Sale of Manufacturers' Surplus Stocks

Begins Monday April 13th

Continues All Next Week

HAYDEN'S THE RELIABLE STORE

A SALE WHICH WILL SET A NEW RECORD OF ACHIEVEMENTS IN MERCHANDISING

Means Many Thousands of Dollars in Savings to Our Patrons

A sale the keynote of which is quality coupled with keenest economy. Every manager is required by unalterable instructions to offer in this great sale

Only New Goods—Only Stylish Goods—Only Quality Goods—and then to make the price lower than any store anywhere has ever quoted for like quality of Merchandise, offering buyers absolutely unparalleled bargain opportunities

The values are the result of months of planning with the whole Hayden organization keyed to the highest pitch.

Purchases have been made in great quantities where very low prices could be had and a high standard of quality maintained.

Those who have profited in the past by these great annual sales can partly appreciate the wonderful saving opportunities such an event will offer, yet this sale will be much larger in its scope than any before attempted.

Remember every yard of goods, every article, every garment offered will be new, fresh and seasonable merchandise direct from the best manufacturers in the world.

Every department throughout this store has taken a keen interest in preparing for this big sale, buyers for weeks and months past searching the markets of the world for the best values it is possible to obtain—the result is the certainty of a week of positively unparalleled value giving in every part of this great establishment. All new, clean merchandise.

Curtains, Draperies

All New Spring Goods

Novely Curtains, full size, up to $3.50 pair values; while they last, pr...**$1.15**

Nottingham Curtains, fine patterns, 2½ yards long, $1 pair values, at, pr...**50c**

$1.50 Nottingham Curtains, large size, white or ecru, at pair **85c**

$2.00 Nottingham Curtains, in white or ecru, full size, pretty patterns, pair.....**98c**

Many other specials in all kinds of Curtains and Drapery materials.

New Spring Silks Greatly Underpriced

Fresh, Clean Goods—The Season's Best Styles

Fine Broche Silk Poplins; 42 in. wide, $3.98 yd. values in navy, brown, taupe, etc., including black; on sale Monday, per yard **$1.98**

All Silk Crepe de Chine, in 15 newest spring shades 42 in. wide, regular $2.25 yd. value; plenty of white and black; on sale, yd. **$1.48**

$1.75 All Silk Crinkle Crepes and Brocaded Novelty Crepes—40 inches wide, in a full line of street and evening shades, 50 pieces in the lot at, per yard...**98c**

All Silk Dress Messalines and Hair Line Stripe Satin de Chines, a splendid line of colors, 35 inches wide, regular $1 yd. quality **48c**

50c and 75c Dress Silks, including Foulards, Messalines, Poplins, Taffetas, etc., in all the season's newest colorings, on sale, yard... **28c**

Remarkable Savings on Dependable Linens

Main Floor—Middle Room

Heavy weight double Damask Pattern Table Cloths, pure flax, assorted sizes, values $4; sale price, ea. **$2.75**

Heavy weight Damask Pattern Table Cloths, warranted strictly pure flax; value $2.98; sale price, ea., **$2.00**

Damasks, Towels and Dress Linens, heavy weight double Satin Damask, all strictly pure linen; value $1.50; sale price, yard **$1.15**

Dinner Napkins, heavy double damask, 22 to 24 inches square; value $5.00 dozen—sale price, 6 for.....**$1.50**

Hemmed Huck Towels, all linen, extra large size; value 39c; sale price, each **25c**

Devonshire Huck Towels, plain white or colored borders; value 19c; sale price, each **12½c**

Colored Dress Linens, pure flax, warranted fast colors, yard wide values 50c, sale price, yard.....**25c**

Bed Spreads, Sheets and Pillow Cases Over 5,000 Sheets and Pillow Cases bought direct from the eastern manufacturers expressly for this sale.

