

Prices Which Tell With Connection Their Own Stories

Grand Embroidery Sale

We have just received the first lot of the season of Loom End Strips of Embroidery and Insertings. These goods are perfect and worth from 15c to 35c yard—they come in strips of 4 1/2, 5 and 6 yards and will be placed on sale Monday in five great lots at, yard—

5c. 7 1/2c. 10c. 12 1/2c. 15c

Included in this lot are fancy wide Flourings so much in demand this season and worth fully 85c yard. Remember, nothing over 15c.

A special line of Corset Cover Embroideries on sale Monday. 19c

A large line of Skirt Flourings on special sale Monday at .29c

HAYDEN'S THE RELIABLE STORE

Val. Laces and Insertings
Our new spring stock will be ready for sale Monday at 15c to 30c per yard. Laces and Insertings shown at, per yard 25c to 30c

New Laces for Dress Trimmings
Our new Spring Laces for dress trimmings are now on sale—the finest line of high grade trimmings seen in Omaha.

15c Torchon Laces, per yard 5c
This lot contains hundreds of yards of new Torchon Laces and Insertings, worth from 15c to 18c yard, all on sale at, yard 5c

Manufacturer's Stock of Silks on Sale Monday

\$20,000 worth of High Grade Silks will be sold at less than cost to manufacture. The greatest silk bargains ever known in the history of Omaha merchandising. The Ennis Silk Mills, located near Spring Valley, Penn., closed down their looms on account of the great advance in the price of raw materials. We secured, through their representative, their entire surplus at a price which enables us to offer to our customers high grade silks (while they last) at a price far below manufacturer's cost price today. Thousands will greatly profit by these unrivalled bargain offerings in new silks. Don't miss them.

New Check Silks, from pinhead to inch square checks, black and white, brown and white, blue and white, etc; new novelties in neat designs, colorings and weaves, color Taffetas in all new shades, new Messallines, Louisettes, Peau de Capris, 36-inch Black Pommes, 36-inch Natural Habutis, 27-inch fancies, etc., etc., all choice, new silks, actually worth up to \$1.00 yard, on sale 39c

BLACK TAFFETA BARGAINS
The greatest ever known in Omaha. This mill produces the very finest domestic Taffetas, and we offer them at much less than mill prices.

36-inch Black Dress Taffeta, guaranteed, mill price 97 1/2c, sale price, only 69c

36-inch Black Dress Taffeta, guaranteed, mill price \$1.03 1/2, sale price, only 85c

36-inch Black Dress Taffeta, guaranteed, mill price \$1.17 1/2, sale price, only 95c

One great lot of choice Spring Silks, in the very newest stripes, checks, dots, figures and plain colors, 20, 24 and 27 inches wide, including Taffetas, Foulards, Louisettes, Messallines, Peau de Cygnes, Radium, etc., mill price 72 1/2c to 97 1/2c, our sale price, per yard 65c

36-inch Black Dress Taffeta, guaranteed, mill price \$1.32 1/2, sale price, only \$1.10

36-inch Black Dress Taffeta, guaranteed, mill price \$1.77 1/2, sale price, only \$1.25

One great lot of plain and fancy Silks and novelties, 46-inch fancy Chiffon Voiles, handsome Pekin stripes, dress patterns, in elegant evening novelties—a tremendous assortment of beautiful silks, mill price up to \$1.02 1/2 yard, our sale price Monday, per yard 45c

Marquissette, the correct silk for spring dress, in great variety of colors, in the plain or in the check—special bargain Monday at, yard \$1.19

HAYDEN'S THE RELIABLE STORE

Monday Sale of 1500 Pairs Ladies' Fine Shoes

Ladies' Gun Metal Calif, college cut, genuine Goodyear Welt Shoes—ladies' Corona colt, college cut, genuine Goodyear Welt Shoes—ladies' Corona colt, dull calf top, genuine Goodyear Welt Button Shoes—ladies' vict kid, patent tips, Castellain last, genuine hand turn blucher cut Shoes—genuine \$3.50 and \$4.00 Shoes and all sizes—Monday at, pair \$2.50

Zion City Wash Goods

We have the exclusive sale of the Zion City Laces for Omaha, and for this reason are in a position to save you the full amount of duty on all kinds of Fancy Wash Laces. A full new line of these beautiful Laces just received, will go on sale Monday at, yard 25c down to 5c

Notion Specials
That will put you in the notion of coming Monday.

