

# EASTER OFFERINGS

## HAYDEN'S THE RELIABLE STORE.

### Charming Garment Styles for Easter

The kind that center the greatest share of the buying at Hayden's. Every desirable and worthy mode finds a place in the stock; the newest fashion touches and unusual effects add charm to every line. Exclusive individuality is a feature of our display.

500 NEW SUITS—500 NEW COATS—1,500 NEW SKIRTS

and over 3,000 New Waists just received and will be shown for the first time Monday. Never before have we shown such unlimited assortment; never have styles been more beautiful or prices more attractive. There is every reason why you should look over these displays before buying elsewhere. Do so Monday—First Grand Showing of Imported Gowns and Tailor Suits Monday.

**Swell Tailor Suits**—Imported French tractive values, at models, unusually at \$35, \$40, \$50...\$75

**Crown Jewel Suits** are again supreme favorites in Omaha, at...\$25

They are perfection in style beauty and of unmatched quality, at the price.

**Coat Specials**—Fine Covert Coats in noblest new styles, \$12 values...\$8.95

**Elegant Imported Gowns**, in splendid assortment of the most pleasing colors and style effects, \$40, \$50, \$75...\$100

**New Spring Coats** in tans and plaids, that are worth to \$7.50—choice...\$4.95

**Children's New Spring Coats**, splendid values Monday, \$5, \$3.98, \$2.98 and...\$1.98

**Special Sale of Imported Embroidered Robes**—Splendid assortment and unrivaled values—Monday, at...\$12.50, \$15, \$20, \$25, \$30, \$35



### Easter Neckwear

A new line of Irish Crochet Collars and Cuffs specially priced for Monday's sale.

A great line of Fancy Coat Sets and Matched Swiss Collar and Cuff Sets.

As a Monday's Special in Ladies' Neckwear we offer a splendid line of 25c Stock and Turn-over Collars, at...7 1/2c

### Corset Cover Embroideries

A new lot just received on sale Monday—35c Corset Cover Embroideries...19c  
50c Corset Cover Embroideries...25c  
60c Corset Cover Embroideries...29c  
75c Corset Cover Embroideries...49c

### New Dress Trimmings

Be sure to ask to see our new Sample Book of Dress Braids.

### Easter Novelties

A fine line in our Book Department of Easter Cards, Novelties, etc. Special Sale of Bibles, Prayer Books, Rosaries, etc., for Easter, Monday. Don't miss it.

## Great Bank-Spring Silks

rupt Stock Sale of **Monday, March 25th**

\$16,865.43 worth of high-grade Spring Silks from the receivers at a fraction of their real value will be placed on sale Monday.

The Greatest Silk Bargain Opportunity Ever Offered in Omaha

High grade Novelties, Checks and Stripes, 19, 24, 27, 36 inches wide—Foulards 21 and 24 inches wide—Color Taffetas 19, 27, 36 inches wide—Black Taffetas and Peau de Soies 19, 27, 36 inches wide—Color Messalines, Peau de Cygne, Louisine Pongees 19, 27, 36 inches wide—Evening Novelties in Brocades, Voile de Soies, Marquisette Crepes, etc.—Silks in the lot worth regularly up to \$5.00 yard—Monday, in four lots, at, yard—

**35c-44c-68c-79c**

SEE DISPLAY IN OUR 16TH STREET WINDOW

### Easter Laces

In laces we have undoubtedly the largest selection in the city. This season's stock excelling in every particular any previous showing in Omaha. We have in stock every conceivable style that is popular today. Our new line of fine plain laces which are exact duplicates of the fine St. Gaul goods, enables us to sell regular:

\$2 Bands and Gallions at, yd., \$1.00  
\$3 Festoons and Medallions at \$1.50  
\$6 Festoons and Medallions at \$3.00  
And other designs at the same margin of reduction.

### Lace Specials for Monday

Big 5c Lace Counter  
You will find here Laces worth from 10c to 35c yard, on this counter, at, per yard...5c

### Zion City Laces

We have renewed our contract with the Zion City factories and again have the exclusive sale of Zion City Laces for Omaha. This means a saving to our customers of the 60 per cent duty on Pine Wash Laces.

