

It's the coupling of the highest quality with unequaled low prices that make this store most popular

HAYDEN'S

The Leading Dress Goods House of the West

THE RELIABLE STORE Heavy Domestics, Muslins, Sheetings in our famous domestic room

Lockwood 10-4 Sheetting, bleached, at per yard .22 1/2c Lockwood 9-4 Sheetting, bleached, at per yard .20c Iron Mountain Unbleached Sheetting, 10-4, per yard .19 1/2c

More high grade Wool Dress Goods than the combined stock of all the others put together: All the new Satin Cloths, at yard \$4.00, \$3.00, \$2.50, \$2.00, \$1.50 and ... \$1.00

Omaha's Swellest Wash Goods Dept.

Special priced for Monday. Among the woven goods you'll find: Scotch Zephyrs, made by Anderson of Glasgow, Lowmoe Tissue, London Scotch Zephyrs and other fine weaves, all at a yard .25c

Galatea Cloth, Fongees, Batistes, and other fine Wash Materials, at 15c Finest French Percales, style bands, shirtings and shirtwaist styles, and a long list of other goods, all at a yard .12 1/2c

Bed Spreads, Sheets and Pillow Cases

At Less Than Manufacturers' Cost, in Our High Grade Linen Dept., Monday. All \$1.25 Sheets, size 81x90, each 85c All \$1.10 Sheets, size 81x90, each 75c

All 15c Pillow Cases, size 45x36, 10c All 15c Pillow Cases, size 45x36, 11c All 20c Pillow Cases, size 45x36, 14c

A Matchless Showing of the New Spring Silks

Not only do assortments and qualities establish us more firmly than ever in first place as Omaha's greatest silk importer, but Monday's special offerings will be real bargain surprises to our host of customers.

IMPORTED FOULARDS, the very latest double and single widths goods, the choicest new colorings, in both light and dark shades, in Broche and Floral effects, polkadots, stripes, etc., the most complete showing of new foulards ever made in Omaha, actual retail values \$2.50 per yard. Splendid bargains, at yard .85c \$1.00 \$1.50 and \$1.98 \$1.25 NEW SATIN FINISH SILKS 79c

\$1.00 Silk Shantung and Directorie Satin Foulards, Monday, yard .68c These are very popular this season and come in big assortment of staple and scarce shades in the most artistic designs. No one can afford to miss them at this matchless low price Monday.

BLACK SILK BARGAINS IN MONDAY'S BIG SALE

\$1.25 Black Beau de Soie, 36-in. wide, at yard .79c Pure Silk, soft finish, one of the very best wearing silks made.



OUR FORMAL OPENING Artistic Spring Millinery Designs

This season has been prolific in the variety of accepted style creations. While the quaint lamp shade and inverted flower pot shapes are much in demand, the big Turban and Small Toque effects, trimmed with garlands of wee old fashioned posies, are also extremely popular.

IT'S Sometimes embarrassing to have the flashlight suddenly turned on, when you don't expect it; but so far as the clothes are concerned you needn't be ashamed to be seen anywhere wearing any of our Hart, Schaffner & Marx hand tailored clothing.



We've a great line of these famous clothes to show you; just the style, just the pattern and color that will suit you to perfection.

Suits, in plain and fancy weaves, including blues and blacks \$18.00 to \$35.00 Overcoats, Raincoats and Top Coats, best assortment shown at \$15.00 to \$30.00

Two Grand Suit Bargains are offered for Monday in Our Manufacturers' Surplus Sale. So great was the original assortment that notwithstanding the tremendous selling of the past few days we can still fit you perfectly from an assortment of fine new patterns and fabrics that insure satisfactory selection.

Advertisement for boys' suits with prices and descriptions. 'The greatest line of BOYS' SUITS shown in Omaha. \$18.00 Suits, \$20.00 Suits, \$22.50 Suits, \$10.00 Suits, \$12.50 Suits, \$15.00 Suits. Styles are the latest qualities, superior and our regular guarantee goes with them. Don't forget to try Hayden's First, it pays. 75c

Ladies' Neckwear

Just received a new line of fancy Dutch Collars with Jabots to match; regular 25c to 50c values; on sale at, choice... 15c

Ladies' fancy embroidered Linen Collars, sizes 12 to 15; special, at 12 1/2c

35c Fancy Ruchings—A big line for selection; big bargains at, a yard 19c

High Grade Linen Dept. Monday

Mammoth collection warranted pure Flax Table damask in Irish, Scotch, and German makes, full 72 inches wide, worth up to \$1.50 yard, Monday per yard .89c

Hundred dozens strictly high grade dinner napkins, bleached and silver finished, sizes 22-inch and 24-inch square, pure linen, values up to \$4.50 dozen, Monday, per dozen \$2.50

Hemmed and hemstitched rack towels and large size bath towels, regular 19c values, Monday each 11c Pure Linen Barnsley Toweling, extra wide, heavy and absorbent, worth 15c yard, Monday per yd. 8c

German Silver Bleached Unlined Pattern Table Cloths, 2 1/2 yards long, warranted pure linen, good value at \$3.50, Monday each \$2.00

All mail orders during this sale receive prompt attention.

