

HAYDEN'S QUALITY GOODS AND PURE FOOD EXHIBIT HAYDEN'S

THE RELIABLE STORE

THE RELIABLE STORE

Beginning Monday, April 14th

Beginning Monday, April 14th

Ladies' Hand'k'is

Very special bargains in clean new goods.

5c Handkerchiefs at 2 1/2c
 10c Handkerchiefs, at 5c
 15c Linen Hdks., at 7 1/2c
 25c Handkerchiefs, fancy embroidered, at 15c
 50c fancy embroidered Hdks., choice 25c
 75c Ribbons 25c—All our 50c and 75c fancy Warp Print Ribbons and a beautiful line of extra wide plain and fancy sash ribbons, at 25c

LINENS

SPECIALY PRICED

Dow Bleached Belfast Satin Damask, assorted designs, worth \$1.10 yard

Imported Mercerized Satin Damask, extra wide, worth \$2.00 yard

\$1.10 Unhemmed P & T Towels, worth \$1.75, each, at 98c

Lace bordered Dresser Scarfs, Squares and Circles, worth up to \$1.00 each, at \$1.00

Pure Linen Hemstitched Huckaback Towels, worth 45c each, 35c

Extra large Hemstitched Huck Towels with colored borders—worth 15c each, at 10c

Barnesley Huckaback and Glass Towelings, values up to 15c per yard, at 10c

EVERY department throughout this big busy store will join hands in an immense special showing of quality goods in all lines. We believe that to create and to maintain public interest a store must display stocks that excel in newness, variety, novelty and value, and that to a certain extent such displays should be educational in character. We know that superior assortments and values are ours. We want you to know it more definitely, hence the special demonstration of quality goods in nearly every department throughout the next two weeks. Come in and let us show you why we consider certain lines superior. Take advantage of the hundreds of special offerings.

Special White Goods

Items for Monday

Grand assortment all kinds white goods, Swisses and mulls, values up to 19c yard

10c

Imperial English Long Cloths and Nainsooks, values up to 29c yard

18c

Sheer Persian Lawns for the graduation exercises, values up to 50c yard

25c

Wash Chiffons, this season's choicest fabrics in white, worth up to 75c a yard

39c

Filasse Crepe, the new spring dress and skirt material, worth 25c a yard

18c

Ramie Cloth, strictly pure flax, in every conceivable shade and worth up to \$1.25 a yard

75c

Embroidery Sale

Values we believe superior to any ever previously offered.

10c Embroideries 3 1/2 and 5c

Dainty matched sets in edges and insertions, choice assortment of patterns for selection.

\$1.00 Embroideries 35c yd.—A fine assortment of full 45-in. Skirt Flouncings suitable for Summer Dresses, regular \$1.00 yard values, at 35c yd.

Superb Quality, Matchless Variety and Surprising Values

April Sale of High Quality Rugs

Months of careful preparation for this event, buying early before the price advance—buying direct from the mills for cash, places us in a position to offer in our big April Sale, New, Perfect, High Class Rugs at Prices Actually Less Than Mill Cost of the Same Merchandise Today. Here Are a Few of the Matchless Bargain Offerings:

9x12 Axminster Rugs—Extra quality, made to sell for \$30, choice of 48 patterns, \$17.98 price

Wilton Velvet Rugs—9x12 size, choice new patterns, made to sell at \$30.00; on sale, at \$18.98

9x12 Bigelow Electra Rugs—In most beautiful Oriental patterns and colorings—\$32.50 values at, \$24.50 choice

Seamless High Pile Axminster Rugs—9x12 size, big variety of patterns, made to sell at \$30.00; on sale at, choice, \$23.98

1.50 Tapestry \$2.75 Axminster \$4.50 Axminster Rugs, 27x54 size, 69c 54 size, \$1.59 72 size, \$2.75

9x12 Velvet Rugs—Seamless, big line of patterns, made to sell at \$25.00; \$15.98 at

9x12 Seamless Tapestry Brussels Rugs, 8 wire quality, \$16.50 \$9.98 values, at

10 wire quality, \$20.00 values, at \$12.98

9x12 Seamless Tapestry Rugs—9x12 size, \$1.50 Axminster \$2.75 Axminster Rugs, 27x54 size, 69c 54 size, \$1.59 72 size, \$2.75

9x12 Seamless Wilton Rugs—Fine line of patterns, rugs that were made to sell at \$35.00, go on sale at, choice \$25.00

ALL RUGS GUARANTEED PERFECT—MONEY BACK IF NOT AS REPRESENTED

SPECIAL Demonstrations of

WILSON DRESS HOOKS
 PENWAY DRESS FASTENERS
 ON AND OFF DRESS SHIELDS
 KNICKERBOCKER HOSE SUPPORTERS
 98c THERMOS BOTTLES
 KEEP CLEAN HAIR BRUSHES
 ELECTRIC HAIR CURLERS
 PARCEL POST TAPE MEASURES
 NEW CENTURY PLEATERS
 COLLAPSIBLE DRINKING CUPS

ALL DEMONSTRATED GOODS ON SALE AT SPECIAL PRICES.

