

Special Sale of Easter Novelties

Splendid new goods at bargain prices: \$2.00 Hand Bags .95c, \$2.00 Vanity Bags .95c, \$1.00 Silk Belts .49c, \$5.00 Carriage Bags \$2.50. All Bibles and Prayer Books at Cut Prices Saturday. Easter Cards on sale. Ribbons—Saturday we will sell the extra wide all silk taffeta ribbons, that usually sold at 20c to 25c a yard at 10c.

EASTER

Displays Place Us In The Front Rank, Quality and Assortments Establishing This More Firmly Than Ever as Omaha's Style Center, and Prices Showing as Always Lowest Possible Margains of Profit.

35c Silk Veilings Saturday 12c

We bought from the well known veiling house, Poncet & Neeser, Green St., New York, all their single pieces of fine All Silk Fancy Veilings. They come in plain and dotted fancy mesh, white, blacks, browns, navies, wine, green and magpies, and would sell regularly at from 35c to 50c a yard; all go at 12c yard.

Your Every Easter Glove Wish

Can be readily supplied from our immense spring glove stock. All styles, all colors, very best qualities and a distinctive saving in the prices. Interesting Saturday Specials: Ladies' Long Kid Gloves, in all colors and sizes, regular values to \$3.50, in two lots for Saturday's selling, \$2.98, \$1.98. Ladies' Silk Gloves, long or short, all newest shades, the best lot of values ever, at \$1.50, 98c, 75c and 50c. Selling agent for the famous Fownes and Kayser Silk and Fabric Gloves, the best. Every pair guaranteed.

Muslin and Knit underwear specials

Assortments, qualities and prices that will command a ready 8 o'clock response of those interested in Summer Underwear. Don't miss this opportunity. High Quality Undershirts in fine muslins, cambrics and nainsook with deep flounce of lace and insertion or embroidery, actual values to \$10, on sale, at \$1.50 \$1.98 \$2.98 \$5.98. Ladies' Gowns, Chemise and Combination Suits, values to \$2.50, Saturday .98c and \$1.50. 8:30 to 9:30—Ladies' Gowns—worth \$2, odd lots, at .59c. 9:30 to 10:30—Ladies' Skirts, odd lots, worth to \$2, at .98c. Ladies' Knit Union Suits—All wool or part wool, also odd lots of silk and wool vests and pants, high quality garments to close in Saturday sale, at, choice .50c. Ladies' Knit Union Suits—Summer weights, no sleeves, low neck, knee length, lace trimmed, special .50c. Ladies' Knit Pants, lace trimmed, also vests with fancy yokes, special values, at .25c. Knit Union Suits, long sleeves, ankle length, light weight, special, at .98c and 50c.



Select the New Hat for Easter Saturday

from our splendid stock of SPRING MILLINERY. We have the best that money can buy and in greater assortment than ever before shown—and we know we can save you at least 25% on our Easter Hat just in. 75 New "Gage" Hats, worth \$5 to \$15. Special Bargain Saturday. Trimmed Hats worth \$3, at \$2.00. Trimmed Hats, worth \$5, at \$3.50. Trimmed Hats, worth \$8, at \$5.50. All hats marked in plain figures here. See them.

We Make the Grocery Prices That Demand Your Business

If you want to save from 25 per cent to 50 per cent on your house-keeping expenses: 20-lbs. Best Pure Case Granulated Sugar \$1.00, 10 Bars Diamond C or Best Sun All Soap, for .50c. 5-lbs. Best Hand Picked Navy Beans, for .30c. 24-lb. Sack Best Rye Flour, .65c. 5-lbs. Choice Japan Rice, .50c. The Best Domestic Macaroni, per package .85c. Three 10c pkgs. Up-to-Date Washing Powder, .25c. Brangelton, Jelly-on or Jello, per package .15c. Maita Vita Corn Flakes, pkg., .75c. The Best Soda Crackers, per lb., .60c. The Best Crisp Pretzels, per lb., .60c. Fancy assorted cookies, 40 different kinds, per pound, .10c. The Best Oil or Mustard Sardines, per can .50c. Vegetables Fresh Every Day Direct From the South: Fresh Carrots, Beets or Turnips, per bunch .40c. Fresh Spicary Peas, .40c. Fresh California Apples, per lb., .30c. Two bunches fresh Hothouse Radishes, at .50c.

HAYDEN'S THE RELIABLE STORE

Extraordinary Values in the Busy Shoe Department Saturday

800 pairs of Men's and Women's sample shoes and oxfords, in all styles and leathers, worth up to \$3.50, at \$1.98. Misses' and Child's shoes, absolutely worth up to \$1.75, tan or black \$1.00. Infants' shoes, patent colt, fancy tops, worth \$1.25, at .75c. Queen Quality Oxfords are now here; to see them is to buy them. Stetson and Crossetts for men, Queen Quality and Grover shoes for women.

