

HAYDEN'S Pre-Easter Sales Offering Buyers Broadest Assortments of Authentic Styles and Superb Qualities at Most Pleasingly Economical Pricings **HAYDEN'S**

HOSIERY FOR EASTER

A truly wonderful showing of the very best produced in Silk, Cotton and Lisle Hose for Ladies and Children.

A Showing of Kayser Silk Hose in all the staple shades and a splendid assortment of new color tones. You can almost certainly match the new gown, exceptional values, at **\$1.00 \$1.50** and **\$2.00**
Special Ladies' Silk Hose, regular values to \$1.00, in black, white or tans—
at **69c** and **49c**
Ladies' Gauze Lisle Hose 49c—All colors and black, regular and out sizes.
One Lot of Ladies' 19c Cotton Hose, black with white feet, ribbed tops, on sale at **12 1/2c**
Children's Pony Stockings Please—We have them in black, white or tans, all weights, at **25c**
Children's Hose, regular 19c values, will go at **12 1/2c**
Several Other Specials on Display.

THE PERFECT SET OF THE EASTER GOWN DEPENDS UPON THE FITTING OF THE CORSET

We show most surprisingly complete lines of C. B. Warner's, R. & G. Binger, Thompson's, Glove Fitting, W. B. Nemo, Bon Ton and other famed brands, just the right model for you in an assured fact, all new models, shown at **\$1.00 to \$5.00**
Expert Corsetteers in Attendance.

A Brilliant Display of Authentic Spring Garment Fashions at Specially Attractive Pricings in Our Pre-Easter Sale

The markets of the world have been ransacked to provide for our customers the most beautiful and practical of the new season's style creations. Some special lots which we have reserved for this, the last day of our pre-Easter selling we deem the choicest values of this season.

Months of tireless endeavor are represented in the stocks concerned in this sale.

Crown Jewel Suits

offer you one of the most pleasing assortments of the season's new style ideas for selection ever shown in any store and you'll find it hard to match the quality at less than \$35.00. They are always one price—



These special pricings should increase the interest to you by twofold. Don't miss them.

325 Beautiful Tailored Suits

Manufacturers' sample lines, only one of a kind and representing the very latest productions of some of America's best makers. Among the fabrics are Bedford cords, diagonals, eponge serges, etc., in plain colors, pretty stripes, check and fancies. The styles are all new, including a pretty line of Misses' Bulgarian Blouse Suits; garments made to sell at \$20.00 to \$30.00. The greatest values shown this season at sale price—

\$14.90

New Spring Coats—Finest assortment of nobby styles in Omaha. Cream, eponge, basket weaves, diagonals, etc.; special values at—
\$19.50, \$25, \$29.75 and **\$35.00**

\$25

A Pretty Line of New Waists—Made to sell up to \$5.00, come in nets, laces, tub silk messalines and fancy chiffons; pretty new designs, in all color, at **\$1.95**

Children's Coats and Dresses A splendid showing of nobby new styles in every wanted fabric and coloring; while prices are low it's the quality that really counts.

New Spring Coats at—
\$2.95, \$3.95 and \$4.95

New Spring Dresses at—**\$1.95, \$2.95 and \$3.95**
WOMEN'S SILK UNDERSKIRTS—\$3.00 and \$4.00 values, in messalines and taffetas, all colors; Saturday **\$1.39**

GLOVES for EASTER

A showing absolutely complete in their size ranges—all lengths; plenty of blacks and whites and an array of the most forward Spring colors which leaves nothing lacking to satisfy the individual desire to match the Easter gown.

