

Fine Quality Goods at Less Price

Ladies' Underwear and Hosiery

Look where you will, when you will, you'll not find these values and assortment duplicated at our Saturday Sale prices.

Muslin Gowns and Combination Suits, \$1.00 and \$1.25 values, choice... 49c
Corset Covers and Drawers, lace and embroidery trimmed; good value at \$1.00, choice... 49c
Cambric or Muslin Gowns and Combination Suits, including the Leona garments; values up to \$2.00; on sale, choice... 98c
Three very special lots of Gowns, Skirts and Combination Suits; on sale Saturday... \$1.50 \$2.00 and \$2.50

ITALIAN SILK VESTS—At \$1.50 and... \$1.98
KNIT UNDERWEAR SPECIALS—Ladies' Union Suits in fine cotton and lisle; all styles, regular and extra sizes, at 25c, 48c, 75c and... 98c
25c Lisle Gaze Vests... 12 1/2c
25c Mercerized Gauze Vests—Hand crocheted yokes, at... 25c
Ladies' Long Sleeve Vests or Pants—Cotton or lisle, all styles, 25c and... 49c
Children's Union Suits... 49c
Children's Muslin Gowns—75c values; all sizes... 49c

New Neckwear

Our showing of ladies' new NECKWEAR FOR EASTER is the most complete we have ever offered. Lace Collars, Jabots, Stocks, Yokes, etc., in Venice, Platen, and Real Irish Crochet, shown at prices from 25c, 49c, 75c, 98c to... \$10.00

New Veilings

An elegant new line of the choicest patterns in Novelty Silk Veilings on sale Saturday in 4 lots, 25c, 30c, 35c, 50c and 60c. You'll find just what you want. ALL Silk Veilings—Odd lots, all colors to close, Saturday, at yard... 10c

New Hand Bags

\$4.50 VALUES AT \$2.50—The very latest novelties in Suede Hand Bags; black, green and Tans, with gun metal frames; bags worth regularly, \$4.50; best values shown in Omaha. Sale price... \$2.50

HAYDEN'S THE RELIABLE STORE



Millinery

The finest, most beautiful line of authentic spring millinery style ideas it has ever been our pleasure to show.

Elaborate, Pattern Hats, \$25.00 to... \$90.00
Exquisite Dress Hats, \$15.00 to... \$50.00
High Class Tailored Hats, \$5.00 to... \$20.00
SPECIAL GROUPS OF HATS ON SALE FOR FIRST TIME.
200 Trimmed Hats—Values to \$8.50, at... \$5.00
300 Trimmed Hats—Values to \$6.50, at... \$3.95
100 Trimmed Hats—Values to \$4.50, at... \$2.95
Children's Hats in immense assortment, at less price than shown elsewhere.
All Millinery Marked in Plain Figures Here.

SPECIALS FOR SATURDAY

IN OUR DOMESTIC ROOM
At 10 a. m., 165 Bed Spreads, extra fine goods, 5 limit, at each \$1.15
At 2 p. m., German Imported Huck Towels, 18x38, hemstitched; ten towels limit, at each... 10c
At 8 p. m., Fruit of the Loom, the genuine article; ten yards limit, at yard... 6c
FOR ALL DAY:
65c Sheets, at... 65c
75c Sheets, at... 75c
69c Sheets, at... 69c
65c Sheets, at... 65c
69c Sheets, at... 69c
59c Sheets, at... 59c
11c Pillow Slips, will go at 19c, 17c, 15c, 12c, 10c
50 dozen Bath Towels, regular 18c value at... 12 1/2c

Better Quality Goods at Less Price

A Magnificent Display of New Spring Garment Styles Coupled with Price-Markings that Makes Selection here most Pleasurable & Profitable

Manufacturer's Stock of Tailored Suits—New spring styles, made to sell to \$20.00 and \$22.50, in serges, plain and fancy suitings—values never before quoted in our Omaha store—as shown in our 16th street window— at... \$10

In looking for Tailored Suits don't forget that CROWN JEWEL SUITS shown here in wide range of clever styles at \$25 show quality of workmanship and material beauty of design and finish that you'd expect and find only in \$30.00 and \$35.00 suits elsewhere. See the new ones.

New Black Satin Suits—Latest creations, made of Dutchess satin, finest showing in Omaha; prices from— \$35 \$45 \$50 up to \$65
New Spring Coat Styles; satins, serges, pongees and all best fabrics; largest line shown in Omaha at from— \$10 \$15 \$18 up to \$49

Beautiful Marquessette and Lingerie Gowns and Dresses—Broad range of exquisite style ideas in every one of which individuality is shown in every line—most delightful values at... \$20, \$25 to \$125

See Our Display of the New Improved Harem Skirts We're showing the most complete line of separate dress skirt styles ever offered in Omaha, all colors, all prices. See the new arrivals.