Winning Originality of Design, Delightful Assortments for Selection and Surprising Low Prices are features of Our Display of Garment Styles for Easter that attract the Crowds.

A display embracing in its scope all that is most artistic, all that is best from the products of the world's foremost manufacturers. TAILORED SUITS \$35.00, \$40.00, \$50.00, \$65.00, \$75.00, \$95.00, up to \$125.00. See the beautiful Crown Jewel Tailored Suits at \$25.00. Matchless values at the price. At each price we offer better quality and wider range for selection and as ever, the most efficient service will be rendered. Beautiful Gowns for street and evening wear. Crepes, Rajahs, Messalines, Surahs, etc., in all the most wanted new shades—\$30.00, \$35.00, \$39.00, \$49.00, \$60.00 and up to \$100.00.



Another Great Purchase of Tailored Suits and Dresses

Sample lines and surplus stock of two well known New York manufacturers. Ready cash secured them for us at a tremendous bargain, and just before Easter—just at the time you want them most—we offer you choice of nearly 1,000 Suits and Dresses, in splendid assortment of neat fabrics—Messalines, Foulards, Taffetas, Pongees, etc., as shown in our windows the past few days, made to sell at \$25 and \$30, at \$12.50.

New Covert Jackets—Latest spring styles; 30, 36 and 40-in. lengths; made to sell at \$7.50; choice Saturday \$4.95. \$1.50 Long Challie Kimonos—on sale Saturday .98c. \$12.00 Silk Coats, in the 50-in. length, loose effects so much in vogue; on sale while they last, at \$7.95. House Dresses, worth \$2.50; Saturday at \$1.49. \$7.50 Silk Nets and Messaline Waists—black, cream and colors; magnificent bargains; on sale at \$2.95. \$3.00 Heatherbloom Underskirts, all colors and black \$1.45.

Infants' and Children's Bonnets, in big assortment; on sale at 19c to \$2.98. Children's \$4.00 Spring Jackets, on sale 8 A. M. to 12 M., \$1.98. See the fine new Dutchess Skirts; most perfect in fit and fabric. \$5 to \$18.

DON'T FORGET TRY HAYDEN'S FIRST IT PAYS

A Splendid Easter Week Display Men's Shirts and Neckwear

It's to the man of most exacting taste in dress that we find the Griffon Brand Shirt appeals most strongly; not only do the 100 patterns offer most pleasing selection to all, but the quality is superior, styles best, fit perfect. We show all the new ones at prices, 98c, \$1.50 to \$3.00. All size neck bands, 14 to 20 inches. Everything in Easter Neckwear—Any man can make pleasing selection from our splendid spring display.



Big Special Saturday Framed Pictures Odd Frames

An immense lot of samples will be placed on sale Saturday at prices way below their original cost. Immense assortment of Subjects and styles to select from—prices, 10c, 25c, 40c to 75c. Worth Fully Double.

Splendid Hosiery Specials

Ladies' Silk Lisle Hose in embroidered all-over lace and plain gauze, worth to \$5.00, at \$2.50. Ladies' 50c Quality Hose in lace embroideries or plain silk lises, .35c. Ladies' Gauze Lisle and Maco Cotton Hose, full fashioned, plain or lace, black or fancies, regular values to 50c, .25c. 10c Quality Cotton Hose, black, tan, gray, etc., plain or embroidered, at .12 1/2c. Boys' "Can't-Break-Through" School Hose, heavy ribbed—snap, at pair, .12 1/2c. Get our prices on fine silk hose.

SPECIAL DINNER-SET SALE SATURDAY

\$10 Havin Dinner Sets, \$61.95. \$20 Limoges French China Dinner Sets, \$119.95. White and Gold Austrian China Dinner Sets, \$24.50. \$20 Decorated Austrian China Dinner Sets, \$129.95. \$15 White and Gold Porcelain Dinner Sets, \$109.95. \$10 English Porcelain Dinner Sets, \$69.95.

