THE	OMAHA	DAILY	BEE:	FRIDAY.	MARCH	12.	1909

Wealth of Spring Lovliness in both garment and fabric fashion almost prodigal in the assortments for selection, the most clever style conceptions of the world's best designers, coupled with most moderate prices. A display which marks first in quality and variety of showing. A display so comprehensive that every style idea of the most discriminating buyer can be readily satisfied.



Scores of special purchases made expressly for this event, will add bargain spice to the buying during the next ten days. Knowing our facilities for handling goods in large quantities, manufacturer's and wholesaler's apply first to Hayden's for a quick disposal of surplus and some of the best propositions we have ever secured will be offered during the next few days.

### **Grand Spring Opening Display and Sale** BEGINS FRIDAY. MARCH 12TH

#### Grand Opening Sale Snowy Undermuslins in Magnificent assortment of Dainty Styles **New Ruchings**

Months of careful preparation, comparison and selection has resulted in the bringing together of the most charming assortment of spring style ideas it has ever been our fortune to offer.

Women's Percale House Dresses, worth \$2.00,

Extra Specials for Spring Opening Sale

Friday

200 Women's Black Underskirts; regular

Children's Gingham Rompers; the regular 50c

Fashion's Favorites in Women's Outergarments

Distinctiveness of design, perfection of tailoring and material, coupled with very moderate price, marks this not only the most delightful, but most profitable place for selection. No place in the country will you find variety and quality surpassing, or values equaling our opening offerings. Every day one or more grand special offerings will delight the throngs of buyers visiting this department

Charming New Dress Styles, in satins, messakines and other high class fabrics, in all the most modish new designs-on sale at, each, \$75.00. \$50.00. \$35.00 and \$25.00

A Special Purchase of 175 Foulard Taffetas and Messaline Dresses-Newest spring shades, actual values to \$30.00; Friday, at ......\$12.50

The Most Complete and Best Showing of Spring Tailor Suit Styles ever attemptedhundreds upon hundreds of new beauties await your examination and selection; atprices, \$25, \$29.50, \$35, \$49 to \$75

\$30.00 Tailor Suits on Sale \$19.90-All the wanted materials and colorings, in the popular hipless effects; special manufacturer's stock purchase; made to sell at \$30.00, choice .....\$19.90

New Spring Waist Styles-A display embracing all the best makes and most exclusive and choice designs, anything you could wish, New Spring Coat Styles-Coverts, chiffon, broadcloths, silks, etc., 30, 36 to 52-inch lengths; choicest assortments and values shown at prices up from-

\$10.00 \$12.50, \$15.00 and \$20.00 \$10.00 Spring Jackets \$5.95-100 new garments in the lot, satin lined and well worth \$10.00; special ..... \$5.95

Women's Long Crepe Kimonos, well worth \$3.00; sale price ..... \$1.25 \$3.00 Heatherbloom Underskirts, in colors and 

This great lot of Fancy Ruchings was bought for the exclusive use of our wholesale department, but on account of the scarcity of Ruching this season, we are offering the entire stock at retail during our Spring Opening Sale. All widths, all colors.

AT WHOLESALE PRICES. 35c Ruchings at, yard. ..... 19c 40e Ruchings at, yard...... 25c

NEW LEATHER GOODS \$1.50 Ladies' Hand Bags..... 49c \$2.50 Ladies' Hand Bags ..... 95c to \$2.00, at ..... 25c to 95c

\$65 Ardebel Wilton Rugs \$49.00 A rug made specially to meet the demands of buyers of high class Wilton Rugs. More attractive colorings and designs are not produced or their equals shown in quality elsewhere, 9x12 size, special sale price .... \$49.00

A display in which the refined tastes of dainty womanhood finds fullest expression-showing throughout the entire line greatest care in selection of only the most dependable. The finish in every instance from the most delightful dainty French creations to the plainest of the domestic productions, you'll find of very superior quality.

### to \$15.00

Combination Suits, two or three-piece styles, in such well known makes as La Greque, Leona and others, 

Odd Boys' Pants, worth from 50e Corset Covers 25c to \$2.98-Chemise 98c up.

Drawers, Circular or tailor cut, great assortment Two Special Bargains for Friday 9 A. M. to 12 M.-Ladies' | 2 to 5 P. M.-Ladies' Gowns, worth regularly | Corset Covers, Drawers, to \$2.00, at choice 69c worth to \$1.00, at 29c

# Spring Opening Sale of Silks

With a display of rich new silks which more than maintain its reputation as the leading silk department of Omaha and the west we are prepared this season to offer to our customers values in high class silks never before duplicated here or elsewhere in Omaha. No wish in weave or coloring can be expressed but we are prepared to supply.

### THREE GREAT OFFERINGS FOR FRIDAY'S SALE

All the Silk Satin Foulards and

Chene Bros, Shower Proof Foulards

-The most comprehensive and de-

pendable line of these popular silks

ever shown in the city, values you'll

find it impossible to duplicate at

our sale prices. .. 98¢, 85¢, 69¢

\$2.00 Satin Finished Silks, \$1.19-A magnificent assortment of these most beautiful and stylish dress silks, 500 pieces to choose from, in all the richest new colorings and weaves, values to \$2.00 yard-20 in . 69e 27 In .89e 36 in .\$1.19

Messalines, Poplins, Satin Libertys, Taffetas, Novelty Silks-In stripes, checks and Jacquard effects. Natural Pongees, etc., in almost unlimited assortment; all new goods, grouped for our Spring Opening Sale in two lots; 



## To Be Properly Gowned

is a very simple art if proper care is taken in the selection and fitting of the corset, and in our corset department we not only show the new spring styles for every figure but our expert fitters guarantee a perfect adjustment. Among the many new spring models and makes shown in complete



Friday at. .... 25¢ Ladies' and Children's 19c plain and fancy Hose, 1212 e 50c plain or lace lisle

BEGINS FRIDAY.

MARCH 12TH

