

# Easter Week Display Sale

An event of keenest interest to all who want the best and most beautiful in the spring style creations

## HAYDEN'S

THE RELIABLE STORE

Assortments, quality and prices places us in fore rank of Omaha's style and bargain center. Don't miss these sales.

## Easter Week Sale of Silks

Assortments that establish this more firmly than ever Omaha's Leading Silk Department—highest qualities at prices which insure splendid savings.

**\$1.25 Messalines, yard, 69c**—A special purchase of these beautiful silks, 20 and 27-inch, mostly 27-inch, in all the newest shades; the greatest snap ever, yard **69c**

**75c Silks, Monday, 39c**—A special purchase of plain and fancy silks, checked taffeta, striped Louisiennes, plain satins and taffetas, etc.; magnificent bargains; Monday, choice, yard **39c**

**Foulards and Rough Silks** are shown in every imaginable new coloring and design—a display of very superior order, including complete assortments of Cheney Bros. famous "Shower Proof" Foulards, at prices less than you'll find them quoted in other stores. **69c, 85c, \$1.00 and \$1.25**

### THREE SPLENDID BLACK SILK BARGAINS:

**\$1.00 Black Rustling Taffeta, oil boiled, 27-in. wide, yd. 59c**    **\$1.50 Black Dress Taffeta, pure dye, 36-in., guaranteed, \$1.10**    **\$1.75 Black Messaline, pure silk, fine, lustrous, 36-in., at \$1.19**

## New Dress Trimmings

All the latest colorings in silk embroidered novelties, also gold bands and edges; also a full line of fancy Guimp and Soutache braids, in all newest colorings, on sale Monday, **5c, 10c, 15c**  
A new line of fancy tuckeds Nets, plain Waistings, real Irish Crochet Laces and Dutch Collars just received. Special bargains Monday.

## New Ruchings yd. 15c

**Regular 25c and 35c Values**  
A big line of the newest fancy Ruchings, splendid bargains at Monday's special sale price. Come early.

## New Neckwear 25c

All the most popular of the season's new styles, values second to none ever offered.

25c Laundry Bags, 10c

We bought a big lot of them at a bargain and are going to give our customers the benefit Monday.

## Grand Lace Sale

Monday will be the greatest Lace Sale Day of the season.

**1st Lot**—Fine Val. Laces, dainty Torchons and odd pieces of Nottingham, yard **2 1/2c**

**2d Lot**—A grand line of Zion City, Elyria, Point Paris, German and French Val. Linen Torchon and cotton eluny lace, yard **5c**

**3d Lot**—Odd pieces of fancy Applique, silk and oriental laces, in big assortment, yard **7 1/2c**

## Spring Showing of White Goods

For Graduation and Confirmation Dresses

Fresh Lawn, 45-in. wide for dresses, at a yard **98c 79c and 59c**  
Wash Chiffon, 45-in. wide, at a yard **89c 69c and 39c**  
Sheer Opera Batiste, 45-in. wide, regular 69c quality, Monday, at a yard **49c**  
Persian Lawn, 45-in. wide, regular 50c quality, at a yard **39c**  
St. Gall Emb. Swisses in all the newest patterns, at yard **95c 75c 50c and 39c**  
Embroidered Batiste in white and colors, regular price \$1.49, at a yard **85c**  
Mire Batiste, 45-in. wide, looks just like silk, at a yard **79c 59c and 39c**  
Flaxon—the newest thing in waisting, has the appearance of linen, yd. **50c 30c 25c and 19c**  
Side Band Swiss Applique in all colors, Monday, at a yard **25c**

## 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 MONDAY SPECIAL:

**Ladies' Long Kid Gloves**, in all colors and sizes, regular values to \$3.50; in two lots for Monday's selling **\$2.98 and \$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.



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## Unparalleled Linen Bargains in Our High Grade Linen Department Monday

Dew Bleached Table Damask, all strictly pure linen, 70 inches wide, exquisite range of patterns, our regular \$1.00 line, Monday, yd. **59c**  
German Silver Bleached unhemmed pattern Table Cloths, warranted pure flax, good value, at \$2.75 each, Monday, each **\$1.50**  
Pure Linen Dinner Napkins, come bleached and half bleached, worth \$2.50 dozen, Monday, 6 for **75c**  
Oriental Turkish Bleached Bath Towels and pure linen hemmed Hucks, extra large size, good value at, 35c, Monday, each **19c**  
Pure Linen Barnsey and Bleached Stevens' Crashes, heavy and absorbent, extra width, worth 20c yard, Monday, yard **12c**  
Lafage sized Turkish Bath Mat, heavy twisted thread, absolutely fast colors, worth \$1.00, special Monday, each **50c**  
A trial order through our up-to-date mail order dept. respectfully solicited.

