

# HAYDEN'S

THE RELIABLE STORE



## \$3.00 Hats Saturday 98c

A complete showing of FINE PANAMA HATS—You'll like them and the price will please—up from \$4.00. Special purchase of over 600 high grade Stiff and Soft Felt Hats, none are worth less than \$1.50 and up to \$3.00; good styles and colors; to close, 98c. New Straw Shapes—The noblest lot of the new straw hat style ideas you will find anywhere—a shape and quality to suit every taste, \$1 to \$3.50.

\$3.00 Extra Axminster Rugs, 27x60 size; matchless values at sale price \$1.98.

## Big Special Sale in Our Busy Drug Department

For Saturday and Monday  
5 cakes Swift & Co. Wool Soap—now at \$1.98  
5 cakes Ivory Soap \$1.98  
25c size Pure Hydrogen Peroxide, at 2 bottles for \$1.50  
\$1 size Pure Hydrogen Peroxide, now at \$2.50  
10c and 15c Toilet Soap, assorted brands, such as Munyon's Witch Hazel, Pond's Extract and Men's Soap, at 2 bars \$1.50  
10c Williams Shaving Soap \$1.50  
3 cans finest quality Talcum Powder, for \$2.50  
6c Rubber Set Shaving Brushes 50 at \$2.50  
10c Chamberlain's Colic, Cholera and Diarrhoea Remedy \$2.50  
25c Dr. E. L. Graves' Tooth Powder, at \$1.00  
\$1 size Beef Iron and Wine-spring tonic, at \$4.98  
\$1 bottle Mothers' Friend, at \$3.98  
\$1.25 Bath Sprays, will fit all bath tubs, at \$2.50  
\$2.25 Wellington Syringes and bottles, guaranteed for 5 years, now at, each \$1.89  
With every one dollar's worth of merchandise bought at this department during this sale, we will give absolutely free one 50c bottle of toilet water.  
All \$1 preparations, every day— at \$1.98  
All 50c preparations, every day— at \$4.98

50c Veilings at 19c  
Fancy and Plain Mesh Veilings, all kinds and colors—35c and 50c values, yd. 19c

## Extra Specials on Bed Spreads

Hemmed, full size, crocheted Bed Spreads; all assorted patterns—worth \$2, Saturday, each \$1.25  
Fringed, large size, crocheted Bed Spreads; Marcelline patterns—worth \$2.98, Saturday, each— at \$1.75  
Extra large, heavy, notted, fringed Bed Spreads; good value at \$4 each, Saturday, each \$2.50  
Scalloped, high grade, full size Bed Spreads, with cut corners—value up to \$3.98, Saturday, at each \$2.25

These Grocery Prices are for Saturday. Read Them.  
It is your interest to save from \$5 to \$10 per month on your house-keeping expenses.  
5-lb. sack best high patent flour, made from the finest No. 4 wheat per sack \$1.35  
8 Bars Diamond C or Bear Brand Soap \$1.25  
Bromation, Jellycon and Jello, per package \$1.25  
The best domestic Macaroni, pkg. 50c  
Diamond C or Diamond H Macaroni, package \$1.25  
E. C. Corn Flakes, pkg. 50c  
Grape-Nuts, per pkg. \$1.50  
O. O. or Mustard Sardines, per can. 40c  
Tall cans Alaska Salmon, 10c  
4 lbs. Japan Rice \$1.25  
McLaren's or Royal Peanut Butter, per lb. \$1.50  
Large bottles Pickles, assorted kinds, pure Tomato Catsup or Worcester-sauce, per bottle \$1.50  
Fancy large Queen Olives, 35c  
10 lbs. powdered shell, for chickens, at \$1.50  
6 sauks Slick Chick Feed, 50c  
The best crisp Potatoes, per lb. 5c  
2-lb. can fancy Sweet Sugar corn 75c  
2-lb. can Wax, string, Green or Lima Beans, at 75c  
2-lb. can Golden Pumpkin, Hominy, Squash, Baked Beans or Apples 50c