Fowens, Monarch and Derby Gloves, the best for style, fit and wear, all colors, 2-button lengths, at **\$1 \$1.50 \$2**
Ladies' 12 and 16-button Leng h Gloves, real French Kid, in all colors, matchless values **\$1.98 to \$3.50**
Ladies' Lambkin Gloves, black, white and tan, \$1.00 values **69c**
Kayser Silk Gloves in all lengths, styles and colors, at **50c to \$1.50**
American Taffeta Umbrellas, men's or ladies', special **69c 95c \$1.45**
Silk Umbrellas, at **\$1.98 to \$7.50**

Easter Sale Corset Specials

Three very special offerings that will keenly interest the economical buyer—don't miss them.
\$3.00 and \$4.00 Quality Corsets, medium bust, extra long hip models, six hose supporters attached, broken lines, on sale at **\$1.49**
Broken Lines of **Battiste and Outil Corsets**, to \$1.50 values, extra long hip models, laces and embroideries trimmed **49c**
\$1.50 De Voltaire Brassiers, special at **95c**



New Ideas, Careful Making, Tasteful Laces and Embroideries, Coupled With Attractive Prices

makes our showing of Dainty Undermuslins one of the most interesting ever offered Omaha ladies.

Specials for Saturday You Should Not Neglect:

Pretty Muslin Underskirts—Made to sell at \$5, with deep flounce or embroidery; special Saturday, in two lots at **\$1.98 and \$2.98**
Daintily Trimmed Gowns, Combination Suits and Princess Slips—In nainsook, cambric and silk mull, very special bargains, choice at **95c**
Gowns and Combination Suits—Made to sell at \$1.75 to \$2.50, daintily trimmed with lace and embroidery **95c**
Silk Union Suits, to \$7.50 values, in most pleasing bargains—
at **\$3.98 and \$5**
Heavy Silk Bloomers, in pink, blue or white **\$2.95**
Macilla Drawers in all sizes, beautifully trimmed **49c**
Ladies' 25c Cotton Vests, regular and extra sizes **12 1/2c**
Venetian Silk Vests, to \$3.50 values, hand embroidered, in pink, blue and white at **\$1.45 and \$1.98**
Lisle or Cotton Union Suits, all styles, values to \$1.50, special at **49c**
Ladies' Cotton Union Suits, loose or tight knee, remarkable values, at **35c**

The Most Charming Display of the New Spring Millinery Modes

It has ever been our privilege to show adaptations from the most exquisite models of the world's best designers as beautiful as the originals and hundreds of elegant original designs from our own workrooms created expressly for women who are satisfied only with exclusive and original models.

Not only will you find superior assortments of authentic new designs but the prices are beyond question the very lowest, quality considered.

Street Hats \$5.00 to \$15.00. Dress Hats \$5.00 to \$25.00
An Elegant Showing of Pattern Hats \$18.00 to \$75.00
You'll find truly wonderful values offered in our special groups of trimmed hats at **\$1.48, \$2.95, \$3.95, \$5**
The finest and most moderately priced assortments of Untrimmed Shapes in Omaha.

PICTURES \$1.50 to \$6 Values for \$1.00 PICTURES

Over 2,000 beautiful Pictures secured by our buyer from two prominent manufacturers, including Pastelles, Carbons, Sepias, Hand-colored Photos, etc., in Oak, Gilt and Circassian Walnut frames.

An almost endless assortment of beautiful subjects—Marine scenes, Landscapes, Madonnas, Cupids, etc., etc., pictures any one should be glad to give a place in their home.

Sizes—10x20—
—16x20—16x36
—20x28, at **\$1.00**
Pictures made to sell up to \$6.00.

PICTURES PICTURES

Spring Styles for Easter Wear



Let a pair of stylish Queen Quality Shoes complete your Easter Costume.

We have just received the latest models—the finest of Fashionable footwear.

Every Queen Quality Shoe is comfortable from the start, because of its Wonderful flexible sole. No "breaking in" is required.

Come early, and get first choice from this Special Easter Shipment. Prices \$3.50 to \$5.00.