In Our Children's Garment Section Saturday

Children's Black Satin Coats—Sizes 6 to 14 years; large satin collars, \$10.00 values— at... \$6.95
Children's Spring Coats—In all colors and sizes, nobby new styles; \$5.00 values... \$2.95
Children's White Dresses—For Easter and graduation, largest line in Omaha— from... \$3.95 to \$35.00
Laces, Messaline and Taffeta Underskirts—All colors; regular \$7.50 values... \$3.95
Ladies' Percale Wrappers—All sizes, made to sell at \$1.50— in sale at... 98c



\$20.00 Foulard Dresses \$9.00—A fine line of nobby silk foulard dresses, in dots and fancies, navy, king's blue, browns, etc.—all newest styles, made to sell up to \$20.00; choice... \$9.90
White and Serge Cheviot Suits; also white and with black stripes; elegant assortment shown at \$14.90 \$20 \$25 up to... \$35

Go-Carts Repaired Free

In the Furniture Department Bring in your Go-Carts and Baby Cabs. We will put on New Tires Free, charge made only for material used.
\$5.50 Collapsible Go-Carts, fold with one motion... \$4.45
\$1.50 Rattan Nursery Chairs, with table, on sale... 89c
\$1.00 Wooden Nursery Chair, at... 69c
\$3.00 to \$5.00 Iron Beds, full size, all colors, floor samples, choice... \$1.45
Solid Oak Wash Stand—Drawer, Shelf and splashier... \$2.95
Best Leather Upholstered Couch—Full size, snap... \$14.50
Sanitary Steel Couch... \$2.45
Specials on Mattresses, Brass Beds, Chiffoniers, Dressers, Hall Trees, Chairs, Kitchen Cabinets, Safes, etc.
We guarantee satisfaction to each purchaser. See the big display of new goods.

\$1 Fancy Covers 49c
A splendid new line of fancy, tinted and white Center Pieces and Scarfs; values that sell regularly at \$1.00 and \$1.50, at each... 49c

Men's Furnishings of Highest Quality, Priced Greatly Below Actual Worth

MEN'S LAUNDRIED SHIRTS, \$2.00, \$2.50 and \$3.00 VALUES AT 98c AND \$1.45. Finest fabrics, newest styles and colors, plain or fancy, made with or without collars; all best brands, none worth less than \$2.00 and up \$3.00, choice... 98c and \$1.45
MEN'S LAUNDRIED SHIRTS, VALUES TO \$1.50, ON SALE, 49c. All warranted perfect, plain colors and figures, with or without collars; great snap, at... 49c

Manufacturers Sample Hose—1,000 dozen in the lot. Lisle, Mercerized, fine cotton, all perfect goods, made to sell to 50c pair, in 3 big lots at, 3 pair, 25c, 2 pair, 25c, and 3 pair... 50c
\$1.00 CAMBRIC GOWNS, 49c—All styles, made long and full, big special bargains.
PYJAMAS AND NIGHT SHIRTS—Plain colors, neat stripe or figures, made to sell to \$2.50, at, choice... 98c
MEN'S \$1.25 QUALITY GLOVES—All weights, including both dress and work gloves; manufacturers' samples... 49c



NEW SILK FOUR-IN HANDS—All latest shades and shapes, 50c to \$1.00 values; on sale in two lots, at 25c and... 45c
MEN'S SPRING UNDERWEAR—Balbriggan and Lises, values to \$1.00 garment, in plain and fancy colors, on sale, garment, 35c and... 45c
MEN'S UNION SUITS—Medium weights in cream, pink or blue, all sizes, \$1.50 values at... 69c
BIG LINE OF AUTO GLOVES—Very special values, at 98c, \$1.50 and... \$1.98
Perrin's and Fownes' Gloves.

Opening Sale of Men's Hats Traveling Bags, Trunks, Etc.

In Our Splendid New Department, Main Floor, West Room.