## In Our Famous Domestic Room

Can you beat this?  
10-4 bleached pepper sheeting, at **2 1/2c**  
9-4 bleached pepper sheeting, 21c  
8-4 bleached pepper sheeting, 19c  
Genuine Hope Muslin, **6 1/2c**  
Genuine Lonsdale Muslin, **7c**  
Genuine Fruit of the Loom, **7c**  
Genuine Edwards, **6c**  
Genuine Brookdale, fine, **5 1/2c**  
19c linen huck 18x38 towels, 10c  
12 1/2c linen huck, 18x36 towels, at **8 1/2c**  
19c unbleached bath towels, 12 1/2c

Towels, 2 1/2c, 5c, 7 1/2c, 10c, 12 1/2c  
7 1/2c apron checks, **0 7/2c**  
6 1/2c apron checks, **5c**  
5c apron checks, **3 1/2c**  
5c apron checks, remnants, **2 1/2c**  
12 1/2c toweling, **8 1/2c**  
15c toweling, **10c**  
19c toweling, **12 1/2c**  
6 1/2c cotton toweling, **3 1/2c**  
Silver gray prints, **4 1/2c**  
Calcutta blue prints, **4 1/2c**  
Indigo blue prints, **4 1/2c**  
10 specials for all day.



## Special Sale of Dining Room Furniture

All this week we will make a special display of the greatest line of Dining Room Furniture ever shown at prices we are confident you cannot duplicate. Let us help you save. **Dining Room Suites**—mahogany, golden oak or mission finish—at less prices than ever before quoted on quality.

**\$23.50** China Cabinets in beautiful quartered oak polish finish, 3 shelves, best glass ends and doors, snap, at **\$16.75**  
**\$37.50** Dining Table of fine quartered oak, 48-in. round top, 8 foot extension, pedestal base, has double patent lock, at **\$28.75**  
**\$4.50** Kitchen Cabinet, full size, two bin, green or maple, a splendid bargain, this week, at **\$3.65**  
See our big line of Go-Carts and Baby Carriages, best line ever shown, lowest prices.  
**\$7** Collapsible Cart with Hood, on sale, at **\$5.50**

## We Do the Business-Hardware at 1/2 Price

We have the largest complete Hardware Department in the city; our prices are one-half regular dealers' prices.

**\$1.25** Steel Adjustable Roller Skates, for **79c**  
**\$1.50** White, strong wood Coaster Wagon, at **\$9.49**  
**45c** best quality Parlor Broom made for **29c**  
**\$1.25** decorated Japanese Flour Cane, at **89c**  
**6-foot** ironing (or skirt) Board, **69c**  
**6-foot** steel braced Stepladder, worth \$1.50; get one now for house cleaning time **89c**  
**Best** high grade Poultry Wire, in rolls, at **1 1/2c**  
Guaranteed (in writing) Rubber Hose, at **10c**  
Mrs. Pott's 5-piece sets Sad Irons **75c**  
Asbestos lined and packed 5-piece set polished nickel plated Sad Irons worth \$1.75; Monday **\$1.15**  
Any brand Food Chopper made; Saturday **95c**

**25c** steel wire Carpet Beater, **15c**  
Any brand Food Chopper made; Monday at **25c**  
Reinforced bell steel Garden Hoe **25c**  
24-tooth Lawn Rake; Monday **35c**  
The famous O. K. Washer; Monday, at **\$4.99**  
Round, new rotary Washer, worth **\$6.75**, at **\$3.75**  
The famous Easy-Ak-Sar-Ben **\$10.98**  
Washer at **\$3.98**  
Extra heavy wire or cotton Clothes Line **19c**  
Good strong Clothes Lines; Monday, at **10c**  
3-quart seamless gray enameled Rice Boiler, worth 75c; Monday, only **39c**  
14-quart enameled Dish Pan **15c**  
If you do not take advantage of these prices and bargains—it's your own fault.