We Do the Business—Hardware at 1/2 Price

We have the largest complete Hardware Dept. in the city, our prices are a regular dealer's prices. 100 lb. White, strong wood Coaster Wagon, at \$7.90. 15c Best quality parlor broom made, for \$2.49. 12 lb. Decorated Japanese Flour, .80c. 10 lb. Best quality parlor broom made, for \$2.49. 8-foot steel broad stepladder, worth \$1.50, get one now for house cleaning time, at .90c. Best high grade poultry wire, in rolls, at \$1.49. Guaranteed (in writing) rubber hose, 1/2 in. diameter, 100 ft., at \$1.00. Mrs. Potts' 5-piece Setae Setae Irons, \$1.75. Asbeston lined and packed 5-piece set polished nickel plated Setae Irons—worth \$1.75, Saturday, \$1.15. Any brand food chopper made, Saturday, .90c. 25c Steel wire carpet beaters, .10c. Reinforced steel rakes, special Saturday, at \$2.50. Reinforced bell steel garden hoe, .35c. 24-inch lawn rake, Saturday, .35c. The famous O. K. Washer, Saturday, \$4.95. 14-lb. box Boric Acid, .25c. Round, new rotary Washer, worth \$4.75, at \$3.95. The famous Easy Ak-Sa-Ben \$3.95. Extra heavy wire or cotton clothes line, .90c. Good, strong clothes lines, Saturday, 10c. 2-quart seamless gray enameled wire boiler, worth \$1.50, Saturday, only .90c. 14-quart enameled dish pan, .15c. If you do not take advantage of these prices and bargains—it's your own fault.

Current Literature

The second installment of "The Strange Case of Clement Zeni," which is published in the April issue of The Bookkeeper, tells specifically what methods were pursued to save the business of an unfortunate manufacturer from failure. This and the preceding story are illustrated by special drawings made by Mr. Ralph T. Shultz. Among the many good short stories in the April number of the Popular Magazine are "Dogs and a Man," by Charles Neville Buck, a story of a yegman who missed the real swag; "The Optimist," by James Carr Garrison, a story of the race track; "The Law of Retribution," by Bertrand W. Sinclair, a story of the silent man's vengeance, and "Gary's Romance," by W. B. M. Ferguson, a story of high finance and love. There are five other short stories, a complete novel, and three serial stories. The first feature of the April St. Nicholas is the story of "What Diffidence Did," by Augusta Hulett Seaman. Diffidence was a dear little lass of continental times, who had some wonderful experiences with great folk, and the story is really about a lovely pearl locket as well as about Diffidence. There are helpful hints for other bright boys in Walter Dunham's "Boys with a Business." Two specially interesting and helpful serials for the older readers of St. Nicholas are the illustrated account of "Modern Magicians" and their tricks by Henry Hutton and Adrian Plate, and further account of "From the Drum of the Savage to the Great Orchestra," by Jessie Katherine Macdonald. That delightful department, Nature and Science, grows better every month, and the new Arcadia at Stamford, now building, promises equipment for even finer things. Spring fishing for brook trout is a constantly recurring theme in the April number of Country Life in America. On the cover appear reproductions of the first views of fish in the water ever made by the new color photography. The autochromes were taken by Henry H. Saylor. Besides the cover, the frontispiece also shows brook trout—this time at the end of a line. The picture, from a photograph by A. Radcliffe Dumore, depicts one of those memorable, thrilling moments of doubt and expectancy which stand out in the life of every angler. Later on, an interesting article on "Making an Artificial Trout Stream," by C. M. d'Enville, tells of the sport as conducted by the Castalia Trout club of Erie county, Ohio. The special feature articles of The World Today include "What Our Navy Costs Us," by Lucia Ames Mead, a forceful argu-

ment, "The Rediscovery of Jericho," by Robert Cozier Long, an intensely interesting confirmation of the old Bible story of the wonderful destruction of one of the most famous walled cities of ancient times, "Porto Rico as a Fruit Garden," by Herbert M. Lome, an attractive proposition for investors, "Men Who Are Doing Things," brief, bright sketches of notable men. The Peoples Magazine for April contains a most interesting and diversified list of complete short stories, "Billings-Hobo," by Edward S. Pilsworth, appears in a new guise. He quashes a blackmail scheme, and assists and errs but repentant youth on his way to matrimony, "Jenkins Rival," by James Oliver Curwood, is a forceful and touching little study of a big longshoreman who, after years of vagabondage because of a misunderstanding with his sweetheart, finds his way back to her. "The Misadventures of Dick Stubbs" is another humorous story by Jay Hardy. Other interesting stories are "The Long Overland Trail," by William MacLeod Rain, and "The Find of the Flaw," by Stanley Olmsted. Among the short stories in April Gutter's are "A Block of Marble," a unique story of crime-detection, by Fred M. White; "The Malay Hate," a stirring little drama of life in the Philippines, by George Worthwell Earl, Jr.; "Heroes of Hades," by Charles E. Brimblecom; "A Knight of the Air," an up-to-date airship romance, by Adelaide Soule. A good collection of contemporary fiction to be found in the April number of Smith's Magazine. The complete novel, "The Hegira of Sylbert," by Margaret Busbee Shipp, is a love story with a southern setting. F. Berkeley Smith's short story, "The Exquisite Madame de Breville," is so uncommon in the charm and distinction of its style as to remind one of the much-quoted Robert Louis Stevenson. "Crazy Boy," by Adeline Knapp, is fully equal to the best of this author's work. "Lady Frederick," by Ruth Crosby Dimmick, is a clever adaptation of the play of the same name. W. B. M. Ferguson, author of "Garrison's Finish," and Zellenstein, contributes to the number a thrilling love-story, "Concerning Carmen," and Mrs. Van Vorst writes of the adventures