Complete New Lines of the John B. Stetson Hats; all latest spring 1911 models, soft or stiff— at... \$3.50 to \$7.50
Men's and Young Men's Hats—in snappy new models, soft or stiff, at... \$1.50 to \$3.00
Big Showing of Boys' Spring Hats All colors and shapes— at... 75c to \$1.50
TWO BIG SPECIAL BARGAINS IN HAT SECTION
Men's Soft and Stiff Hats—Manufacturers' samples, all shapes and colors; regular \$2.50 and \$3.00 values; on sale at \$1.49
Men's and Boys' Spring Caps—Taped seams or silk lined, all colors, including blue serge; 75c values; choice... 49c
SPECIAL TRUNK BARGAINS
\$25.00 Trunks at... \$13.95
\$15.00 Trunks at... \$9.95
\$10.00 Trunks at... \$6.95



Hardware Department

Saturday will be a banner bargain day in this department. The unsettled condition of the weather has left us with a large line of reasonable goods that we are offering at a reduction of 25% to 50%.
One Riveted Hoe, 1 1/4-inch rake, both... 25c
Garden Spading Fork, 75c value, at... 49c
Medium sized Syracuse Clothes basket, at... 65c
Large sized Syracuse Clothes basket, at... 75c
Extra large sized Syracuse Clothes basket, at... 85c
Wilson Toasters... 15c
Carpet Beaters, nickel steel wire, at... 5c
No. 3 Red Band, extra heavy, tubs, at... 79c
No. 1 common galv. tub... 35c
O. K. Washing Machine... \$5.95

Beautiful Sunset Ware

7-piece Water Sets, set... 70c
4-piece Cream Sets, set... 70c
7-piece Berry Sets, set... 70c
Card Receivers... 10c
These are the beautiful pieces of GAS DEPARTMENT SPECIALS SATURDAY
15c Mantles, inverted or upright— on sale at... 10c
Inverted Gas Light Globes—Saturday, two for... 15c

Grand Ribbon Sale

BUY EASTER RIBBONS SATURDAY. The greatest values ever offered in plain and fancy silk Ribbons, six lots, Saturday:
20c Fancy Ribbons, yard, 10c
50c Fancy Ribbons, yard, 25c
75c Fancy Ribbons, yard, 39c
\$1.00 Fancy Ribbons, yard, 49c
35c Plain Ribbons, yard, 10c
75c Plain Ribbons, yard, 35c

Saturday Specials in Our Enlarged Shoe Dept.

Special department just opened for the misses' and children's shoes. Men's and women's shoes, in all leathers and the "last word" in style, worth up to \$4.00. Low shoes same quality and price... \$2.50
Women's \$4.00 Tan Button Shoes, just in, for... \$3.00
Women's \$3.00 Oxfords in Patent Calt, Gun Metal and Vici Kid; all sizes and widths... \$1.98
Men's \$3.00 Shoes and Oxfords; Tan, Patent, Gun Metal and Vici Kid... \$1.98
Boys', Youths' and Little Gents' good solid school shoes, worth up to \$2.50; in two lots... 75c and 50c
Infants' and Childs' Shoes, values up to \$1.50 and \$1.00 prices... \$1.50 and \$1.00
Women's White Sea Island and Craslette Shoes; the \$3.50 kind, at... \$2.50
Ask to see the "Long Life" Shoes for men; the best shoe or oxford in the city for the price... \$3.00

Saturday, April 1st, We are Going to Hold a Mammoth Grocery Opening Sale

LAY IN YOUR MONTH'S SUPPLIES AND SAVE 25 to 50 Per Cent
48-lb. Back Best High Patent Flour, made from the finest wheat, nothing better for \$1.75 a sack, our price, for... \$1.30
21 lbs. Best High Patent Flour... 85c
10 Pans Diamond C. or Best 10m All Soaps, for... 25c
5 Bars Ivory Soap, for... 15c
10 lbs. Best Rolled Breakfast Oatmeal, for... 25c
10 lbs. White or Yellow Cornmeal, for... 25c

By reading Hayden's Grocery ads you always get the benefit of every drop in price.
The Best Fresh Eggs, nothing better, per dozen, at... 15c
The Best Creamery Butter, lb., 35c
The Best Country Creamery Butter, per lb., at... 22c
The Best Dairy Butter, per lb., 25c
The Best Dairy Butter, per lb., 15c
Fancy Full Cream Cheese, lb., 15c
Full Cream Brick Cheese, per lb., 15c
Swiss Cheese, each, at... 3c
The Best Bulk Peanut Butter, per lb., at... 15c

