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.

Bros. "Shower Proofs" and

silk satin Foulards, in assort-

ments the most complete ever

shown; large and small de-

signs, polka dots, etc., in

most wanted new shades-

splendid values-

Monday the Third Day of Our..... Grand Spring Opening Display and Sale The Most Interesting Day of Our.....

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.

Strips from 4 1/2 to 6 yards in length, ranging from the dainty baby widths to the beautiful 27inch floundings.

Just Half Regular Prices 10c Embroideries, Edges and Insertings, at, yard 5¢ 15c Embroideries, Edges and Insertings, at, yard 7% 25c Embroideries, Edges and Insertings, at, yard 12% c 30c Corset Cover Embroideries, 50c Corset Cover Embroideries and Skirt floundings 25¢ \$1.00 Corset Cover Embroideries and skirt floundings, at . . . 49¢

GRADE Wool Dress Goods Sale

From 9 to 11:30 A. M.-All kinds of Wool Dress Goods, worth from 75e up to \$3.98 a yard, in long remnants; will go at, From 2 to 5 P. M.—Another great sale of Wool Dress Goods, For All Day-1,500 yards of all the finest Table Damask, per yard, at...... 15c, 19c, 25c, 39c, 49c and 59c

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. From 2 to 5 P. M .- Any lady attending this sale can buy one pattern of our finest colored goods, of cream goods, anything but Read's Lansdown--at exactly half the marked price.

Remember, everything is exactly as represented. No mail orders filled, no dealers sold, no part payments.

\$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-Remember-We are the only

\$52.50 Body Brussels Rugs \$25

and Elyria Laces.

Omaha house showing Zion City

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,

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, ac- | All the New Foulards, Cheney tual 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 assort-

ment for selection. at..... 69c, 85c and 98c A beautiful collection of high class Spring Silks, including Messalines; Poplins, Satin Liberties, Natural Pongees, Taffetas, Novelties in stripes, checks, Jacquards, etc., silks manufactured to sell regularly to \$1.50, yard, at. . 39c and 65c

\$1.75 Oil Boiled Black Taffeta- | \$1.75 Black Swiss Messaline-36-in. wide, yarn dyed, the greatest bargain ever, at, yard..... \$1.19 \$1.00 Black Taffetas and Peau de wide, suitable for coats or suits, Soie-30-in. wide; a great bargain, at, yard 69¢

Fancy Notions from the

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 Supportersat Other Special Notion Bargains 25c Pocketbooks, each.....10c 35c Hand Bags, each 15c \$1.00 Hand Bags, each 49c 50c Fancy Belts, each 10e 25c Fancy Neckwear, at. 10c 100-yd sewing silk, at5c 200-yd. machine thread, at . . 1 1/2 c Gold Eye Needles, pkg.....1c

Fancy Dress Trimmings A big line for selection. 15c 25c and 50c values, at-5¢ 10¢ and 19¢ Watch for Ribbon Sale Tuesday.

Men's Shirts

From the Smith-Kort Stock

Dress and Negligee Shirts. regular \$1.00 qualities, 49c Percale and Madras Shirts. worth to 75e; choice ... 29c 50c Fancy Shirts at 19c Heavy Work Shirts, in chambrays, twills and sateens, to 75c values; 29c and 39c

Men's Neckwear

From the Smith-Kort Stock

Men's Silk Ties, made to sell up Men's 15c and 25c Four-in-Band Ties, at, choice 214 ¢ All Four-Ply Linen Collars-New styles, all sizes, clean stock, 15c 15c to 25c Rubber collars included -at, each5¢

THE RELIABLE STORE

Ladies' Hosiery From

Smith-Kort Stock

Fine Imported Lisle Hose-Black and fancies to 69c values-at, will go at, pair......12% & Ladies' and children's 19c quality Hose, on sale Monday, pr.. 7 % All Summer Underwear from the big purchase At Less Than the Manufacturer's Cost Price.

\$35 Wiltone 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 Douglas 2600 Ind. A-1131 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

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 Thistledown, and sold at 12 1/2 c yard; 10 yards limit, yard 5e From 10 to 10:30-One case of \$1 Cotton biamiers, & pairs to cus tomer, at, pair 65¢ From 2 to 2:30 P. M .- One case of Ballardvale, yard wide Mus-lin, the 10c grade; 10 yds, limit, From 8 to 3:30-One case of unmade skirts, worth 39c each; 2 skirts limit, at, each 15¢ Several other 30-minute sales not advertised for all day.

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

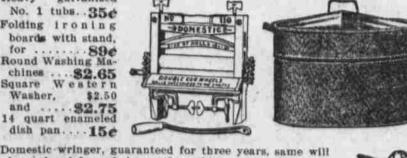
Monday Will Be the Big Money Sav-ing Day in Our High Grade

DRAPERY DEPARTMENT

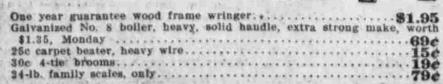
Must be seen to be appreciated. \$8.50 colored Irish Points, Cable Net, Barrett and Cluny, at, pair. . . \$5.50 1rish Point, at. pair. \$3.98
\$4.60 Renaissance, Novelties and Ruffeled Net, pair. \$1.98
Cheney Bros. Drapëry Silk, in plain bordered and allover designs, at. per yard. 75c, 85c and \$1.60
Madras Portieres, in all soft shades, at. pair. \$4.98 and \$5.50
45-inch Madras, in any color to match your furnishings, at, yard, \$1.00, 85c, 75c, 80c and 39c
Special on all Rope Portieres Special on all Rope Portieres.

