

The first days of our Spring Opening Sale have proven a most gratifying success in every sense of the term. Though early, the response of buyers has been more than pleasing. Monday's offerings are calculated to greatly increase the buying interest. You can't afford to miss them.

Monday the Third Day of Our...

Grand Spring Opening Display and Sale

The Most Interesting Values Yet Offered

HAYDEN'S THE RELIABLE STORE

While the high quality and magnificent assortment of our regular showing of spring 1909 styles establishes more firmly than ever our store as Omaha's style center, some of the best bargain propositions we have ever secured will offer our customers matchless opportunities for profit in spring buying.

New Embroideries

Amazing bargains in our great sale of short lengths from America's greatest importers and manufacturers of fine Embroideries and Insertings—Loeb, Schoenfeld Co., New York.

- 10c Embroideries, Edges and Insertings, at yard... 5c
15c Embroideries, Edges and Insertings, at yard... 7 1/2c
25c Embroideries, Edges and Insertings, at yard... 12 1/2c
30c Corset Cover Embroideries, at yard... 15c
50c Corset Cover Embroideries and Skirt flouncings... 25c
1.00 Corset Cover Embroideries and skirt flouncings, at... 49c

HIGH GRADE Wool Dress Goods Sale

From 9 to 11:30 A. M.—All kinds of Wool Dress Goods, worth from 75c up to \$3.98 a yard, in long remnants; will go at, yard... 25c, 39c, 49c, 59c, 75c and 98c

High Grade Wool Dress Goods

Every lady who attends this opening sale of High Grade Wool Dress Goods can buy a single black pattern of any of the finest Foreign and Domestic Black Dress Goods—between 9 a. m. and 12 m., at exactly half the regular price—One-Half.

\$5 Novelty Laces, \$1.59 Yard

This is a lot of the very latest novelties in fancy bangle trimmed laces, the newest and most popular on the market. Come in white, cream, ecru, fancy galoons and bands; every yard perfect; all separable, suitable for trimming wool, silk or fancy wash goods.

New Zion City Laces

Another big lot of these famous laces just received and all go in our spring opening sale, at—yard... 5c

\$52.50 Body Brussels Rugs \$25

Beautiful and artistic patterns and color blendings, 9x12 size, best of variety of materials and a truly matchless value at our special opening sale Monday, at... \$25

Spring Opening Silk Sale

Coupled with a display of the finest foreign and domestic silks, surpassing any ever shown in this city. We offer specials for Monday that you'll find vastly superior in assortments and quality to any you were ever offered at these special prices.

New Satin Finished Silks, actual values up to \$2.00; 20-in. 69c; 27-in. 89c; 36-in. \$1.19

Including all the most desirable of the new colorings for spring. Magnificent assortment for selection.

A beautiful collection of high class Spring Silks, including Messalines, Poplins, Satin Liberties, Natural Pongees, Tafetas, Novelties in stripes, checks, Jacquards, etc., silks manufactured to sell regularly to \$1.50, yard, at... 39c and 65c

Fancy Notions

Smith-Kort Co. Stock Matchless Bargain Prices for Monday's Great Sale Day.

- Hose Supporters
15c Hose Supporters, pair... 5c
25c Pad Supporters, pair... 10c
50c Hose Supporters, pair... 19c
35c Sew-On Supporters, pair... 15c
\$1.50 Madam Waist Supporters—at... 25c
Other Special Notion Bargains
25c Pocketbooks, each... 10c
35c Hand Bags, each... 15c
\$1.00 Hand Bags, each... 49c
50c Fancy Belts, each... 10c
25c Fancy Neckwear, at... 10c
100-yd sewing silk, at... 5c
200-yd machine thread, at... 1 1/2c
Gold Eye Needles, pkg... 1c
Fancy Dress Trimmings
A big line for selection.
15c 25c and 50c values, at... 5c 10c and 19c
Watch for Ribbon Sale Tuesday.

Men's Shirts

From the Smith-Kort Stock Dress and Negligee Shirts, regular \$1.00 qualities, 49c

Men's Neckwear

From the Smith-Kort Stock Men's Silk Ties, made to sell up to 50c, at... 10c

HAYDEN'S THE RELIABLE STORE

Ladies' Hosiery

Smith-Kort Stock Fine Imported Lisle Hose—Black and fancies to 69c values—at, choice... 25c

\$35 Wilton Rugs, Choice \$28.50

9x12 size, a rich high pile pure worsted fabric, woven according to the most modern ideas, beautiful in design and coloring. A magnificent value, at our 28.50 Spring opening, sale price.

Our Complete Telephone System

Private Exchange reaches every department in our store. Exchange office opens at 7 a. m. so that you can give your orders in time for the first delivery. Phone them.

Be Sure and Attend Our Famous 30-Minute Sales

From 9 to 9:30 A. M.—One case of that celebrated yard wide bleached muslin made by the Berkley Mills, called Thistle-down, and sold at 12 1/2c yard; 10 yards limit, yard... 5c

High Grade Wash Goods

All wash goods, 18c yard, and up, including pongees, foulards, silk mixed goods and every grade of fine wash goods above the price mentioned will be for this day only, half price.

