

**HAYDEN'S**  
THE RELIABLE STORE

# Easter Offerings

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## A Magnificent Display of Furnishings

Never before has Easter week found us so fully prepared to meet your every wish. The immense variety makes selection easy—the high quality makes satisfaction certain, and the low prices are pleasing to all.

Men's Neckties in every conceivable style and color, an unrivaled assortment of the most popular shapes for spring—from 50c down to.....

Men's Shirts, in the best known and most reliable brands, pongs, mohairs, fine madras, Oxfords, etc.; anything and everything desirable in the new spring styles, ranging in price from \$3 down to.....

Men's Underwear, in fine silk hosiery, white and fancy colors, splendid values at.....

Men's Union Suits, in fine hosiery, in white, flesh or blue, best assortment in Omaha, at \$5 down to.....

Lewis Knit Underwear—We carry a complete line of these garments—prices from \$5 down to.....

Fabric Gloves, in all lengths and all the new spring shades, ranging in price from \$1.50 to.....

Ladies' Gloves—A visit to this department will convince you of the superiority of our stock in variety and quality. Mousquetaires, Suedes and Glace Gloves, in 12, 16 and 18-button lengths, just the shade to match your Easter gown, at \$3.50 down to.....

A splendid assortment of Street and Dress Gloves, in newest colors and stitchings, up from.....

Dainty Under Muslins—The most complete stock ever shown in Omaha. Your selection is only limited by your idea of beauty and the price you wish to pay.

Handsomely Designed Skirts—Generously proportioned, splendidly made, at \$10 down to \$1.98, \$1.50 and.....

Ladies' Gowns—In great assortment, made extra long and full, worth up to \$2.50, divided into two lots for Monday—great bargains at 98c, 75c and.....

## Superb Showing of Spring Garment Styles



Only six more days in which to select that new gown for Easter. Our immense stock offers you unequalled opportunity for selection and our prices mean a cash saving that will be greatly appreciated by you. This is by all odds the grandest collection of splendid values we have ever shown. Hundreds of new suits, skirts and waists for Easter will be shown for the first time Monday. Don't fail to see them before you buy.

New Tailor Suits—Elegant design and of the finest materials—a collection that will undoubtedly please the lover of style beauty—these garments were made specially for Hayden Bros., and are splendid values at \$75, \$65, \$50, \$40, \$35 and.....

\$30 Tailor Suits at \$24.90—As an Easter week special we will offer a line of beautiful Tailor Suits, in plain voile, Panamas and handsome fancy mixed fabrics, fine shadow plaids and checks—regular \$30 values—special at, choice.....

New Spring Wraps—In fine silks, covets, etc., in 3/4 and 1/2 lengths, special values this week at \$30, \$25, \$20, \$18.50, \$15 and.....

\$15 Covert Coats \$8.95—200 stylish Covert Coats, in the noblest new designs—special at.....

Exquisite Silk Suits—A remarkably handsome line just received in time for Monday's selling, all the new shades, rose, Alice blues, reds, etc., in newest designs—splendid values at \$50, \$40, \$30, \$25, \$20 and.....

New Skirts—Perfect in hang and finish, in the very newest fabrics, shadow plaids, checks and plain colors, including white—prices, \$15 down to \$12.50, \$10, \$7.50 and.....

Handsome New Waists—In lingers, Japs, taffetas, messalines, etc., attractively priced at \$20 down to \$7.50, \$5, \$3.98, \$2.98 and.....

From 8:30 till 9:30—Women's Kimonos, special at.....

SPLENDID MONDAY SPECIALS. Women's \$5 Walking Skirts, special for Monday at.....

Women's \$7.50 Silk Coats, special for Monday at.....

\$12.50 Cravenette Coats \$7.95—As a Monday special we will place on sale 200 stylish Cravenette Coats, in all colors and worth \$12.50, at, choice.....

From 8 till 9 a. m.—Women's Underskirts, choice for.....

## Easter Millinery

All our efforts for the last three months have been directed toward the requirements of this Grand Easter Display and what a glorious collection we have assembled here. All the new ideas from Paris find expression in these charming creations. The highest type of excellency has surely been reached in millinery. Each and every hat has its own exclusive elegance and no two alike—prices range from.....

