

# Special Opening Display of Spring Wearing Apparel & Fabrics Monday



## New Dress Trimmings

New Fancy Braids, 3c, 5c, 10c and ..... 15c  
 New Gold Braids, 5c, 10c, 15c and ..... 20c  
 The largest and best selected line of Novelty Dress Trimmings ever shown in Omaha.

## Special Sale of Easter Millinery Ribbons

A line of plain and fancy Millinery Ribbons, worth regularly 50c to 75c yard, will be placed on sale Monday at 19c and ..... 29c  
 35c all-silk Veilings ..... 10c

## Easter Novelties

An immense line of Easter Post Cards, Prayer Books, Bibles, etc. now on display.

We are sole agents for the Hall-Borchert Dress Forms for Nebraska, South Dakota and Western Iowa. Ask to see them. Get our price list and catalogue.

**SPECIAL FURNITURE BARGAINS MONDAY.**



## Distinctive and Exclusive Garment Styles

OUR Spring Opening Display of Women's and Misses' Ready-to-Wear Garments is ever an event which every woman interested in fashion ideas awaits with keenest anticipation, and no such showing of high class gowns, tailor suits, coats, wraps, waists and skirts has ever been made here before. More notably than ever does this season's display place our garment department in a class by itself as the source of the very latest and best style ideas in women's and misses' ready-to-wear apparel. The foremost designers of this country and Europe are

here represented. Every new style idea, every wanted fabric and color is shown in this magnificent display. Special attention is called to the exclusive styles and specially attractive values in tailored suits of fancy panamas, fine serges, imported worsteds and novelty suitings. We ask your critical inspection on Monday and Tuesday, March 11th and 12th.

## To Make Monday of More Intense Interest, We Offer 4 Specials

**\$18.50 Silk Suits \$9.95**—A beautiful line of Silk Shirt Waist Suits and nobby Tailor Suits, in Eton, Blouse and Pony Styles, over 150 garments to select from, will be offered Monday at ..... **9.95**

**\$12 Covert Coats \$6.95**—A special lot of Covert Coats, made of best Mohegan coverts, satin or taffeta lined, in pony or tight-fitting styles, made to sell at ten dollars, Monday at ..... **6.95**

**\$10 Voile Skirts \$4.95**—An elegant line of French Voile Skirts, trimmed with stitched bands of taffeta, that would sell regularly up to \$10.00, opening sale price Monday only ..... **4.95**

**\$10 Dress Waists \$4.95**—Handsome Dress Waists, in lace nets, messalines and taffetas, splendid assortment of styles and colors, made to sell up to ten dollars—opening sale price only ..... **4.95**



## Corset Cover Embroideries

Monday we will place on sale a special line of Corset Cover Embroideries at about half regular prices. **First Lot, Per Yard 7 1/2c**—A line of the regular 30c qualities. **Second Lot, Per Yard 19c**—A line of the regular 35c qualities. **Third Lot, Per Yard 29c**—A line of the regular 50c qualities. **Fourth Lot, Per Yard 39c**—A line of the regular 65c qualities. **Fifth Lot, Per Yard 49c**—A line of the regular 75c qualities.

## Wash Laces

Wash Laces at 2 1/2c and 5c—We have divided our stock of Wash Laces into two great lots for Monday's sale—Laces worth to 10c at ..... 2 1/2c  
 Laces worth to 20c at ..... 5c

**SAVE MONEY ON GROCERIES OUR PRICES INSURE IT.**

## Leading Dress Goods House

Of the West

Here is the place where everything in High Grade Dress Goods is to be found—the finest silk and wool novelties, silk and wool Voiles, all wool Novelties, all wool Voiles, in fact, everything made for spring, 1907, now on display. Priestley's, Lupin's and Fred Arnold's Black Goods and all the black goods made by the celebrated manufacturers of Europe.

From 9 Till 11 A. M. We will give a black dress goods sale, including everything in our line black goods stock. One pattern to a customer, at exactly half the marked price. This sale will start at the hour mentioned and stop at the hour mentioned, and not one yard sold before or after at these prices.

