.00 value, yard... \$1.18**  
**Yard Wide Messalines and Spot Proof Foulards, stripes and polkadots, in blue and white, brown and white, black and white, and Alice blues, \$1.25 yard values, yard... 88c**  
**36-in. Black Imperial Messaline, yard... 68c**  
**36-in. Black Dress Taffetas, yard... 68c**  
**36-in. Beau de Soie, yard... 68c**  
**30-in. White Jap Silks at, yard... 15c**  
**TUB SILKS—36 inches wide, special... 48c**  
**27 inches wide, special... 48c**

#### Read Hayden's Big Special GROCERY Sale for Monday It Pays, You Save from 25 to 50%

**25 lbs. best Granulated Sugar... \$1.99**  
**45-lb. sack best high grade Diamond H Flour, nothing finer for bread, pies or cakes, per sack... \$1.10**  
**16 bars Best Ten All Diamond O or Lenox Soap... 25c**  
**10 bars White Laundry Queen Soap for... 25c**  
**The best domestic Bismarck or Straight Macaroni, Vermicelli or Spaghetti, per 5 lbs... 75c**  
**10 lbs. Oyster Shell for chickens for... 12 1/2c**  
**2-lb. cans Early Sweet Sugar Corn, 40 1-lb. cans Alaska Salmon... 10c**  
**1 can Oil or Mustard Sardines... 25c**  
**1-lb. cans Assorted Soups or Stews, Advo Jell, Jellycorn or Jello, pkg. 7 1/2c**  
**8 lbs. fancy Japan Rice, 10c quality for... 25c**  
**The best Bulk Peanut Butter, per lb... 12 1/2c**  
**Large bottles Worcester Sauce, Pure Tomato Catsup, Pickles, Assorted Kinds, or Mustard, per bottle, 50c**  
**The best Tea Siftings, per lb... 19c**  
**Golden Santos Coffee, per lb... 25c**  
**BUTTER, EGGS and CHEESE—SPECIAL**  
**Best Creamery Butter, carton of bulk, per lb... 15c**  
**Best Country Creamery Butter, lb... 25c**  
**The best No. 1 Dairy Butter, lb... 25c**  
**The best Fresh Country Eggs, per dozen... 30c**  
**Full Cream Cheese, per lb... 14c**  
**PUT UP PRESERVES NOW BEFORE IT IS TOO LATE.**  
We have a carload of extra fancy fruit, shipped to us to sell for the grower. Buy now, as the season will soon close and prices will be higher.  
**24 size, per dozen... \$1.40**  
**30 size, per dozen... \$1.10**  
**36 size, per dozen... 95c**  
**Per crate, per size... \$0.75**  
**THE VEGETABLE MARKET OF OMAHA FOR THE PEOPLE.**  
**French Spinach, per sack... 7 1/2c**  
**6 bunches fresh Radishes... 8c**  
**6 bunches fresh Green Onions... 8c**  
**2 bunches fresh Asparagus... 10c**  
**2 heads home grown Leaf Lettuce, 1c**  
**Fresh Peas, per quart... 7 1/2c**  
**New Potatoes, 3 lbs. for... 10c**  
**Fancy Ripe Tomatoes, per lb... 10c**  
**3 lbs. fancy Shelled Peas... 10c**

#### FOUR ROUING SPECIALS IN THE ANNIVERSARY SALE OF RUGS

**\$218 Axminster Rugs, extra fine lot of patterns, regular \$20.00 quality, etc... \$17.99**  
**\$212 Tapestry Brussels Rugs, seamless, regular \$15.00 quality, sale price... \$12.95**  
**7-ft. Water Color Window Shades, best quality, 36-in. wide, sale price Monday... 90c**  
**"No Price" Curtain Stretcher, 6x 12 size, hardwood frames, non-turbable, price... 75c**