We invite you to come and inspect these lovely pieces of art. Buy if you like, but be sure and see them before you buy.

Trimmed Hats \$4.98—They are the smartest and most becoming hats you will find anywhere; other stores ask \$7 for them. The rolling sailors and the turbans in all their variations—The caught-up shapes—Trimmings are new and natty, and instead of \$7 we sell them tomorrow for.....

Less Expensive Hats—The Palm Beach Sailors, trimmed with quills, rosettes, flowers, chiffon and velvet, stunning shapes and hats to wear right, now for \$3.50 down to.....

Misses' and Children's Hats—From the simple trimmed styles to the more elaborate, are shown in a wide variety of shapes, from \$10.00 down to.....

**HAYDEN BROS.**
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## White Goods ; Dress Linen Dept.

In Main Wash Goods Dept.

The most complete department in the west. No other in Omaha like it.

India Linens, 65c down to 19c, and 15c, 12 1/2c, 10c, 7 1/2c and.....

Persian Lawns, 75c down to.....

French Lawns, \$1.50 down to.....

French Silk Mousselines, \$1 down to 59c, 39c and.....

Banzai Wash Silk, 46 inches wide.....

English Long Cloth, 25c, 18c, 15c, 12 1/2c, 10c and.....

French Mercerized Mulls, 50c, 39c and.....

White Mercerized Fancies, \$1 down to 39c, 25c and.....

Embroidered White Fancies, \$2.50 down to \$1.50, \$1, 75c, 59c and.....

White Silk Fancies.....

White Jacquards, 69c, 50c, 39c and.....

### LINEN FINISHED GOODS.

Scotch "Q" Shrink.....

Shrink Heavy.....

Auto Cloth.....

Ragdraw.....

45-inch extra goods.....

### EMBROIDERED SWISSES.

Domestic Swisses.....

Domestic Swisses.....

## The Leading Dress Goods House

Of the West

The largest stock, the greatest variety, the best goods made, the lowest prices in this city

25 pieces of 52-inch Mohairs, in colors and black, fine luster, \$1 value.....

35 pieces of checked, striped and fancy Mohairs, goods valued at \$1 and \$1.25.....

100 pieces of Silk and Wool Rollennes, 44 and 46 inches wide, all plain goods, sold at \$1.25, \$1.50 and \$1.98 yard, Monday only.....

Priestley's \$1.25 black 50-inch Panamas.....

Priestley's \$1.50 and \$1.98 Black Voiles.....

\$1.50 new spring Rainproofs, 54 inches wide, in all the new shades and designs, at.....

Gray Worsted, in all the shades, grades and designs, at, yd.....

Mohairs, in cream, pink and blue, at \$2.50 down to.....

Serges, Henriettes, Batistes, Broadcloths, Nuns' Veiling, Lansdownes, Sublimes, etc., at, yd, \$5 down to \$1, 75c, 69c, 59c and.....

Samples free to out-of-town customers. Special hourly sales every day in the week.

## Grand Lace Sale Monday

We have by far the largest and best selected stock of Laces in the city, and our prices are always right. We have secured the sole agency for the Zion City Lace Works, the largest lace factory in the world. Every yard warranted perfect or money refunded. MONDAY IS SPECIAL LACE DAY.

Fine Wide Oriental Laces, worth up to \$1.25 per yard, go at 39c, 25c, 15c, 12 1/2c and.....

Pure linen hand made Real Torchons, go at—per yard—50c.....

French Vals and German Torchons, go at—per yard—50c and.....

Zion City Wash Laces, 25c, 10c, 7c and.....

\$1.00 Sofa Pillow Ruffles 39c—The very latest novelty, a full 4 1/2-yard strip, regular price \$1, Monday only.....

Grand Pearl Button Sale Monday—per dozen—9c, 5c, 2 1/2c and.....

**HAYDEN'S**

## Easter Week Linens ; White Goods

Now is just the time—her the place—to buy your Easter Linens. Every item a money saver.

72-inch Double Satin Bleached Table Damask, extra heavy and worth \$1.75 yard, at, yd.....

Napkins to match, 22x22, at, dozen.....

72-inch Scotch Table Damask, silver bleached, extra heavy, sells regular at \$1.75 and \$2 yard, at, yd.....