# Special Offering for Saturday that Insures Both Savings and Satisfaction

\$5.00 Axminster Rugs—Best quality; 36x72 size; on sale Saturday at \$2.95

## Gloves

SPECIAL SATURDAY  
Real French Kid Gloves, regular \$1.50 values, all new spring shades; importer's samples, at 98c  
Fowens' and Kayser's Gloves silk, 12 and 16-button length—all the new colorings—at from 75c to \$1.50  
Two-button Silk Gloves—Guaranteed finger tips, the best values in Omaha—at a pair, 50c and \$1.00

## Parasols

See the beautiful new Mandann shapes, in dainty colorings and unique styles—pongee with colored borders—all linens, in white and colors, 75c to \$4.50  
Children's Parasols in almost endless assortment of styles, 12 1/2c, 19c, 50c, 75c to \$1.25  
Men's and Ladies' Umbrellas—Silk and linen covers, worth to \$3.50, on sale, 98c and \$1.50  
Ladies' Silk Umbrellas—In all colors; regular \$5.00 values, now on sale, at \$3.50

\$2.50 Extra Axminster Rugs, 27x54 size; big line of patterns Saturday \$1.75

## Hosiery

Not only do our regular lines offer selections from the very best hosiery produced, but special purchases offer you a delightful assortment of special bargains for Saturday.  
Ladies' 50c quality Lisle Hose, lace embroidered or gauze, in black or colors; on sale at 25c and 35c  
ample Hose—Made to sell to 25c, in two lots; matchless at 12 1/2c and 15c  
Ladies' Silk and Mercerized Hose, values to \$1.00; plain and fancy, at 49c  
Extra Quality Silk Hose—All colors; snap at \$1 and \$1.50  
We sell the popular Wayne Knit Indestructible Hose; black and all colors, at pair 35c  
Pony Brand Children's Hosiery—The best, at 25c

## New C. B. Models

Are shown in complete assortment—prices from \$1 to \$5. Among the most popular in style New C. B. models, medium bust, extra long skirt, specially adapted for long waisted, stout figures, in French cut, sizes 18 to 36, price, \$1.25. We also show all other leading makes in the models at from \$1 to \$5.  
—Big special bargain for Saturday, long hip model, soft skirt, heavy lisle hose supporters, side and front; very special, Saturday, 75c  
Memo Corsets, \$3, \$4 and \$5  
75c Cambrio Brassiers—Very fine quality, on sale at \$5.00



# Extra Special Shoe Sale Saturday

Saturday we place on sale about 1,500 pair of Women's Fine Oxfords, bought from one of the best manufacturers of Ladies' shoes in the East. They were made to sell at \$2.50, \$3.00 and \$3.50. They have been divided in 2 lots, including Pumps and Oxfords in gun metal and patents— at \$2.50-\$1.98

Men's Shoes and Oxfords, patents, gun metal, tan and wine calf, in all the modern styles and leathers, worth up to \$3.00, \$1.98  
Men's Oxfords, in patents and gun metal, black or tan, about 600 pairs, worth up to \$4.00; in two lots, \$3.00 and \$2.50  
Women's Oxfords and Pumps, worth up to \$2.00 a pair—a snap, \$1.39

Women's \$1.50 rubber heel patent tip Juliets \$1.00  
Boys' and Youths' School Shoes, worth up to \$2.25 a pair, \$1.50  
Children's patent and gun metal Pumps, Oxfords and Slippers, the most varied assortment in Omaha; up from \$1.00  
Child's Roman Strap Sandals, worth \$1.15, in sizes 2 to 8, 75c

We are agents in Omaha for the STETSON and CROSSETT shoes for men and the QUEEN QUALITY shoes for women, and the third largest customer selling GROVER soft shoes for tender feet. (Mail orders filled at these prices, reaching us on Monday.)



## Another Great Sale Silk Dresses Saturday

Your Unrestricted Choice of 500 Elegant Silk Dresses That Would Sell Regularly up to \$30 \$10

Our New York buyer secured them at a wonderful bargain. Your choice of foulards, pongees, messalines and taffetas—in choice variety of new styles and colorings—without doubt the greatest lot of Silk Dress Bargains ever shown in Omaha.