60-inch Dressmakers' Tape Measures 1c

Darning Cotton, all colors, per spool 1c

Hump Hooks and Eyes, card . . . 1c

Shoe Laces, per pair 1c

Basting Thread, per spool . . . 1c

Pearl Buttons, per dozen . . . 1c

Dress Studs, per pair 10c

Silk, all colors, per spool . . . 2c

25c Hair Brushes, each 10c

A Magnificent Display of Stylish Apparel

Surpassing in scope, in beauty and variety of design, and in value, anything ever before accomplished in our ladies' suit department. Beyond question the most complete showing of new style ideas ever brought to Omaha; a collection that appeals to the woman who loves stylish correctness of attire, and is not adverse to a saving without sacrifice of style or quality.



The Crown Jewel Suits are here again in bewildering array of beautiful designs and rich materials, if possible more attractive than those shown last year, the queen of tailor suits \$25

Hundreds of Other Hand-made tailor suits, all the newest styles and materials for spring wear, direct from the work rooms of the foremost manufacturers of the country — magnificent values at our early prices \$35, \$30, \$25, \$20, \$18.50, \$15 and . . . \$12.50

New Spring Coats are Here in fine Coverts, Broad-

cloths and fancy Mixtures, pony, loose and tight fitting styles, at \$12.50, \$10, \$7.50 and \$5

New Skirt styles, in every imaginable design, material and color; a delightful array of the very best styles for spring wear and most attractive values at \$25.00 down to \$12.50, \$10.00, \$7.50 and \$5.00

875 new Walking Skirts, in splendid assortment of plain and fancy mixed materials, just received from our New York buyer, values up to \$10.00, specially priced for Monday. \$5.95

New Waists—Silks, messallines, crepe de chine, nets, linons, lingeries, etc., etc., in all the newest styles and colors for spring wear.

Fine Irish Linen Waists, in handsome tailored effects, at \$5.00, \$3.98, \$2.98 and \$1.98

Dainty Lingerie Waists, in beautiful assortment of new styles, at \$12.50, \$10.00, \$7.50, \$5.00 down to 95c

FOUR WINTER GARMENT SPECIALS

Stylish Coats that sold regularly up to \$10.00, to close out at, choice \$2.98

Children's Coats that sold up to \$7.50, now on sale at \$1.98

Women's Walking Skirts, \$5.00 values, on sale Monday. \$2.98

Women's \$6.00 Silk Underskirts, remarkable bargains at. \$3.98

DON'T MISS THESE HOUR SPECIALS

From 8 Till 9 A. M.—\$1.50 Waists at 59c

From 9 Till 9:30 A. M.—A mixed lot of women's and children's Coats at, choice. \$1.00

From 9 Till 10 A. M.—Women's \$4.00 Shawls \$1.50

From 9:30 Till 10:30 A. M.—Children's \$2.00 Dresses. 89c

Unrivaled Rug Bargains Monday

Two very fortunate purchases and a determination to give our customers all there is in them is the cause of these remarkable Monday bargains. The styles and the quality upon examination you will find superior to any ever offered you at such surprising low prices. The advantages of our Credit System are offered on purchases made in this department.

\$2.50 Axminster Rugs, oriental and floral designs, 27x54 size, special at \$1.49

\$1.50 Velvet Rugs, big range of patterns, size 27x54, special sale price 95c

\$5.00 Axminster Rugs, in all new 1907 patterns, size 36x72, special at \$2.95

Best quality All Wool Ingrain Carpets, \$5c value, Monday at, yard 59c

\$25.00 Saxony Axminster Rugs, in oriental and floral designs, 20 patterns to select from, size 9x12, special at \$17.25

SEVERAL OTHER SPECIAL BARGAINS MONDAY.

65c Opaque Window Shades, 7 feet long, fitted with Harbison rollers, colors guaranteed. 39c

\$18.50 High Spire Tapestry Brussels Rugs, size 8x11, great snap Monday at \$9.98

New Reversible Kashmir Rugs, oriental patterns, colors guaranteed, \$15.00 value, size 8x12, at, choice \$10.50

Best quality All Wool Ingrain Carpets, \$5c value, Monday at, square yard 19c

Best quality Linoleum, 66c value, Monday, special at, per square yard 39c

Grocery Prices That Discount All Competition From 25% to 50% on the Best Quality of Goods