Sole Agency

Easter Sale RIBBONS

50c Hair Bow Ribbons 25c
—Fancy Brocaded Satin Ribbons, 5 in. wide and Plain Taffeta Ribbons 6 in. wide, all shades, regular 50c yard quality, special, at yard **25c**
25c Taffeta Ribbons 10c—All Silk Taffeta Hair Bow Ribbons, 4 in. wide, in all colors, values you'll not find duplicated elsewhere at price, yard **10c**



Easter Sale of Men's Furnishings

Silk Four-in-Hand Ties—50c to \$1.00 values, all new colors and styles, specials **45c, 25c \$1.00 and \$1.50** Kid Gloves—in well known makes, special at **95c and 49c**
Men's Linen Handkerchiefs, made to sell at 15c and 25c, on sale Saturday **\$1.30 and 12 1/2c**
Men's \$1.50 and \$2.00 **Fajamas**, all sizes, light colors **95c and 69c**
New Spring Shirt Styles, Flannele and Madras, in all new colors, at **\$1.45 and 95c**
\$1.00 and \$1.50 Night Shirts, special bargains, at **95c and 49c**

Easier Lilies For Everyone

1,000 Beautiful Easter Lilies on Sale Saturday in Crockery Section.
12 1/2c—Bud or Bloom
All Vegetable or Flower Seed—
8 pkgs. for 5c
Blue Grass Seed, lb. **20c**
Blue Grass and Clover, lb. **30c**
Clover only, lb. **45c**
Red and Yellow Onion Seed—
1 quart for **25c**

GOOD THINGS TO EAT FOR EASTER—The Freshest and Highest Quality Goods at a Saving of 25 Per Cent to 50 Per Cent

22 lbs. best Granulated Sugar, \$1.00
45-lb. sack best high grade Diamond Flour (nothing finer for bread, pies or cake) sack **\$1.10**
The best domestic Macaroni, Vermicelli or Spaghetti, pkg. **75c**
1-lb. cans Assorted Sausages **75c**
2-lb. cans fancy Sweet Sugar Corn **50c**
2-lb. cans fancy Wax, String, Green or Lima Beans **75c**
2-lb. cans Early June Peas **75c**
or Squash **75c**
3-lb. cans Golden Pumpkin, Hominy or Squash **75c**
3-lb. cans Oil or Mustard Sardines each **75c**
2-lb. cans Boston Olives, quart, **50c**
4 cans Oil or Mustard Sardines, 25c
Imported Oil or Smoked Sardines **75c**
Jello, Jellgren or Advo Jell, pkg. **75c**
Large bottles Worcester Sauce, Assorted Pickles, pure Tomato Catsup, Horseradish or Mustard, bottle, **50c**
Fancy Stuffed or Plain Olives, bottle **50c**
Fancy large Queen Olives, quart, **50c**
1-lb. jars pure Fruit Preserves **35c**
1-lb. pkg. Cornstarch **40c**
2-lb. cans fancy Table Peaches, Peas, Apples or Plums **15c**
EGGS, BUTTER AND CHEESE
The best strictly Fresh Eggs, guaranteed (nothing finer for 50c per dozen) our price **30c**
The best Creamery Butter, carton or bulk, lb. **37c**
The best No. 1 Country Creamery **39c**
The best No. 1 Dairy Butter, lb. **35c**
The best Dairy Table Butter, lb. **35c**
Full Cream Cheese for macaroni, 15c
Full Cream Colored Cheese, lb. **15c**
Fancy Swiss Cream Cheese, 20c
Neufchatel Cheese, each **3c**
Roguefort Cheese, lb. **38c**
Imported Swiss Cheese, lb. **38c**
VEGETABLES FOR EASTER
AT HAYDEN'S
Anything You Want at a Saving of 50% to 100%
15 lbs. best Colorado Potatoes **15c**
12 lbs. Red Wetherfield Onions, 15c
15 lbs. good Cooking Apples **30c**
Bushel boxes fancy Yakima Valley Red Cheek Pippin Eating Apples for **\$1.50**
Mushrooms, Strawberries, etc., anything you need, we have it at a saving of 50% to 100%.
Don't fail to see the beautiful demonstration of Advo Jell now being demonstrated by Madame Bigelow. Free lessons in preparing this delicious dessert every morning from 10 to 12; afternoon, 2 to 5.
Also Dakota, Wheel Hearts, cottage cheese, Gelatin, Chili preparations, Ilen Biscuit Co.'s full line fancy Crackers. Free samples all day.

