

Interesting Easter Specials

Immaculate Linens to Adorn the Easter Table in Our High Grade Linen Department Monday

10 pieces Dew, bleached and silver bleached table damask, two yards wide, warranted pure, heavy, round thread linen, worth up to \$1.75 yard, Monday, each **89c**
 25 dozen pure Irish linen napkins, 24 inches square, strictly high-grade goods, worth up to \$6.00 doz., Monday, doz. **\$2.98**
 25 pieces best Barnsley washed crash toweling, warranted pure flax, never sold less than 15c yard, Monday, yard, **11c**
 75 dozen high-grade, hemmed duck towels, the best value ever offered in Omaha, well worth \$2.50 dozen, Monday, each. **12c**
 500 pieces, magnificent assortment, real French hand made curly circulars and scarfs, special for this week, at from \$30.00 to each **19c**
 50 dozen, all pure linen satin damask, whipped fringe, 15 inch platter dolles, round and oval, worth up to 35c each, Monday, each **9c**
 Bed Sheets and Pillow Cases. We are Omaha's headquarters for strictly reliable brands in sheets and pillow cases, at prices much lower than quoted elsewhere for inferior makes.
 New York mills, 81x90, each. **69c**
 Pepperell, 81x90, each. **59c**
 Linen finish, 81x90, each. **49c**
 Ontario, 84x90, each. **45c**
 Hayden Bros' standard, 72x90, each **49c**
 White Wing, 72x90, each. **39c**

HAYDEN'S THE RELIABLE STORE

Easter Books and Bibles

Easter Handkerchiefs **Easter Embroideries**
 Special Sale Prices that will interest the economically inclined buyer. Easter Books and Bibles. A special discount of 25% on all Bibles, Prayer Books, Rosary Beads, Etc.
 All \$1.50 new Copyright Books..... **98c**
 All \$1.00 Copyright Books..... **43c**
 All 25c Paper Novels, at..... **7 1/2c**

EASTER HANDKERCHIEFS

Children's Fancy Handkerchiefs..... **1c**
 Children's plain white Handkerchiefs..... **1 1/2c**
 Ladies' plain white Handkerchiefs..... **2 1/2c**
 Ladies' fancy white Handkerchiefs..... **3 1/2c**
 Ladies' embroidered white Handkerchiefs..... **4 1/2c**
 Ladies' pure linen white Handkerchiefs..... **7 1/2c**
 Ladies' lace trimmed white Handkerchief..... **7 1/2c**
 Ladies' Swiss embroidered Handkerchief..... **12 1/2c**
Easter Embroideries—A special line of matched sets in Swiss, Nainsooks and Cambrics, at **HALF PRICE**.

HAYDEN'S THE RELIABLE STORE

Easter Ribbons, Easter Leather Goods, Easter Belts, Easter Neckwear

At Very Special Bargain Prices

EASTER RIBBONS—
 50c Wide Taffeta Ribbons, yard..... **25c**
 35c Wide Taffeta and Fancy Ribbons, yard..... **15c**
EASTER BELTS—
 50c Silk Elastic Belts, fancy buckles..... **25c**
 \$1.00 Silk Elastic Belts, fancy buckles..... **49c**
EASTER LEATHER GOODS—
 \$2.00 Ladies' Carriage Bags..... **85c**
 75c Ladies' Hand Bags..... **39c**
EASTER NECKWEAR—
 50c box Fancy Ruchings..... **25c**
 50c Fancy Collars, each.....
 50c Fancy Bows, each.....
 50c Fancy Stocks, each..... **25c**
 50c Fancy Ascot Ties, each.....

Before Easter Sale of Fine SILKS Offerings of Unusual Bargain Importance

Never before has our superior bargain giving power been more clearly demonstrated. Examination of these special Monday values will show you a price-saving of almost half over prices asked elsewhere for same qualities.

Mandarin—One of the season's most fashionable silk weaves, selling elsewhere at \$1.35 to \$1.50 yard, Monday, yard. **98c**
Shantana—The ideal of all the modest's richest colorings, drapes exquisitely the most charming of the season's new weaves, Monday, yd. **\$1.59**
Mirage—One of the most beautiful of the new spring silks, a rare value, at, yard. **\$1.35**
Plain and Novelty Silks—Rough Pongees, Taffeta, Messaline, Louisiennes, Rubalysts, etc., two great lots in the most beautiful shades, patterns for spring values to \$1 yard, at..... **59c** and **39c**
\$1.19 Black Taffeta—36-in. wide, at Monday, yard..... **55c**
\$1.00 Black Taffetas—36-inch wide, on sale, yard..... **69c**
\$1.39 Black Taffeta—36-inch wide, Monday, at, yard..... **98c**
La Tosso—A beautiful new silk for spring wear, all newest colorings, magnificent value, at yd. **\$1.25**
Tusorah—Another very popular silk for spring. Shown in Omaha at \$1.25 yard, on sale Monday, yard..... **89c**
La Nora—A new weave much appreciated by the most particular buyers, one combining elegance serviceability and moderate price, matchless, at, yard..... **\$1.00**