## High Grade Wash Goods Department

We respectfully invite the ladies of Omaha and vicinity to inspect this stock and see if this assertion is right, that we have now on sale more High Grade Wash Goods than the combined stocks of all the other Omaha stores put together. It is a well known fact that the prices are from 25 to 50 per cent below other stores on the same class of merchandise, or, in other words, the old saying: "Better goods for less money."

In order to introduce our fine Wash Goods, Monday morning:  
 From 8 Till 10 A. M. We will sell any high grade wash goods in this department (not over 12 yards to a customer and only one pattern), at exactly half the marked price.  
 From 2 Till 3 P. M. We will sell one pattern to each customer of any of our high grade gingham, madras or woven novelties, and only one pattern to a customer, at exactly half the marked price.  
 Sales commence on the minute and ends at the minute—not one yard sold at these prices before or after. No mail orders filled or samples sent on these time sales.

## High Grade Linen Department

The most complete Linen Department in the West. A few specials for Monday's sales. Compare quality and prices with other places.—Main Floor, second Aisle to the right.

72-inch Table Linen—Bleached, double satin finish (4 patterns to select from), all good designs, our regular 25c yard quality; for Monday only, two patterns to customer, at, yard, ..... \$1.75  
 Pattern Table Cloths—On all our high grade cloths, for round or square tables, all sizes up to 2 1/2 yards, square, scalloped or plain hem, that sold from \$6.50 to \$10.00, we will give 25 per cent off for this sale only.  
 Sixty Bleached Seamless Sheets—Extra heavy, worth 84c pair, to customers— at, pair ..... 59c

## Sale of Draperies & Lace Curtains

Now is the time to select your Spring Draperies. A full line of foreign and domestic Lace Curtains.

Duchess Point Curtains, worth \$25, go at, pair ..... \$19.00  
 Reversible Corded Curtains, worth \$15, go at, pair ..... \$10.00  
 Saxony Brussels Curtains, worth \$12.50, go at, pair ..... \$9.50  
 Cluny Curtains, with linen lace and insertion, worth \$10.50, at, pair ..... \$8.25  
 Renaissance Lace Curtains, in white or ecru, worth \$8.50, go at, per pair ..... \$6.00  
 Novelty Curtains, in white or ecru, worth \$5.98, go at, pair ..... \$4.98  
 Zion City Cable Net, worth \$7.50, go at ..... \$4.98  
 Zion City Bannetts Curtains, worth \$4.98, go at, pair ..... \$2.98  
 500 different patterns that sell at, a pair, \$1.25, 98c, 75c, 69c, 59c, 49c and ..... 39c  
 Tapestry Portieres, in every desirable design, oriental and floral, in exquisite shades of many colors, at, a pair, \$10, \$8.50, \$6.50 and ..... \$5.98  
 Roman Stripes, worth \$3, go at, per pair ..... \$2.25  
 Philadelphia Art Loom Tapestry Couch Covers at \$6.50, \$5.98, \$4.98, \$3.98 and ..... \$2.98  
 Imported Madras, in all colors, at, per yard, \$1.25, 98c, 75c, 69c, 49c ..... 40c  
 Domestic Madras, in all colors, at, per yard, 98c, 85c, 75c, ..... 49c  
 Cheney Bros.' Drapery Silk, in all designs, at, yard, 98c, 85c, 75c, ..... 49c  
 Lace Bed Spreads at \$7.50, \$5.84 and ..... \$3.50  
 Door Panels, in white or ecru, at, each, \$2.50 down to 75c, 59c and ..... 35c

## Three Monday Specials in Ladies Furnishings

Ladies' Muslin, Gowns, Skirts and Chemise, beautifully trimmed, liberally proportioned, sold regularly up to \$2, odd lots, while they last ..... 98c  
 From 10 Till 11 A. M.—75c Corset Covers and Girdles, with or without hose supporters attached, long or short hip, great snaps at ..... 29c  
 From 9 Till 10 A. M.—Ladies' Corset Covers, daintily trimmed with lace, embroidery and washable ribbons, worth to \$1, for this hour ..... 25c

## China Department Specials

Royal Art Pottery—Jardiniere A shipment just received, all new shapes and colorings, 8-9x10 inch sizes, at, up from ..... 35c  
 Art Pottery Cuspidors—A new lot just received, at, each 25c  
 Fine Flint Blown Tumblers, regular 10c values, Monday, 3 for ..... 10c



## Millinery Opening

Monday and Tuesday, March 11th and 12th

ALL previous efforts are surpassed in this magnificent display of New Millinery for Spring.

