

**HAYDEN'S**  
THE RELIABLE STORE

Monday  
March 2

**Ashley & Bailey Co. Silks**

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A cash purchase of over 40,000 yards of elegant spring silks made by our silk buyer, Mr. I. W. Mickle, the only Omaha buyer in attendance at the great auction sale in New York, February 20.

This is without doubt the greatest showing of high grade silks at a price ever brought to Omaha, embracing in its scope all the newest weaves and colorings for spring and summer wear. So tremendous is the assortment that every one is certain of finding something just to suit.

**We secured these silks at a price far below actual cost to manufacture and will sell them at correspondingly low prices.**

The handsome and popular Rough Silks in both plains and novelties, Pongees, Rajahs, Rubaiyats, Auto Silks, Shantung, etc. An elegant line of Black Silks, Taffetas, Peau de Soies, Crepe de Chines etc., etc., in 27, 30 and 36 inch widths. Actual retail values up to \$2.50 per yard.

**35c-47c-67c**

Handsome Foulards, Plain Messalines, Color Taffetas and Crepe de Chines, Louisiennes, Fancy Chiffons, Color Satins, Kai Kai Wash Silks, Novelties in checks, stripes, polka dots, etc., Spiral Cords, Habutais, Elegant Evening Novelties, in Brocaded and Print Warp effects, actual retail values up to \$2.50 per yard.

NEVER BEFORE WAS THE EQUAL OF THIS SILK BARGAIN OPPORTUNITY KNOWN IN OMAHA. NEVER BEFORE WAS THE SUPERIOR BARGAIN-GIVING POWER OF OUR GREAT BUYING ORGANIZATION MORE CLEARLY DEMONSTRATED. Choicest lots will go first. Come early.

The Leading Dress Goods House of the West. In Dress Goods We Have No Competition.

**Black Wool Dress Goods**

- Goods**
- All \$1.50 Black Dress Goods—one pattern only... **73c**
  - All \$2.00 Black Dress Goods—one pattern only... **96c**
  - All \$2.50 Black Dress Goods—one pattern only... **1.23**
  - All \$3.00 Black Dress Goods—one pattern only... **1.45**
  - All \$3.50 Black Dress Goods—one pattern only... **1.67**
  - All \$4.00 Black Dress Goods—one pattern only... **1.98**
  - All \$5.00 Black Dress Goods—one pattern only... **2.35**
- Colored Dress Goods, Including Evening Shades.
- All \$1.25 Colored Dress Goods... **67c**
  - All \$1.50 Colored Dress Goods... **73c**
  - All \$2.00 Colored Dress Goods... **96c**
  - All \$2.50 Colored Dress Goods... **1.19**
  - All \$3.00 Colored Dress Goods... **1.39**
  - All \$4.00 Colored Dress Goods... **1.95**
  - All \$5.00 Colored Dress Goods... **2.25**
- Everything actually as represented. No part pay or goods delivered on this sale, and only one pattern to a customer.

**\$20,000 Stock of Room-Sized and Small Rugs on Sale Monday**

**AT LESS THAN HALF ACTUAL RETAIL VALUE**

F. B. and L. W. Tenelli, well known wholesalers and jobbers of high grade Rugs and Carpets, at 34 E. 21st., N. Y., knowing our ability to handle cash purchases of merchandise in large quantities, wired us of their intention to retire from business and desire to dispose of their entire stock quickly—if necessary at a sacrifice. Our buyer, Mr. Moore, immediately responded and on looking over the stock made them a very low cash offer on \$20,000 worth of the best of that stock. His offer was accepted and

**Monday We Offer Our Customers the Grandest Rug Bargains Ever Seen in Omaha High Class Merchandise at HALF AND LESS Actual Retail Value**

- 9x12 Axminster Rugs, \$30.00 quality, floral and oriental designs, great assortment for selection at, choice... **11.98**
- 9x12 Tapestry Brussels Rugs, regular \$18.00 values, great variety at, choice... **10.50**
- \$12.50 Room Size Smyrna Rugs, reversible, beautiful patterns and matchless bargains at sale price, only... **4.48**
- Room Size Wilton Velvet Rugs, \$28.00 quality, on sale Monday at... **14.98**
- \$1.75 Dexter Velvet Rugs, big range of patterns, size 27x54-in., on sale Monday, choice... **69c**



