

Monday, Mch. 10th, Tuesday, Mch. 11th, Wednesday, Mch. 12th, Thursday, Mch. 13th

We Will Hold Our Semi-Annual Display of Fine Laces, Embroideries Dress Trimmings and Robes

No effort or expense has been spared to make this display our crowning effort, surpassing in breadth of assortment and beauty of showings any past event.

The finest products of all the markets of the world will be offered for your inspection and selection. In none of the most exclusive eastern stores will a display superior in assortments and qualities be shown.

We extend a cordial invitation to all ladies of Omaha and vicinity to inspect these Exquisite Laces and Trimmings.

Hours, 8:30 a. m. till 5:30 p. m. Display in Piano Department Douglas St. Entrance

We Fill Mail Orders from Our Daily Ads—Guaranteeing the Purchaser Satisfaction.



We Fill Mail Orders from Our Daily Ads—Guaranteeing the Purchaser Satisfaction.

Monday, Mch. 10th, Tuesday, Mch. 11th, Wednesday, Mch. 12th, Thursday, Mch. 13th

We Will Hold Our Advance Spring Fashion Exposition of Afternoon and Evening Gowns, Coats and Suits

An Exhibit and Sale revealing New Styles in which realization will meet your highest expectation.

An exhibit which will appeal to the woman who understands dress as no exhibition of the sort has ever done before, offering a collection of exquisitely designed garments from the world's most prominent makers that you will not find surpassed in the most exclusive eastern stores.

We invite you to view these authoritative new styles, to criticize if you will, to choose if you wish.

Suit Department Exclusive Styles From 9 a. m. to 5:30 p. m. Second Floor



See our distinguished trimmed hats at \$5.00

Biggest and best assortment of untrimmed hats ever offered in Omaha. See these Saturday specials.

Tagel braid hats, with silk velvet facing \$2.95 Tagel Braid Hats, at \$2.50 and \$1.98

Hemp braid hats, black, others with velvet fold \$1.50 Yes, we always guarantee all Millinery.

New Spring Millinery

A showing of high class street and dress hats that we believe surpasses in variety and beauty any we have ever shown.

Extra special trimmed hat values, at \$5 and \$10

Check small Beautiful new shapes, trimmed with agrettes, Numidi or shaded plumes, hats you would expect to pay \$18 to \$20 for at \$10.00

Milan braid hats, with velvet fold or edge \$1.98 Chip braid hats \$0.98

Tagel braid hats, with silk velvet facing \$2.95 Tagel Braid Hats, at \$2.50 and \$1.98

Hemp braid hats, black, others with velvet fold \$1.50 Yes, we always guarantee all Millinery.

Are You Interested in New Rugs?

We're offering the choicest assortment of 1913 qualities and patterns ever brought to Omaha for your selection.

SPECIALS FOR MONDAY 11-12x12 Axminster Rugs—Big assortment, special at \$24.75 Seamless Wilton Rugs—12 size, special at \$21.98 9x12 Axminster Rugs—Best quality, 50 patterns, at \$19.98 Seamless Velvet Rugs—In 9x12 size, special at \$17.98 Tapestry Brussels Rugs—Seamless, 9x12 size, special \$12.98 Tapestry Brussels Rugs—10-wire quality, 7-6x9 size, at \$9.98 Same, 6x9 size, special \$7.98 9x12 Brussels Rugs at \$8.98 "Kolor Fast" Matting, guaranteed not to fade from sun or water, at yard, special at \$1.75 up to \$2.50 Guaranteed Swaps, \$1.75 up to \$2.50 Reswood Curtain Stretchers, will not warp, non-rustable, price \$2.00 Water Color Window Shades, 7 feet long, special at \$2.50 Let us measure your windows for shades. All our work guaranteed. Prices very lowest.

EVERYTHING IN DRAPERIES

The newest of the new in Curtains and Draperies, at most attractive pricings.