See the Special Demonstration of the Regina Pneumatic Sweeper. Simple, Practical, Efficient, Economical. In Carpet Dept., 3d Floor.

LADIES' Neckwear

Manufacturer's Sample Lines at about half worth.

25c Neckwear at 15c
 35c Neckwear at 19c
 50c Neckwear at 25c
 75c Neckwear at 35c
 \$1.00 Neckwear at 49c

Big Variety for Selection.

A \$40,000 Stock of Women's and Children's Ready to Wear Outer Garments made by New York Manufacturers for Merchants in the flooded districts and secured by our New York resident buyer at a big discount.

For Sale Now at Prices Scarcely More than Half the Actual Retail Worth

New lots brought forward every day. You'll find the style correct and widely varied. Qualities will prove a pleasing surprise to even those expecting most.

20) Handsome New Tailored Suits made to retail at \$40.00 and \$45.00. Come in sponge, bedford cords, nell rose cloths, etc., in broad assortment of most wanted colorings. Your choice Monday **\$25**

280 Pretty Tailored Suits manufactured to sell at \$18.00 to \$25.00, nobby new designs in serges, diagonals, fancy suitings, etc., and including a fine lot of misses' Norfolk Suits, all sizes from 14 to 48, **\$12.50** your choice Monday



Wool Dress Goods Specials

You'll Certainly Appreciate

59c values in Cream Wool Serges, and Diagonals, on sale, yard 38c

\$1.00 quality All Wool Serge, a fine heavy quality, 42 ins. wide, yard 68c

\$1.25 Cream All Wool Serge, 52 ins. wide, storm or French weaves, yard 88c

Imported French Wool Taffetas in navy and black, regular price \$1.25, one of the best bargains ever, yard 78c

Several Other Specials Monday in Wash Goods Sec.

Four Remarkable Special Silk Items That Should Crowd this Department Monday

75c Quality All Silk Satin Foulards—In splendid assortment of new styles and colorings, 24 inches wide, Monday, at yard 48c

85c and \$1.00 Messalines—All silk, 27 inches wide, 30 different shades favored silk for spring; fine, heavy for your selection, at yard 58c

\$1.50 Crepe de Chines—The most quality, 40-in. wide, at yard \$1.18

\$2.00 Quality Satin Crepe de Meteor—44 inches wide, in a full line of colors, soft clinging fabrics, very much in vogue, at the yard \$1.48

A Wonderfully Complete Stock of Silk Suitings—Silk moires, Colde Silk, Suitings, "Kismet" cloth, the newest; silk poplins, heavy crepe medora, canton crepe, etc.; superior values, at prices up from \$1.50

SUMMER DRESS Styles

A display of beautiful summer dresses in all wanted new colorings and materials. Soft crepes, pretty marquisettes, dainty lingerie, fancy ratines, etc., forecasts of summer styles that bear the stamp of authority, reflecting with accuracy the last word from accepted arbiters of fashion. Special values at \$19.50, \$25, \$35 to \$75

Authentic Fashions in NEW SPRING COATS

Not a single detail is lacking to make this display one of exceptional pleasing proportions. If there's a fabric most desired, it's here; if there's a style you admire more than others, you'll find it surely among the broad assortment we have to offer. Exceptional values at prices from \$14.90, \$19.50 to \$35.00

Specials in Domestic Room

Dows' 72x90 made sheets, soft finished muslin, size 42x36, value 50c

45c

10c Physicals and Buregona's of Samon's Soap, per bar 50c

25c can of Williams' Violet or Camellion Talcum Powder for 10c

One big lot of regular 10c, 15c and 25c bar Toilet Soap, assorted brands, go at two bars for 15c

Four bars of Ivory Soap for 15c

15c package of 10-Match-Peanut-Rax for 9c

25c size Santal or Dr. E. L. Graves Tooth Paste or Powder for 10c

50c size Purel's Face Cream for 25c

50c size Javira Rice or Posson's Face Powder for 25c

Large size Pompadour Cream Massage for 40c

\$1.50 bottle of Gourand Oriental Cream (about 12 oz.) of Hay Rum and bottle for 15c

