



# Spring Opening



An exhibit and sale revealing the choicest of the new style ideas and which we are confident will appeal to the women who understand dress as no exhibition of the sort has ever done before. The call of spring will sound out clear and vibrant here Monday.



Spring stocks are splendidly ready in every department. Suits, dresses, waists, millinery, silk, cotton and woolen dress fabrics, laces and embroideries, gloves, hosiery and dress accessories of every description. We could never tell about all the good and interesting new things, but we do want you to come and see, to criticise and compare—giving us your unbiased judgment as to whether Hayden Brothers have or have not added greatly to their prestige as leaders in style and quality

showings in this, our greatest opening sale.

A wealth of authoritative styles in spring dress for women, that in breadth of assortment, beauty of design and quality of material and workmanship is without peer in any store at our opening prices.

You are welcome as can be to view this display with no thought of buying—welcome to come for the sake of the suggestions it will give you—welcome to come as often and stay as long as you please.

We extend a cordial invitation. You'll find many intensely interesting special offerings here Monday.

- Beautiful Afternoon Charmeuse Gowns in a wide range of elegant designs and newest colors ..... **\$35, \$39<sup>75</sup>, \$45, \$49**
- Elegant Lingerie, Imported Crepe, Linen and Ratine Dresses, attractive values, at ..... **\$25, \$35, \$45 up to \$98**
- Sample Tailored Suits—Made to sell at \$45.00 to \$55.00, choicest new fabrics and colors, no two alike, in Monday's sale ..... **\$35**
- Don't Fail to See These.
- Other Beautiful Suits, specially priced at ..... **\$45, \$55, \$65**
- Elegant 3-Piece Suit—1 Black Silk 3-piece Suit, \$125 value, at ..... **\$89**
- 1 Navy Blue Cloth 3-Piece Suit, \$85.00 value ..... **\$69**



## The New Spring Millinery Will Arouse Keenest Interest

Not since the doors of this store first opened have you been invited to share with us in such enthusiasm as this spring display of millinery will certainly create. Adaptations from foreign models and our own creations unite to make a colorful picture that is wondrously complete. Scores of copies of original creations by

Camille Rogers, Maria Guy, Virot, Paul Poiret and Other Famous Designers

Tailored Hats, \$5.00 to \$25. Dress Hats, \$3.50 to \$35.00. Exquisite Pattern Hats at from \$18.00 to \$75

A Magnificent Showing of Hyland's Exclusive Shapes. Even more than the fascination of the new shapes the moderate pricings will compel interest and act as an incentive to immediate purchasing. We guarantee all millinery.

See the Nobby New Coats—All the choicest new fabrics, in all colors, including cream; at—**\$19.50, \$25, \$35 to \$45** You'll certainly admire them.

New Waists New Skirts at the most pleasingly moderate prices.

### Showing New Spring Dress Goods

Is acknowledged by nearly all visitors to be the most attractive and complete of any ever shown. All the newest weaves, colorings and patterns from the world's most famous mills, are to be had at prices pleasingly low.

Several Exceptional Bargains Offered and Displayed in Dress Goods Section Monday.

### Easter Offerings in Linen Dept.

- Snow White Circular Scalloped Table Cloths—pure flax—\$9.00 values, each ..... **\$6.25**
- Breakfast or Afternoon Tea Napkins, hemstitched satin damask—\$4.00 values—per dozen ..... **\$2.50**
- Dew Bleached Table Linen, Belfast manufacture, assorted patterns—\$2.00 values, at yard ..... **\$1.50**
- Dew Bleached Double Damask, pure flax, \$4.00 values, yd. .... **\$1.98**
- Pattern Table Cloths, six different designs, German manufacture; size \$1.0—\$5.00 values, each ..... **\$3.25**
- Snowdrift, Oriental Turkish Bath Towels, twisted thread, 3pc values, each at ..... **25c**

## An Easter Week Lace Display of Unquestionable Superiority

There is an unusually great demand this season for Laces and Embroideries, fashion dictating these for the trimming of even the dressiest of Spring and Summer frocks. Our buyer foreseeing these conditions has, by persistent and untiring effort and without the sparing of expenses, brought together here a collection of finest Laces, Embroideries and Trimmings that is not surpassed by any showing elsewhere even by the most exclusive eastern concerns.

Special attention is called to the beautiful new Quaker Laces—American made copies of the dainty French and English Vals, from the exquisite Normandy and fine Chantilly to the beautiful Cluny and Medice patterns, as handsome as the originals, but at prices about one-half that of the imported goods. Allovers, Bands, Edges, Demi Flouncings, etc., at 10c to \$1.00 per yard.

A limited number of Quaker Lace Books for Free distribution. Come early.

- An Elegant Line of Shadow Laces—From 2-in. to 45-in. in width, most attractive values, at yard ..... **15c to \$10.00**
- Exquisite Designs in New Venice Laces—More popular than ever this season, matchless values, yard ..... **25c to \$10.00**

Chantilly and Maline Shadow Laces and the Popular Crackley Mesh Laces in almost endless assortment on display and sale Monday.

A Big Special Sale of Easter Ribbons Monday.