10-4 Hemstitched Bleached Tablecloth, all pure linen and worth \$3.25, at, yd.....

A large assortment of Napkins, in bleached and unbleached, all linen and mercerized, 18x18 to 24x24, at, dozen, \$1.75, \$1.49, \$1.25.....

Unbleached Irish Loom Table Damask, all pure linen 60 inches wide, goods sell regular at.....

60 and 64-inch Bleached Irish Table Linen, worth 79c, and 85c at, yd.....

68-inch Bleached Table Linen, all pure linen and new designs, worth \$1 and \$1.15 yard, at, yd.....

Napkins to match, 20x30 and 22x22 size, at, dozen, \$2.25 and.....

Dotted White Dress Swis, extra fine thread, worth 12 1/2c and 15c yard, at, yd.....

White Waistings, in madras, linen stripes, checks, etc., worth 15c to 20c yard, at, yd.....

Black India Linen and Persian Lawns, extra fine thread and quality goods, sell regular at 12 1/2c to 30c yard, in three lots, at, yd, 12 1/2c, 10c and.....

81x90 Seamless Bleached Sheets, worth 75c, at.....

Bleached Muslin, fine soft finish, free from starch, worth 3 1/2c yard, at, yd.....

## Grand Dress Trimmings Sale

Monday we will place on sale a big special line of fancy and plain Dress Trimmings, consisting of Fancy Gold and Silver Novelty Braids, Pull Braids and Persian Bands and Edges, divided into six big lots.

First lot, worth 5c per yard only.....

Second lot, worth 10c per yard only.....

Third lot, worth 15c per yard only.....

Fourth lot, worth 25c per yard only.....

Fifth lot, worth 35c per yard only.....

Sixth lot, worth 50c per yard only.....

75c Cornet Cover Embroideries 25c—This is a brand new line, just received, all new patterns and an extra width, only a limited quantity in this lot.....

\$2 Allover Embroideries 98c Yard—This is an exceptionally good bargain and in big demand for shirt waists—some pieces in this lot are worth up to \$3 per yard, but all go at.....

## Easter Week Sale of Wash Goods

In the Great Domestic Room

Graydon Battiste, in all the new spring shades, worth 12 1/2c yard, at, yd.....

Cotton Dress Voiles, pretty patterns, extra quality goods, selling regularly at 10c and 12 1/2c yard, at, yd.....

Quadrise Organzies, in spring shades and designs, worth up to 25c yard, at, yd.....

Imperial Percale, in medium and light shades, suitable for dresses or men's shirts, worth 15c yard, at, yd.....

Printed Battiste, fine quality, fast colors, spring shades, worth 10c and 12 1/2c yard, at, yd.....

Dress and Shirting Gingham, extra fine quality, worth 10c yard, at, yd.....

## Groceries, Butter, Cheese,

Fresh Fruits and Fresh Vegetable Prices

At Omaha's Greatest Grocery Department.

21 pounds Pure Cane Granulated Sugar for.....

8 pounds best Rolled Oatmeal.....

7 pounds best Hand Picked Navy Beans.....

7 pounds Pearl Hominy, Farina or Barley.....

Jell-O or Bromangelon, pkg.....

1 lb. pkg. Mince Meat.....

1 lb. cans Assorted Soups.....

Oil Sardines, per can.....

1 lb. can Fancy Alaska Salmon.....

Swedish Health Bread, lb.....

The best Soda or Oyster Crackers, lb.....

Fancy California Prunes, lb.....

Fancy 3-Crown Muscatel Raisins, lb.....

Fancy-English Cleaned Currants, lb.....

Fancy Currant Citron Peel, lb.....

Fancy Seeded Raisins, per pkg.....

Fancy Limburger Cheese, lb.....

Fancy Wisconsin Brick Cheese, lb.....

Fancy Domestic Swiss Cheese, 17 1/2c.....

Sap Sago Cheese, each.....

Roguefort Cheese, (Secreta Brand), lb.....

Fresh Fruits, Vegetables, Etc., At Omaha's Greatest Fresh Fruit Department.....

Fancy Extra large Highland Navel Oranges, worth 40c per dozen—this sale.....

Large Juicy Lemons, doz.....

Large No. 1 English Walnuts, lb.....

