

Hayden's

The Reliable Store.

The West's Greatest Supply House.

We carry only reliable merchandise and you can depend on anything you buy here being the very best of its kind in every respect just as represented, and the price less than you would have to pay for the

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same goods elsewhere. If you for any reason are not satisfied with your purchase return same at our expense and we will gladly refund your money. "OUR BIG STORE" is the place to trade.

Table Linens, Towels, Napkins, And Bedding Supplies

Hotel Keepers and Home Keepers will (if wise) supply their needs now, as the market shows a strong advance all along the line.
At 49c a yard—A strong, all linen silver bleached Damask; a dozen patterns to select from.
At 69c a yard—A heavy, all linen Scotch Damask, 72 inch wide; six patterns to select from.
At 75c a yard—A heavy, all linen, bleached Table Damask; eight patterns to select from.
At 98c a yard—A heavyweight, bleached Damask, 70-inch wide; a good range of patterns, with wide, open borders.
At 39c a yard—Heavy mercerized Damask, 60-inch wide; ten patterns to select from.
At 25c a yard—Heavy Cream Damask and snow white Union Damask.

Splendid Towel Values

At 10c—Heavy hemstitched Huckaback Towels; plain, white and red borders.
At 15c—Heavy Linen Huck Towels, up to 40-inch long, with fancy borders.
At 19c—All linen Damask Towels: knotted fringe; fancy borders; 45-inch long.

Big Drive in a Pattern Cloth

At \$1.98—A pure linen bleached Pattern Cloth, with border all around, 2 yd⁸ wide, 24 yards long.
SPECIAL NAPKINS at 98c dozen. All linen, bleached Napkins, 5-8 size at \$1.09 dozen. All linen bleached Napkins, satin finish.

25 PER CENT SAVING

At least, on Muslin Sheets, etc., but only while the present stock lasts.
4-4 bleached Muslin at.....6 3/4c
4-4 bleached Muslin at.....5c
Hemmed Seamless Sheets, 81x90 size, at.....48c
Ready-to-Use Pillow Cases, size 42x36, free from dressing, at.....9 1/2c
Write at once if you wish to participate in this feast of bargains.

New Spring Suits FOR Men and Boys.

The finest line of Spring Clothing ever shown in this western country. We have striven to make our stock complete in every detail. We are now in a position to please all—fit all—large and small, fat and lean, tall and short. We take pleasure in Fitting the Hard to Fit, pleasure in Suiting the Hard to Suit with clothes that are built as good clothes should be. The styles are the latest, materials the best, workmanship faultless, and prices the lowest you ever thought of for garments of such sterling worth.

Any Style, any Fabric, any Pattern that is at all desirable will be found here
Prices for Suits } \$5 to \$25 { For the
Range from . . } Very Finest.

Send us an order and your measure. Examine the suit when it comes. If you are not well pleased return it at our expense and we will refund your money. Now isn't that fair?

The Very Thing For This Season

Is a Rain Proof Overcoat. One of those handsome long Overcoats with the Rain Proof quality added—porus to air—impervious to water. Keeps you warm in cool weather, cool in warm weather, and perfectly dry in wet weather.

We have a complete line at

\$10.00 \$12.50 \$15.00 and \$18.00

Our Spring Clothing Catalogue is now ready. Sent free to any address upon application.

We are Omaha Headquarters for the

CELEBRATED LAUREL SILKS

The LAUREL SILK MILLS have in their employ the most skilled and famous designers in the world, who produce those exquisite styles in the Laurel Silks so appropriate for the new Shirt-Waist Suits. The ingenuity displayed in conception of these beautiful styles is remarkable, and while other mills endeavor to copy and imitate the Laurel Silk, their efforts are in vain. The Laurel trade mark is on every piece. Over 500 styles in the popular spring shades at 75c, 85c, 95c and \$1.25.

THE GREAT DAY OF SILK BARGAINS.

Crash Pongee—Pure Silk—A special purchase enables us to offer this splendid and stylish silk for 39c
100 pieces Fancy Silk, in stripes and dots; 50 pieces fine pure silk Rustle Taffeta, in navy, brown and other shades, at only 49c
Big snap in Plain White and Plain Black Japanese Wash Silks—100 pieces, yard-wide, pure silk, very fine. Our foresight is your gain. These silks were contracted for months before the Japanese war. Today they cannot be imported at price we sell you, for 50c

Foulard Silk—the largest and finest stock in the city; the new blues, browns and gun metal. Prices 75c and \$1.00

Over 50 different styles in fine Embroidered Pongee Silks—the very best quality; worth \$1.50; on sale at 98c

Another Grand Leader in Black Taffeta. We just received another shipment of those elegant yard wide Swiss Black Taffetas, either in oil boiled or rustle finish, in fine weaving silk and worth \$1.50; on sale at \$1.00

Black Peau de Soie pure silk; alike on both sides; fine and perfect; worth \$1.00. on sale here 59c

Winslow Taffeta—the silk that has set the whole world talking; we sell it; the price, always \$1.00

We carry the most complete line of Silks of any western house and at prices that will please the pocket-book. Mail Orders promptly and carefully filled. Write for samples.