50c size Sodium Phosphate, sale price (about 12 oz.) of Hay

One hundred Dr. Hinkle's Cascara Tablets for 25c

ALL RUBBER GOODS GO AT WHEATLAND PRICES

Hayden's Quality Goods & Pure Food Exhibit

Will commence Monday morning, April 14, for two weeks. In this exhibit we have secured the most competent demonstrators in the country and will explain to you the various methods to use the goods they are demonstrating to the best advantage. Every housewife is cordially invited to visit the mammoth display. Among them will be McCord-Brady & Co.'s Advo Jell, Paxton & Gallagher's full line Yellowstone canned goods, Delft Peanut Oil for salads, Dacotah Wheat Hearts, Iten's famous cookies and crackers, 'Crisco' for pastry making, Haskin Bros' bath, toilet and laundry soaps, Gebhardt's Beans, Koffee, the substitute for coffee; Health Flour for bread, pie and cake baking; Runkle's Chocolate for cakes and drinking purposes; Sturo Bouillon for beef tea, Diamond B Breakfast Coffee, the coffee of quality, and numerous other specialties. Come and don't be afraid to sample the different lines. GROCERY SPECIALS FOR THIS SALE WILL ALSO BE A BIG FEATURE.

22 lbs. Best Granulated Sugar \$1

10 bars Diamond C. Loaves or Heat-Em-All Soap for 50c

10 lb. best Ruffled Breakfast oatmeal for 50c

10 lb. best White or Yellow Cornmeal for 50c

10 lb. best mashed chick feed for 50c

5 lb. best Japan Rice for 50c

Fancy extra large Queen Olives, per quart for 50c

The best bulk Peanut Butter, lb. 15c

Advo Jell, Jellycon or Jello, pkg. 7c

1-lb cans assorted soups 7c

Yeast Foam, pkg. 30c

Large bottles Worcester Sauce, Pickles, pure Tomato Catsup, or mustard, bottle, 5c

2-lb cans fancy Sweet Sugar Corn 50c

2-lb. can fancy Wax String Green or Lima Beans 7c

The best domestic Macaroni, or Vermicelli or Spaghetti, pkg. for 7c

The best Tea Siftings, lb. 10c

Golden Santos Coffee, lb. 25c

The best Creamery Butter, carton or bulk, lb. 35c

The best Fresh Country Eggs, dozen 30c

Full cream New York white, Wisconsin Cream or Young America Cheese, per lb. 15c

Imported Roquefort cheese, lb. 35c

Neufchatel Cheese, at each 30c

The Greatest Vegetable Market in the West for the People

15 lbs. best Colorado Potatoes 15c

15 lbs. Red Globe Cooking Onions 15c

Best Holland Seed Cabbage, lb. 10c

Large bunches beets, carrots, turnips, radishes or shallots, per bunch 40c

Fresh Spinach, per lb. 15c

Fancy Cauliflower, lb. 7c

3 lbs. fancy shelled popcorn 10c

2 heads fancy leaf Lettuce, each 7c

Fancy large head Lettuce, each 7c

Fancy Rhubarb, per lb. 7c

2 bunches fresh parsley at 5c

2 large soup bunches for 10c

Large cucumbers, ca. 2c

3 large green peppers for 10c

Fancy wax or green beans, lb. 50c

Fancy ripe tomatoes, per lb. 10c

Fancy new potatoes, per lb. 7c

Large stalks celery, for 5c

Large Grape fruit, at each 5c

5c

Fancy Strawberry, box 50c

Watch for Hayden's Quality Goods and Pure Food Exhibit, commencing Monday, April 14th. Forty special Demonstrations.

Curtain and Drapery Specials Monday

Cable Net Curtains, 3 1/2 yards long, white only, made to sell at \$4.50, choice pr. \$2.00

Nottingham Lace Curtains, made to sell for \$3.00 pair, white or ecru, on sale, at \$1.49

Nottingham and Fish Net Curtains, regular prices up to \$1.75, on sale Monday, at 98c

50c Bungalow Nets, in ecru, 45 in. wide, yard 35c

40-in. Marquisettes, colors, ecru or cream, yard 29c

Rope Portiers for double doors, made to sell at \$5.00, Monday \$3.25

Matting Shirt Waist Boxes, 16x30, \$5.00 value, \$2.98

Poplins, Voiles, Gingham, Lawns

and All Kinds of Wash Goods at Out Prices—Domestic Room. Poplins, assorted colors, good weight, 19c values 12 1/2