Many Other Delightful Bargains Monday in this, Omaha's Greatest and Most Popular Silk Department:

Magnificent Assortment of Easter Apparel

The most elaborate presentation of the new garment fashions that it has ever been our pleasure to offer in Easter week sale. The most delightful assortments and values you'll find displayed in this city. We are ready to show you greater before Easter values than was ever previously considered possible at this season. Do your buying Monday.

The unprecedented measure of success this season is due to the giving of such matchless values as Crown Jewell Suits at \$25.00—The range of materials and colorings is almost endless, the quality of fabric and workmanship superb, the beautiful designs a delight, having all the appearance of \$35.00 and \$40.00 suits shown elsewhere. Our price..... **\$25.00**

Hundreds of Handsome Tailor Suits in most bewitching new designs. A display embracing in its scope the style ideas of the master designers of Europe and America in most wanted shades and materials, delightful values at \$35.00, \$40.00, \$50.00 to..... **\$75.00**

Beautiful Silk Dresses—Including Merry Widow and Butterfly styles, at \$20, \$25, \$30 to..... **\$40**

Smart Jacket Styles—Silk Braids, Broadcloths, Coverts, etc., in all colors and newest fashion, at \$5.00, \$7.50, \$10.00, \$12.50, to..... **\$30.00**

Handsome Dress Skirts, all newest styles in richest materials and colorings, charming assortments at prices from \$7.50, \$10.00, \$12.50, \$15.00 to **\$25**

Everything in Children's and Infants' Wear. Children's Spring Jackets—at prices from **\$1.98** to..... **\$12.50**

Children's Spring Dresses, prices 59c to..... **\$5.00**

Elegant New Waists, the most complete showing you'll find in Omaha. Lawn Waists, 50c to..... **\$20.00**



Silk and Net Waists, \$1.98 to..... **\$25**
 Linen Waists, \$1.50 to..... **\$10**
3 ROUSING SPECIALS FOR MONDAY'S SALE.
 Women's \$7.50 Covert Jackets lined or unlined, newest styles, Monday, at..... **\$5**



100 Panama Tailor Suits, Prince Chap styles in all colors, values to \$20.00 at..... **\$12.50**
 Silk Underskirt Free to every purchaser of one of our fancy French Voile skirts, Monday, at..... **\$9.90**

The Leading Dress Goods House

...Of the West...

We carry more wool dress goods and sell more wool dress goods than any other town of 200,000 people.

ONE WEEK ONLY—to close out all the Spring and Winter goods—black and colors.

All \$1.00 Black..... **47c**
 All \$1.00 Colors..... **47c**
 All \$1.25 Black or Colors..... **59c**
 All \$1.50 Black or Colors..... **68c**
 All \$1.75 Black or Colors..... **88c**
 All \$2.00 Black or Colors..... **96c**
 All \$2.50 Black or Colors..... **\$1.35**
 All \$3.00 Black or Colors..... **\$1.45**
 All \$3.50 Black or Colors..... **\$1.65**
 All \$4.00 Black or Colors..... **\$1.95**
 All \$5.00 Black or Colors..... **\$2.19**
 All \$6.00 Black or Colors..... **\$2.50**
 Everything exactly as advertised. Mail Orders filled until Thursday.

All \$7.00 Black or Colors **\$3.45**
EVENING SHADES, CREAM SERGES, ETC.
 \$3.00 Cream Goods..... **\$1.25**
 \$2.00 Cream Goods..... **89c**
 \$1.50 Cream Goods..... **72c**
 \$1.00 Cream Goods..... **45c**
 85c Cream Goods..... **39c**
 75c Cream Goods..... **28c**
 59c Cream Goods..... **28c**
 49c Cream Goods..... **23c**

High Grade Wash Goods Department

No other house in the west has half the variety, have the high-grade quality, nor so low a price we have in wash goods.

FOR MONDAY'S SELLING
 A. F. C. Toll du Nord and Bates' 15c gingham, 10c
 Wm. Anderson's 32-inch Scotch gingham, 23c
 Arnold's silks printed, 39c quality, 25c
 Arnold's silks, printed, 50c quality, 35c
 French silks, warp volles, 69c grade, 38c
 French mercerized poplin, 50c grade, 37c
 25c English volles, all colors, at..... **18c**
 50c silks, warp poplin..... **37c**
 19c English volles, all colors, at..... **12 1/2c**
 Berinco silk warp, foulards, 59c grade..... **39c**
 Berinco silk warp, Tussah, looks just like all silk, but better, and will wash well..... **39c**
 French Batiste, 18c quality, at..... **12 1/2c**
 French Percales, 15c quality, at..... **10c**
 High-grade fancies, foreign and domestic, yard 50c, 75c, \$1.00, \$1.25, \$1.50 and..... **\$1.98**

Fine Hosiery for Easter

All colors to match the suit or fine gown. The choicest assortment of fine silk and lisle hose ever shown in the city.