Pure Linen Hemstitched Sheets, extra large size, round thread, value $5.00 pair, sale price, pair.....**$3.75**

Bleached Sheets, direct from an eastern manufacturer, size 81x99 values 95c, sale price, each.....**75c**

Imported Marseilles Bed Spreads, scalloped cut corners, $6.00 values, each **$3.95**

Hemstitched Pillow Cases, full size, strongly made, worth double; 18c each **$3.95**

In the Wash Goods Department

Middle Room, Main Floor

25c Royal Crepes, 12½c—Pointed Crepe, with silk finished yarns, forming a novel stripe effect. Ideal for cool wash dresses; all new figures and designs; 28 inches wide.

Ratines, in all descriptions, in all widths, in all shades, in all qualities. Our stock is the most complete in the country; and our prices will be, on this sale, from 33⅓% to 50% less than regular prevailing prices.

Prices will range from **15c to 65c a yard.** Former prices from 25c to $1.50 a yard.

Ginghams and Zephyrs Department.—When we come to Ginghams, Plisses and Zephyrs, we far surpass them all. Just look!

Wm. Anderson's Genuine Scotch Zephyrs, 25c value the world over, in this sale all will go at **12½c**

Wm. Anderson's 31-in. D-220, known all over America and sells in New York city at 18c a yard, on sale **10c**

Genuine Lorraine Tissues, both Egyptian and Toil Etienne, spring 1914 styles, sold all over the United States at 25c, on sale at only **12½c**

Big Mill Purchase New Rugs

All Spring 1914 Patterns—All Guaranteed Perfect.

$20 Quality Axminster Rugs—9x12 size, floral and oriental patterns, at...**$12.98**

$18 Seamless Velvet Rugs—9x12 size, big line of patterns, on sale at.....**$10.98**

$13.00 Tapestry Brussels Rugs—Guaranteed worsted face, big assortment of patterns, 9x12 size, snap at **$7.98**

Many other splendid bargains in room size and small Rugs, Linoleums, etc., during this sale.

Notion Specials

That will put you in the notion of coming early Monday

Coats' 200-yard Machine Thread, 3 spools for...**10c**

10c Sonomore Dress Snap Fasteners on sale, doz...**1c**

10c DeLong's Hump Hooks and Eyes, at per card...**5c**

All size Pearl Buttons, 5c doz. quality, at doz. **1½c**

Nickel Plated Nursery Pins—Monday, 3 doz. for **5c**

Brass Pins, 3 pkgs. for.....**5c**

Many other Staple and Fancy Notion items at greatly below usual prices.

Men's $15, $18, $20 Suits, $13.75

This Spring's Goods—2d Floor

During this sale we will break all records for prices on good dependable clothing. In this lot we include blue serges and black suits as well as this season's colors and styles. These suits are hand made and sewed with silk. Every minor detail is carried out the same as in our $25.00 suits. During this sale you may buy $15, $18 and $20 suits for..... **$13.75**

Men's and Young Men's $10.00 and $12.50 Suits at $8.75

Satisfy yourself that this is the best suit buy ever offered in season. The best colors as well as all wool blue serges and black suits. All sizes to fit all men and young men. During this sale $10.00 and $12.50 suits..... **$8.75**

Corsets and Underwear

$4.00 and $5.00 Corsets....$1.98

Broken lots and slightly soiled Corsets in brocades or plain materials, to close **$1.98**

$1.50 Batiste and Netting Corsets—Four heavy web supporters, the snap of the year **$1.00**

75c Brassiers, embroidery and lace trimmed, all sizes.... **39c**

$1.50 Brassiers, on sale.....**79c**

Children's M Waists, sizes 2 to 12 years, on sale **12½c**

Women's Union Suits, in Lisle or Cotton lace trimmed, all styles, to $1 values...**25c, 39c and 49c**

Nainsook Night Gowns, lace and embroidery trimmed, to $1.00 values, choice **49c**

Fine Lisle and Cotton Vests, to 75c values...**12½c, 19c and 35c**

Four Wonderful Wool Dress Goods Bargains

The most beautiful spring 1914 weaves and colorings at almost half less than regular prices.