A Presentation of the New Spring Garment Styles

Surpassing any ever attempted in this city. The magnificent assortments and high quality are even more delightful than the extremely low prices at which they are offered. We want every woman in Omaha to see our splendid offerings, examine them carefully, compare their quality and price. You'll find them matchless.

Elegant Three-Piece Tailor Suits, in almost unlimited assortments of beautiful new designs; a splendid line of imported models shown for the first time Monday—on sale at... \$35.00, \$45.00, \$50.00 to \$75.00

Don't fail to see the New Crown Jewel Suits—the most charming assortment ever shown without a peer at the price \$25.00

Beautiful New Gowns and One-Piece Dresses; Foulards, nets, crepes, messalines, wool fabrics—all the richest new colorings and designs, shown at \$20, \$25, \$30, \$35, \$45, \$50 to \$75 and Up. \$10 to \$25.

Matchless Special Offerings for Monday's Sale

\$25.00 Silk Rubberized Rain Tourist and Auto Coats, all colors and sizes \$12.50 \$22.50 Tailor Suits at \$14.90

\$6.00 Silk Underskirts, all colors, Monday, at \$3.95 \$5.00 and \$6.00 Messaline Waists, all colors, Monday, at, each \$2.95

Women's and Misses' One-Piece Chiffon Panama

New Silk Coats; the choicest designs in the new long styles; an assortment bound to please the most exacting; worth more than the early price offering; \$5, \$7.50, \$10 to \$25.

Street Dresses, all colors, magnificent bargains, at each \$18.50

\$7.50 Panama Dress Skirts, all colors, all sizes, best ever values; choice at \$3.95 \$1.50 Black Sateen Underskirts, all sizes, on sale 79c

Women's and Misses' Jumpers, in chambrays, lawns and suitings, at each \$1.50 \$1.98, \$2.98, \$3.98 \$1.50 Percal Wrappers, a great snap, at 98c

See our great showing of Infants' and Children's wear—Baby Bazar, 2d Floor.

Don't miss one day of the great sale of the Globe Furnishing Co. stock, beginning Monday. See other large ad for Opening Day Special Bargains.



IF YOU NEED FLOUR BUY IT NOW

Flour has taken another jump, and no prospect of its being cheaper for several months. We bought 7 carloads before the last advance, and our last car is in. If we had to buy this flour today, we could not get it for less than \$1.65 per sack. But for this special sale only we will sell it for 43c per sack.

Omaha's Greatest Market for Fresh Vegetables. Fresh Spinach, per peck .20c Fresh Turnips, Beste or Carrots, per bushel .40c 2 heads fresh Hothouse Lettuce .50c

MAN'S SPRING SACK COAT

More Favor for the Double-Breasted This Year.

NO PADDING ON THE SHOULDERS

Burst of Color in the Flannels—Changes in the Cutaway and Also in the Morning Coat.

NEW YORK, March 13.—Interest in the spring and summer fashions for men centers largely about the sack coat, which is about the only style worn during the summer months, whether the material be worsted or flannel. Recent years have shown little favor for the double-breasted summer sack and its use has been confined almost wholly to yachting wear. Now there is a promise of its return to favor.

Its use will be more general, but there will be little variety in its color. The double-breasted sack, whether it be for general or for yachting wear, will be dark blue. The style is more suited to that color than any other and whether the coat be of hard, smooth serge, flannel or rough worsted, its hue will be indigo.

showing themselves in men's modes for the last two years. Show Up the Figure. They are without padding and fit closely over the shoulders, which are what the tailors call natural; that means they show practically the natural width of the wearer's shoulders without artificial broadening.

These are the two coats that have the greatest favor among well dressed men, and the style is adapted to any material. The double-breasted sack follows in their modified form the lines of this model. No feature of this garment is more attractive to well dressed men than its freedom from exaggerated features of any kind. The sleeves are finished without a cuff, there being merely the two buttons which close with genuine button holes at the bottom of the sleeve.

Single-Breasted Sack. A single-breasted sack which has found favor and originated in the best of the

tailor shops, varies slightly this model. It comes from New Bond street and proclaims that fact.

There are four buttons and one divergence from the other sack is found in the length of the coat. It falls below the hips and the edges meet down to the bottom line. The pockets are covered as in the other coats with flaps and the collar closes rather high with a broad peaked lapel. The sleeves are absolutely simple, ending in three buttons.