## Sale of Umbrellas for Easter

Over 3000 high-grade umbrellas purchased from Herskon Bros., the well-known manufacturers of fine umbrellas, secured at a great bargain will be placed

On Sale Monday at Half and Less than Half Real Value, Many of Them Samples, but All Unmatchable Bargains

Lot 1—Finest quality Silk Umbrellas, with gold and silver plated handles of fine imported horn handles, gold and silver mounted, there are umbrellas in this lot worth \$20, positively not one worth less than \$10 choice Monday...\$5.00

Lot 2—Men's and Ladies' Umbrellas with finest silk twill or taffeta covers, gold and silver plated or gun metal handles and gold and silver mounted horn handles, come in black and colors, worth up to \$7.50—choice...\$3.98

Lot 3—Men's and Ladies' Umbrellas in great assortment, gold and silver plated or fancy handles, black or colored silk covers, worth to \$5—choice...\$1.98

Lot 4—Men's, ladies' and children's Umbrellas, with boxwood, horn or fancy plated handles, silk and cravenetted covers, with plain or tape edge. Choice of over 500 umbrellas, worth up to \$2.50, Monday at—

**\$1.50-98c-49c-29c**

## The Leading Dress Goods House of the West

30,000 styles in the High Grade Dress Goods Department, from 50c to \$7.50 per yard.  
Our line of Colored Dress Goods, High Class Novelties, Silk and Wool Fine Dress Goods cannot be equalled in any place in the west for the same quality and same quality.  
**BLACK DRESS GOODS DEPT.**  
An immense line of everything Black Dress Goods, made in Bradford, England; Frederick Arnold's German goods; Cortland's English goods and Lupton's French goods, at, per yard, from \$1.50 down to...50c  
**COLORED DRESS GOODS DEPT.**  
All the finest English Novelties, all the finest German Novelties and all the finest Domestic Novelties made for the spring of 1907, per yard, from \$6.00 down to...50c

**TAILOR SUITINGS AND SHIRT WAIST SUITINGS DEPT.**  
Everything in Tourists' Serges, Yachting Serges, Shirt Waist Suitings in regular stripes, hairline checks, overchecks and shadow checks, made for the spring of 1907, per yard, from \$3.00 down to...75c  
**EVENING WEAR DEPT.**  
Everything in evening shades, Voiles, Batiste, Nuns' Veiling, Lansdowne in checks, everything made for the spring of 1907, per yard, from \$3.00 down to...25c  
Extra specials on all lines for Monday. Be sure and attend our sales.  
**HIGH GRADE WASH GOODS DEPT.**  
In this department can be found everything for the Spring and Summer, including Printed Silk Tissue, per yard, from 50c down to...15c

Printed Silk Mull, per yard, from 50c down to...15c  
Printed Silk Organza, per yard, from 50c down to...25c  
Printed Silk Tissue, per yard, from 50c down to...15c  
Silk Sateens, made in France, at, per yard 50c and...50c  
English Sateens in checks, plaids, stripes, at, per yard, 50c down to...25c  
Anderson's Genuine Scotch Sateens at, per yard, 50c down to...25c  
Anderson's Madras, at, per yard, 25c, 30c, 35c and...25c  
Finest French Sateens made at, yard...40c  
Finest Printed Dotted Swiss Mull at, per yard, 12 1/2c and...10c  
Red Seal Gingham, at, per yard, 15c, 13 1/2c and...10c  
Tulle du Nord Gingham, at, per yard, 12 1/2c  
A. P. C. Gingham, at, per yard...12 1/2c  
Amoskeag Apron Checks, at, yard...6 1/2c

### Lining Dept.

The most complete lining department in any town west of Chicago. Heatherbloom, Lustral, Gloria Cloth Spun Glass, Percal'se, Silk Taffeta for lining, fine all silk satin lining, everything for tailors and dressmakers at the most popular prices.  
**HIGH GRADE LINEN DEPT.**  
Our High Grade Linen Department is the finest to be found anywhere in the west. We carry the finest lines of Irish Table Damask, German Table Damask and Austrian Table Damask to be found anywhere.  
Our Damask runs in this department from 35c to \$4.00 a yard. It comes in bleached and silver and silver bleached, 58, 64, 72 inches wide.  
We carry the finest line of Towels, both imported and domestic, and all linen, fancy huck, etc., that is made from, each, 50c down to...10c  
Also an immense line of Tablecloths, Table Sets, Napkins to match. Separate Sets of Napkins and Separate Sets of Tablecloths, from, each, \$2.00 down to...50c  
Also an immense line of Towels, Japanese, Chinese Drawn Work, etc., at all the most popular prices.