50 and 54-in. Wool Dress Fabrics, including, among others, $1.50 Cream Striped Poplins, $2.00 Novelty Tailor Suitings, $1.50 Fine Worsted Plaids, $1.50 All Wool Sponged and Shrunk serges, Imported Serges, etc., a wonderful line of matchless values, at per yard **98c**

French Krinkle Crepes, fine English Mohairs, Jacquard novelty serges, Lupin's novelty Crepes, etc.; 40 to 46 in. wide, $1.00 to $1.25 yard values, at, per yard.....**68c**

All Wool French Taffetas, Fancy Crepes, French Serges, Wool Challies, Novelty Check Crepes, etc.; 40 and 44 in. wide, 75c and $1.00 values **49c**

50c to 75c All Wool Dress Serges, Panamas and Diagonals, in every wanted color, plain and two-toned whipcords and novelty suitings, on sale Monday, yard **25c**

Men's $1.50 Trousers 89c

Domestic Room

This offer will attract hundreds of men to our New Clothing Department in the Domestic Room. These Trousers are actual $1.50 values and will be sold only during this sale at 89c. All sizes. All colors.

Boys' Knicker Suits $2.35

If you ever bought a bargain in your life, you will surely admit you got one when you buy boys' suits at this price. There are all sizes, from 3 years to 17 years, all dark colors. Sold by every other store at $3.95. Our sale price **$2.35**

See Ladies' Suit and Millinery Ad, Page 8; News Section

Less than Half Price

$1.50 Cedar Oil polishing mop and a $1 size can of Cedar Oil; this $2.50 value and choice of two different styles and makes of mops, only—

98c

Brooms, Brooms

A fine quality parlor broom, not a cheap broom; cheap, but a high grade broom at a bargain **19c**

One to a Customer. No C. O. D. Orders Accepted.

Enamelware

Every piece perfect; no seconds or chipped pieces.

Large 14-qt. enameled Dish Pan.
Large 14-qt. enameled Preserving Kettle.
12-qt. enameled Water Pails.
8-qt. Berlin Kettle, complete with cover.

Choice 19c

We sell "White Mountain" Refrigerators.

In the Popular Domestic Room

WASH GOODS.

The quantities here are too large to describe them separately, but we have everything made. Simpson's Prints, 36-inch Percales, 10 different lines of Batiste, 8 lines of Poplins, 12 lines of Silk and Cotton Goods, 10 lines of Voiles, 5 lines of Crepes, over 25 lines of Fancies, thousands of Mill Ends, and all on sale. Prices from **5c 7½c 8½c 10c 12½c** and **15c** yard.

Extra Specials for Monday.

Amoskeag apron checks, yd...5c
Fruit of the loom, yd.....5c
Striped Scotch flannel, 23 in., 12½c value 3½c
27-in. checked suitings, 12½c value 2½c
6¼c Shirting prints 2½c
32-in. Bunting, all colors, yd..1c
9-4 Aurora Bleached 20c
8-4 Aurora Bleached 18c
9-4 Piquot 25c
42-in. Pillow Casing 8½c
45-in. Pillow Casing 9½c

SHEETS AND PILLOW SLIPS.

We handle no goods in this department that we can't guarantee. No matter how low the price, every article is inspected as closely as the very best made.

72x90 sheets...27½c
72x90 sheets....35c
81x90 sheets....39c
81x90 sheets....48c
81x99 sheets....73c

Pillow Slips.

42x36, fair quality 7½c
42x36, good quality 10c
45x36, good quality 15c

Linens, Napkins, Cloths, Etc.

You must see these.
$1 pure Irish linen, 72 in. wide.....69c
38c German mercerized linen.....25c
25c Turkey Red damask 15c
$2.50 Damask Table Cloths $1.38
$1.50 Damask Table Cloths 98c
$3 Napkins, per dozen $1.75
$1 Napkins, per dozen 69c

BEDSPREADS—New spreads from the best American manufacturers.