## HAYDEN'S THE RELIABLE STORE

We Show the New Spring Style in Stetson Hats **\$3.50 to \$6.00.**  
Mooney Hats **\$2.50 and \$3.00**  
Adlers' Dress Gloves.  
American Knitting Mills and Lewis High Class Knit Underwear.  
See the New Styles in Neckwear



## HAYDEN'S THE RELIABLE STORE

We Show the New Spring Styles in Griffon Brand Shirts. 100 patterns to select from at **98c to \$3.00**  
Stetson Men's Shoes, High Styles, **\$5.50**  
Oxfords, **\$5.00**  
Crosset Shoes for Men at the one price, **\$4.00**

## HAYDEN'S THE RELIABLE STORE

HERE'S an Easter Suit suggestion that we know will be of value to you. Don't fail to make it a Hart, Schaffner & Marx. You couldn't get more attractive or exclusive style in made to measure clothes, you couldn't get better quality in fabric or workmanship if you paid twice the price we ask. These extraordinary clothes at an ordinary price **\$18.00 to \$35.00**

Do not hesitate to suggest any idea about suit style that's on your mind. We'll match it here with a smart, snappy style from these best makers in the world.

You won't have any real idea of the excellence of our showing until you come in and see the new models, new colorings and weaves.

We Show Other Dependable Brands of Suits at **\$10.00 to \$15.00**

**Young Men's Suits**, by far the most comprehensive assortment of the nifty new styles ever shown **\$6.00 to \$22.50**    **Boys' Knee Pants Suits**—All best styles and qualities, sizes 2 1/2 to 17 years; on sale at **\$1.95, \$2.95 up to \$8.50**

## Its Hayden's First, Last and All the Time for Groceries,

Butter, Cheese, Crackers, Fresh Fruit and Vegetables.

We can save you from 25 per cent to 50 per cent on your housekeeping expenses.

**29 lbs.** best pure Cane Granulated Sugar for **\$1.00**  
**10 lbs.** best brand Laundry Soap **25c**  
**2-lb.** sacks best Eye Flour **45c**  
**5 lbs.** best hand picked Navy Beans for **19c**  
**6 lbs.** best White or Yellow Cornmeal for **19c**  
The best Pearl Tapioca or Sago, per lb. **19c**  
The best domestic Macaroni, pkg. **8c**  
Maita Vita Corn Flakes, pkg. **7c**  
**5 lbs.** best White or Yellow Cornmeal for **19c**  
Cold Water Starch, pkg. **15c**  
Gillet's Washing Crystal, pkg. **15c**  
**4 pks.** Pyramid Washing Powder **15c**  
**2-lb.** cans Golden Pumpkin, Hominy, Sauer Kraut or Baked Beans, **45c**  
**2-lb.** cans solid packed Tomatoes, **50c**  
**2-lb.** cans fancy Sweet Sugar Corn for **50c**  
Fancy Dried Apples, per lb. **5c**  
Fancy Cooking Figs, per lb. **5c**  
Fancy California Prunes, per lb. **4c**

Fancy California Dried Grapes, lb. **50c**  
You Can't Beat Hayden's for Butter, Cheese and Butters.

Choice No. 1 Dairy Table Butter, per pound **25c**  
Fancy No. 1 Dairy Table Butter, per pound **25c**  
Fancy No. 1 Creamery Butter, lb. **25c**  
Fancy Full Cream Limburger Cheese, per lb. **50c**  
Fancy Full Cream White or Colored Cheese, per lb. **50c**  
**2-lb.** roll No. 1 Butter **85c**  
**Sixteenth** Car of Highland Navela Is. This week will probably be the last big orange sale week of Highland navela. There is nothing like them for quality. They are the price of California. Monday's sale price: Regular 50c size, our price, doz. **50c**  
Regular 40c size, our price, doz. **50c**  
Regular 30c size, our price, doz. **39c**  
Fresh Vegetables at Less than Summer Prices.

Fresh Carrots, Bunches of Turnips, per bunch **25c**  
Fresh Spinach, per peck **25c**  
Fresh California Asparagus, lb. **35c**  
**2 bunches** fresh hot-house Radishes **5c**  
**Large** Head Lettuce, **7c** and **5c**  
Fancy Ripe Tomatoes, per lb. **7 1/2c**  
Fresh Onions, per bunch, **3 1/2c**  
Fancy Sweet Potatoes, 3 lbs. for **10c**  
New Cabbage, per lb. **12c**  
New Honey, per rack, **12 1/2c**  
Large Grape Fruit, each, **7c** and **5c**

**Michigan** Gasoline Stoves, **\$2.49**  
2-burner Junior at **\$4.35**  
**Ohio** Gasoline Stoves, **\$2.25**  
2-burner Junior at **\$3.75**  
**Gas** Plates—2-burner **\$1.75**  
**Gas** Tubing—Very best 4-ply **10c**  
Closing out entire stock of **Biobe** Steel Ranges at **25% DISCOUNT**

# DON'T TRY HAYDEN'S FIRST IT FORGETS

## High Grade Draperies and Curtains

At Very Low Prices

Now, in opening up of spring, we invite comparison on this line. We can sell you a better Brussels Net Curtain for \$5.00 than you can buy elsewhere for \$7.50, and all along the line, up to \$30.00 per pair, at about 50 per cent less.