SPECIALS FOR MONDAY One Lot of Odd Curtains that sell regularly to \$5.00 a pair; to close, pair \$2.98 Nottingham Curtains in white and ecru, \$2.50 values, pr. \$1.49 Brussels and Fillet Net Curtains—white and ecru, \$2.50 values at pair \$2.49 One lot of Brussels Curtains—regular \$6.50 values, pr. \$3.98 A Big Line of Drapery Silks—Regular \$1.25 values; special, yard \$1.00 \$1.75 45-inch Colored Madras—All colors, to \$1.50 values, yard \$1.25 Fancy Curtain Swiss—\$1.00 to \$2.50 Fancy Curtain Scrim—\$1.25 to \$5.00 Bungalow and Fancy Curtain Nets at yard, from \$1.80 to \$1.50 Couch Covers, big assortment, prices up from \$1.00 to \$3.00 Navajo Couch Throws, 66x80 size, special \$1.50 New Cedar Chests—A line of the genuine Tennessee Red Cedar Chests, a nice birthday or wedding gift, prices up from \$5.00

Monday We Offer Our First Complete Showing of the Beautiful New Spring Styles in



While the price is very moderate you will find the styles noteworthy innovations and adaptations equaling in beauty, quality of material and workmanship suits that you would ordinarily find priced at \$30.00 to \$40.00. We are proud to show such suits as we are confident through many past experiences that you cannot duplicate the values at the price.

300 Handsome New Tailored Suits \$14.95 made to sell to \$25, Monday at \$14.95

Your choice of a splendid assortment of plain and fancy Diagonals, Blue Serges and Homesuns, in the latest cut-away, side button and Bulgarian blouse models.

New Spring Coats Regular \$15.00 and \$18.00 values, the newest style ideas in plain and fancy fabrics, including a choice line of serges, 250 of them \$10 for selection at \$10

Long Crepe Kimonos—Made to sell at \$1.50 and \$1.98; Monday, choice 95c

Children's Wash Dresses; \$1.25 and \$1.50 values, new styles, pretty colorings, 79c

New Kiosfit Petticoats—\$5.00 values, in messalines and Jersey tops—\$3.95 special



25c Pillow Tops at 10c

Monday we will place on sale a beautiful line of FANCY TINTED PILLOW TOPS

and Center Pieces in all the latest designs, such values as are usually sold at 25c, all in one big lot, while they last, choice at 10c

Embroidery Sale

We have offered some truly wonderful values in fine embroideries this season, but we believe that the cap sheaf in embroidery bargain giving has been placed in the Monday sales. Several special lots will be on display that are truly matchless values, at— 3 1/2c, 5c, 7 1/2c, 10c, 25c to 98c

Showings in New Spring Dress Goods

Are creating much favorable comment and well they may for a more complete assortment of the weaves and colorings most favored by fashion, have seldom-if ever been shown in Omaha.

YOUR SPECIAL ATTENTION IS CALLED TO OUR 50-inch Bedford Cords, Wool Ratine and two-toned Diagonals, showing every wanted shade, per yard at \$1.45 SPECIAL MONDAY 54x56 all-wool Suitings and Serges, none worth less than \$1.25 to \$1.50; your choice of 100 pieces, at yard \$0.98

New Spring Waists Made to sell to \$5.00; a fine assortment of nobby designs in messalines, chiffons, taffetas and nets; some of the choicest bargains ever at \$2.95

Poplins, Voiles Gingham

And All Kinds of Seasonable Wash Goods at Special Prices DOMESTIC ROOM New Poplins and Voiles, with fancy silk stripes, new and pretty colors, 25c values \$1.90 New Silk Shantung, pretty colors, 29c values \$1.90 Silk finished Messalines, 15c values \$1.00 White Flannel Cloth, for underwear, 15c values \$1.00 Indigo blue and brown Gingham Apron checks, 7c values \$0.50 Simpson's Prints, perfect goods, blues, gray, blacks, 6 1/2c values \$0.50 Heatherloom, for skirts, linings, gray, blue, pink and green, 23c values \$0.50 Percales, long lengths, light and dark colors, good patterns, 12 1/2c values \$0.50 New Gingham, pretty patterns, plaids, checks and stripes, 12 1/2c values \$0.50 Silklines, 36 inches wide, good patterns, 15c values \$1.00 Feather ticking, fancy stripes and colors, good weight, 30c values \$0.50

Linen Specials Monday New Spring Patterns

Daw Bleached Belfast Satin Damask, pure flax, worth \$1.50; at yard \$1.15 Heavy weight double Satin Damask, pure flax, worth \$2.00 a yard, at \$1.50 Unhemmed Pattern Cloths, German manufacture, pure flax, are worth \$5.00 each \$3.25 Hemstitched Devonshire Huck Towels, pure flax, worth 55c; at each \$3.90 Napkins, in half dozen lots, dinner size, pure flax, worth \$3.00 a dozen; six for \$1.00 Glass Toweling, blue or white, assorted checks, pure flax, worth 15c a yard \$10c

