

Easter Week Sales

in this store are of a character that will create enthusiasm in the buying of spring merchandise. The

markets of the world have been ransacked in an effort to secure all that is best in garment or fabric, style and quality, and no effort has been spared to make the showing complete

in every detail. That we have succeeded in a superlative degree will be attested by all visitors. Satisfying qualities, superior assortments, saving prices. What more can one ask?

Spring Beauty Reigns Supreme in our Women's Ready to Wear Garment Section. Suits, Gowns, Dresses, Coats, Waists, Skirts, in assortments of styles, fabrics and colorings that are broader, more beautiful and satisfying, more attractively priced than any display before attempted.

Our advance display of evening gowns and lingerie dresses which created so much favorable comment was but an index to the completeness of our showings of correct styles in all lines

Individuality is expressed in every graceful line of the beautiful new

Crown Jewel Tailored Suits Always at \$25.00

They're the choice of all discriminating buyers who appreciate real quality and style worth. We want you to examine them carefully, compare them from all angles with any \$30.00 or \$35.00 suit offered elsewhere in Omaha. You'll find them fully the equals and the peer of any \$25 suit produced. Ask to see Crown Jewel Suits; the values will surprise you.

White is very popular for spring and our stock of Suits and Dresses is most pleasingly complete. White Suits in all wanted fabrics \$14.90, \$19.50, \$25.00, \$30.00 up to \$59.00

Beautiful White Serge Dresses in 1-piece styles, delightful assortment, \$10.00, \$12.75, \$15.00 up to \$39.00

Two Rousing Specials. Women's and Misses' Chiffon Party and Dancing Dresses, to \$25.00 values, all newest styles, in pretty evening shades— at \$12.50

Women's Fine Silk Underskirts—Messalines or Taffetas, \$5.00 to \$7.50 values, in all colors, including black and white— at \$2.95

Coats Coats Coats An assortment of new spring styles you'll not find duplicated in Omaha, charming values, at \$10.00, \$12.75, \$15.00, \$18.00 up to \$49.00

Women's Percalé House Dresses and Wrappers, all sizes and worth \$1.50, on sale Monday while they last, choice, 95c



High Grade Wash Goods

Everything New for Spring, 1912, Now On Sale.

TISSUES—Toil Etienne Tissues, Egyptian Tissues, Violet Tissues, Roman Tissues, Mercerized Tissues, Silk Tissues, Raye Tissues, etc.; Monday, all on sale at... **24c**

SPRING GINGHAMS. Scotch Gingham, French Gingham, English Gingham, Dundee Zephyrs, A. F. C. Gingham, Red Seal Gingham, Toil du Nord Gingham, Pinafore Gingham, etc., at, yd., 5c, 7½c, 10c, 12½c, 15c, 18c and... **24c**

VOILES—Batiste voiles, just out; Mercerized voiles, Striped voiles, printed voiles, plain voiles, 40-in voiles, Bordered voiles, Egyptian voiles, Half-Silk voiles, Silk Striped voiles and every kind of voile made for this spring, at, yd, 15c, 18c, 25c, 35c, 50c, 50c and... **69c**

SILK MIXTURES. Royal Aerosilk, Moscow silk, Gauze Marvel Cottosilk, Colombian silk, Wenawco silk, Duphensilk, Silk Organdies, Jacquard silks, 40-in Bordered silks, organdies, etc., Swatka silks, at, yd., 24c, 35c, 50c, 59c and... **75c**

SHEER WASH GOODS. Batistes, French organdies, Raye organdies, French batiste, Holly batiste, Clairmont batiste, Aristo batiste, Poplins, Fancies, Bengalines, etc., at, yd, 10c, 12½c, 15c, 18c, 25c, 39c and... **50c**

SPRING MILLINERY

Authentic Styles
Lowest Prices

Your neighbor will "if she hasn't already," save 25 to 50 per cent on her Spring Hat here. You can do the same. Manish Walking Hats and Sailors, just what you're looking for— at... **98c to \$5.00**

We guarantee all millinery.

Monday we offer Four Special groups of Trimmed Hats, worth up to \$10.00. Three hundred to select from, at **\$2.50, \$2.95, \$3.95** and... **\$5.00**

SPRING MILLINERY

Superior Assortments
Distinct Designs

Most extensive showing of Spring Millinery ever attempted in any Omaha store.

