

REPUTABLE MERCHANDISE THE ONLY KIND WE OFFER

A Few Notion Specials

Hump Hook and Eyes, per card... 1¢
Black Darning Cotton, per spool... 1¢
Cotton Tape, all sizes, at per roll... 1¢

50c Silk Veiling at 5c

Monday morning we will clear up all odd pieces of Fancy Silk Veilings, worth 25c, 35c and 50c, at one price, per yard... 5c

15c Pure Linen Handkerchiefs 7c

A lot of very fine 1,500 count pure linen Handkerchiefs, nicely hemstitched and worth regularly 15c each, will be on sale Monday (dot. 90c) each... 7c

Grand Lace Sale Monday

The finest line of Wash Laces ever shown in Omaha at the prices, goods worth 10c, 15c and 20c a yard. All on sale at one price Monday, per yard... 5c

Wool Dress Goods Dept.

We are now showing the finest line of French Novelty, German Novelty and English Novelty that were ever shown in this town. Our stock of Wool Dress Goods is now larger than the combined stock of all Omaha's other merchants placed together. This is no brag. Any lady who wishes to investigate we will prove this to be so. Come in and examine for yourself.

French Suitings at, per yard, \$2, \$2.50, \$1.50 and \$1.00
French Voles, silk stripe, silk checks, embroidered figures and dots, per yard, \$6, \$5, \$4, \$3 and... \$2.00
French Broadcloth at, per yard, \$7.50, \$6, \$5, \$4, \$3, \$2.00
Domestic Broadcloth at, per yard, \$1.50, \$1.25, \$1... 75c
Priestley's Black Dress Goods, the finest black goods in the world, made in Bradford, England, at, per yard, \$5, \$4, \$3, \$2 and... \$1.00
Sir Titus Salts and Sir Edward Ripley's high grade dyed Mohairs and Sicilianna, Brillantines, etc., at, per yard, \$3, \$2.50, \$1.50, \$1.25... \$1.00

HAYDEN'S THE RELIABLE STORE.

Elegant Silks for Spring Wear

Spring 1907 bids fair to be the greatest silk season in many years. Fashion favors silk for the gown, street suit, waist, jackets, wraps, and the exceedingly heavy demand has caused a strong advance in prices in all lines. We were fortunate in buying our spring silks before the advance and are now in a position to save our customers from 20 to 40% on their purchases. Our price specials for Monday are in many cases less than wholesale cost today.

Monday in the Bargain Room

Monday we will open up about a carload of new spring goods in the bargain room. Everything new, direct from the mill.

We will sell new spring Standard Prints, regular 6 1/2c and 7 1/2c goods, at, per yard... 3 1/2c
Batiste, in all colors, at, per yard... 5c
We will sell one case of 10c Batiste at, per yard... 6 1/2c
One case of 12 1/2c Batiste at, per yard... 7 1/2c
Three cases of Percales, double fold, fine new goods, 12 1/2c values, at, per yard... 7 1/2c
The best Percale made, 36 inches wide, at, per yard... 10c
Five cases of American Prints, in lengths from 2 to 10 yards, in all spring styles, regular price of these goods 7 1/2c per yard—Monday we will sell these five cases at, yard... 3 1/2c

Our Linen Department

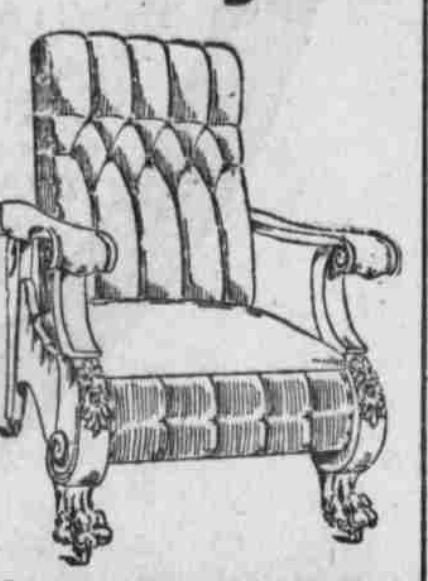
Is largest, the best stocked, the most complete and up-to-date department in the West. We import our own linens through the Omaha bonded warehouse and sell them at less than others own them. Read and examine for yourself.