## Charming New Silk Dress Fabrics

Every new weave and coloring upon which dame fashion has placed the seal of approval is shown in prodigious assortment. It's a pleasure to show you because we know we can abundantly satisfy you. Crepe de Chines are probably the most favored of all the silk dress materials for spring; their soft, clinging texture adapting them most beautifully to the season's favored style of dress. We show full lines of street and evening shades in both plain and brocaded effects, at the yard ..... **98c to \$2.50**

Crepe Meteors and Satin "Kismet Cloth," the very newest and one of the most admired silk fabrics, shown exclusively by Hayden Bros., at the yard ..... **\$2.50**

We are Showing Exclusive Dress and Suit Patterns in brocaded Matelasse, brocaded Charmeuse and brocaded Crepe de Chines, the most fashionable of the season's weaves, at fully 25 per cent less than like quality will be found elsewhere; the prices range at per yard, from ..... **\$2.50 to \$5.00**  
Extra Special—50 pieces of all silk satin messaline in black, white and all popular street and evening shades, regular \$1.25 values, 36 inches wide, Monday, at yard ..... **88c**

### The New Spring Undermuslins

Are splendidly ready for your inspection; they will strike a new note of interest because designed specially to meet the prevailing modes in dress. Cut on long lines to more perfectly outline the figure.

Hundreds of new ideas, carefully made, tastefully trimmed with lace and embroideries. While the collection of exquisite imported garments is large, special attention has been given to the garments of moderate price and at all prices you will find the quality truly exceptional.

### Everything in New Wash Goods for 1913 now on Display

- RATINES—Nearly all shades and grades of ratines, at the yard ..... **25c to \$1**
- VOILES—Over 100 different styles of voiles, at yard ..... **25c**
- FOULARDS—32 inches wide, all new designs and fine colorings, at yard ..... **25c**
- ZEPHYRS AND TISSUES—English, French and German zephyrs; also a fine line of Scotch madras and Egyptian tissues, all at yard ..... **25c**
- Balzaies, Organdies, Percales Silk and Mercerized goods, Poplins, Gingham, Plisses, Crepes and every kind of popular wash goods, at the yard, 12 1/2c, 15c, 18c, 25c, 30c, 50c

### Our Spring Showing of Curtains and Draperies

Is wonderfully complete this year, embracing almost endless assortments of the best at most pleasingly moderate prices:  
Duchess Curtains ..... \$12.50 to \$30  
Brussels Net Curtains ..... \$2.50 to \$25  
Cluny Curtains ..... \$6.75 to \$15  
Pile Net Curtains ..... \$10 to \$15  
Brussels Curtains ..... \$1.50 to \$5.50  
Silk Portieres ..... \$15.50 to \$25  
Sunfast Portieres ..... \$4.75 to \$8  
Hops Portieres ..... \$2.50 to \$10  
Couch Covers ..... \$6 to \$10  
Sunfast Madras, yd. 50c to \$1.00  
Fancy Springs, yard ..... 15c to 35c  
Fancy Nets, yard ..... 50c to \$1.50  
Drapery Silks, yard 50c to \$1.00  
56-inch Monks' Cloth, yard ..... \$5.00  
Bedspreads ..... \$10 to \$17.50

We fill mail orders from our daily ads and always guarantee the purchasers satisfaction

New Styles and Plenty of Them Are Here for Your Selection

### Queen Quality Shoes

Are here displaying the ideal combination of distinctiveness and durability—suppleness and style—good material and workmanship that has made them the favorites with the best dressed women ..... **\$3 to \$4**

Our present assortment includes all the new and novel productions as well as the staple and standard lines. Let us show you the newest models in suedes, patents, visis and all popular leathers. Pumps and the 4-button oxfords are going to be specially popular this season. Will show you some mighty snappy styles.

STETSON SHOES FOR MEN.

Are every season gaining greatly in popularity; splendid style, perfect comfort and exceptional durability are the secrets of this popularity.



### For all Your Uses

once tried, you'll turn to the easy comfort and good style of this splendid new model

### Binner Corset

Easy for lounging, trim for walking, stylish for afternoons, and graceful for evenings.

It is this continual comfort, reliable quality, and exceptionally graceful style that makes nearly every woman who highly appreciates good dress highly recommend the Binner Corset after once trying it. Price ..... **\$5.00**

Come and see this new model, also the splendid line of R. and G. models for this spring's gowns. There's a different style for every figure; there's one built to perfectly fit you. Prices ..... **\$1.00 to \$3.00**



### Easter Rugs Are Ready

To those seeking the very best we recommend

### Bigelow Rugs

Cost a little more, but you'll certainly find them more than worth the difference. We are showing a most comprehensive line of the new spring patterns and colorings.

Bigelow Ardebil Wiltons are faithful reproductions of most beautiful Oriental patterns and colorings of exceptional beauty and richness; the 9x12 size shown at \$57.50

Balkan Wilton Rugs in a heavy, high pile fabric with a finish resembling very closely the heavy Oriental rug; 9x12 size, at ..... **\$55**  
Bigelow's Bagdad Wilton and Body Brussels Rugs have earned a world-wide reputation for superior quality and colorings; 9x12 size, \$39.50, \$33.50 and ..... **\$42.50**  
Electra Axminster Rugs are the very best we can buy to sell at \$25.00 and we know you cannot duplicate them in quality or beauty in any other rug at the price.  
Special Display of New Rugs Monday.

### Gloves for Easter

A worthy showing, embracing a great range of new colors. Nothing is lacking to satisfy the individual desire to match the Easter gown.

12 and 16-button French Kid Gloves, unsurpassed quality, up from ..... **\$1.98**  
2-Button Kid Gloves, in March, Derby or Fowne's, all the choicest new colorings, at pair ..... **\$1.15 to \$2**  
A complete new line of the Kayser Silk Gloves in 12 and 16-button lengths, all colors to match the Easter gown, at pair ..... **75c to \$1.50**

Remarkably attractive special offerings in new spring goods all this week Don't miss them

TRY HAYDEN'S FIRST IT PAYS IT PAYS