Auburn 85c Bedspreads.....59c
Auburn $1.25 Bedspreads.....58c
Auburn $2.00 Bedspreads....$1.19
Auburn $3.00 Bedspreads....$1.69

10c Embroideries at 2½c Yard

Edges, Insertions and perfectly matched sets, all strictly new, fresh goods, no seconds or soiled goods in the lot.

$1.50 Scarfs and Center Pieces—54 in. Rennaisance Lace Scarfs, 30 in. Rennaisance Center Pieces in Monday's Sale at **49c**

Val, Torchon, Zion City and Point de Paris Laces, yard **2½c**

Laces, worth to 35c, yard....10c

Flouncing Laces, made to sell up to 75c yd. Your choice, yard **25c**

LADIES' HANDKERCHIEFS. 5 and 10c values, Plain White, Hemstitched and Fancy Bordered .....**3 for 5c**

Hats, Caps and Traveling Goods

Specials for Monday

Boys' Hats and Caps—25c and 35c values on sale.**10c**

Boys' $1 Hats and Caps.75c

Men's Hats—Made to sell at $3, new colors and shapes, sizes 6 3-4 to 7 3-8....**$2.00**

$2.00 Men's Hats at $1.25

$15.00 Fibre Dress Trunks, linen lined, two trays, at **$9.95**

Leather Traveling Bags, to $8.00 values, all sizes **$4.65**

$1.50 to $1.75 Matting or Kerotol Suit Cases, at, choice **$1.00**

$1.00 Matting Hand Bags....69c

Boys' $5.00 Suits Go at $3.65

Second Floor

The heavy buying of last week left us with a great many broken lines in boys' suits. These suits offered in this sale include all suits that were left from our great Easter sale. This makes a double bargain. Suits that we sold on sale at $5.00, during this sale..... **$3.65**

All Sizes, In All Colors.

Boys' Knickers at 85c

$1.25, $1.50 and $2.00 Kinds

Boys' odd Knickers, full cut, all wool, full lined; over 700 pairs to choose from. The wise mother will buy for a summer during this sale; $1.25 to $2.00 Knickers **85c**

Drug Dpt. Specials

Palm Olive, Jap Rose or Saymon's soaps, per bar 5c
Eight (8) bars of Ivory soap for 25c
10c Shinola Shoe polish for.....5c
Azurea or La Trefle face powders, at 75c
Hudnut's or Pinaud's toilet waters at 49c
La Blanche or Carmine face powders, at 25c
Hudnut's or Dagget & Ramdell's Cold Creams 38c
(No. 4711) White Rose Glycerine soap at, per bar 10c
Cuticura or Woodbury's soaps, per bar 15c
Oriental Cream (Gourard's) at...89c
Cantbrox Hair Shampoo for.....25c
Bath Sweet for the bath at.....15c
Jad Salts for the kidneys at.....55c
4 dozen of 5-grain Aspirin tablets for 25c
100 Dr. Hinkle's Cascara tablets, 10c
Sloan's Liniment or St. Jacob's Oil, 25c size, for 15c
Danderine Hair Tonic, 25c size..15c
Pinkham's Vegetable Compound..89c
Mrs. Potter's Walnut Hair Stain.59c
75c Household Rubber Gloves, per pair 35c

Gloves and Hosiery

Real French Kid Gloves, made to sell at $2.00. Surplus of a well known importer; all gloves fitted, at **$1.00 and $1.50**

French Lambskin Gloves—$1.00 value, in all sizes and colors **49c**

$1.50 and $2.00 Silk Stockings—All colors, greatest snap offered in years; well known makes, at pair **98c**

Ladies' Hose, worth to $1.00 pair, fine Silk and Lisle, in newest colors .....**49c, 35c and 25c**

15c and 25c Ladies' and Children's Hose, in black and colors, all perfect, on sale, at pair .....**12½c and 8½c**