Two measures Fresh Roasted Peanuts.....

Fresh Head Lettuce, each.....

Fresh Cucumbers, each.....

Fresh Spinach, per peck.....

Fresh Turnips, per bunch.....

Fresh Shallot Onions, per bunch.....

Fresh Plantain, per lb.....

Fresh Parsley, per bunch.....

## Rug and Lace Curtain Sale Monday

The greatest bargain giving event of the entire season. Do not neglect looking over our offerings before you buy. The entire third floor front will be devoted to the display of the grandest lot of bargains ever seen in Omaha. Come early.

\$12 All Wool Art Squares, size 9x12, at.....

\$11 All Wool Art Squares, size 9x10 1/2, at.....

\$80 Superior Axminster Rugs, size 9x12, at.....

\$80 Bigelow Electra Rugs, size 9x12, at.....

\$80 Khorassan Axminster Rugs, size 9x12, at.....

\$25 Smith Axminster Rugs, size 9x12, at.....

\$25 Special Velvet Rugs, size 9x12, at.....

\$80 Axminster Body Brussels Rugs, size 9x12, at.....

\$18 High Spire Tapestry Rugs, size 9x12, at.....

\$16 High Spire Tapestry Rugs, size 8-8x10-6, at.....

\$6.50 Bunday Wilton Rugs, size 36x63, at.....

\$22.50 Seamless Roxbury Tapestry Brussels Rugs, 9x12, at.....

\$30 Seamless Roxbury Tapestry Brussels Rugs, 8-8x10-6, at.....

\$45 Bagdad Wilton Rugs, size 9x12, at.....

\$40 Bagdad Wilton Rugs, size 8-8x10-6, at.....

\$35 Smith Wilton Rugs, size 9x12, at.....

\$25 Axminster Rugs, size 8-8x10-6—special.....

\$12.50 High Spire Tapestry Rugs, size 9x9, at.....

\$12 Scotch Brussels Rugs, size 9x12, at.....

\$8.50 Scotch Brussels Rugs, size 6-6x9, at.....

\$3.50 Axminster Rugs, size 27 inches by 60 inches, at.....

\$4.50 Axminster Rugs, size 27x60, at.....

### Sample Lace Curtains at Less Than Half

A manufacturer's sample line of Lace Curtains secured at a great bargain. Will be placed on sale Monday at less than half actual value.

75c Lace Curtains at—choice—each.....

\$1.00 Lace Curtains at—choice—each.....

\$1.25 Lace Curtains at—choice—each.....

We are sole Omaha agents for the Zion City Lace Curtains and will make special price reductions on these goods Monday.

\$6.50 Zion City Lace Curtains, special at—pair.....

\$5 Zion City Lace Curtains, special at—pair.....

\$3 Zion City Lace Curtains, special at—pair.....

China and Jap Matting at, yd, 30c, 25c, 18c and.....

\$2 Zion City Lace Curtains, special at—pair.....

\$1.50 Zion City Lace Curtains, special at—pair.....

Ingrain Stair Carpets at, yd, 30c, 25c and.....

Good quality Oilcloth at—square yard.....

## High Grade Wash Goods Dept.

The average customer in Omaha has but little conception of the enormous stock of high grade wash goods we carry, as it would take twenty times the present space we occupy to properly display them. But we will be glad to show them over the counter. Come in.

Organdies Carreux, finest from France.....

Organdies Lino, finest from France.....

Poplin, all shades, as fine as silk.....

Panamas, all plain shades.....

Silk Cord, most beautiful luster.....

Gros Grain Silk, 36 inches wide.....

Banila Silk, one hundred shades.....

Silk Mousselines, yard, 50c, 39c, 25c and.....

Wm. Anderson's Scotch Gingham, 25c, 19c and.....

Amoskeag Dress Gingham, 10c.....

French Percales—36-inch.....

Domestic Percales.....

Serpentine Crepe.....

Galates Cloth.....

Manchester Chambrays, 12 1/2c, 10c and.....

Other goods at equally low prices for Monday, and we will have several half hour sales during the week.

Samples to out-of-town customers sent free.

## Flannel Department

45c extra fine White Wool Flannel at, yd.....

39c Fancy Scotch Shirting Flannel at, yd.....