Hardware Department

Heavy galvanized No. 1 tubs. . 35¢ Folding ironing boards with stand, for 89¢ Round Washing Machines ... \$2.65 Square Western Washer, \$2.50 and\$2.75 dish pan 15¢







250 Flexible Flyers and Black Beauty Sleds, to close Monday at, choice95c

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 A full line of the well known Maternity Skirts, at, prices ranging from ... \$7.50 to \$12.50



Women's \$1.50 Percale 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 col-

orings, 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 The dress skirts are a splendid value at this price and the silk underskirt would sell in most

this sale. Only about 300 of them. Come early Monday. Women's \$3.00 Heatherbloom Women's \$3.00 Long Crepe Ki-

stores at \$5.00. They're gifts in

monos; 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 |
| All | \$1.10 sheets, size 81x90, at |
| All | \$1.00 sheets, size 81x90, at69 |
| | 90c sheets, size 81x90, at |
| All | 75c sheets, size 81x90, at |
| All | 75c sheets, size 72x90, at |
| All | 90c sheets, size 72x90, at |
| | 79c sheets, size 72x90, at |
| | 69c sheets, size 72x90, at |
| All | 60 sheets, size 72x90, at |
| | 15c pillow cases, size 42x36, each |
| All | 15c pillow cases, size 45x36, each |
| | 17c pillow cases, size 45x36, each |
| | 20c pillow cases, size 42x36, each |
| | 20c pillow cases, size 45x36, each |
| An eac O | ant assortment high grade Bed Spreads, full size weight, hemmed, ready for use; the best value serica, worth \$2.50. Grand opening sale price—th |

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 Mammoth collection 72-inch sturdy Scotch Satin Damask, warranted pure golden flax, worth \$1.25 yard, opening sale price, yard 79¢ Splendid line unhemmed pattern table cloths, strictly German manufacture, 21/2 yards long, well worth \$3.50 Fifty dozens dinner napkins, warranted pure linen, worth \$3.00 dozen; opening sale price, 6 for 89¢ Twenty-five pieces Barnsley Crash Toweling, full 18-in. wide, worth 12 1/2 c yard; opening sale price, yd 86 Fffty dozens high grade linen huck towels, plain, white or colored borders, good value at 19c each, opening sale Mail orders receive prompt attention.

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

20 lbs. best Pure Cane Granulated Sugar for \$1.00 l0 bars best brands Laundry Soap . 25c lbs. best Rolled White Oatmeal . 25c lbs. best Hand Picked Navy Beans 19c The best White or Yellow Cornmeal, per sack . 15c Fresh Spinach, per peck......20c
Fresh Carrots, per bunch......4c

Another Car of Mighland Wavels In. This car is just as fine as the last one They are very sweet, julcy and excepnavels are not sold as a doctor's pre-scription, but as a delightful appetizer and a delicious fruit to est at all times. They are about-onehalf the price of

Forget Try Hayden's First "Pays

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 onethird of their actual value. They will be placed on squares

and tables and are arranged according to value, at, yard-2% e 3% e 5e 7% e and 10e Porenoon 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

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. 10¢

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

\$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, price \$49

Stove Department Specials

2-burner Gasoline Stoves. \$2.25 2-burner Gas Plates with stee burner, special \$2.49 -burner Gas Plates Rubber Gas Tubing, the best 3-hole, 18-in. oven, the best ever Garland, Famous and Classic Ranges, up from \$7.50 Economy Stove Pipe, joint ... 7¢

From the Smith-Kort Slock

Muslin Underwear

Skirts of the very finest qual ity, 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.

Muslin Underwear

From the Smith-Kort Stock Corset Covers and Drawers, values

to \$2, on sale-39¢ 49¢ 75¢ and 98¢ Shirts worth to \$5.00 at-\$1.50 \$1.98 and \$2.98 9:30 to 10:30-Gowns and combination Suits, worth to \$2.50-10:30 to 11:30—Skirts worth up to \$3.50, on sale, at, choice. 98¢

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 Glovesworth to \$2.00, go in this sale, choice79c \$1.00 Short Kid Gloves 25c 50c Silk and Lisle Gloves, on sale, choice15c Men's and Ladies' Umbrellas -big assortment for selec-

tion: \$1.00 values at29c \$1.50 values at 49c \$2.00 values, 75c and 98c \$5 values, \$1.50. \$1.98

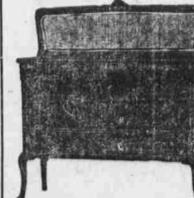
Our New Delivery

System

provides a perfect service to all parts of Omaha, Council Bluffs and all suburban towns. It's a service sure to please you. Try it.

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, 918 7K

\$25.00 Leather Couch, genuine leather, diamond tufted upholstering, steel



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,

Many other specials during the week.