



MILLINERY OPENING

Tuesday, Wednesday,
Thursday, March 20th, 21st, 22d

There is no use trying to stem the tide of public opinion

Good dressers are, year by year, becoming more favorable to our Millinery Department and for this there are many reasons. Here the dainty fineries for spring reign supreme; here all the *spring styles* in straws, flowers, foliage, feathers and millinery novelties have taken up their abode and demand the attention of those who wish to be correct in head dress. This sketch shows three **Smart Spring Hats** from our stock that was sketched by the artist from **Imported French Patterns**. A dozen leading fashionable milliners of New York and Paris are represented in our select stock of **Spring Patterns**, and masterful achievements in the art of **good hat building** is evidenced in every one of these superb creations. Short fronts with the extreme French bandeaux in the back, are features that count with correctly dressed women. Our stock so far surpasses those of any previous season, that you cannot imagine how great is the improvement in qualities, styles and varieties. Your inspection is cordially invited.

MARCH 20, 21 AND 22—TUESDAY, WEDNESDAY AND THURSDAY.



The Leading Dress Goods House of the West.

Opening Up of the New Spring Dress Goods—We can show you five grays to the one piece shown by any other house in this city. We can show you more dress goods of every kind—from 25c to \$5.00 per yard—than all the other Omaha houses put together—at less prices than can be found elsewhere.

White Goods and Dress Linens

English and German Imported Mercerized Waists and Dress Stuffs, at yard, \$1.00, 75c, 59c, 50c, 39c, 25c, 19c and..... 15c
India Linens, at yard, 65c, 59c, 50c, 39c, 25c, 19c, 15c, 10c and..... 7c
Persian Lawns, at yard, 75c, 59c, 50c, 39c, 25c, 19c, 15c and..... 10c
French Lawns, at yard, \$1.50, \$1.00, 75c, 50c, 39c and..... 15c
English Longcloth, fine quality, at yard, 25c, 19c, 15c, 12 1/2c and..... 10c
French Nainsooks, at yard, 25c, 19c and..... 15c
Irish Dimities, checks and stripes, at yard, 25c, 19c, 15c and..... 12c
French and Domestic Mulls, at yard, 19c and..... 10c
Domestic Linens, at yard, 25c, 19c, 15c and..... 12c
Scottish Swisses, at yard, 75c, 50c, 39c, 25c and..... 19c

Inventory Sale of Ready-to-Wear Garments

Every effort has been expended to make this season's showing of new styles the greatest ever known in Omaha, not only in point of variety but in exceptional value, the result is a collection of beautifully designed garments for spring wear exceeding in variety and bargain worth even our greatest expectations. The markets have been ransacked for the latest designs and best qualities. Our Monday Specials will be a revelation in bargain giving to the lovers of style beauty.



Furniture Department

We are agents for all the good lines, and when you resent the exclusive high prices asked elsewhere come here. We can get what you want.

China Dept. Specials

English Semi-Porcelain, in beautiful gold line or clover spray decorations, open stock, 100-piece dinner sets in this ware would sell at \$18.00 to \$20.00, special price per piece Monday..... 10c

Our Corset Department

Offers to our customers the most complete selection of well known makes in the West.

Flannel Department Specials

3/4 Bleached Shaker Flannel, at yard..... 5c
45c White Wool Flannel, at..... 29c
Comforter Calico, at yard..... 5c
40c Silk Embroidered Ladies' Skirt Patterns, each..... 15c
10c Extra Heavy Shaker Flannel, at yard..... 5c
25c Fancy Art Ticking, at yard..... 12c
\$1.25 Full Size 11-4 Cotton Bed Blankets, at pair..... 85c

Another Special Sale of Rugs

Our new spring showing of rugs excels in quality, variety of design anything shown in the city, at prices so extremely low. Only words of praise were heard from the crowds attending our rug sale last Monday, and the offerings tomorrow are, if possible, greater values than those of last week. Don't fail to see this Monday offering.

Krystal—The latest thing in glassware, polished and finished the same as hand cut glass, Vases, Berry Dishes, Comports, Jellies, etc., up from..... 10c

Decorated Flintware

Cuspidors..... 10c
Plain White Cups and Saucers, each..... 1c
Complete Lamps, including burner and chimney, 19c at..... 19c

Two Hosiery Specials

A full line of ladies' Lace Hose, in all the shades of pink, blues, lavender and green, new all-over lace and lace boot effects, worth double our Monday price..... 50c

Ladies' Fancy Hose, in black and colors, regular 50c qualities, at 35c and 3 pair \$1 for..... \$1

Groceries! Groceries!

Lowest Prices and freshest goods always at Omaha's greatest grocery department.

Great Showing New Spring Silks

The lover of stylish silk beauty cannot help but be enraptured with our magnificent showing of richest Silks for spring wear. The economically inclined will find great delight in selection from the most beautiful line of silks ever shown in Omaha at medium and low prices. Every shade, every weave which Dame Fashion dictates as proper is represented in this unmatched display. Let us show you the newest designs, many exclusive with Haydens', for Omaha.

High Grade Wash Goods

We have opened up the most complete stock of high-grade and medium-priced Wash Goods, ranging in price from 5c a yard to \$1 a yard, that was ever seen in this city. A great many are all silk, some three-quarters silk, some one-half silk, etc. Owing to the quantities we buy our price is very low for fine goods.

Zion City Wash Laces

We have the sole selling agency for these Laces in Omaha. Nothing better is manufactured than the Zion City goods and every yard is guaranteed. We save you 60 per cent—the duty imposed on imported laces—by buying this line, consequently can sell for half the price of imported goods and give you better quality. New lots on sale Monday.

Sale of Linens, Muslins and Sheetings

The greatest stock west of Chicago; qualities unsurpassed; saving prices unequaled in Omaha. Our Monday specials are winners. Read these prices:

Wash Goods in Domestic Room

Our Monday bargains are of special interest to economical buyers. See them Monday.

HAYDEN BROTHERS