Bleached Table Linen—Double satin finish, 72-in. wide, all new designs, including the satin stripe, scroll patterns and plain centers, with deep heavy borders, selling regularly at \$3.50 a yard, for Monday only, at... \$2.49
Hot Linen, extra heavy bleached German linen, made with plain center, heavy satin finish border, full 72-in. wide, worth \$3.50 a yard, at... \$2.49
Bleached Irish Table Linen, double satin finish, all new imported goods, all the latest designs, regular \$3.50 quality, at, per yard... \$2.49
Good heavy Irish Table Linen, extra wide, in bleached and unbleached, others are asking double the price we quote in this sale, at, yd., 55c, 75c, 60c, 55c and... \$4.95
Napkins to match all linens in 5-8 to 3-4 sizes, in prices, a dozen, from \$6.50 down to... \$3.49
Patterns Cloth—Full bleached Irish Linen 10 1/2 size, border all around, pretty new design, regular \$6.00 quality, at... \$3.75
Napkins to match all patterns cloths, 3-4 size, at, doz., \$10.00, \$8.50, \$7.50, \$6.50 and \$4.50

Special Pearl Button Sale

Just to start the sewing season with a rush, we will sell pearl buttons, Monday, at, dozen, 9c, 4 1/2c, 3 1/2c, 2 1/2c, 1 1/2c, 1c
The 1c and 1 1/2c Buttons are good common pearl, suitable for children's underwear.
The 2 1/2c and 3 1/2c Buttons are regular 10c qualities, suitable for corset covers, ladies' underwear and children's dresses
The 4 1/2c lot is a fine line of perfect shirt buttons and carved dress buttons.
The 9c lot consists of the regular 20c quality Ball Pearl buttons for wash trimmings. A great snap at this price.

Furniture Bargains



Just a Few of Many Special Offerings This Week:
\$27.50 Morris Chair, upholstered in best grade leather, at... \$19.85
\$16.50 Morris Chair, removable cushions, special, at, each... \$12.00
\$12.50 Morris Chair, removable cushions, special, at, each... \$9.85

Corset Cover Embroideries 19c

A new line of beautiful corset cover embroideries just received. You'll not find better elsewhere at 35c—our sale price, Monday, yd. 19c

Special Undermuslin Bargains

\$2.00 Skirts and Gowns 98c
Beautiful garments, made extra long, and full of fine materials, trimmed with lace embroideries and insertings, broken lots and odd garments that sold regularly up to \$2, choice... 98c

Copyrighted Books

All the Dollar Copyrighted Books will go at, each... 39c

High-Grade Wash Goods

Main Floor, Third Aisle to the Right

Our high grade wash goods department is now complete and filled with the finest and latest foreign and domestic novelities that have been manufactured for this season.
French Voles, hand embroidered figures and all the delicate shadings of the season, at, per yard, \$1.98, \$1.50 and... \$1.00
French Zephyrs, overlace effects in zephyrs, French gingham effects and embroidery effects, at, per yard, 50c, 30c... 25c
Silk Mull, printed in the finest colors, at, per yard, 59c, 50c and... 39c
French Batiste, all colors, dots, rings, etc., and all the new figures, at, per yard... 15c
Domestic Batiste at, per yard, 10c, 7 1/2c and... 5c
French Percales and French Cambric, the finest made, at, per yard... 15c
Domestic Percales, 36 inches wide, at, per yard, 12 1/2c, 10c, 7 1/2c and... 5c
French Gingham, Scotch Gingham, Scotch Madras in checks and stripes, with all the new and dainty colorings of this season, at, per yard, 25c and... 19c
Domestic Zephyrs and domestic Gingham at, per yard, 15c, 12 1/2c and... 10 1/2c
The only complete Lining department in the west. Everything in tailors' trimmings and dressmakers' findings, etc., at the lowest price.
Opera Batiste, 36 inches wide, guaranteed for two seasons, at, per yard... \$1.00
Sampson's Silks, in all shades, the best tafetta made, at, yard... 58c
Overcoat Satin Lining, all pure silk, for tailors and dressmakers, at, per yard, \$3.00, \$2.00 and... \$1.00
Heatherloom Tafetta, in all shades, at, per yard... 40c
Lustral, the finest sateen lining made, yard... 35c
Gloria Cloth, the best of them all, at, per yard... 35c
Manhattan, 36 inches wide, all shades, at... 25c
Several other cheaper grades too numerous to mention at equally low prices.
Flat Cambric Linings, the best that is made, either Woods' or Slater's, at, per yard... 34c

Valentines

Saturday morning we begin our Great Annual Sale of Valentines. The Largest Selection. The Lowest Prices.

COMIC VALENTINES LACE NOVELTIES
PUZZLE VALENTINES POST CARDS
FANCY CELLULOID NOVELTIES

In fact every possible style of Valentines. Best designs shown this season.

Valentines in the lot worth up to \$2.25 on sale... Monday...