Framed Pictures at Half Price

Monday we place on sale a big line of Framed Pictures, including both pastels and etchings, 36x48, oak frames; while they last, at Just Half Regular Retail Prices. Come early.

Our Matchless Showing of Spring Styles in Women's Ready-to-Wear Garments Gives Our Suit Section Prestige as a Style Source of Unequaled Importance—while the Special Offerings Show Greater Value Than Ever Before Known at this Season.

The early demand for the Crown Jewel Suits has been so excessive that it has proven almost impossible to keep our lines of sizes complete, but with the receipt of 200 new ones for Monday's selling we are again in a position to supply all with the best tailor suit values ever shown in Omaha at... \$25.00

Elegant New Tailor Suits—No two alike and including the popular 3-piece styles; very moderately priced at—\$35, \$45, \$50 up to \$90

Beautiful New Gowns, in satins, messalines, Foulards, a charming assortment of new designs and colorings; shown at—\$25, \$35, \$45, \$50 and Up.

New Spring Silk Coats, in the long, loose styles so much in vogue; splendid assortment for selection; on sale at—\$12.50, \$15, \$18 to \$25

Women's Extra Size Skirts, for large women, a new lot just received; on sale at prices ranging from... \$3.95 to \$12.50



Women's \$1.50 Percelle Wrappers, on sale at... 98c

New Spring Waists—Silk messalines and nets, \$5.95 to \$15

Linen Tailored Waists—Biggest assortment and best values at from... \$1.98 to \$5.00

SPECIALS FOR MONDAY Satin, Foulard and Messaline Dresses—newest styles and colorings, values to \$25.00; Monday at... \$12.50

\$7.50 Covert Jackets, satin lined, on sale Monday... \$4.95

One-Piece Dresses—Silks or wools, \$15.00 to \$18.00 values, new spring designs... \$8.95

A Stylish Dress Skirt and a Silk Underskirt Monday for the price of one... \$5.95

The dress skirts are a splendid value at this price and the silk underskirt would sell in most stores at \$5.00. They're gifts in this sale. Only about 300 of them. Come early Monday.

Women's \$3.00 Heatherbloom Underskirts at... \$1.45

Women's \$3.00 Long Crepe Kimonos; special... \$1.19

Everything in Infants' Wear, Baby Bazar, 3d Floor.

Matchless Value Giving in Sheets, Pillow Cases and Bed Spreads In Our High Grade Linen Dept.

- FOR OPENING SALE MONDAY
All \$1.25 sheets, size 81x90, at... 85c
All \$1.10 sheets, size 81x90, at... 75c
All \$1.00 sheets, size 81x90, at... 69c
All 90c sheets, size 81x90, at... 59c
All 75c sheets, size 81x90, at... 49c
All 75c sheets, size 72x90, at... 65c
All 90c sheets, size 72x90, at... 59c
All 79c sheets, size 72x90, at... 55c
All 69c sheets, size 72x90, at... 39c
All 60 sheets, size 72x90, at... 10c
All 15c pillow cases, size 42x36, each... 10c
All 15c pillow cases, size 45x36, each... 11c
All 17c pillow cases, size 42x36, each... 14c
All 20c pillow cases, size 45x36, each... 14c
Elegant assortment high grade Bed Spreads, full size, extra weight, hemmed, ready for use; the best value in America, worth \$2.50. Grand opening sale price—each... \$1.50
Out-of-town patrons receive careful and prompt attention by ordering through our up-to-date mail order dept.

Take Advantage of Greatly Reduced Prices in our High Grade Linen Department

During Grand Opening Sale Elegant assortment strictly pure linen Table Damask, full 72 inches wide, dew bleached, worth \$1.00 a yard; opening sale price, yard... 59c

Hardware Department

- Heavy galvanized No. 1 tubs... 35c
Folding ironing boards with stand, for... 89c
Round Washing Machines... \$2.65
Square Wagon Washer... \$2.50
14 quart enameled dish pan... 15c
Domestic wringer, guaranteed for three years, same will be replaced free of charge if anything wears out during that time—worth \$5.00, only... \$2.95
One year guarantee wood frame wringer... \$1.95
Galvanized No. 8 boiler, heavy, solid handle, extra strong make, worth \$1.35, Monday... 69c
25c carpet beater, heavy wire... 19c
30c 4-tie brooms... 19c
34-lb. family scales, only... 79c
250 Flexible Flyers and Black Beauty Sleds, to close Monday at, choice... 95c

Flour Has Taken Another Advance

Bread Will Be 10c Per Loaf Inside of a Week

Buy Flour now, while you have an opportunity. We bought five carloads before the last advance and as we always do give the people of Omaha the benefit of our shrewd buying. This flour is made from the finest Red Turkey wheat and is retailed elsewhere for \$1.75 per sack. We cannot tell what will be the price after this sale, but for this special sale we will sell it, per 48-lb. sack... \$1.35