Our Duchess Point Curtains from \$12.50 to \$25.00 pair are as good as others sell at \$20.00 to \$40.00 per pair.

But where we shine is in the low and medium grades. You ought to examine our curtains from 35c to \$3.00 per pair—we beat everything in price, variety and style. Come in and let us prove this to you.

Just Received—A new lot of Portieres—cheaper than ever we saw them before.

Rope Portieres, from **\$1.00 to \$2.50**  
Double-door Portieres, from **\$5.00 to \$7.50**

We have just received, direct from Switzerland, a large consignment of fine nets. All fancies from **30c to \$1.50** yard. Nothing shown for this price in Omaha to compare with these goods.

Madras, in all colors and cream, both foreign and domestic, at from **10c to \$1.00** yard. Look everywhere else first and then you will buy ours.

## Matchless Values in Bed Spreads, Sheets and Pillow Cases

In Our High Grade Linen Department Monday

All **\$1.25** Sheets, size 81x90, each **85c**  
All **\$1.10** Sheets, size 81x90, each **75c**  
All **\$1.00** Sheets, size 81x90, each **69c**  
All **85c** Sheets, size 81x90, each **59c**  
All **65c** Sheets, size 81x90, each **49c**  
All **\$1.00** Sheets, size 72x90, each **75c**  
All **90c** Sheets, size 72x90, each **65c**  
All **85c** Sheets, size 72x90, each **59c**  
All **79c** Sheets, size 72x90, each **55c**  
All **50c** Sheets, size 72x90, each **39c**  
All **14c** Pillow Cases, size 42x36, each **10c**  
All **17c** Pillow Cases, size 45x36, each **11c**  
All **20c** Pillow Cases, size 42x36, each **14c**  
All **20c** Pillow Cases, size 45x36, each **14c**  
Fifty full size fringed Bedspreads, cut corners, pronounced patterns, **12 1/2c** values, each **\$1.50**  
Fifty large size Crochet Bedspreads, hummed or fringed, worth \$3.00; Monday, each **\$1.98**  
Fifty extra large imported Marcellite Bedspreads, heavy knotted fringe, worth \$6.50; special Monday, each **\$3.50**  
All Mail Orders filled with care.

## Easter Week Rug Sale

Just at the time when you want them most, right in the midst of the season, we offer values that will surprise even those expecting most. Just see them Monday.

**Smith or Sanford's Axminster** Rugs, 9x12 size, 300 of them, all new spring patterns, up to \$30 values, all at one price, at **\$19.98**  
**New Wilton Rugs**—No better on the market, 9x12 size, well worth \$40, on sale **\$25.50**  
**Sample Rugs**—Wilton Velvets, Axminsters and Brussels, no two alike, nearly 1,000 to select from, up to 1 1/2 yard in length, worth up to \$2.50, Choice **75c**

**\$18.00** Tapestry Brussels Rugs—9x12 size, 3-wire quality, big range of patterns, on sale, choice **\$13.98**  
**\$30.00** Seamless Wilton Rugs—9x12 size, big range of patterns, at **\$23.75**  
**\$13.50** Kashmir Rugs—9x12 size, guaranteed fast colors, no wrong side, big bargain—at **\$8.98**  
**50c** quality Ingrain Carpets. Half wool, big line of patterns, on sale, yard **35c**

A Tremendous Showing and Many Splendid Bargains in Ladies' **Queen Quality OXFORDS**

## High Class Suits

COATS, WAISTS, GOWNS and Children's Wear for Easter. See ad in Fashion Section.

## Special Sale on Shinola, Brushes and Daubers

Regular price of Shinola 10c. Regular price of Brush and Dauber, 25c, total 35c, on sale **MONDAY FOR 25c**.

The brushes are made of the best quality sheep pelt and all Shinola has the key for opening box.

## Short Vamp-Arched Instep STYLE!

See the New Spring Styles Displayed Monday.