- \$15.00 Moquette Hall Runners, 10 ft., 6 in. and 12 ft long, sale price, Monday... **6.75**
- \$1.50 Smyrna Rugs, size 30x63-in., great variety, on sale at, choice... **75c**
- \$5.00 Axminster Rugs, handsome new patterns and colorings, sale price... **1.98**
- Sample Velvet and Axminster Rugs, worth regularly up to \$3.00; choice... **98c**
- Axminster Door Mats, regular \$1.25 quality, in Monday's sale at... **65c**
- \$1.50 Granite Rugs, extra heavy fringed, 36 ins. wide, 72 ins. long; sale price, Monday... **65c**

Out-of-Town Customers Should Prepare to Attend this Sale Monday **A Saving Opportunity Never Equalled** Will Be Impossible for Us to Fill Mail Orders for These Goods

**Extra Specials in the High Grade Linens for Monday**

- 35 Pattern Table Cloths, some two, some two and one-half yards long—full bleached and strictly pure linen. \$4.00 values; Monday, each... **\$1.98**
- 35 Hemstitched Pattern Table Cloths, full 2 1/2 yards long, grass bleached, worth \$2.50; Monday, each... **\$1.19**
- 25 dozen high grade Linen Towels, a mixed lot containing some H. S. hucks and satin damask, worth 45c; Monday, each... **21c**
- A grand assortment of German bird's-eye huck Towels, large size and good for wear, worth from 15c to 18c; Monday, each... **9c**
- 100 Center Pieces, Dresser Scarfs, Tray Cloths and Throws, worth at least 75c each; in one lot Monday, each... **39c**
- 25 pieces Barnseye Toweling, warranted pure linen, suitable for rollers and general kitchen use, 15c values; Monday, yard... **9c**
- 75 Bedspreads, heavy crochet designs, fringed cut corners and plain hem, some slightly mused, \$2.25 values; Monday, each... **\$1.25**

**High Grade Wash Goods Dept.**

The Finest Lines Ever Seen in Omaha

Arnold's Scotch Cloth, Arnold's Drap de Lince, Arnold's Swiss Applique, Arnold's Toulon Silk, Arnold's fine Organdies, English Silk Warp Gingham, Scotch Gingham, English Zephyrs, French Zephyrs and all grades of Voiles, etc.; besides all variety of new French Novelties—all will go at \$1.00, 75c, 50c, 39c, 25c, 10c, 15c, 12 1/2c and

**EXTRA SPECIALS FOR MONDAY.**

- 25 pieces of Wm. Anderson's 32-inch Scotch Gingham, regular 35c grade... **12 1/2c**
- 25 pieces of genuine French Silk Warp Gingham, regular 39c and 50c grades... **12 1/2c**
- 25 pieces of Arnold's 39c Silk Warp Printed Organdies... **12 1/2c**
- Monday Only—Amoskeag Check Gingham, all colors... **5 1/2c**
- 25c Sateens, black only... **10c**
- 12 other specials for all day.

**Muslins, Sheetings and Heavy Domestic**

We positively state that we handle no off brands, as there is nothing like the genuine article. Other houses advertise as good or better, which is absolutely false. Read the following list and compare prices and goods:

- 10-4 Peppercell, bleached, yard... **50c**
- 8-4 Peppercell, bleached, yard... **35c**
- 7-4 Peppercell, bleached, yard... **30c**
- 10-4 Peppercell, unbleached, yard... **45c**
- 8-4 Peppercell, unbleached, yard... **30c**
- 7-4 Peppercell, unbleached, yard... **25c**
- Yard Wide Unbleached Muslin Grandall Mills, yard... **4 1/2c**
- Beaver Dam, yard... **5 1/2c**
- Household, yard... **5 1/2c**
- Lawrence L. L. yard... **6 1/2c**
- Sabbie F. yard... **6 1/2c**
- Prairie King, yard... **7 1/2c**
- Pilgrimage, yard... **8 1/2c**
- Baltimore, yard... **8 1/2c**
- Peppercell R. yard... **8 1/2c**