WE ARE LEADERS IN HIGH GRADE DRESS GOODS

This week you can secure one of those fine Mohairs in plain or fancy, Priestley's make, or one of Lupin's Crepes or Voiles, at about One-Half Price.
54-inch Priestley's Mixed Mohair, cravenette, per yard \$1 50
54-inch Priestley's Blue Mohair; extra at \$1.50, at 98c
40-inch Silk Finish Brilliantine, in all shades, at 50c
46-inch Lupin's Voiles, in all colors, at \$1 25
46-inch Lupin's Silk and Wool Crepe de chine; the swell fabric for the new full skirts, for \$1 25
46-inch all wool Voile, in all colors and black, \$1.00 quality, for 59c
56-inch Priestley's Mohair Sicilian Cravenette, for \$1 98
54-inch Priestley's Mohair Granada Cravenette, for \$1 59
54-inch Priestley's Mohair Sicilian—a regular \$1.25 quality, for 75c
Lupin's Crepes, Voiles and Veiling have proven to be the finest fabric for dressy wear; all the new weaves; for \$1 25
36-inch all wool Black Crepe de Chine for 50c
50-inch Black Brilliantine; extra finish; at 50c
Samples sent free by mail to any address.

GROCERIES—Fresh Pure Goods at Lowest Prices.

Pure Cane Granulated Sugar per 100 lbs. \$1.75
Beat-em-all, Swift's Pride, Diamond C White Russian or Armours soap per box, 100 bars \$2.95
Bulk Laundry Starch, per lb 4c
Good Japan Rice per lb 4c
Fancy Pearl Tapioca, Sago, Barley or Farina per lb 4c
Hand Picked Navy Beans per lb 4c
3 lb cans choice Tomatoes 7 1/2c
3 lb cans solid packed Tomatoes 8 1/2c
3 lb cans Golden Pumpkin, Squash or Sauerkraut 9c
2 lb cans Early June Sifted Peas 9c
2 lb cans Wax or String Beans 7 1/2c
Pure ground spices, any kind you want per lb 25c
Oil or Mustard Sardines, per can 4c
1 pint bottles pure Lemon or Vanilla extract 35c
Star or Horseshoe Tobacco per lb 40c
3 lb cans Fancy Table Apricots, Peaches, Pears or Greengage Plums at 15c
Gallon cans Table Syrup or Sorghum 40c

Reliable Dried Fruit at Reliable Prices

Choice California Prunes, per lb 4c
Fancy Italian Prunes, per lb 6c
Utah Peaches per lb 7 1/2c
Choice California Peaches per lb 8 1/2c
Fancy Muir Peaches per lb 10c
English Cleaned Currants per lb 8 1/2c
Fancy Bartlett Pears per lb 12 1/2c
Moor Park Apricots per lb 12c
Virginia Blackberries per lb 7 1/2c
California Grapes per lb 7 1/2c
N. Y. Evaporated Apples per lb 9c

MAIL ORDER BARGAINS

Wishing to give our out of town customers the benefit of our SPECIAL SALES, we will start a SPECIAL MAIL ORDER SALE at which we will fill all orders that are mailed to us within three days of the date of the paper publishing our ad.
100 Yards of Belding Bros. Sewing Silk on 20 yd spools, black and colors for 5c
5c Gold Eyed needles, special, per pkg 1c
5c Brooks Silky Crochet Cotton, per spool 2c
10c 7-in Metal Back horn combs 5c
200 yds Machine threads per spool 1 1/2c
25c and 35c Silver Mounted Ebony Novelties consisting of Call Bells, Stocking darners, Cuticle knives, Shoe horns, Paper knives, Nail files, Button hooks, etc., all go during this sale at 5c
Send for our Special Lace and Dress Trimming Catalogue.

Pianos and Organs Sold on Easy Payments

We believe that comparison will show that we carry the most complete line of strictly High Grade instruments of any house in the west and at prices below any competition. Our Pianos and Organs are made by the oldest, largest and most reputable makers in this country. Concerns whose reputations for the manufacture of only High Grade goods is in itself a guarantee of quality.

WE ARE OFFERING New Upright Pianos AT

\$123.00 \$127.50 \$132.50
\$147.00 \$157.00 \$163.00

And up to the famous Chickering, Fischer, Estey, Wegman, Price & Teesle, Decker, Haines, Franklin, Jacob Doll, Hobart M. Cable, Brewster, Kohler & Campbell and twenty other makes to select from. A complete line of Estey and Burdell organs in stock.

We Guarantee for every dollar of price a corresponding equivalent in value. We import our own goods or buy direct from the manufacturers for cash, thus saving middle men's profits and saving discounts. This places us in a position to make you as low prices on merchandise as any house on earth. Consequently freight rates being less we can and will save you money. Send us a trial order and be convinced.

16th & Dodge St.

Hayden Brothers.

Omaha, Nebraska.