225 Handsome Tailor Suits—All new spring styles, made to sell to \$30—diagonals, serges, panamas and English suitings, at 12.50

Entire Manufacturer's Stock of Wash Dress Skirts—Reps and Union Cloth, white, colors and fancies, values to \$4.00, at 1.29  
As shown in window.

One Piece Lingerie Dresses—Regular values to \$10.00—all newest summer 1910 styles, beautifully trimmed; pink, blues, lavender and white, at 4.95

\$15 and \$18 Long Coats—Percale Wrappers and House Dresses; regular \$1.50 values—on sale all colors \$1.00 at 98c

Silk Under skirts—Worth \$7.50—Simmond's best taffeta; all colors, 3.95 at 3.95

Silk and Net Waists—Black, white and colors—waists worth to \$7.50—new styles; 2.95 great snap at 2.95

Children's White Swiss and Batiste Dresses—Trimmed with lace, insertion, etc; sizes 6 to 14 years; values to \$4.00, 1.89

Children's New Spring Jackets—Made to sell up to \$5.00—nearly all colors; in sizes 2 to 14 years—on sale, choice, 1.98

Not a disappointment awaits you in Saturday's sale. Seldom if ever before was such delightful assortment and values shown in Omaha.

Monday THE Big Sale OF Rugs Watch Papers

We Sell White Mountain Refrigerators The Chest With Chill In It.

Don't Forget

# SHEET MUSIC 10¢

"Tie Your Little Bull Outside" The Big Novelty Song Hit, Played, Whistled and Sung Everywhere.  
I'm Awfully Glad I'm Irish. The latest Irish hit by Piantadosi.  
That Italian Rag. The rag with the swing.  
Temptation Rag. Garden of Roses.  
Be Jelly Molly.  
Porcupine Rag.  
Hey There Sis.  
Rag-a-Tag Rag.  
Blazy Eyes.  
Blaze of Glory March.  
Motor King March.  
I Didn't Mean to Make You Cry.  
It's a Lonely World Without You.  
Dreaming.  
Good Evening.  
General Grant's March.  
Martha.  
Silver Stars.  
Edelweiss Glide.  
Second Mazurka.  
Post and Peasant.  
Lustful Overture.  
Charge of Uhlans.  
Light Cavalry.  
Woodland Echoes.  
Cribbrin Starlight.  
Tannhauser March.  
Falling Waters.  
William Tell.  
Bretagne from "Lucia".  
Bridal Chorus.  
Mocking Bird Transcription.  
Vocal—When You and I Were Young, Maggie.

THE YOUR LITTLE BULL OUTSIDE 5c

Try HAYDEN'S First It Pays

Monday Rugs From the Big N. Y. Auction Watch Papers

We Sell White Mountain Refrigerators The Chest With Chill In It.

It Pays

# HAYDEN'S

THE RELIABLE STORE



## Millinery

Sale extraordinary Saturday. Every Trimmed Hat in our immense stock included at sweeping price reductions Saturday.

All \$7.50 Hats, at \$4.75  
All \$9.00 Hats, at \$5.75  
All \$10.00 Hats, at \$6.75  
All \$12.00 Hats, at \$7.75  
All \$15.00 Hats, at \$8.75  
All \$18.00 Hats, at \$12.75  
All \$22.50 Hats, at \$16.75  
All \$25.00 Hats, at \$18.75  
And all other trimmed Hats at equally attractive price reductions.  
50 Trimmed Hats, worth to \$3.50, at \$1.00  
200 Hats, worth to \$8.50, now at \$3.95 and \$2.95  
All goods marked in plain figures here—Come early.

\$10.00 French Wilton Rugs: 36x36 size; big assortment Saturday at \$7.95

50c Ribbons 19c at Yard

All kinds of plain and Fancy Silk Ribbons—35c, 50c and 60c a yard values, fancy check and moire ribbons, plain satin taffeta and moire ribbons for sashes, hair bows and hat trimmings; the best ribbon bargains of the season, at, yard 19c

50c Neckwear 25c At

A new line of Lace and Fancy Embroidered Dutch Collars and fancy lace trimmed Jabots and Stocks; regular 50c values everywhere.  
\$1.00 Neckwear at 49c—A grand assortment of lace and embroidered coat collars, Dutch collars and Jabots.