LIQUOR DEPARTMENT SPECIALS
6-YEAR-OLD WHISKEY
Maryland Rye and Tennessee White Corn Whiskey, at, full quarts... 75c
Per gallon... \$2.50
8-YEAR-OLD WHISKEY
Schenly, Overholt, Cedar Brook and Weldon Springs, choice, full quarts... \$1.00; per gallon... \$3.50
SUNKIST CALIFORNIA WINES—Port or Sherry, full quarts... 50c
HOME MADE GRAPE WINE—White or red, on sale, at gal... \$1.00

SATURDAY SPECIALS
In Our High Grade Linen Department
Large size Turkish Bath Mats, fancy assortment of colors—worth \$2.00; Saturday, each... \$1.00
Round or Square Table Pads, bound, ready for use, size 54x54 inches—worth \$2.50; Saturday, each... \$1.50
Hemmed Huck Towels, heavy and absorbent, worth 19c; Saturday, each... 10c
Strictly pure linen Dinner Napkins, assorted patterns, worth \$2.75; Saturday, dozen... \$1.75

April Magazines

In Scribner's for April the place of honor is given to a portrait of Robert Louis Stevenson and to the "New Letters" edited by Sir Sidney Colvin. Price Collier's article, "From Maginot to Britton," is a summary of the origin and growth of the English dominion in India; Ethel Rose writes on "Shooting in France"; Frederic C. Howe contributes "The German and the American City," and the fiction includes another installment of "Kennedy Square" and short stories by Dorothy Canfield, Nelson Lloyd and Charles Belmont Davis.
The April North American contains "The Problem, the Solution and the Man," by the editor; "The Navy and Its Needs," by Rear Admiral Luce; "The Reciprocity Agreement and British Colonial Policy," by Edward Forster; "The Aldrich Banking Plan," by Charles A. Conant; and "Underlying Causes of the Mexican Insurrection," by James Cressman. Francis Keller contributes an article on "Needs—A Domestic Immigration Policy," and Ruth Edgerton a paper on "Fogazzaro's Last Romance."

Frederick W. Taylor, and "The Great Express Monopoly," by Albert W. Atwood. There are also stories by George Partridge, Edna Ferber, Keith Boyce, Frances Hodgson Burnett and James Oppenheim.
Hampton's Magazine for April contains a paper by Arthur Stringer on "If Canada Should Come In," Rheta Childe Dorr writes on "The Women Did It in Colorado," and there is another installment of Dr. Cook's own story. The fiction is contributed by Harris Merton Lyon, Owen Johnson, Elmer Brown Mason and Marie Conway Oelmer.
The Bookman for April contains the usual chronicle and comment by George Partridge, the Playwright, "Text-Book Games and its Quarry," by George Middleton; "The Best Translations—The Modern Novelists," by Calvin Winter; "The South in Fiction," by Montrose J. Moses; stories of our government bureaus and the usual review of new books.
The April Strand contains a Sherlock Holmes adventure, and there are stories by E. M. Jameson, E. M. Ingram, Frank E. Verney, Margaret Westup, Randolph Bedford, M. F. Hutchinson and E. Nesbit and an article by Prof. John J. Ward on "Water Spiders—And How They Became So," illustrated with photographs of spiders building their nests under water.
In the Wide World Magazine for April Rev. F. Cowley Whitehouse of Constantinople, describes "The Turk at Work," Prof. C. H. Hayes continues his "Wanderings in Crete," C. V. A. Peel brings to a conclusion his sporting adventures "Among Dyer and Reindeer of Norway," and Mrs. Fred Maturin contributes the first of a series of articles on "Our Trek Beyond the Zambesi."

Don't Try HAYDEN'S First If You Forget

"The Sword Fish and the Crab" by Carrington A. Pickett; "The High Pride," by Edna Kingsley Wallace; "The Vanishing Town," by Elliott Flower, and "A Man's Partner," by Jane W. Guthrie. There is the usual review of plays and players and of new books.
The leading story in the April Red Book is "Fading Gold" by Emerson Hough, and among other contributors are John Luther Long, Edward Price Bell, Ella W. Peattie, Beale H. Hoover, George Gibbs, Horace Hanshine and Emery Pottle.
Young's magazine for April contains short stories by Nevil G. Henshaw, Esclairice Kelton, H. Forrest and William Harper Dean. There are two novels, "Lost A Soul Sea Eden," by Perry Newberry, and "Pinal," by Totulud MacDonald, and some merry laughs contributed by the wit of the Great White Way.
St. Nicholas for April contains the first of a series of papers on base ball, Raymond Perry has a paper on "Nature Glacis that Man Has Conquered," and Henry H. Bennett contributes "An Army of Observation." There are installments of the serials by Frederick Orin Bartlett and F. Lovell Coombs, and the usual verses and merry jingles.
The Popular Science Monthly for April contains the following articles: "The Genesis of the Law of Gravity," by Prof. John C. Shedd; "Freud's Theories of the Unconscious," by Prof. William Chase; "Impressions of Military Life in France," by Prof. Albert Leon Guerrard; "The Coat of