While Parisian ideals have furnished inspiration for the New Spring designs, they have in most cases been artistically adapted to America. Standards and the results are distinctive and bewitching types of the very highest order of excellence.

Special attention is called to our exclusive styles in Street and Dress Hats, a display which undoubtedly ranks us leaders in millinery style ideas. We cordially invite all ladies of Omaha and vicinity to visit this department Monday and Tuesday, March 11th and 12th.

NO CARDS

## Linoleum Sale Extraordinary

MONDAY WE WILL OFFER TO OUR CUSTOMERS THE GREATEST MONEY SAVING LINOLEUM VALUES EVER KNOWN IN THE WEST.

2 car loads, about 18,000 square yards of High Grade Linoleums, the entire surplus of the largest manufacturers in the country was secured at a price which enables us to offer it to our customers while it lasts

## AT THE PRICE OF COMMON FLOOR OILCLOTH

which means to you a Saving of over 50% on regular prices for goods of like quality.

Everybody should take advantage of this opportunity. The entire shipment divided into two lots Monday.

Linoleums worth 65c square yd, **25c**  
 Linoleums worth 75c square yd, **35c**

**HAYDEN BROS.**

## Opening Display of Spring Silks

We invite you Monday to inspect the most complete display of New Silks ever shown in the west, surpassing in variety, quantity and quality anything ever known in this part of the country. All the best manufacturers of the world have been levied upon to make complete this superb display—a spring stock of silk beauty.

See our display of elegant Silk Dress Patterns, Border Voile de Soie, Plain Voile de Soies, Broche Crepes, Marquises in shaded checks, stripes and plain colors, exclusive French novelties, the very newest and richest weaves for handsome gowns, suits and dresses, every wanted color is represented, and prices range from \$125, \$100, \$89, \$75, \$65, \$50 down to ..... \$10.00  
 New checks, stripes and novelty suitings, in almost endless variety of weave and coloring, and very highest quality, Monday prices \$1.00 down to ..... 49c  
 27-inch novelties, 27-inch plain and color Chinas, 27-inch natural and color Pongees, 19-inch Messalines and Taffetas, etc., etc., finest lot of silk bargains ever offered, on silk bargain square, West room, at ..... 39c  
 Our showing of Black Silks was never so complete. Besides this, we bought early before the great advance and can assure you splendid savings on all goods. A few Monday specials:  
 C. J. Bonnet 36-inch Black Taffetas, \$1.75 value, at ..... \$1.19  
 Our First Prize Black Taffeta, the best guaranteed silk on the market, at ..... \$1.25  
 Our Pure Dye Swiss Taffetas, 36 inches wide, \$1.50 value, at ..... \$1.00  
 \$1.25 Black Dress Taffeta, 36-inch, at ..... 85c  
 Our leading brand \$1.00 Taffeta, 36 inches wide, at, yard, ..... 79c  
 It's a pleasure to show our silks, for we know them to be second to none in quality, and the low prices a delight to all customers.

## White Goods Department

The only complete line of high grade and popular White Goods in this city.

Embroidered Anglaise, 32 in. wide at, a yard, 85c, 98c and up to ..... \$1.98  
 St. Gall Embroidered Swisses in all the new spring styles at, a yard, 45c, 59c, 75c and up to ..... \$1.50  
 Scotch Swisses, 27 in. wide, at, a yard, 25c, 39c, 45c and 59c  
 Domestic Swisses, at, a yard, 12 1/2c, 19c, 25c and ..... 39c  
 Embroidered French Mull, 45 in. wide at, a yard, \$1.50, \$1.98 and ..... \$2.49  
 Embroidered Silk Wash Chiffon in white and colors, at, a yard, \$1.98, \$1.50, \$1.25 and ..... 98c  
 A full line of Mercerized Waistings, in beautiful patterns, at, a yard, 59c, 39c, 25c, 19c and ..... 15c  
 India Linens at, a yard, 85c down to 15c, 12 1/2c and ..... 10c  
 40-inch Lawns at, a yard, 22 1/2c, 19c, 15c and ..... 10c  
 French Lawns, 45 inches wide, at, a yard, \$1.25, 98c, 85c, 75c, 50c and ..... 39c  
 Dress Linens, 1 yard wide, at, a yard, 59c, 50c, 39c and ..... 25c  
 Art Linens, 36 inches wide, at, a yard, 75c, 59c, 49c and ..... 39c  
 Bosom Linens at, a yard, 65c, 59c and ..... 45c  
 Handkerchief Linens, 36 every where at, a yard, \$1.25, 98c, 85c, 75c 50c