None of the summer coats is supplied even with a turnback cuff by the best of the tailors. The buttons are regarded as sufficient. The skirt of this sack flares somewhat and the single touch of the freakish is the absence of any breast pocket.

The edges of the flaps on the pockets on the hip are rounded just as is the bottom of the coat in front. Of course, the fourth button is unusual, but that is not sufficient according to American ideals to make a coat striking.

Color for Coat. The only variety in the color scheme of the summer garments for men in the city is found perhaps in the higher tones of the flannels. They come in rather brighter colors than formerly. There will be purples and black and dark greens with stripes and fewer browns than have been put on the summer market in years. Then there will be dark grays with stripes in color such as dark green, dark purple and even dark red.

Gray will be the predominant color in worsted and casimere although there will be in most cases an admixture of some color even though it is an almost invisible

stripe or square of dark red, blue or green. Gray is the color of spring, at least to the mind of every tailor. When the tailors were willing to put brown on the market it was only because there was a demand for it that they could not resist. Otherwise they would have met all inquiries for brown with the answer that gray was the spring color and that they had little else.

Waistcoats of the same cloth are indispensable to every man who wants to be smart in spite of the former vogue of the fancy waistcoat. In summer there will doubtless be a return to the colored waistcoat in spite of the neglect into which these garments fell last winter. They certainly disappeared from the smart horizon then and the man who wore a waistcoat of the same material as his coat was the man who seemed properly dressed.

The waistcoats for summer suitings are made without a collar, are finished about the neck with only a strapped seam and are supplied with five or six buttons. In the most modish sack coats the coat is no longer cut low enough to show the waistcoat inside.

the same material, although it must be said that the fancy waistcoat seems more modish in connection with the morning coat than any other.

The cutaway is still made of black diagonal and braiding is still used to finish the edges. The skirts are somewhat broader than they were. They fall lower in the back, coming to the knee. There is a pocket on the side in the black cutaway, but none in the morning coat of mixed goods, which has two pockets in the seam at the top of the skirts.

The cutaway and the morning coat this spring may be described in one way to differentiate them from their predecessors of the last few years. It has been the peculiarity of these coats that they seemed to be made for young men even if they were worn by those who no longer could claim that description. But they fitted closely, the skirts were short and they possessed a jauntness that made them seem essentially a young man's coat. That quality is missing from the styles of the year.

The coats do not fit so tightly; they are fuller in front, and the skirts are no longer skimp and short. They still have only the three buttons; in the morning coat the lapel is cut low enough to show the top of the skirt and there is a flare at the waist which adds the usual touch of modishness. But all in all the cutaway coat of the present is not as smart as its predecessor of the last few years.

with these coats and, it might be added, only with them. For the fancy trousers to be worn with one of the black cutaway coats there is nothing so smart as black and white stripes, which may be had in many varieties of thickness and breadth of stripes.

Waistcoats for these coats are made in the same style as those for the sack, with no collar and six buttons. The white check stripes within the waistcoat are still as modish as ever. It is scarcely to be recommended for ordinary city wear, smart as it is with the frock or cutaway coat.

Trousers avoid any excessive bagginess, and with the tendency to less loosely fitting coats they have become tighter to a perceptible degree, although there is still sufficient roominess about the leg from the knee to the hip. The change is more noticeable from the knee down and about the top of the boot.

The smartest trousers fit closely, although the appearance of tightness is in a measure due to the great length of the leg losing its vogue, seems more than ever an essential part of a smart getup. Tailors are now carrying the same idea into their way of pressing coats, which come from under the iron with a crease down the front and back of each sleeve noticeable down as far as the cuff. But this is a device of the valet and does not come properly into a consideration of what the tailor does.

An Old Church.

The descendants of the Salzburghers who came to Georgia from Austria 12 years ago and built the ancient Ebenezer church in Effingham county celebrated the anniversary recently. All the Lutheran

churches in the county were represented. The present Ebenezer church was built about 1790.

PRATTLE OF THE YOUNGSTERS.

Tommy—You better look out, if your mother's got the mumps, they're catching. Bobby—Oh, she's only my stepmother—she wouldn't give me anything.

Cissie—Mamma mayn't I take the part of a milkmaid at the fancy dress ball? Mamma—You're too little.

Cissie—Well, I can be a condensed milkmaid.

"Annie, where's papa?" "He's upstairs asleep."

"Were you upstairs, dear?" "No, ma."

"Then how do you know he's asleep?" "I heard him doing it. He's sleeping out loud."

"Mamma, may I play with Johnnie Cross?"

"No, Georgie. He's a bad boy. Let him play with the other bad boys."

"Well, that's all right, mamma. His mother says I'm the worst boy on the street."

Teacher—Johnny Jones, you will stay after school one hour and study your lesson.

Johnny Jones—Are you going to stay with me?

"Then I'd like to know if you are punishing me or I am punishing you."