21 pounds best Pure Case Granulated Sugar for \$1.90	Fancy No. 1 Full Cream Brick Cheese per lb. 17 1/2c
10-lb. sack best White or Yellow Cornmeal for 10c	Fancy Wisconsin Cream Cheese per lb. 17 1/2c
5 lbs. best Hand Picked Navy Beans 15c	Edam Cheese, each 50c
5 lbs. best Rolled Breakfast Oatmeal 15c	Neufchatel Cheese, each 75c
10-lb. sack best Pure Buckwheat Flour for 35c	Sap Sago Cheese, each 75c
2-lb. cans best Sac City Sweet Sugar Corn for 50c	Neufchatel Cheese, each 75c
2-lb. cans best Wax String or Lima Beans for 75c	The Greatest Fresh Fruit and Vegetable Dept. in the West.
2-lb. cans Golden Pumpkins, Hominy, Squash or Baked Beans. 75c	Fancy Extra Large Highland Navel Oranges, worth 35c to 40c per dozen, this sale only. 25c
Quart cans Golden Table Syrup. 50c	Large heads fresh crisp Celery. 50c
Quart jars Pure Ohio Maple Syrup. 35c	Large, juicy Lemons, dozen 10c
Bromanganon, Jellydon or Jell-O. 25c	Fresh Roasted Peanuts, pound. 5c
1-lb. cans Ground White per can. 75c	Fancy Parrot Dates, pound. 75c
1-lb. cans Breakfast Cocoa. 20c	Fresh Ripe Tomatoes, pound. 15c
1-lb. jars Pure Sugar and Fruit Preserves 85c	Two heads fresh Lettuce. 5c
Butter and Cheese Dept. Prices.	Head Lettuce, each 5c
Fancy Country Roll Butter, lb. 30c	Turnips, Parsnips, Carrots, Rutabagas, Beets, white, yellow or red Onions, each 15c
Fancy Dairy Butter, 1/2 lb. 30c	Special Candy Sale.
Fancy Separator Creamery Butter, per lb. 27c	10 sticks pure Sugar Candy. 5c
Fancy New York White Cheese, per lb. 17 1/2c	Fancy Gum Drops, pound. 5c
	Phil's Celebrated Chocolate Fudge, per lb. 25c

High Grade Wash Goods Dept.

Be sure and visit this department, as we have the finest and best selected line of Wash Goods that was ever seen in this city.

All the novelties in foreign goods, per yard, from \$1.50 down to \$1.00

All the novelties in domestic Wash Goods, per yard, from 50c down to 10c

Every grade and shade of Printed Silk Mulls, every grade and shade of Woven Zephyrs and other woven novelties can be found in this department at the very lowest prices.

Anderson's Genuine Scotch Ginghams and Anderson's Genuine Scotch Madras for Suitings, Shirts, and Shirts, from 39c per yard down to 19c

Domestic Ginghams, all the best A. F. C. T. T. of No. 10 and Burlington and Chicago Ginghams, from 12 1/2c per yard down to 9 1/2c

French Percales, Pacific Percales, Manchester Percales, Gibraltar Percales, Florent Percales, Clearmont Percales, etc., all choice, new percales, actually worth up to \$1.00 yard, on sale 39c

Standard Prints, best made, at, per yard 50c

Every Item a Rousing Bargain

8:30 Till 9:30 A. M.—We will sell 100 pieces of genuine Pacific Challis, worth up to 7 1/2c, only 12c to a customer, at, per yard 2 1/2c

9:30 Till 10:30 A. M.—We will sell 12 1/2c Printed Batiste, the finest made, in dark and light colors, not over 12 yards to a customer, at, per yard 2 1/2c

10:30 Till 11:30 A. M.—We will sell one large bunch of Pillow Slips, about 25 dozen, not over 5 to one customer, at, each \$3 1/2c

12:30 Till 1:30 P. M.—We will sell short lengths of American Prints and Indigo Blues and Calcuttas, regular 7 1/2c goods, at, per yard 1 1/2c

2 Till 3 P. M.—We will sell 25 dozen Towels, extra large and extra wide, regular 12 1/2c goods, only three pairs to a customer, at, each 7 1/2c

The Leading Dress Goods House in the West.

Monday is the opening up of new spring novelties, and we show the largest line of these goods from England, France, Germany and all the leading domestic mills of America in one great stock in our Main Dress Goods Department.

In the forenoon Monday we will sell all our \$3.50 novelties, \$2.50 novelties, \$1.98 and \$1.25 novelties in the new spring goods, just opened and only one pattern to a customer, at exactly half the marked price.