## Popular Priced Wash Goods and Dress Goods—FOR MONDAY

10,000 yards of Silkoline, from the bolt, no remnants, 10c and 12 1/2c grade, on sale at ..... 2 1/2c  
 Toile du Nord and A. F. C.'s Gingham, Apron Checks, Red Seals and other grades of Gingham, on sale at ..... 5c  
 12 1/2c and 15c White Goods, India Linens, Organdies, 40-inch Lawns, etc., at ..... 5c  
 Dotted Swisses, fine Curtain Swisses and other fancy Wash Goods, at 5c  
 12 1/2c German Blue Calico, on sale at ..... 6 1/2c  
 8 1/2c American Indigo Blues and Calcuttas, the best goods in the world, on sale at ..... 4 1/2c  
 8 1/2c Towels on sale, each ..... 2 1/2c  
 10c Towels on sale, each ..... 5c  
 15c Towels on sale, each ..... 7 1/2c  
 19c Towels on sale, each ..... 7 1/2c  
 \$1 Bleached Linen, 72 inches wide, on sale at ..... 59c  
 85c Linen on sale at ..... 49c  
 75c Linen on sale at ..... 39c  
 Arnold's Celebrated 36-inch Double-Fold Flannelette, sold everywhere at 15c a yard, the best colors made, Persian style, for wrappers and kimonos, etc., will close at, yd. .... 5c  
 Thousands of other special sales in Dry Goods, Dress Goods, Wash Goods, Linens, Muslins, Quilts and Blankets Monday.

## Hardware Department

Just Read This for Monday. 5 and 10c Hardware Specials  
 Large No. 1 Galvanized Tub, ..... 30 1/2c  
 Special No. 2 Galvanized Tub, ..... 48 1/2c  
 Large Zinc Wash Boards, worth 25c 17 1/2c  
 50-foot Clothes Lines, worth 12c ..... 9 1/2c  
 16-quart Galvanized Pails, ..... 12 1/2c  
 10-quart Flaring Pails, ..... 5c  
 Large Four-tie Parlor Brooms, ..... 47 1/2c  
 12-inch Perforated Chair Seats, ..... 6 1/2c  
 No. 5 Copper Bottom Wash Boilers, worth \$1.00 ..... 59c  
**ATTENTION LADIES—5c SALE.**  
 Cake Pans, Bread Pans, Dust Pans, Pie Pans, Wash Basins, Flour Sieves, Muffin Pans, Pudding Pans, Quart Measures, Coffee Pots, Tea Pots, Frying Pans—all retailed heavy 1. C. Ware—Monday each ..... 5c  
**FRENCH GRAY ENAMELED WARE, 10c**  
 Drinking Cups, Long Basting Spoons, Wash Basins, Stew Pans, Preserving Kettles, Pudding Pans, Long Handled Water Dippers, etc.—all heavy coated Annie Applebrant Monday, each 10c  
**JAPANESE BIRD CAGES, Monday.**  
 each ..... 39c  
 Rotary Washing Machines, regular price \$4.25; on sale Monday ..... 2.95  
 Mrs. Potts' Sad Iron, per set, 5 pieces 79c  
 Granite Steel Enamelled Rice Boilers, 49c  
 Granite Steel Enamelled Oatmeal Cookers ..... 49c  
 Granite White Enamelled Pails, 12 quart ..... 5c  
**THIS SALE IS FOR MONDAY ONLY—REMEMBER THIS.**