

Zion City Laces

Specially Priced for Monday
We have the sole selling agency for these beautiful wash laces and Monday will place on sale a complete line of these Zion City goods at a 25% Reduction

from regular retail prices. These laces are manufactured at Zion City, Ill., and acknowledged the best wash laces produced anywhere.

Domestics, Sheetings, Linens

In our famous Domestic Room. No short lengths, no off brands, no goods stamped with stencil or rubber type, no laces of any kind, nothing but the genuine brands.
Hope, the genuine article. 6 1/2c
Lonsdale, the genuine article. 7c
Fruit of the Loom, gen. art. 8c
Unbleached L. L. 4 1/2c
Beaverdam 5c
Scottsdale 6c



Write for our special Furniture Catalogue. It's free

The Leading Dress Goods OF THE WEST

Priestley's blacks, Lupin's blacks, Iwan Simon's blacks, Arnold's blacks, besides all the leading spring shades from all the leading mills of Europe and America, at far less prices than any other house in the west.

From 9 Till 11 A. M.
All our \$1.00 Blacks.....67 1/2c
All our \$1.25 Blacks.....87 1/2c
All our \$1.50 Blacks.....97 1/2c
All our \$2.00 Blacks.....\$1.10
All our \$2.50 Blacks.....\$1.35
All our \$5.00 Blacks.....\$2.50

New Embroideries at Half

A big line of New Embroideries and Insertings in matched sets Monday—AT HALF PRICE.
These goods come in splendid assortment of Nainsooks, Swisses and cambrics and are all perfect, fresh and new goods; prices Monday, per yard, from 10c to 19c

Grand Pearl Button Sale

Monday we will begin the greatest bargain sale of Pearl Buttons ever held in Omaha.
Lot 1—Worth 3c, on sale at, dos. 1c
Lot 2—Worth 7c, on sale at, dos. 2 1/2c
Lot 3—Worth 10c, on sale at, dos. 3 1/2c



Mail orders promptly filled satisfaction guaranteed

Dress Trimming Sale

Monday we will hold our first early spring sale on Novelty Dress Trimming, hundreds of styles in six yard strips, worth regularly from 8c to 12c a yard, on sale at, your choice 6 Yards for \$10. An excellent chance to buy new trimmings at a splendid cash saving.

SILKS SILKS SILKS

ON NEW SPRING SILKS MONDAY

This season's display of the handsome new weaves and exquisite colorings for spring wear establishes more firmly than ever leadership at the principal Omaha Silk store. The delightful qualities and unmatched low prices insure the greatest silk business ever known. These Introductory Specials, for Monday only:

Choice New Foulards—\$1 and \$1.25 values, 15 styles to select from, exclusive patterns in Copenhagen, chamois, haze-brown and all newest spring shades; introductory price Monday, per yard.....75c
Five Exclusive Lines of Rajahs and Rough Pongees for Spring Mirages—The most handsome silks produced, at.....\$1.35
Auto Silks—Another correct and popular silk, at.....\$1.25
LaTossa—Beautiful finish, unmatched value, at.....\$1.25
Ruhayaf—Better than Rajahs—at, yard.....75c
LaNora Tusah—Excellent for street suits, at.....\$1.00

High Grade White Goods Dept

This department is now loaded down with Hand Embroidered Swisses, Scotch Swisses, Domestic Swisses, etc.

St. Gall Swisses, \$1.98, \$1.50, \$1.00, 85c, 75c and.....50c
Scotch Swisses, 85c, 75c, 59c, 39c and.....25c
Domestic Swisses, 25c, 19c, 15c and.....10c
Fancy Jacquards, at.....10c to 85c
FRENCH LAWN
19c French Lawns at, yard.....10c
25c French Lawns at, yard.....15c
35c French Lawns at, yard.....19c
French Lawns, yard, up to.....\$1.50
ENGLISH HAINSOOK
25c Countess Nainsook.....19c
19c Empress Cloth, yard.....12 1/2c
15c Nainsook.....10c

High Grade Wash Goods Department

We buy, sell and handle more wash goods than any house in the west.
All \$1.98 novelties will go at 98c
All \$1.50 novelties will go at 74c
All \$1.00 novelties will go at 49c
All 50c Organzies; 50c Gingham, 50c Volles, etc., will go at 30c
All 29c Wash Goods, including all the Scotch and French Gingham, at a yard.....15c
All our 19c Wash Goods.....12 1/2c
All our 15c Gingham and Wash Goods and all our 12 1/2c Gingham, at a yard.....10c
Everything exactly as advertised. No remnants, no old goods, but all full pieces and new spring goods.