Spring Novelties in Silk Hose—Plain gauze or fancies, embroidered allover and boot lace, etc., every imaginable new shade; prices from..... **\$1.00 to \$5.00**

Fine Lisle Hose—Best quality imported stock, plain embroidered or lace, splendid values at..... **75c and \$1.00**

Ladies' Lisle Hose—Values to 75c, embroidered allover lace and lace boot styles, all new shades; special..... **50c**

Fine Embroidered Lisle Hose, or lace lises, per pair 35c, or three pairs for..... **\$1.00**

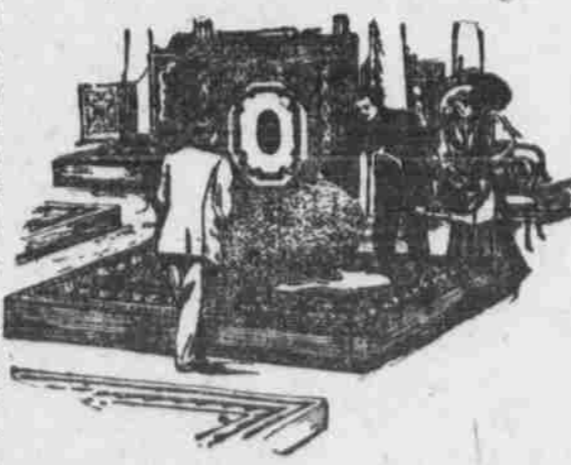
Your every hosiery wants can be supplied here at lowest possible prices.

Greatest Rug Bargains Ever Offered

Monday, April 13 A Cash Purchase of Over \$25,000 Worth of High-Grade Rugs From One of the Largest Eastern Mills Monday, April 13

including room sized rugs, hall runners and small rugs of all descriptions, in Axminsters, tapestries, velvets, etc.; on sale at less than actual cost to manufacture. A sale eclipsing in bargain giving any previous event in Omaha.

Axminster Rugs, \$30.00 quality, great assortment of floral and oriental patterns, 9x12 size, Monday, choice at..... **\$12.98**
Tapestry Brussels Rugs—Regular \$18.00 values, big range of patterns to select from, 9x12 size, at..... **\$10.50**
Axminster Hall Runners—\$15.00 quality, sizes 4-6x10-6 and 4-6x12, beautiful patterns, wonderful bargains, at..... **\$6.48**
\$1.50 High Spire Brussels Rugs—1 1/2 yards long; sale price..... **89c**
\$1.25 Granite Rugs—Size 36x72, beautiful patterns, at, choice..... **59c**



Dozens of other rousing special bargains in Monday's sale. It will be impossible for us to fill mail orders on these sale numbers, but it will certainly pay out-of-town customers to attend in person. Come early.

\$39.00 Seamless Wilton Rugs—Immense assortment of beautiful patterns, 9x12 size; choice..... **\$27.50**
\$13.50 "Kashmir" Rugs—9x12 size, beautiful oriental patterns, absolutely fast colors, reversible; splendid bargains at, choice..... **\$9.48**
\$8.00 Kynuria Ingrain Rugs—9x12 size, extra heavy quality, in Monday's sale..... **\$4.98**
Dexter Velvet Rugs—1 1/2 yards long, regular \$1.25 values, in Monday's sale..... **65c**
Royal Smyrna Rugs—\$1.50 values, 63 inches long; on sale, choice, **69c**

Gloves for Easter

Most satisfactory selection is assured at our busy glove department, just the style you wish, just the shade to match the new Easter gown.

Ladies' 12 and 16-button length Kid Gloves—All new spring shades, every pair guaranteed, at **\$2.98, \$3.50, \$4.00**

Ladies' 12 and 16-button Length Silk Gloves, the celebrated Fowne's guaranteed glove, all shades to match the Easter gown; prices are **\$1.25, \$1.49, \$1.75, \$2.00, \$2.50**

Ladies' 16-button Silk and Lisle Gloves..... **98c**
Ladies' 2-button Kid Gloves, all shades, at from **98c** to..... **\$2.00**



Linens, Sheet'gs, Muslin, White Goods

In Our Famous Domestic Room.

The greatest Domestic Room in the West. We dare any other house to meet these prices. No "off brands." Nothing "just as good or a little better." The genuine article.