Ginghams, fancy plaids, checks and stripes, good colors, values to 12 1/2c 8 1/2c

Shirting Madras, 36-in. wide, fancy stripes, good colors, 19c values 15c

Fancy striped feather ticking, 30c values 25c

Lawns, pretty patterns, good 10c values 7 1/2c

Prints, perfect goods, light and dark colors, blues, blacks and grays, 6 1/2c values, 5 1/2c

Fancy Crepe for kimono, fancy colors and patterns, 18c values 12 1/2c

Amoskeag Ginghams, blues, browns and greens, 8 1/2c values 7c

Special Demonstration of Electric Washers, Electric Irons, Electric Appliances. All kinds in Hardware Dept.

Extraordinary Clearing Sale Bargain of Used Sewing Machines

Floor Samples—Machines that have been rented and machines taken in trade, all in first class condition.

1 Wheeler and Wilson—5-drawer drop head, ball-bearing, with attachments, at \$20.00

1 Eldridge Vibrating Shuttle—New, with full set of attachments, at \$15.00

1 Hubby, good as new, with attachments, ball bearings, \$15

1 Defiance, 5 drawers, drop head, with attachments at \$5.00

1 White Tailoring at \$5.00

A number of other machines at \$2.50 to \$25.00

Everyone of them worth much more than prices.

New Home Machines—The best machines produced. We buy direct from the factory and save you the middleman's profit; prices range from \$35, \$38, \$40 to \$50

10c Oil. 5c Belts. 15c Steel Needles, doz. 20c

SPECIAL DISPLAY AND DEMONSTRATION

Of the Superior Merits of **Hart, Schaffner & Marx** Ready-to-Wear Clothes

Let us show you how they are made inside and out. Some Things We Can Show: Superior Quality of Tailoring. Superior Quality of Material. Perfect Fit—Distinctive Style. An Altogether Better Suit Than the Average Custom Made Suitments at about Half the Custom Tailor's Prices.

Slender men who have always thought they must have their clothes made to measure are Now Wearing Hart, Schaffner & Marx Clothes.

Let Us Convert You.

New Veilings

All latest novelties included in three special lots.

Lot 1—85c Veilings, yard. 19c

Lot 2—50c Veilings, yard. 25c

Lot 3—75c Veilings, yard. 50c

Authentic Millinery

We Will Demonstrate to You That We Carry the Best Assortment of Styles shown in Omaha and can save you from 15% to 50% on the price of your spring and summer hats. See our display.

Monday's DEMONSTRATION of Fireproof Cooking Ware

To introduce this ware we will sell these articles at the below price:

1 Casserole 12 85c

2 Baking Dishes

6 Custard Cups

1 Asbestos Mat

1 Cookbook

Seed Dept. Specials

Grass Seed, lb. 20c

Bluegrass and clover, lb. 30c

4 quarts of red and yellow onion sets 25c

All flower and vegetable seeds, 2 packages for 5c

Our Hardware Department Leads

Others Follow

Double Galvanized Poultry Netting, per square foot 3c

Double Galvanized Poultry Netting, in full rolls, per 100 sq. ft. 60c

Screen wire, per square foot 2c

8-inch Post Hole Augers 79c

75c D Handle Shovels, special at 49c

SPECIAL High Grade Bath Room Fixtures

15-inch Glass Towel Bars with heavy nickel plated brass mountings 39c

Heavy nickel plated brass Soap Dishes 39c

Heavy fancy brass nickel plated Toilet Paper Holders 49c

Heavy brass nickel plated Toilet Rods, 18-in. long 39c

Bath Tub Sets 39c

THE FOLLOWING MONDAY SPECIALS SHOULD NOT ESCAPE NOTICE

50 size Gold Band Toilet Paper, 12 rolls 50c

100 size Gold Band Toilet Paper, 12 rolls 90c

Clothes Line, 125, 19c

Genuine Slogan Alcoa Hot Stoves 39c

Any size steel Fry Pans for 39c

Williams' Electric Iron with every iron \$2.25

The Shaker Flour sieve 15c

"Ideal" Flour Sieve 15c

Heavy tin Flour Sifters, 50 lb. capacity, fancily decorated 79c

Rhinola Shoe Polish 5c

Heavy Twisted Wire Clothes Lines, heavily galvanized 15c

25c Perfumery Oil

Cook Stove 39c

Large size 2-burner Green, tin and asbestos lined 39c