Phoenix and Wayne Knit Silk Stockings, in all colors, pair 75c

Snaps Monday in Men's Furnishings

10c Mercerized Handkerchiefs, at 6 for **25c**

15c Maco Foot Socks, 6 for...**50c**

Muslin and Cambric Gowns—75c and $1.00 values, all sizes .....**69c and 49c**

Night Gowns and Pajamas—$1.50 and $2.00 values.**$1.45 and 98c**

$1.50 and $2.00 Quality Dress Shirts—All best makes and colors, new fresh stock, **98c and 69c**

Wayne Knit Silk Lisle Hose—6 pairs guaranteed for 6 months, at **$1.85**

$1.50 and $2.00 Union Suits, Lisle and Mercerized, at **$1.45 and 98c**

Four-in-Hand Silk Ties—Made to sell at 50c to $1.00; all new colorings, at .....**45c and 25c**

Balbriggan Underwear, Shirts and Drawers, about Half.

Monday Specials in Furniture Dept.

Three times daily all assemble in the Dining Room—Make it Attractive.

$20.00 Dining Room Tables, 48 inches, round top, solid quarter sawed oak, extends to 8 feet; beautifully polished or fumed finish; special at **$16.75**

$25.00 Dining Table, massive Colonial style base, extends to 8 feet; selected quarter sewed oak, fumed or golden finish; special at **$19.50**

China Cabinets.

$22.50 China Cabinets, quartered oak, Colonial style, either fumed or golden oak finish, an extra well made cabinet, sale at only **$18.00**

$25.00 China Cabinet, has a heavy, well constructed frame, can be had in polished or in fumed quarter sawed oak or mahogany. Special price **$19.50**

Buffets.

$27.50 Buffet of beautiful design, large roomy case, well made, either fumed or golden oak finish. Special price.....**$22.50**

$30.00 Buffet, is of massive Colonial design, full width plate mirror, large china apartment and roomy linen drawers; highly polished. Sale price **$24.50**

One-Motion Folding Go-Cart with hood, a good serviceable cart, Monday, special **$4.75**

In the Popular Domestic Room

Dinner Sets.

$10 value, plain white Ransom pattern, 100 pieces on sale Monday **$8.75**

Dinner Sets.

100-piece French china, for-get-me-not pattern, $40 val., on sale Monday **$17.50**

Dinner Sets.

100-piece semi-porcelain dinner set in pink spray design, regular $15 val., Monday, **$8.50**

WAR IN CHINA

—AT—

Hayden's New Fourth Floor China Department

A Rousing Sale of Dinner Ware Starts Monday. Over 100 Open Stock Patterns for Selection.

15% Discount On all "Haviland" White Ransom China Monday.

20% Discount On all Haviland & Co. Decorated China Monday.

25% Discount On French, Austrian, German Dinner Wear.

No old stocks. All patterns new and complete. Decorated cups and saucers, plates of all kinds, sugars and creamers, platters, jugs, etc., at .....**LESS THAN HALF**

Shoes for All

Men's shoes, tan or black, made to sell for $4.50 and $5.00, all sizes, at **$3.50**

Men's shoes, button or blucher, new styles, tan or black, $4.00 val., **$2.50**

Men's $3.00 shoes, tan or black, bluchers or buttoned, mostly welts, all sizes **$1.98**

Women's shoes and pumps, in colonials and "Mary Jane" styles, Cuban, Gaby and Growing Girls' heels, welts and turns, patent or gun metal, up from **$3.00**

600 pairs women's $3.00 values in patent, gunmetal or vici kid, splendid values **$1.98**

H. W. Merriam's Shoes for the whole family, patents, gun metal or vici—newest styles, fancy patterns.

Growing girls', up from.....**$2.50**
Misses' sizes, up from.....**$2.00**
Childs' sizes, up from.....**$1.50**

Special for Saturday.

Women's Satin Colonials and Women's Velvet Colonials at **$1.50** and **$1**

Read Hayden's Big Special Grocery Sale for Monday

It's Quality Goods. Why Pay More?