Grand Opening Display and Sale of Spring Garment Styles

We Cordially Invite All Ladies of Omaha and Vicinity

The most comprehensive gathering of high-class outer garments it has ever been our pleasure to offer our customers. Every trend of fashion is given expression in this delightful collection of charming style thoughts, embracing in its scope the fashion thoughts of such eminent foreign designers as Paquin, Doucet, Worth, Beer, Donillet and Soers, Ruffie. E. Raudnitz, etc.

Supplemented with no less beautiful and pleasing display of designs from such pronounced style authorities as Wextor, Philipsborn, Goldman & Co., Florsheimer and others of New York and Boston.

A Display That Establishes More Firmly Than Ever Our Precedence as Omaha Style Center

Elegant Tailor Suits, imported designs, attractively priced at from \$40.00, \$50.00, \$75.00 up to.....\$100.00
New Dress and Walking Skirts—Most complete stock shown in Omaha, prices from \$5.00, \$7.50 up to.....\$40.00
Handsome Opera Coats—Unexcelled assortment of beautiful styles at, \$45.00, \$50.00, \$75.00 and.....\$100.00
New Jacket Styles in covert, broadcloths, etc., delightful assortments at \$5.00, \$7.50, \$10.00 up to.....\$25.00
Silk Shirt Waist Suits and Princess Dresses—Matchless display of charming styles, \$20.00, \$25.00 \$30.00 and up to.....\$40.00
New Dress Waists, prices from \$10.00 up to.....\$35.00
Lingerie and Lawn Waists, prices from \$1.98 to \$25.00

Three Special Bargain Events Monday

\$10.00 Voile Skirts, full pleated, trimmed with folds and bands, unparalleled bargains at, price.....\$4.95
100 Handsome Spring Jackets, in covert and black broadcloths, worth to \$12.50, opening.....\$7.50
High Class Tailor Suits—300 to select from, all the leading styles in Copenhagen, blondines, resedas and all other wanted new shades, sold elsewhere at \$35.00, delightful bargains Monday at.....\$25.00



Monday, March 23 Opening Exhibit of Distinctive Spring Millinery

A cordial invitation is extended to all ladies of Omaha and vicinity to be present at our opening display of spring millinery models Monday.

The exquisite beauty and matchless variety of our showing, embracing in its scope the most beautiful style ideas of the master designers, both foreign and domestic, constitute this one of the foremost style exhibits.

Paris Pattern Hats

Are shown from such eminent designers as Heitz Boyle, 28 Place de Vendome, Francois, 48 Rue de Hauteville, Virot, 27 Rue de Hauteville and many others.

The assortments are so varied and beautiful as to allow no chance for description and prices. All hats marked in plain figures.

New York Pattern Hats

Are here in almost endless assortment. Mmes. La Blanch and Louise and many others of the recognized authorities are represented in a display second to none ever offered.

No cards have been issued. We wish every lady to consider this a special invitation and honor us with their presence.



Extra Specials in Our Famous Domestic Room

Here is where you get the value of your money.

15c White Goods, long lengths, at.....7 1/2c
12 1/2c White Goods, long lengths, at.....5c
10c White Goods, long lengths, at.....3 1/2c
7c Prints, red or garnet, at.....5c
7 1/2c Towels, at.....5c
12 1/2c Towels, at.....7 1/2c
10c Amoskeag Chambray Gingham, at.....5c
10c Amoskeag Chevots, at.....5c

Unprecedented Value Giving In Our High Grade Linen Section Monday

50 pieces all pure linen Table Damask, Irish, Scotch and German makes, well worth 75c yard; special Monday, yard.....48c
35 Unhemmed Pattern Table Cloths, size 2x10, German manufacture, warranted pure linen; at less than importer's cost Monday, each.....\$1.75
25 Homestitch Table Cloths, mercerized, full two yards, grass bleached and pretty range of patterns, good value at \$1.50; Monday, each.....98c

Curtains and Draperies

Superior assortments, unsurpassed quality, at unmatched low prices. Substantial cash savings without sacrifice of quality assured.