In 16 great lots... PRICES—1c, 2c, 3c, 5c, 7 1/2c, 10c, 12 1/2c, 15c, 20c, 25c, 35c, 50c, 65c, 75c, 85c and \$1.00

Corsets

See the New Spring Models

The most complete line to be found in Omaha; as varied as you'll find any place in the land.
All best and most popular makes in the new spring styles at \$10 down to... 1.00
Ask to see the Nemo Self Reducing Corsets for stout figures, comes in drab or white, with relief strap and hose supporters—price... 3.00
The W. B. Nuform shown in full line of styles, high bust and girdle tops, at, \$3.00 down to... 1.00
Corset Special—A fine lot of corsets, mostly samples, worth to \$1.00, choice, Monday... 49c

Our White Goods Dept.

Has the name of carrying the finest grades of foreign and domestic goods in the West. Our prices are lower and our quality and styles are far superior.

Embroidered Anglaise at a yard, \$1.25, \$1 and... 75c
St. Gall Swisses, 32 inches wide, at all new spring patterns, at a yard, \$1.50, down to 98c, 75c, 59c and... 49c
Embroidered French Mull, 40 inches wide, at a yard, \$2.50, \$1.98 and... \$1.49
Scotch Swisses, in figured and dots, 27 inches wide, at a yard, 50c, 39c, 25c, 19c and... 15c
All our new Mercerized Waistings, in checks, stripes and figures, at a yard, from 59c down to... 15c
New Chiffon, 45 inches wide, at a yard, \$1.49, 98c, 75c, 59c... 39c
French Lawns, 45 inches wide, at a yard, 98c, 75c, 69c and... 45c
Persian Lawns, 45 inches wide, at a yard, 49c, 39c, 25c and... 19c
India Linons, 1 yard wide, at a yard, 25c, 19c, 15c, 12 1/2c, 10c and... 7 1/2c
Irish Dimities, in checks and stripes, at a yard, 39c, 25c and... 15c
Long Cloths, 1 yard wide, at a yard, 25c, 19c, 15c, 10c... 8 1/2c
English Nainsook, 36 inches wide, at a yard, 25c, 19c, 15c... 12 1/2c

Final Clearance of Winter Garments

Thousands of Coats, Suits, Skirts and Waists Sacrificed with utter disregard for cost or value. The extreme price reductions on all winter garments offer to our customers a choice selection at the most surprising bargain prices ever known.

Winter Coats that sold up to \$10.00 and \$12.00 will go in Monday's sale at, choice... \$2.98
Winter Coats that sold at \$15.00 and \$18.00 will go in Monday's sale at... \$4.90
Elegant Broadcloth and Kersey Coats, satin lined throughout, that sold up to \$20.00, Monday choice... \$8.90
Walking Skirts in great assortment of grays, blues, browns, amber and fancy mixtures, worth regularly up to \$7.50, choice at... \$3.95
Women's \$5.00 Eiderdown Bath Robes in Monday's sale at... \$1.98
Women's \$6.00 Silk Underskirts, in all colors, at, choice... \$3.95
Children's Dresses, worth regularly up to \$4.00, to close quickly at... 98c
New Lingerie Waists, worth regularly up to \$3.00, manufacturers' samples, at, choice... \$1.50
Women's \$5.00 Net Waists, a beautiful line of silk-lined garments, at, choice... \$2.95
From 8 Till 9 A. M.—Children's Dresses at... 39c
From 8:30 Till 9:30 A. M.—Women's \$5.00 Shawls at... \$1.98
From 9 Till 10 A. M.—Women's Waists, worth regularly \$1.00, at... 25c
From 9:30 Till 10:30 A. M.—Women's \$1.50 Flannelette Wrappers at, choice... 69c



Special Sale of Rugs and Carpets

The splendid assortment and remarkably low prices are the levers which are forcing phenomenal selling in our Carpet department. Never has the bargain giving power of our great buying organization been better shown than in our present sale of New Spring Rugs and Carpets.
THE ADVANTAGES OF OUR PERFECT CREDIT SYSTEM ARE OFFERED TO ALL. BUY NOW, PAY LATER.
\$18.75 Tapestry Brussels Rugs, size 9x12, great assortment to select from, at, choice... \$12.00
Sultana Carpets, 36 inches wide, regular 25c value, special, at, per yard... 22c
45c Union Ingrain Carpets, extra heavy quality, at, yard... 32 1/2c
85c All Wool Ingrain—Our entire line of best quality two-ply, special, at, yard... 59c
85c Floor Oilcloths, best quality, special, at, yard... 19c

Ladies' Gloves

No place will you find a more complete assortment of the new spring styles. Among them the popular browns and tans in great variety of styles and shades.
Short Gloves at \$2, \$1.50 and... \$1.00
8-button Gloves at... \$1.50
12-button Gloves at \$3.50 and... \$3.00
14-button Gloves at \$5 to... \$3.50
\$1.00 Kid Gloves at 69c—Over 100 dozen real Kid Gloves, manufacturers' samples, in all good colors and fittings, have one large class, regular \$1 values, choice... 69c
Ladies' and children's Golf Gloves, 60c, 39c, 25c and... 15c

Hayden's, the Greatest Grocery and Pure Food Store in the West

Compare our prices with those you are paying for the same quality elsewhere.