#### ANNIVERSARY SALE SHAPES IN THE Drapery Dept.

**\$1.35 Nottingham Lace Curtains, 45-in. wide, 2 1/2 yards long, Anniversary sale price... 69c**  
**\$2.50 Brussels Lace Curtains, 3 yards long, 5 ins. wide Anniversary sale price... \$1.49**  
**Drapery Fish Nets, white or ecru, values up to 25c yd., at... 12 1/2c**  
**12 1/2 Colored Curtain Strim, 36-inch wide, pretty all-over pattern, snap at Anniversary sale price, yard... 7c**

#### Anniversary Furniture Sale Monday DONT MISS THE SNAPS.

No matter what your selection may be, you have a bargain worth while.  
**Solid Oak Chiffonier, 5 drawers, extra wide and deep... \$5**  
**Ladies' Writing Desks, with drawer... \$5**  
**Genuine Felt Mattress, full size, 45 lbs. weight... \$5**  
**Hammocks, with heavy steel frame and springs, 6 ft. long inside... \$5**  
**Canvas Porch or Lawn Couch; Large Hall Racks, with fine mirror and hooks; 12x10 Beveled Mirrors, oak frame; Solid Oak Bedstead, a dandy; 3 Wood Seat Dining Chairs; Large Quartered Oak Commode; Music Cabinet, oak or mahogany. Best Cork Bedspring made, all articles that sell regularly at \$7.00 to \$10.00; your choice Monday... \$5.00**  
**Vernis Martin Bed, full size, heavy 3-in. posts... \$5**  
**Oak Base Kitchen Kitchen Cabinet, with two drawers, flour and sugar bins, etc... \$5**  
**Center Tables, mahogany, bird's-eye maple or oak; choice of several patterns... \$5**

#### Anniversary Specials in Drugs and Toilet Articles

**15c bar (No. 4711), White Rose Glycerine Soap for... 10c**  
**Two Thousands Pounds of Pure Imported Castile Soap in (4-lb. bars), regular price for 4 lbs... \$1.00; sale price, 4-lb. bar, 69c**  
**10c Physicians' and Surgeons' Soap or Saponous Soap, for... 5c**  
**10c and 15c Toilet Soaps, all in one big lot, all standard brands, but slightly soiled, per bar... 2 1/2c**  
**25c size Pure Hydrogen Peroxide, about... 10c; 8 for 25c**  
**About One Hundred Standard Brands of Face Powders, all colors; regular price 25c and 35c; sale price, per box... 15c**  
**Large size jar Oriental Massage cream for... 25c**  
**\$1.50 bottle Oriental Face Cream for... 85c**

#### Anniversary Specials in Domestic Room

**Gingham Apron Checks, blues and browns, 7c values, 4 1/2c values... 5c**  
**Lawns, good assortment, 10c values... 5c**  
**Lawn Tissues, plaids and checks, 25c values... 18c**  
**Cotton Challies, long lengths, 6c values... 3 1/2c**  
**Fancy Striped Dress Voiles, pretty colors, 25c values, at, yard... 15c**  
**Striped and Plain Poplins, good assortment, 25c values, 15c values... 10c**  
**32-inch Scotch Ginghams, 18c values... 10c**

#### Anniversary Wall Paper Sale

During the month of June we will run an extraordinary Wall Paper sale—one that has never been equaled in the history of Omaha. There will be in this sale many papers that were sold for four or five times the price we will sell them at.  
**Bedroom Papers, with borders, at, per roll... 3c**  
**Kitchen Papers, with borders, at, per roll... 4c**  
**Living Room Papers, with borders, at, per roll... 10c, 8c, 6c**  
We have the largest stock of fancy Cut-out Borders west of Chicago, per yard, up from... **5c**  
Extra Special for Next Week—Oak brand Paint, guaranteed for three years, per gallon... **\$1.55**  
FOURTH FLOOR.

IT PAYS Try HAYDEN'S First IT PAYS