In the afternoon we will sell Broadcloths, blacks and all colors, all fine wool taffetas in plain colors, all our fancy Voiles, all our plain Suitings for spring of 1907. In order to induce them to the trade we will sell one pattern to each lady at exactly half the price they are marked.

Handkerchiefs in 98 shades, checks and new fancies with Wm. F. Zandwans in 98 shades, checks and new fancies, the genuine article, at, per yard \$1.25

White Ground Yachting Serge in stripes and in checks, the every where at 15c, for all day at, yard 9 1/2c

Blacks in great varieties and all new weaves as well as the plains, from 75c per yard down to 25c

No Skirts made to Order Bought From the Out Price.

Lining Department

Our Lining Department is by far the best and most complete in this western country. We have everything in Tailors' Trimmings and Findings, Dressmakers' Trimmings, in Satin Linings, Silk Linings, Mohair Linings, Italian Linings and Sateen Linings, most notable and most used today. Taffeta, Gloria Cloth, Lustral and Manhattan, all at popular prices.

8:30 Till 4:30 P. M.—We will sell 75c and 55c Sheets, \$1x90, the largest sizes—some of these sheets are slightly soiled, but for one hour only, and not only 4 sheets to a customer, we will sell them at, each 49c

FOR ALL DAY
For all day we will sell Full Standard Prints, worth 7 1/2c, at, yard 3 1/2c

Full Standard Percales, 36 inches wide, fast colors, 12 1/2c value, yard 5c

36-inch Flannellettes, 12 1/2c and 15c values, including Arnold's and Manchester's, at, per yard 7 1/2c

10,000 yards of White Goods, in India Linons, Batistes, 40-inch Lawns, etc., worth up to 15c a yard, will go at, per yard 5c

50-inch all linen Tablecloths will go at, each 35c

35c Turkey Red Damask, 60 inches wide, will go at, per yard 19c

Our Linen Department

The peer of them all in immensity of stock, variety and quality of showing and lowness of price. Buying direct from the mills for cash and in immense quantities, we are enabled to sell linens at prices almost as low as the cost to most merchants. Investigation will convince you of the great underpricing.

78-in. bleached double satin Table Damask—All the latest designs, at, yard \$2.95, \$2.25, \$2.98, \$2.49, \$1.98 and, yard \$1.50

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Unbleached Irish and Scotch Table Linens—the finest weaves, pure linen, at, yard, \$1.49, \$1.25, 98c, 89c, 75c, 69c, 65c and 49c

Marseilles Bed Spreads, full size, out or square corners, knot or lace fringe or plain, at, piece, \$11.50, \$11.50, \$9.95, \$8.50, \$7.50, \$6.50, \$5.50 and \$3.98

61-90 Bleached Seamless Sheets, regular 85c grade, only six to a customer, at, piece 87c

61-90 Bleached Seamless Sheets, made from good heavy sheeting, sells regular at 75c piece, for Monday only, piece, 50c

Rematched Pillow Cases, worth 90c piece, only 3 to a customer, at, 12 1/2c

40-in. and 46-in. Pillow Cases, made from extra heavy Muslin, for Monday only, at, piece 50c

LOWLAND CAMBRIC—Full 96-in. wide, (stamped and branded) 12 yards to a customer, selling at, yard, 15c and 12 1/2c

Furniture Greatly Underpriced

All the sample pieces from the great Chicago Furniture exhibit, scores of floor samples and odd pieces from our own stock—an assemblage of bargains without an equal. Only five are mentioned, hundreds of others equally as good await your inspection and approval.

Buy Monday. Pay Later If You Wish

\$10.50 Dresser (like cut) solid golden oak, full size, with French plate mirrors, special sale price \$7.50

\$11.50 Dresser—Golden oak, 1/2 well front, with French bevel plate mirror, sale price \$8.50

\$5.85 Iron Bed, like cut, any size, has brass top rod and knobs on both head and foot, comes in white or apple green enamel, sale price \$3.95

\$3.00 Iron Bed (like cut) any size, white or green enamel. Sale price \$1.95

\$12.50 Sideboard—Solid oak, full size, has 14x24 French bevel plate mirror. A snap at sale price \$10.50

A complete line of new Go-Carts and Baby Carriages in latest styles. The greatest variety shown in Omaha. Get our prices. They'll save you money.