**10c Laces Per Yard 2 1/2c**

A splendid line of Vals, Cotton Torchons, Linen Torchons, Normandy Vals, Plat Vals and Zion City Wash Laces—all at, yard... **2 1/2c**

**\$2.00 Allover Embroideries 49c**

100 pieces of very fine Allover Embroideries in Swiss, Nainsook, Cambrie and Batiste, in the most popular new patterns for ladies' waists. All styles from the dainty baby patterns to the large floral and fancy open work designs—actual values to \$2.00 a yard, on sale in one great lot Monday, yard... **49c**

**\$1.00 Skirt Flouncings, at Yard 39c**

The snap of the season, elegant new designs, very fine sheer cloth and a complete line of patterns, full 18 and 27-in. in width, all on sale Monday at, per yard... **39c**

**Authoritative Garment Styles for Spring Wear**

A display of new fashion ideas second to none in Omaha or the west. Exceptionally attractive in style, individuality, the graceful outline and superb tailoring, rich fabrics and colorings and low prices are a delight to all visitors to the department.

**THREE VERY SPECIAL SUIT BARGAINS MONDAY**

At \$25.00—Elegant Tailor Suits, direct copies of the latest Parisian Models in splendid assortment of fabrics, in all the newest shades, a world beater at the price.

At \$19.90—High Class Tailored Suits, in Prince Chap and other popular styles, including in their colorings Copenhagen, Alice Blues, richest shades of Brown, Resedas, Tiger Stripes, etc., sold elsewhere up to \$30.00.

At \$14.90—A splendid line of Tailor Suits in chiffon panamas, serges and other popular materials, artistically tailored in all newest styles, the best values shown in Omaha, at... **\$14.90**

New Spring Coats—A complete showing of the noblest styles, in all wanted colors and materials, at \$5.00, \$7.50, \$10.00, \$12.50, \$15.00 up to \$25.00



Handsome New Waists—Linen in the chick and very popular tailored effects, lawns, lingers, silks, nets, etc., in every imaginable new style, greatest assortment, most attractive values, at from... **\$2.98 to \$30.00**

Dresses at... **\$1.98 to \$5.00**

Jackets at... **\$2.98 to \$12.50**

\$1.50 Sateen Underskirts... **69c**

\$2.50 Long Kimonos... **98c**

\$1.50 Flannelette Dressing Sacques... **59c**

Children's New Spring Jackets and Dresses shown in almost bewildering assortment.

**Big Sale of Bankrupt Shoes**

From the J. Richardson stock at Elmira, New York. Women's, Misses' and Child's Shoes. Women's patent colt bluchers, women's gun metal bluchers, women's vic kid bluchers, women's tan calf bluchers or button. Not a pair worth less than \$3.00—the best ones being worth \$4.00. Sale price Monday and Tuesday... **\$2.45**

In this lot are 700 pairs of Zeigler Bros., Philadelphia, Pa., patent kid and colt shoes, worth up to \$5.00, will be sold at same price.

**New Laces**

We have just received an import line of the new Fillet Laces and Bands, with allovers to match them, the only line of the kind in Omaha; prices are up from 35c. Our new line of Val Laces is exceptionally attractive, both in quality, variety and beauty of design; prices up from... **2 1/2c**

**New Dress Trimmings**

You must see them to appreciate their beauty. So prolific is the assortment that it's impossible to describe them. Six Special Bargains Monday.

- 5c Dress Trimmings, yard... **3c**
- 10c Dress Trimmings, yard... **5c**
- 15c Dress Trimmings, yard... **7 1/2c**
- 20c Dress Trimmings, yard... **15c**
- 50c Dress Trimmings, yard... **25c**
- \$1.00 Dress Trimmings, yard... **50c**

**REMEMBER**

No other concern in Omaha has the selling of the Zion City Laces, and any other house offering them for sale must buy them from Hayden Bros. SEE OUR NEW LINES.