Easter Specials

10c Fancy Colored Bordered Handkerchiefs, Saturday at **5c**
10c Pure Linen Handkerchiefs, at **7 1/2c**
10c Embroidered Handkerchiefs, at **5c**
15c Pure Linen Handkerchiefs, at **7 1/2c**
50c Pure Linen Hand Embroidered and Lace Edge Handkerchiefs, at **25c**
20c Ladies' Rubber Button Side Hose Supporters **10c**
35c Pad Hose Supporters **19c**
50c Velvet Grip Pad Hose Supporters, at **25c**
75c Hair Brushes, solid back **25c**

Real Bargains Always Found in Hardware Department



GAS IRONS—Special Out Price Sale Saturday—We have the exclusive agency for the famous Wiserd Gas Iron. Gas irons can be more easily regulated to any desired heat than any other style of iron; for one day only, at **\$8.98**
Regal Food Choppers **39c**
Large size Sanitary Savory Bread Boxes **79c**
Large heavy 10-lb. Flour Bins, beautifully decorated **79c**
Wire Dish Cleaners **19c**
Wilson Pattern Toasters **9c**
Genuine Slogan Alcohol Stoves **39c**
\$1.50 all white enamel Combicette or Chamber Pails **95c**
Clothes Pins, 120 for **10c**
"Rapid" extra heavy tin funnel Washing Machine, **69c**
"Prize" Wash Bench, large enough for two large tubs and wringer **\$1.49**
OUR SATURDAY TOOL SPECIALS
It will pay mechanics to watch our Saturday specials
Carpenters Fry Bars—Fully warranted, your money back or a new tool any time you are dissatisfied. 24-inch, 25c; 30-inch **45c**
Zip Saws, fully warranted **50c**
The Famous Samson Ring Hatchet, Brace, the best brace made, **\$1.29**
Other Hatchet Braces, up from **85c**
Nichols Framing Square **\$1.29**
Other Squares up from **69c**
India Oil Stoves, 7x21 **69c**
1 set of 5 warranted malleable Wrenches **49c**
6-inch warranted nickel plated Combination Pliers **29c**

Easter Specials on Veilings and Neckwear

The latest Spring Novelties in plain and fancy Crackley Mesh Veilings, special yard—
at **25c, 35c and 60c**
\$1.00 Ratine Collars **49c**
\$1.00 Robb's Pierre Collars **49c**
\$1.00 Lace Jabots **49c**
\$1.00 Chemisettes at **49c**
Collars, Jabots and Guimpes, made to sell at 50c, special, Saturday, at **25c**

For Your Drugs & Toilet Specials Visit Our Drug Dept. Saturday

25c bar of Cuticura Soap for **17c**
25c bar of Woodbury's or Fackler's Tar Soap for **15c**
10c Physician's or Surgeon's Soap for **8c**
2 bars of Jap Rose or Palmolive Soap for **15c**
50c Java Rice or Postum's Powder for **25c**
\$1.50 box of Le Trefle or Azura Powder for **75c**
15c can Williams' Violet or Garnation Talcum **10c**
25c can of Mennen's or Colgate's Talcum **15c**
10c bar of Williams' or Colgate's Shaving Soap for **5c**
2c case of Boric Acid Powder 10c
4 bars of Ivory Soap for **15c**
50c bottle of Dr. Hinkle's Cascara Tablets for **25c**
50c bottle of Sodium Phosphate for **25c**
50c bottle of Bay Rum **15c**
50c bottle of Hnd's Honey and Almond Cream **30c**
2c bottle of Santal, Peroxide or Pond's Cream **15c**
15c 20-Mule-Team Borax for 9c
\$1.00 bottle of Peroxide of Hydrogen **50c**
One lot of 25c Shaving Brushes at **15c**
12.00 Combination Syringe, **60c**
\$1.25 Hot Water Bottle or Syringe for **50c**
\$2.00 Wellington Combination Syringe, guaranteed 5 years. **\$9.00**

Try HAYDEN'S First Pays