\$1.50 Hand Bags 49c  
A full sized 12-in. frame, lined hand bag; regular \$1.50 value 49c

50c Elastic Belts 25c  
Fancy Silk Elastic Belts, fine line for selection, in all colors; choice at, each 25c

## Grand Shirt Sale Saturday

Entire Surplus Stock of Two of the Best Known Shirt Manufacturers in America  
Entire stock divided into two big lots for Saturday's sale, at less than half actual worth.

\$2.00 and \$2.50 Shirts, 98c. Dress or negligee styles, in finest imported fabrics—with or without collars—all newest styles and colors; actual values to \$2.50 at 98c

\$1.00 and \$1.50 Shirts, 49c. Plain or pleated bosoms—with or without collars—nearest new patterns, in all colors and styles; actual values to \$1.50, at choice 49c

## Many Rousing Furnishing Goods and Underwear Bargains.

50c Silk Four-in-hand Ties—Choice new colorings, 25c  
Men's Hose, worth to 50c—Lisles, Maoe cotton and fine mercerized, all colors, at a pair 10c, 15c and 25c  
Men's Balbriggan Underwear—Plain colors and fancies, or black; values up to \$1.00, at 25c, 39c and 49c  
Men's Lisle Union Suits—Worth \$2.50; on sale \$1.50  
75c and \$1.00 Belts at 25c—

Manufacturer's samples—the greatest values shown anywhere.  
Men's Suspenders—50c quality, all styles, mostly samples; on sale Saturday at a pair 25c  
Men's \$2.00 Quality Pyjamas—All colors and sizes, 98c  
Men's Handkerchiefs, in linen and mercerized, white and colors; values to 25c, at choice 10c

## Muslin and Knit Underwear

The New Marcella Skirt-Drawer, so popular this season; also fine corset covers, gowns and chemise; regular \$1.00 qualities; on sale 50c  
Handsome Muslin Skirts—Values to \$5.00, deep lace or embroidery flounce, cut long and full, \$2.98  
Muslin Underskirts—Worth to \$3.50—beautifully trimmed; on sale at, each \$1.50 and \$1.98  
Cape Gowns and Princess Slips—New styles; splendid quality; up to \$2.50 values, at \$1.50  
Gowns, Skirts, Combination Suits and Chemise, worth to \$2.50; on sale at, choice 98c  
Ladies' Knit Vests; worth 75c, mercerized lisle, in colors and white—with hand crochet yokes; on sale at 50c

Ladies' White Lisle Union Suits—\$1 values, Saturday 50c  
Ladies' 50c Lisle Vests—In all styles, at 25c  
Ladies' Gauze Vests, worth to 25c—at 7 1/2c, 9c and 12 1/2c  
Children's Muslin Drawers—Lace and embroidery trimmed; very special values Saturday—\$1.50 at 15c, 19c and 25c  
Ladies' Mercerized Lisle Union Suits; \$2.00 values, in all styles—Saturday, at 98c  
Children's Knit Vests and Pants—worth to 35c, at 12 1/2c, 15c and 19c  
Boys' House Waists—\$1 values—choice, at 49c  
Everything in children's wear at lowest prices.



## China Dept. Specials

Every Item a Winning Value. Don't Miss Them.  
Fine Porcelain Cups and Saucers—fancy shapes, at 3 for 10c  
Bavarian China Dinner Set—100 pieces, a \$20 value, beautiful Dresden pattern, greatest snap in year, sale price \$6.95  
Crystal Gas Globes, 2 for 25c  
Majolica Water Pitchers 15c  
Decorated Cupidors 10c  
Colonial Style Tumblers, fire polished 6 for 50c  
Fancy Gift Paper 2 pigs for 5c  
Celebrated Inverted Block Mantle, 2 for 15c

Saturday Special in the Family Liquor Department  
Maryland Rye and Tennessee Whiskey, 6 of best known brands 8 years old—per quart \$1.00  
White Corn Whiskey—6 yrs. old—pure straight goods, Saturday per quart, at 75c  
per gallon, at \$2.25  
High Grade Rye and Bourbon—per quart, at 75c