Undermuslin at a Bargain

Ladies' Gowns, worth to \$1.50, daintily trimmed with laces, embroidery and washable ribbons; Monday special, at 75c

Ladies' Corset Covers and Drawers, a great lot of odd garments, well made and nicely trimmed, 75c values; to close, at 49c

Ladies' Corset Covers and Drawers, nicely trimmed, a great snap, at, garment 25c

Jersey Knit Corset Covers, with long sleeves, in Monday's sale at 15c



New Spring Shirt Styles

We wish to call your special attention to our magnificent line of Men's Dress and Negligee Shirts for spring. No place in the land will you find more complete assortment; no place in Omaha will you find its equal.

The Celebrated Griffin Brand, the shirt without a peer, guaranteeing to you more satisfaction for every dollar spent than any other make extant, is again our leader for 1907. Every imaginable style and pattern, soft, stiff and pleated bosoms, at \$2, \$1.50, 98c

A sample line of Men's Shirts, in madras, percales and chambrays, regular 75c and 98c values, on sale Monday at, choice 50c

See Our 16th Street Window Display.

Special Sale of Curtains and Draperies

Here are a few of our great reductions. This is your opportunity to save money. Be sure and attend.

Saxony Brussels Lace Curtains, in very neat patterns, worth \$17.50 — at, pair \$15

Dutchess Point, worth \$25, go Monday, at \$19

Reversible Corded Arabian Curtains that sold at \$15, go at, pair \$9.75

Novelty Curtains, in white or ecru, worth \$8.50, go at, pair \$7.50

Cable Net Curtains, very good patterns, that sold at \$3.25 to \$5.00, go at, pair \$2.75

Nottingham Lace Curtains, in very effective designs, that sold at \$3.75, go at, pair \$1.98

\$5.00 Novelty Curtains, in white or ecru, pair. \$2.98

Novelty Curtains, in white, worth \$5.50 to \$7.50, go at, pair \$4.98

Bed Room Curtains, in white or ecru, 48 inches wide, 3 yards long, at, pair 98c

Portieres, full mercerized, in a complete range of colors, very handsome, at, pair, \$20, \$15, \$12.50, \$10 and \$8.50

Ottoman Fringed Portieres, at, pair, \$5, \$4.50, \$3.50 \$2.98

Single Portieres, at, each, \$1.50 and 98c

Imported Madras, in all shades, at, yard, \$1.50, \$1.25, 98c and 75c

Madras, 45 inches wide, in cream and white, worth 50c, Monday at, yard 35c

Fancy Swisses at, yard, 15c and 12 1/2c

Sorrento Repp, 36 inches wide, at, yard 50c

White Goods Department

This has the reputation of being five times the largest, by far the most select and finest in Omaha.

India Linons—Imported and domestic, at, a yard, 85c, 65c, 39c, 25c, 19c, 15c, 12 1/2c and 10c

Persian Lawns—45 inches wide, at, a yard, 59c, 45c, 39c, 25c and 19c

Persian Lawns—32 inches wide, at, a yard, 39c, 25c, 15c and 12 1/2c

French Lawns—48 inches wide, at, a yard, \$1.59 down to 75c, 50c and 39c

Mercerized Batiste—45 in. wide, for lingerie waists, at, a yard, 85c, 75c, 59c, 39c and 25c

Wash Chiffon—45 inches wide, at, a yard, \$1.25 down to 85c, 59c and 39c

Figured French Mull—45 inches wide, at, a yard, \$2.50, \$1.98 and \$1.49

A new line of Spring Waistings, all new patterns, at, a yard, 59c, 45c, 39c, 25c and 15c

St. Gall Swisses, all new spring patterns, 32 inches wide, at, a yard, \$1.49 down to 85c, 75c, 59c and 39c

Countess Nainsook, 1 yard wide, 25c and 19c

English Nainsook, at, a yard, 25c, 19c, 15c and 12 1/2c

Lingerie Long Cloth, 36 inches wide, regular 80c quality, 25c

Old Glory Long Cloth, at, a yard, 15c, 12 1/2c and 10c

Auto Cloth, Linen, Finish Suing, at, a yard, 15c, 12 1/2c and 10c

Special Sale of Wedgewood Dinnerware

The Crockery Snap of the Season

Wedgewood in pottery manufacture bears the same relation as diamonds to precious stones.

Ten Crates of Underglazed Blue Wedgewood Dinnerware—The first shipment of a purchase of 100 crates direct from the pottery at Elmira, England, will be placed on sale Monday—at, choice per piece 10c

Cups and saucers, all kinds of plates, platters, covered dishes, casseroles, etc., etc.—full 100-piece sets would sell regularly at \$18.00 to \$25.00. Don't miss this opportunity.



HAYDEN BROS.