**The Big Special as Advertised for Monday in Grocery Department**

- FLOUR. FLOUR. FLOUR. FLOUR.**
- We advertised in the daily papers all week Big Special for Monday. We are going to give it Monday in Flour. This Flour is made by one of the largest mills in the country. It is made from the finest Red Turkish Hard Winter Wheat, which makes the finest, whitest, sweetest and most palatable bread made, and will make more loaves and take more water than any other flour on the market. We simply do this to get every housewife in Omaha to try one sack. There is no finer flour made, and to put it within the reach of everybody to buy, we are going to sell it, for this special sale only... **\$1.25** per 48-pound sack.
- 21 lbs. best pure Cane Granulated Sugar... **\$1.00**
  - 10 Bars Laundry Soap, any brand, for... **25c**
  - Our regular low prices on all Canned Goods, Farmaceous Goods, Crackers, Cheese, Butter, Meats, etc., etc.
  - Fresh Vegetable Prices for Monday
  - Fresh Spinach, per peck... **20c**
  - Large Cauliflower, each... **10c**
  - Large Egg Plants, each... **7 1/2c**
  - Fresh Hothouse Leaf Lettuce, two for... **5c**
  - Large Head Lettuce, each... **5c**
  - Fresh Shalot Onions, bunch... **5c**
  - Fresh Beets, Carrots or Parsnips, bunch... **5c**
  - Fresh Ripe Tomatoes, lb... **15c**
  - Fresh Parsley, 2 bunches for... **15c**
  - New Honeysuckle, 15c
  - Carrots, Beets, Parsnips, Rutabagas, Turnips or Red Onions, per pound... **2c**
  - Fresh Cabbage, per lb... **1c**
  - Big Highland Navel Orange Sale Monday.
  - Closing out our eighth car Monday. These are extra large, fancy and sweet. Monday, per dozen, 20c, 17 1/2c, 15c, 12c, 10c, 7 1/2c

**Time to Think of New Furniture**

That the place to buy is here you will agree when you look over our new complete spring lines. All the season's novelties are represented, many of them exclusive with Hayden Bros. The styles are exceptionally attractive and our big quantity buying enables us to offer you dependable furniture at less than you'd pay elsewhere.

A THOROUGHLY COMPLETE STOCK, LOWEST PRICES AND THE PRIVILEGE OF PAYMENT TO SUIT YOUR OWN CONVENIENCE ARE THE MAGNETS FOR BUSINESS AT HAYDEN'S.



Try Buying by the Mail Order Route **Try HAYDEN'S First** Send Your Mail Orders to Us.

**Remarkable Muslin Underwear Bargains**

A Big Sample Line of Ladies' Muslin Skirts and Gowns will be closed out Monday AT JUST COST PRICES.

- Ladies' Skirts, worth to \$3.50, elegantly trimmed, cut full and well made, choice in Monday's sale... **\$1.98**
- Ladies' Skirts, elaborately trimmed and worth up to \$2.50; choice Monday... **\$1.50**
- Ladies' Skirts, worth \$2.00; choice... **98c**
- Ladies' Gowns, worth to \$2.00; choice... **98c**

MANY OTHER SPECIAL BARGAINS SHOWN.

**Quilt Sale—Famous Domestic Room**

- 59c Quilts at... **39c**
- 65c Quilts at... **48c**
- 75c Quilts at... **56c**
- 85c Quilts at... **59c**
- \$1.00 Quilts at... **64c**
- \$1.25 Quilts at... **76c**
- \$1.50 Quilts at... **83c**
- \$1.75 Quilts at... **89c**
- \$1.98 Quilts at... **96c**
- \$2.25 Quilts at... **\$1.19**
- \$2.50 Quilts at... **\$1.35**
- \$3.00 Quilts at... **\$1.48**
- \$3.50 Quilts at... **\$1.75**
- \$4.00 Quilts at... **\$1.95**

For Imported Quilts see White Goods Department.