23 lbs. best granulated sugar....$1.00
45-lb. sack best high grade Diamond H flour, nothing finer for bread, pies or cakes, per sack.....**$1.10**
10 bars Beat-'Em-All, Diamond C or Laundry Queen white laundry soap for **20c**
10 lbs. best white or yellow cornmeal for **19c**
8 lbs. best rolled breakfast oatmeal for **25c**
6 lbs. best hand picked navy beans for **25c**
The best Domestic Macaroni, Vermicelli or Spaghetti, pkg. **7½c**
4 cans Fancy sweet sugar corn...**25c**
Early June sifted peas, per can..**10c**
6 lbs. best bulk laundry starch...**25c**
5 cans oil or mustard sardines....**25c**
6 lbs. choice Japan rice.....**25c**
4 lbs. Fancy Japan rice, 10c quality, for **25c**
Fancy Queen Olives, per quart..**85c**
Large bottles Worcester sauce, pure tomato catsup, pickles, assorted kinds, or mustard, per bottle...**9½c**
McLaren's Peanut Butter, lb., **12½c**
Hershey's Breakfast cocoa, lb...**20c**
The best Tea Siftings, lb.....**10c**
Golden Santos Coffee, lb.....**30c**

BUTTER TAKES A TUMBLE.

The best Creamery butter, carton or bulk, lb. **29c**
Good Dairy Table Butter, lb.....**23c**
Fancy country Creamery butter, per pound **28c**
The best full cream Wisconsin, New York, White or Young America Cheese, per lb. **22c**
The best imported Swiss Cheese, per pound **35c**

The Vegetable Market of Omaha for the People.

The best Red River Ohio Potatoes, 15 lbs. to the peck **35c**
Fresh Beets, Carrots, Radishes, Shallots or Turnips, bunch.....**5c**
Fancy head lettuce, per head....**7½c**
3 heads fresh leaf lettuce for....**10c**

Rousing Bargains in Wall Paper Dept.

Beginning Monday, and continuing all week, we will offer values in New 1914 Patterns in Wall Paper seldom, if ever, equaled in Omaha.

All Plain Imported Maxweltons, non-fading, all colors, 45c roll value, **22c**

Fancy California Cauliflower, per pound **7½c**
Old Beets, Carrots, Turnips or Parsley, per pound **2½c**
Fancy new Cabbage, per lb.....**2½c**
3 lbs. fancy shelled popcorn....**10c**
Advo Jell, the jell of quality, package **7½c**
Fancy California Rhubarb, lb...**7½c**

All Domestic Oatmeal Pulps, all colors, the 25c roll quality, at....**12½c**

Imported Printed Oatmeals, 1,000 patterns for selection, all new, to 75c roll values, all on sale, roll.....**23c**

30,000 Rolls of new spring 1914 papers, the very best patterns, on sale in 3 big lots Monday and all week.

Values to 15c roll at 8c

Borders to match.

Values to 18c roll at.....4c
Values to 20c roll at.....6c

Finest line of cut out borders in Omaha at **Less Than Half Price.**

Many other specials. Get our sale prices on paints, stains, wax, varnishes, etc.

A Big Wholesale Jewelry Stock Purchase on Sale at Half and Less than Half

Seven-jewel Elgin or Waltham Watches, fully guaranteed; regular $12.50 value, at.....**$6.48**

$1.00 and $5.00 Bracelet Watches in this Sale, while they last .....**$1.90 and $2.50**

26-Piece Silver Sets—Regular $6.50 value, on sale Monday, **$3**

$1.00 Watches at **69c**
$1.00 Alarm Clocks at **50c**
75c Pearl Beads at **25c**
75c Tango Beads at **39c**
75c and $1 Jet Ear Drops....**25c**
50c Coral Hat Pins **25c**
$1.00 Coral Necklace at **50c**
$5.00 Cut Glass Vases **$3.00**
$5.00 Cut Glass Water Sets.**$2.98**

IT PAYS **Try HAYDEN'S First** IT PAYS