BLEACHED WIDE SHEETINGS
 Lockwood 8-4..... **15c**
 Pepperell 8-4..... **15c**
 Lockwood or Pepperell, 10-4, at..... **10c**
 Lockwood or Pepperell, 10-4, at..... **10c**
UNBLEACHED SHEETINGS
 Lockwood and Pepperell 8-4 at..... **14c**
 Lockwood and Pepperell, 8-4, at..... **15c**
 Lockwood and Pepperell, 10-4, at..... **15c**
YARD WIDE BLEACHED MUSLIN
 First Call, yard wide..... **4c**
 Walworth..... **5c**
 Edward's, fine for the needle, at..... **6 1/2c**
 Genuine Lonsdale..... **6 1/2c**
 Genuine Fruit of the Loom, at..... **6 1/2c**
 Lonsdale Cambric..... **7 1/2c**
UNBLEACHED MUSLINS
 2 1/2c, 4 1/2c, 6c and 7c. The celebrated Pepperell, H. at..... **6 1/2c**
INDIA LINONS
 5c, 6 1/2c, 7 1/2c, 8 1/2c, 10c, 12 1/2c
 15c Long Cloths..... **10c**
 15c Long Cloths..... **10c**
 15c Long Cloths..... **10c**
 15c Long Cloths..... **10c**
 15c Long Cloths..... **10c**
 15c White Goods..... **12 1/2c**
 15c White Goods..... **12 1/2c**
 15c White Goods..... **12 1/2c**
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 15c White Goods..... **12 1/2c**
 15c White Goods..... **12 1/2c**
 15c White Goods..... **12 1/2c**

Lace, Curtains and Draperies

A before Easter Sale of unusual bargain importance. All newest styles, all clean, high class merchandise at less than elsewhere.

\$9.50 Eillet Lace Curtains, on sale at, pair..... **\$7.50**
\$6.50 Brussels Net Curtains on sale at, pair..... **\$3.98**
\$5.50 Irish Point Curtains, on sale at, pair..... **\$2.98**
Cross Stripe, Snow Flake Curtains—all colors, pair \$4.50, \$2.98, \$2.50, at..... **\$1.98**
Curtain Madras—white or cream, 45 inch wide, beautiful patterns, at yard..... **65c 50c and 35c**
\$5.00 Cable Net Curtains, on sale at, pair..... **\$3.50**
\$3.25 Novelty Lace Curtains, on sale at, pair..... **\$1.98**
Madras Curtains, all colors for doors or windows, pair \$8.50, \$6.50 \$5.50 and..... **\$4.98**
Cheney Bros. Drapery Silks, richest colorings and most beautiful patterns for spring, yard, 95c, 85c, 75c and..... **49c**
Fine Tapestry Couch Covers, Persian and Oriental designs, unequalled assortments, at \$8.50, \$6.98, \$5.50 to..... **\$3.98**
 A magnificent line of sample Tapestries, Portieres, Monday at just half-price.

Wash Goods, Gingham, Etc.

In Our Famous Domestic Room

Arnold's Swiss Applique—Arnold's 25c Volles—Arnold's 39c silk tissue—Arnold's Drape de Linde—Arnold's 25c Taffetas—19c 40 inch Lawns—19c India Linons—25c White Fancies, etc., all at one price, Monday, yard..... **10c**
 15c and 12 1/2c Manchester or Pacific Percales, 36-in. wide, Toile du Nord A. F. C. and Bates' dress gingham—Arnold's 25c plaid volles, Taffetas de Laines—15c India Linons—12 1/2c Long Cloths—15c 40 inch Lawns—and numerous other goods, some in full pieces, others in good, long remnants—up to 25c yard, all at yard..... **7 1/2c**
 Arnold's Swiss Applique—Arnold's Drape de Linde, French Gingham, Scotch Zephyrs, Gingham, Volles, Batistes, Organzies and other high-grade wash goods, nothing worth under 19c and up to 25c yard on one counter, at, yard..... **5c**
 19c and 25c Wash Goods 5c, all long remnants, 4 to 10 yards.
 1 case of 7c apron gingham, prints..... **2 1/2c**
 1 case of 7 1/2c apron gingham, bolt..... **3 1/2c**
 1 case security bleached muslin..... **3 1/2c**
 1 case of full standard prints..... **2 1/2c**
 1 case of 12 1/2c dress duck, colored..... **5c**
 1 case of 6c towels, bath..... **3 1/2c**
 1 case of fine cotton crash, at..... **2 1/2c**
 1 case of 5c wash rag..... **1c**
 1 case of 27 in. challis, 12 1/2c grade..... **5c**
 Specials on these tables every hour.

Try HAYDEN'S First