High Grade Wash Goods

The largest line, the greatest variety. We carry 23 varieties of 1913 voiles. VOILES Silk striped Voiles, Russian Cord, Plain Voiles, \$2.50 40-inch double fold Chiffon Voiles, silk striped \$3.00 Printed Voiles, silk stripes of French manufacture \$3.50 POPLINS Silk striped Poplins, Irish Poplins, Manchester Poplins, French Poplins and all kinds of new Poplins, at yard \$2.50, 3.00 and 5.00 RATINES We have Ratines in Crepe, in double fold, in Voiles and in all colors, at yard \$2.50, 3.00 and 5.00 POPULIN PRICED WASH GOODS Battistes, Foulards, Dimities, checks, stripes, Manchester Cambrics, French English Domestic Percales, Galatea Cloths, Gingham, Scotch Zephyrs, Egyptian Tissus, Swiss Percales, all at yard 12 1/2c, 15c, 20c, 25c

NEW SPRING WHITE GOODS AND DRESS LINENS ON SALE MONDAY

All the new shades, including natural and white, in Dress Linens, at yard, 25c, 75c, \$1 and \$1.25 The plain white in Persians and French Lawns and Irish Battistes for graduation, at yard, 19c, 25c, 39c, 59c and 75c French Piques and Bedford Cords, all assorted widths, at yard \$1.00, 1.50, 2.50 and 3.00 Flaxons, Lume Lawns and Victorias, mammoth assortment, at yard \$1.00, 1.50, 2.50 and 3.00 French Piques and Bedford Cords, all assorted widths, at yard \$1.00, 1.50, 2.50 and 3.00 Sheer Voiles and loose woven dotted Swisses, fancy checked, at yard \$1.00, 1.50, 2.50, 45c and 50c

Muslins, Sheetings, Bed Spreads and Sheets

IN THE DOMESTIC ROOM AT SPECIAL PRICES Bleached Muslin, 36 inches wide, good weight, 6 1/2c values \$0.50 Aurora 9-4 heavy bleached Sheetings, good 28c values \$2.25 Peppercoll 10-4 fine bleached Sheetings, 30c values \$2.50 Arcadia 42-inch Pillow Cases, good weight, 15c values \$1.00 Snow-flake made Sheets, 11x39, good quality muslin, 55c values \$4.00 Large-sized hemmed Bed Spreads, assorted patterns, good weight, 1.50 values \$1.35 Our special Pillow Cases, 42x26, 12 1/2c values \$1.00 Practical Diapers, antiseptic, hemmed and ready for use, size 4x22, regular \$1.39 values, dozen \$8.00 64-inch heavy bleached Table Damasks, assorted patterns, good 85c values \$1.00 Lonsdale 36-inch bleached Muslin, 100 values \$1.40 18-inch brown crash Toweling, 100 values \$7.50

STOVES AND RANGES

We are exclusive Omaha distributors of the famous Howard Ranges. They are made in Omaha. Few as good. None better. Exclusive features of Howard Steel Ranges: Triple body planished steel plate, asbestos, cold rolled steel. Oven, larger than any other, triple thickness of heavier cold rolled steel than in any other steel range and asbestos mill board. Oven Ventilation. Spring balanced oven door. Oven bottom brace, a patented exclusive feature that enables us to guarantee your oven bottom not to warp during the life of the stove. Hummering Anti-Scoorch Covers. These exclusive features are combined with all of the other best features known in the stove builders' art to make the Howard the best that can be produced. "Renover" Black Nickel Range, the kind that require no stove blacking anywhere. We are exclusive Omaha distributors.

The Cause of the High Cost of Living—You Are Paying 25% to 50% Above Hayden's Prices for Groceries

We have always catered to the people and fought all trust, combination or association prices. Read these prices and compare with what you are paying. 2-lb. cans early June Peas, \$1.00 2-lb. cans fancy Wax String Beans or Lima Beans, \$1.00 Gallon cans Golden Table Syrup, 35c Pint jars pure Strained Honey, 25c Yeast Foam, pkg., 3c 1-lb. cans assorted Soups, \$1.00 The best Tea Sitings, lb., 10c Fancy Golden Santos Coffee, lb., 25c We carry the best of the Down During the Cold Spell. The best strictly fresh Eggs, nothing but the best, \$1.00 The best Creamery Butter, carton or bulk, per lb., \$0.375 E. C. Corn Flakes, pkg., 5c The best Soda or Oyster Crackers, per lb., \$0.45 8 cans Oil or Mustard Sardines, \$3.00 2-lb. cans fancy Sweet Sugar Corn, \$0.50

Why Not Have a Good Machine?