### Groceries, Groceries, Groceries

The greatest Pure Food Store west of Chicago. We sell the highest quality to the consumer at wholesale prices.  
22 pounds Best Pure Cane Granulated Sugar...\$1.00  
10 lb. best Hand Picked Navy Beans...25c  
10 lb. best White or Yellow Cornmeal...10c  
10 lb. Breakfast Rolled Oatmeal...25c  
10 lb. sacks best Pure Buckwheat...25c  
1-lb. pkg. Grandma's Mince...50c  
Carnation Cream, per can...85c  
Oil or Mustard Sardines, per can...35c  
3-lb. can Fancy Sweet Sugar Corn...45c  
2-lb. can Fancy Wax String or Lima Beans...65c  
Buritan Pancake Flour, pkg...75c  
Shredded Wheat Biscuits, pkg...50c  
Grape-Nuts, pkg...50c  
Egg-O-Ree, pkg...75c  
Toasted Corn Flakes, pkg...75c  
Dr. Price's Breakfast Food, pkg...85c  
Fancy California Prunes, lb...15c  
Fancy Cleaned Currants, lb...50c  
Fancy Crown Muscat Raisins, lb...20c  
Fancy Cal. Grapes, lb...75c  
Fancy Evaporated N. Y. Apples...90c  
Fancy Santos Coffee, lb...150c  
Fancy Porto Rico Blend Coffee, lb...20c  
Fancy B. F. or Sun Dried Japan Tea, per pound...250c  
Fancy Tea Blittings from Best Teas, per pound...125c

## New Millinery Models

The completeness of our display, the exquisite beauty and good taste in design and the attractive prices are responsible for a tremendous increase in sales in this department over those of any previous season.



The Leading Style Makers of Europe and America Are Here Represented, in almost endless variety of beautiful creations, at \$38.00 down to...\$6.00  
Our "Distinguished" Hat is a winner with our customers—nothing better shown elsewhere at \$7.50; our price...\$5.00  
200 trimmed hats, worth \$5; 100 trimmed hats, worth \$3; special...\$3.50 special...\$1.98

## Draperies Department

The best selected, the most popular priced and the greatest variety in Omaha. Examine our stock.  
Duchess Point Curtains, worth \$25, at...\$19.50  
Saxony Brussels Curtains, worth \$9.50, at...\$7.50  
Reversible Corded Arabian Curtains, that sold at \$15, at...\$9.75  
Brussels Net Curtains—about 50 different styles, all 3 1/2 yards long 12-4 wide, with plain center; also very elaborate borders—especially good values this week—\$12.50 values go at \$9.50; \$10 values go at \$7.50; \$8.50 values, at...\$4.98  
A full line of Novelty Curtains in white or ecru, at, pair, \$3.98, \$2.98, \$1.98 and...\$1.50  
Imported Madras Curtains, 50 in. wide, 3 yards long, for doors or windows, at \$4.98, \$5.50...\$8.50  
Madras Striped Curtains, in all colors, worth \$4.50, at...\$2.98  
Scrim, striped, in all colors, at \$1.98, \$1.50, \$1.25, 85c  
Champagne color in Allover Nottinghams, outwear any other inexpensive curtains, worth \$1.98, at, pair \$1.25  
500 pairs of Lace Curtains at, pair, 98c, 75c, 49c and...39c  
Battenburg Flounced Bed Sets, nice Lace decoration, worth \$5, at...\$3.50  
Others priced at \$3.98, \$4.50, \$9.50...\$7.50

**Queen Quality**  
SHOES OF ELEGANCE  
\$3.50  
\$3.00  
YOU instantly detect a certain air of elegance about a "Queen Quality" Shoe. It is unmistakably an aristocratic shoe. For treble its price you cannot get a shoe more nearly perfect in fit, nor more comfortable or satisfying one. Yet due to the enormous output of 10,000 pairs daily, "Queen Quality" Shoes cost you no more than ordinary shoes.

## White Goods Department

The only complete line of high grade and popular White Goods in the city.  
French Lawn, 45 in. wide, at a yard, 39c, 45c, 59c, 75c up to...\$1.50  
Mercerized Batiste, 45 in. wide, for Lingerie Waists, at a yard, 25c, 39c, 50c, 75c up to...\$1.25  
Wash Chiffon, 45 in. wide, at a yard, 50c, 75c, 85c, 98c and...\$1.25  
India Linon at a yard, 7 1/2c up to...65c  
Persian Lawn, 42 in. wide, at a yard, 39c, 25c, 19c and...15c  
40-in. Lawns at a yard, 25c, 19c, 15c, 12 1/2c and...10c  
Embroidered Silk Wash Chiffon, in white and colors, at a yard, \$2.25, \$1.98, \$1.50 and...98c  
Embroidered French Mull, 45 in. wide at a yard, \$1.50, \$1.98 and...\$2.49  
St. Gall Embroidered Swisses, 32 in. wide, at a yard, 50c, 59c, 75c, up to...\$1.50  
Scotch Swisses at a yard, 59c, 45c, 39c and...25c  
Domestic Swisses at a yard, 25c, 19c, 15c and...12 1/2c  
English and Countess Nainsook at a yard, 30c, 25c, 15c and...12 1/2c  
Old Glory Longcloth at a yard, 25c, 19c, 15c, 12 1/2c and...10c

# HAYDEN BROS.