21 lbs. Best Cane Granulated Sugar, \$3.00
10 lbs. Best Granulated White or Yellow Cornmeal... 10c
5 lbs. Best hand-picked Navy Beans... 12 1/2c
5 lbs. Best Rolled Breakfast Oatmeal... 12 1/2c
10-lb. can Golden Table Syrup... 12 1/2c
The Best Pearl Tapioca or Sago... 7 1/2c
Bismarck, Jelly, or Jell-O... per lb.
Quart cans Golden Table Syrup... 12 1/2c
2-lb. can best No. 1 City Sweet Sugar... 10c
Carr... 10c
2-lb. cans best Wax, String or Lina Beans... 12 1/2c
2-lb. can Golden Pumpkin, Hominy or Squash... 7 1/2c
CALIFORNIA DRIED FRUIT PRICES:
Fancy California Prunes, per lb... 12c
Fancy Cleaned Currants, per lb... 12c

Fancy 5-Crown Muscatel Raisins, lb... 30c
Fancy Fitted Flums, per lb... 12 1/2c
Fancy California Peaches, per lb... 12 1/2c
Fancy New York Evaporated Apples, per lb... 10c
Fancy California Dried Grapes, lb... 12 1/2c
1-lb. pkg. Grandma's Mince Meat... 7 1/2c
Lemon or Orange Peel, per lb... 10c
BUTTER AND CHEESE DEPARTMENT PRICES:
Fancy Country Roll Butter, per lb... 22c
Fancy Separator Creamery Butter, lb... 20c
Fancy Dairy Butter, per lb... 20c
Fancy Full Cream Brick Cheese, lb... 17 1/2c
Fancy Full Cream Young America Cheese, per lb... 17 1/2c
Fancy Full Cream Swiss Cheese, each... 17 1/2c
Neufchatel Cheese, each... 17 1/2c
Fancy Full Cream New York White Cheese, per lb... 17 1/2c
OMAHA'S GREATEST FRESH FRUIT AND VEGETABLE MARKET:
2 heads fresh hot-house lettuce... 5c
2 bunches fresh hot-house Radishes... 5c
Fancy hot-house Cucumbers, each... 5c
Fancy hot-house Peppermint-butcher... 10c
3 bunches Fresh Carrots... 10c
2 bunches Fresh Turnips... 10c
Rutabagas, Carrots, Parsnips, Turnips, Beets or Onions, per lb... 10c
Fancy Parsnips, per lb... 10c
Fancy 1/2-crown Pigs, per lb... 12 1/2c
Fresh Roasted Peanuts, per quart... 12 1/2c
Extra large fancy sweet Highland Mince Oranges, regular 35c size, this sale per dozen... 25c

Curtain and Drapery Department

This department always gives the greatest curtain bargains. Tomorrow we will again prove this fact beyond all doubt.

COUCH COVERS:
A full line of Phil. Art Loom Tapestry Couch Covers in Persian and oriental designs, at, each, \$7.50, \$6.00, \$5.50, \$4.50 and... \$2.98
Bagdad and Roman Stripes, 50-in. and 60-in. wide, each, \$2.75, \$2.25, \$1.98, \$1.50 and... 98c
All sample covers at a great reduction.
Ottoman Fringed Portieres, at, pair, \$5.00, \$4.50, \$3.50 and... \$2.98
Tapestry Portieres in plain colors, with borders, at, pair, \$10.00, \$8.50, \$6.50 and... \$4.98
Portieres, full mercerized, in a complete range of colors, very handsome, at, pair, \$20.00, \$15.00, \$12.50, \$10.00 and... \$5.50
Brussels Net Curtains, all over patterns, at, pair, \$8.50, \$6.99, \$4.99 and... \$2.98
Cluny Curtains with lace and insertion, hand made, at, pair, \$15.00, \$12.50 and... \$8.50
Novelty Curtains, suitable for library dining room, parlor or hall, at, pair, \$12.50, \$10.00, \$8.98 and... \$7.50
Dentille Arabian Curtains, 3 1/2 yards long, 52-in. wide, at, pr., \$9.50, \$7.98, \$6.50 and... \$4.50
Zion City Cable and Barnett Curtains in white or ecru, at, pair, \$2.98, \$1.98, \$1.49, \$1.25 and... 98c
Nottingham Bed Room Curtains, at, pair, 98c, 75c, 65c and... 49c

HAYDEN BROS.