In your home? Let us show you the best. YOU'LL HAVE IT SURE IF YOU BUY A NEW HOME SEWING MACHINE \$35.00, \$38, \$40, \$42, \$45, \$50, \$65 Seven Different Styles, All Ball Bearing and Automatic Luffs. A New Home, the latest fumed oak, special \$38.00 Oil Cans, special for Monday \$5c Belts, special for Monday \$1.00 Oil Cans, special for Monday \$5c Screw Drivers, special for Monday \$5c Special on the Thread-easy Sewing Machine Needles, fits any and all Sewing Machines. We rent and repair sewing machines. Mail orders filled. Write for catalogue. HAYDEN BROS. SEWING MACHINE DEPARTMENT.

WOMEN AT MOTOR WHEELS

Up-to-Date Cars Impose No Strain on Her Strength.

FINE, HEALTHFUL RECREATION

Dangers in Doing Too Much of a Good Thing—Cautionary Signals from the Medical Standpoint.

Women motorists are increasing in numbers, and this fact is said to be stimulating manufacturers to build cars with special reference to feminine abilities and limitations. "Cranking up" has heretofore certainly been a man's work. When the self-starter has been perfected, however, as it now promises to be, and becomes simple, inexpensive and reliable, about the last mechanical impediment to a woman's handling her own car will be removed. Even now the clutch, which used to require a man's muscular power to disengage, generally needs only the strength which the average woman can easily exert, and new devices make it possible for women to adjust tires. The Journal of the American Medical Association discusses this subject in a recent issue, with special reference to the physical effects in women of continued motor ing.

Try HAYDEN'S First

The "auto-eye" is a spasm of the ciliary muscles (which govern accommodations for distances); to those who have errors of refraction are especially prone; speeding over an unknown country, through devious roads, the sight being constantly and rapidly attracted by objects near and now in the distance, makes an abnormal strain on the visual mechanism. Wind and dust, coupled with high speed, induce any degree of conjunctival inflammation, from a hyperemia to a contactous lesion; the wearing of goggles largely obviates this. Auto-leg is a cramp due to sitting in one position for hours, while the veins and muscles are under strain from consecutive shocks and jolting over bad roads. Nerve strain and nerve exhaustion, followed by hysteria and neurasthenia, are not rare, especially among young women who motor extensively. Such attacks come on relaxation after strain in a rapid run over many miles, but they are not ordinarily serious in healthy women.

At the Theaters

(Continued from Page Eight.) of military maneuvers such as intricate drill formations, wall climbing and pyramid building. An entertainer of renown on the program is the protean artist, Vardiman, whose clever impersonations of feminine types will be found to be a distinct novelty in that particular line. Hickman Brothers and company will supply a comedy sketch entitled "A Detective Detected," said to be replete with much good clean fun. Perhaps as great a novelty as the Hippodrome as yet presented will be the act of the world's champion trumpeter, Captain Lawrence, a member of the Spanish war veterans. He will in correct costume sound bugle calls of many of the armies of the world. The kiddies will be amused by the antics and gyrations of the two Lester Brothers, acrobatic comedians. The dramatic playlet, "Sunshine," by Charles Dickson, will be interpreted by William Rector and his company. A satisfactory completeness will be given the bill by an exceptionally clear and varied display by the Hippocope, the acme of moving picture projection. Two performances will be given each evening—at 7 and 9 o'clock—also every Saturday and Sunday afternoon at 1 and 3 o'clock. During the week there will be a matinee daily from 2 until 5 o'clock. Joe Hurtig, the enterprising young manager, equipped the "Bowery Burlesquers" with an entire new production this season. The attraction which will be offered at the popular Gayety theater during the coming week, opening this afternoon, presents as its leading feature a two-act musical treat entitled, "The Plain Clothes Man." The play passes now from musical comedy to typical burlesque. Act two is laid in a "suffragette" jail run for the exclusive pleasure of the prisoners, and equipped with bar, pool hall, Turkish bath and all other modern luxuries. Laughs follow so thick and fast the plot is almost forgotten, but suffice it to say the story ends happily. Fitzgerald and Quinn, Mabelle Morgan, Charles Jansen, Samuel Brown, Minnie Lee, Edna Green and Keller and Don will form the cluster of brilliant array of cast and a well selected collection of pretty young women will make up the chorus. Ladies' dime matinee daily starting tomorrow. The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.