PARLOR CURTAINS
52-inch Brussels Net Curtains, very elaborate designs, splendid values, \$7.50, \$6.00 and \$4.95
Imported Brussels Net Curtains, with double edge, fine line of patterns, at \$30.00 down to \$10.00 and.....\$8.50
DINING ROOM CURTAINS
Cluny Lace Curtains, with linen edge and insertion, at \$15 down to.....\$4.95
Barnetto Repp, 16 inches wide, on sale at, yard.....35c

Big Grocery Sale Monday

21 lbs. best pure Cane Granulated Sugar.....\$1.00
Don't forget to order Monday morning a sack of the Highest Patent Flour made, for.....\$1.25
10 bars best Brands Laundry Soap.....25c
10 lb. best White or Yellow Cornmeal.....15c
4 lbs. best Pearl Tapioca or Sago.....25c
The best hand picked Navy Beans, per lb.....10c
Gelleite's Washing Crystal, pkg.....10c
4 cans extra fancy Sweet Sugar Corn.....25c
3-lb. cans solid packed Tomatoes.....\$3.4c
1-lb. pkg Domestic Macaroni.....8 1/2c
Oil or Mustard Sardines, per can.....3 1/2c
Fancy Red Alaska Salmon, per can.....15c
1-lb. cans assorted Soups.....5c
Snyder's Catnap, per bottle.....18c
Condensed Cream, per can.....7 1/2c
3-lb. cans Pumpkin, Squash or Baked Beans.....7 1/2c

Save About One-Third on Rugs

That's what Monday's special prices mean to the purchaser Monday. We have a record-breaking day to meet and take this means of equaling or surpassing last year's record sale.

\$30.00 Axminster Rugs, best quality, 9x12 size, floral and Oriental patterns, at.....\$21.98
\$65.00 French Wilton Rugs, 9x12 size; special price.....\$50.00
\$50.00 Royal Wilton Rugs, 9x12 size; snap Monday at.....\$36.50
\$25.00 Axminster Rugs, best quality, 8-8x10-6 size; special at \$18.50
\$20.00 Seamless Brussels Rugs, 10 wire, size 9x12, at.....\$16.50
\$18.00 Tapestry Brussels Rugs, 10 wire, 9x12 size, special at.....\$14.98
\$16.50 Tapestry Brussels Rugs, 8-8x10-6 size; sale price.....\$12.98

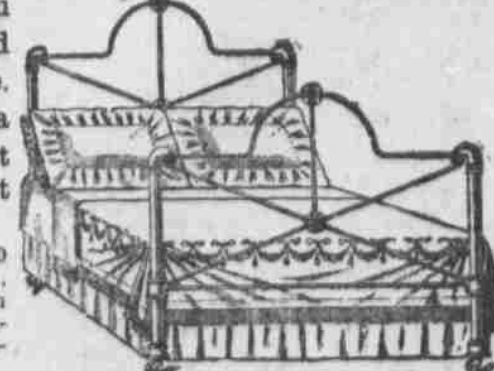


THE BIG HARDWARE DEPARTMENT

\$1.90 Imported Willow Clothes Baskets.....80c
30c padded Sleeve Boards.....10c
Poultry Wire by the roll, per foot.....15c
4-line Spading Forks, worth \$6.....60c
\$1.10 Wooden Ironing Boards, with stand, at.....80c
25c Boy's Base Ball Mask, Monday.....10c
25c Parlor Broom, best broom made, 30c
Fancy decorated Bread Boxes, worth 40c, at.....30c
50 pound decorated Flour Cans.....75c
\$1.25 Family Scales, with scoop.....75c
Strongest braided Clothes Line in Omaha, at.....15c

A DELIGHTFUL DISPLAY OF NEW FURNITURE

No place in the west will you find assortment equaled and prices are always lowest here. OUR CREDIT SYSTEM is a great convenience to many; it provides for payment to suit the purchaser.
BRASS AND IRON BEDS—200 new patterns here to select from, the most complete collection shown west of Chicago—from the most inexpensive to the most elaborate designs.
Dining Room Chair (like cut), high back, all hardwood, golden finish, a splendid bargain Monday, at.....65c
Fine Kitchen Cabinets, with two flour bins, two bread boards, two small drawers, has hardwood top, comes in golden and maple finish; special at.....\$3.95



Monday Specials — Paint Department

Now is the time to buy your Paints and Varnishes for spring cleaning.
60c and \$1.20 Johnson's Floor Wax.....40c and 75c
20c Aluminum Paint.....12 1/2c
50c, 80c and 95c Varnishes, special Monday, 70c, 85c and.....35c
A BRUSH FREE with every gallon of paint purchased Monday.
20c, 35c and 65c Varnish Stains, oak, walnut, rosewood, etc., on sale at 50c, 28c and.....15c
Star Kameel, 10c, 15c, 25c and 45c sizes, special at 35c, 18c, 10c and.....5c

Try Hayden's First

Our Credit System Provides for Payment to Suit the Purchaser, Take Advantage of it