Living," by Prof. Henry Pratt Fairchild; "Alcohol—Its Use and Abuse," by Prof. Graham Lusk; "Scientific versus Personal Distribution of College Credits," by Prof. William T. Foster; "The Research Work of the Carnegie Institution," and "Scientific Items."
In the April 1st number of Country Life in America John Burroughs writes on "Bird Nesting Time," and C. H. Claudy contributes on "Where the Land Lies Waiting." Other articles are: "A Perfect Half-Acre Garden," by Wilhelm Miller; "The Cutthroat Trout in British Columbia Waters," by Honeycastle Dale; "From a Wildflower to a Garden in Four Years," by Phil M. Riley; "Nature's First Parents and Their Children," by Albert Morgan; "A Country Home in the Making," by Henry H. Saylor, and "A Successful Small Week-End Home," by Phil M. Riley.
Lippincott's opens with a novel by Will Levington Comfort, "The Rising Road," and among the short stories are "The Hero of Achilles," by John Reed Scott; "The Other Fat Lady—and Me," by Augusta Irwin Krotzsch; "Through the Window," by Will Irwin; "The Avoided Visit of Carolyn," by Maude Zella Herrick; "Li," by Nan Maury Lemmon; "Light Running," by Mark F. Wilson, and "The Note in the Eye," by Gertrude Morrison.
The World Today contains "The Orient in California," by John T. Bramhall; "The Industrial Awakening of the Upper Mississippi," by R. H. Moorhead; "The Watch Dogs of the People's Treasuries," by Frederick Irving; "Our Arctic Boundary," by Thomas Russett, Jr., and W. R. Tuckerman; "People You Have Heard Mentioned," "Brightening the Life of the Toiler," by Edward A. Halsey; "Caring for Southern Mill Operatives," by Sloan Duncan Watkins, and "Safeguarding Fraternal Insurance," by Clyde Allison Mann.
In the April Century Albert Bishop Mason has a paper on "Porto Rico in Transition," the mayor of Rome writes on "The Industrial Progress of Italy," and Will Irwin contributes "Scientific Management." There is an article by Walter P. Eaton on Mrs. Pike and her influence upon the American stage and William Winter has a paper on how Shakespeare has been acted since the time of Shakspeare. The fiction is by Edna Pilbrow, J. W. Muller and Ellis Parker Butler and there is another installment of Robert Hicken's serial.
The Atlantic Monthly for April opens with a paper on "The Tendency of Municipal Government," by George B. McClellan; Herbert W. Harwell writes on the "New Missionary Outlook," Harrison S. Smalley has an article on "Nullifying the Law of Judicial Interpretation," and Rose Strunsky contributes "Tolstol and Young Russia." There is another installment of John Galworthy's serial and short stories by Caroline Brett McLean and Melville Davidson Post.
The April number of the National contains "The Presidents of America," by Mitchell Manning; "The Need of More Railways in the Northwest," by W. C. Jenkins; "A Century's Growth in Federal Expenditures," the usual Washington gossip, the cozy corner, home and publisher's departments.
Pointed Paragraphs.
A man of few words isn't cut out for a compositor.
Many a young man earns a living by working his father.
Even the dull man may be able to make a bore of himself.
A woman who speaks but one language usually talks enough for two.
A girl who thinks she is pretty is never friendly with another pretty girl.
Heaven won't seem worth while to some women unless there's an occasional bargain sale.
It must have been a spinster who said the most of widows wear heavy veils to conceal their joy.
The vacant room at the top is due to the fact that there is no elevator service to help the lazy maid.
No woman can be happy who has too much time to think of the things that are none of her business.
Occasionally or often people lead a man to believe that they admire him when in reality they are only trying to work him.
Shortly after her marriage a woman packs her heels away in moth balls and pays no more attention to them until she becomes a widow.—Chicago Tribune.
Phil Sheridan's Funniest.
General Phil Sheridan was at one time asked at what little incident did he laugh the most.
"Well," said he, "I do not know, but I always laugh when I think of the Irishman who was killing his legs rather freely. The mole finally got its hoof caught in the stirrup when, in the excitement, the Irishman, glaring at the animal, remarked:
'Well, begorra, if you're going to git on, I'll git off.'—Human Life.