- 20 lbs. best Pure Cane Granulated Sugar... \$1.00
16 bars best Brand Laundry Soap... 25c
7 lbs. best Rolled White Oatmeal... 25c
8 lbs. choice Japan Rice... 25c
4 lbs. best Hand Picked Navy Beans... 19c
The best White or Yellow Cornmeal... 15c
24-lb. sack best Rye Flour... 45c
Malta Vita Corn Flakes, per pkg... 75c
The best Soda or Oyster Crackers, lb. 5c
The best Crisp Pretzels, per lb... 6c
The best Crisp Ginger Snaps, per lb... 6c
4-lb. pkg. Pyramid Washing Powder... 25c
Gillett's Washing Crystal, pkg... 15c
OMAHA'S GREATEST FRESH VEGETABLE MARKET
Fresh Spinach, per peck... 20c
Fresh Carrots, per bunch... 4c
Fresh Beets, per bunch... 4c
Fresh Turnips, per bunch... 4c
Fresh Shalot Onions, per bunch... 4c
2 heads fresh Leaf Lettuce for... 5c
Head Lettuce, per head... 7 1/2c and 9c
Fresh Cabbage, per lb... 2 1/2c
Large bunches Fresh Pie Plant for... 1 1/2c
Fancy Ripe Tomatoes, per lb... 8 1/2c
BUTTER, CHEESE AND BUTTERING SALES
Choice Dairy Table Butter, per lb... 21c
Fancy No. 1 Dairy Table Butter, lb... 23c
Fancy No. 1 Country Creamery Butter, per lb... 24c
Neufchatel Cheese, each... 20c
Fancy Full Cream White or Colored Cheese, per lb... 20c
Sap Sago Cheese, each... 19c
Cottage Cheese, per lb... 19c

OPENING Sale Bargains in Domestic Room

25,000 yards of Remnants of all kinds of goods. Wash Goods, White Goods, Muslins, Sheetings, Linings, etc., to be sold at less than one-third of their actual value. They will be placed on squares and tables and are arranged according to value, at, yard—2 1/2c 3 1/2c 5c 7 1/2c and 10c

Forenoon Only—3,500 yds. of all kinds of cotton goods, worth up to 15c yard. Short lengths and some long lengths, will go at, 5 yards... 1c

In the afternoon, commencing at 2 o'clock, we will place all the high grade remnants that accumulate during the week, worth up to 50c yd, will go, yard... 10c

High Grade White Goods

AFTERNOON ONLY All our fine white dress goods, including fancies, Swisses, tailor waistings, etc., only one pattern to a customer at exactly one-half marked price. No mail orders filled or dealers sold at these prices.

\$15 Shirvan Brussels Rug \$11.50

Extra close woven, reversible Oriental patterns, 9x12 size, a strong and very popular rug; without doubt the best value ever offered at our opening sale price... 11.50

\$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

Stove Department Specials

- 2-burner Gasoline Stoves... \$2.25
2-burner Gas Plates with steel frames, at... \$5c
Oil Heater, 24-in. high, perfect burner, special... \$2.49
1-burner Gas Plates... 25c
Rubber Gas Tubing, the best 3-ply, on sale... 8 1/2c
Rival Economy Cook Stoves, 4-hole, 18-in. oven, the best ever, at, sale price... \$5.95
2-hole Laundry Stoves... \$2.65
Garland, Famous and Classic Gas Ranges, up from... \$7.50
Economy Stove Pipe, joint... 7c

Muslin Underwear

From the Smith-Kort Stock Skirts of the very finest quality, values to \$25.00, on sale, at... \$10, \$12 and \$15

Skirts worth to \$10.00—Magnificent assortment for selection, in three lots at—\$4.98, \$3.98 and \$5.98

Gowns worth to \$5.00 at 98c, \$1.50, \$1.98 and up to \$3.98

Great snaps.

HAYDEN'S THE RELIABLE STORE

Gloves & Umbrellas

From the Smith-Kort Stock Ladies' Long Kid Gloves, to \$3.50 values, all sizes, on sale at... \$1.49

Ladies' Short Kid Gloves—worth to \$2.00, go in this sale, choice... 79c

\$1.00 Short Kid Gloves 25c

50c Silk and Lisle Gloves, on sale, choice... 15c

Men's and Ladies' Umbrellas—big assortment for selection: \$1.00 values at... 29c

\$1.50 values at... 49c

\$2.00 values, 75c and 98c

\$5 values, \$1.50, \$1.98

Four Splendid Furniture Bargains

for this week's Opening Sale. You can't afford to miss this opportunity.



\$26.50 Solid Oak Buffet, like cut, beautifully finished, has French bevel plate mirror—a grand bargain, \$12.75

\$25.00 Leather Couch, genuine leather, diamond tufted upholstery, steel construction springs; positively the best bargain ever offered at price... \$19.85

\$22.50 China Cabinet, like cut, solid oak frame, four shelves, bent glass doors, mirror in back, a beauty; sale price \$17.50

\$3.75 Leather Box Seat Dining Chairs, quartered oak frame, golden finish, upholstered over cane, the greatest value ever, at, each... \$2.95

Don't Forget Try Hayden's First Pays