of an American girl traveling in the Alps. There is also a funny story by Holman F. Day. A striking feature of the April number of McClure's Magazine is the third of George F. Parker's papers on Grover Cleveland. Burton J. Hendrick contributes an interesting article on the discovery of a serum at the Rockefeller Institute, which has reduced the mortality of spinal meningitis from 75 to 26 per cent; Mrs. Harris R. Childs writes of the picturesque ivory trade; Rudolph Cronau tells about waste of our natural resources, and Guglielmo Ferrero, the great Italian historian, contributes a remarkable paper on Nero and the Christian persecution. The number also contains another installment of Mrs. Humphrey Ward's great novel, "Marriage à la Mode," a four short stories, "Ourselves and a Woman," by Inez G. Thompson; "The Idolaters," by E. Nesbit; "The Waters of Thunder," by Edmund Candier, and "The Brake-Boomer," by Francis Lynde. "On the Open Road," by Ralph Waldo Trine, is another of his series of "Life Books." It is neither large nor ambitious, but is designed to fill the need of a convenient pocket mentor, a little daily "treed of wholesome living." The unpretentious volume is really devoted to a series of laymen's sermons, each focusing upon some of the shorter stories. Each of them has appeared in some prominent magazine for the young but never before in a book, and each has been carefully weighed by Mr. Trowbridge before being given a place in this book. The combination gives a high grade of young people's reading worthy set forth by Mr. Merrill's excellent pictures. Lothrop, Lee & Shepard company is the publisher. Mrs. John Van Vorst is represented in the April Smart Set by one of the best of her later stories, "The Other Woman's Picture." "T. Jefferson Dodd—American," by Anita Fitch, is a story characterized by a clarity in the telling rather than by unusualness of action; the life and color of

ever youthful Paris and age-old wisdom and breast independence of an American boy are accentuated by their pleasing contrast. "As He Wrote It," by A. E. Calt; "One of Peggy's Engagement Rings," by E. T. Loring, "A Silver Key," by W. Carey Wenderly; "Dolores," by Mrs. Havelock Ellis, a study of the eternal feminine; "Her Precursor," by Annie E. P. Searing, and "To the Three," by Minnie Goodnow, are all stories of striking quality. The best things in the April Strand Magazine are some capital short stories by W. W. Jacobs, E. Phillips Oppenheim and Morley Roberts; a continuation of Hall Caine's enthralling "The White Christ"; an important article on "Big Game Hunting in Africa" by F. C. Selous, who is accompanying the ex-president as far as Mombasa, and an interesting account of how "Spirit Drawings" are made, Harry Lauder continues his amusing "Reminiscences." True stories of plots, abductions, dynamiting and attempted murder undertaken against the San Francisco graft prosecution, form the subject of a thrilling article by Will Irwin in the American Magazine for April. Jesse Lynch Williams contributes stories by Grover Cleveland and for April, Jesse Lynch Williams contributes stories by Grover Cleveland and stories about him. Ida M. Tarbell exposes various ways of juggling with the tariff and practically declares herself to be in agreement with President Taft, who favors the appointment of a tariff commission. Prof. W. I. Thomas tells of the "Older and Newer Ideals of Marriage," William Allen White describes "Progress in American Cities," and Charles W. Wood tells of his experience during the last six months in "Looking for a Job." Fiction is contributed by Stewart Edward White, Richard Washburn Child, Edward Peple and Olive Higgins Prouty. How many persons are aware that it was Edwin Booth, the brother of the assassin of Lincoln, who saved the life of Lincoln's eldest son? The details of this extraordinary occurrence are given authoritatively in the April Century. The number contains four Lincoln articles of unique interest. It is an earthquake number, too—for Robert Michens has written a

WHEREVER THERE'S PAIN APPLY AN ALLCOCK'S The only Genuine POROUS PLASTER Brandreth's Pills Established 1752

Syrup of Figs and Elixir of Senna Cleanses the System Effectually. Dispels colds and Headaches due to Constipation. Acts naturally, acts truly as a Laxative. Best for Men, Women and Children—Young and Old. To get its beneficial effects always buy the Genuine, manufactured by the CALIFORNIA FIG SYRUP CO. SOLD BY ALL LEADING DRUGGISTS one size only, regular price 50¢ per bottle.