Dress Hats and High Class Street Hats—500 to select from— **\$10.00 up to \$125**

We guarantee satisfaction.

New Spring Silks Attractively Priced

Our showing of the new spring silk fabrics is the most complete; every wanted weave and color. The Boredera foulards, taffetas and silk serges so much in vogue we have in a large assortment of styles and color... **98c-\$1.98**

35 pieces of 44 and 48-inch Silk Poplins with self satin stripe borders. Fillet lace effects, in 15 different spring colors, \$2.25 values; special Monday— at... **\$1.50 and \$1.98**

42 and 45-inch Satin Bordered Glace Chiffon taffetas, fancy border Messalines, Checked, Bordered, Silk Serges in white and black styles, a grand display of the up-to-date materials; Monday— at... **\$1.25 and \$1.75**

40-inch Bordered All Silk Satin Foulards, 36-inch All Silk Waterproof Foulards in every new spring color; 30 pieces Monday, worth \$1.25 yard... **88c**

44 and 48-inch Silk Poplins, Navy, Alice, Bordeaux, Mustard, Heliotrope, tan, brown, black, pale rose, champagne; \$1.25 values, Monday at... **68c**

5,000 yards of all Silk Foulards, Pongees, Brocade, Messalines, Rough Pongees, 24 and 27-inch wide; \$1 and \$1.25 values; while they last, Monday at **48c**

Dainty Designs in Snowy Underm'ins

the very best that the market affords from the most exquisitely beautiful French Lingerie to the most simple and inexpensive garments; you'll find assortments superior and prices most attractive.

Some Easter Week Specials of Interest to Economical Buyers.

Ladies' Gowns, Combination and Princess Silks, lace and embroidered trimmed, worth \$2.00, on sale at... **98c**

Ladies' Gowns and Skirts, lace and embroidered trimmed, worth up to \$1.50, on sale at... **69c**

Ladies' Skirts, Gowns, Combination Suits and Corset Covers, in lace and embroidery trimmed, worth up to 95c, on sale at... **49c**

Ladies' Gowns in high neck tucked yoke, worth 75c, on sale at... **35c**, 3 for **\$1.00**

Ladies' Corset Covers and Drawers, in lace and embroidery trimmed, worth up to 49c, at... **25c**

Ladies' Combination suits in silk, all-over embroidery and lace trimmed, worth up to \$3.00, on sale at... **\$1.50 and \$1.98**



Easter Week Sale of High Grade Embroideries

Together with the choicest showing of fine Embroideries and Laces ever made in Omaha, we will place on sale Monday an immense purchase of new Embroideries from the LEWIS & CO. STOCK, purchased from the receivers of this company, and offered at prices which represent scarcely half real worth.

1st Lot—35c Embroideries, 19c at \$2.50 and quality, at, pr. \$2.50

2nd Lot—50c Embroideries, yd. 25c at, pr. \$1.50 to \$2.75

3rd Lot—75c Embroideries 39c—Including 25-in. skirt flouncings, Regular 75c, sale price... **39c**

4th Lot—35c Dress Flouncings, at \$2.50, \$2.75 and... **\$3.00**

5th Lot—\$1.50 Dress Flouncings, every yard perfect. The greatest value ever offered. See this lot Monday at, yd., only **15c**

6th Lot—\$5.00 Dress Flouncings, including 18 and 22-in. flouncings; regular price, 50c; sale price... **25c**

7th Lot—\$7.00 Dress Flouncings, at \$2.50, \$2.75 and... **\$3.75**

8th Lot—35c to 50c Flouncings, at \$2.50, \$2.75 and... **15c**

This is a brand new line of combination Tucked Flouncings with Linen Lace Insertings and edges. Every yard perfect. The greatest value ever offered. See this lot Monday at, yd., only **15c**

15c Stripes at 7½c. This is a lot of loom ends in 5 and 6-yard lengths. Only 7½c yd. Regular price, 15c.

Specials in New Spring 1912 White Goods Monday

Checked and Striped Book Fold Dimities, worth 15c a yard, at... **10c**

Checked and striped Book Fold Dimities, worth 19c, yd. **12½c**

Checked and striped Book Fold Dimities, worth 25c yd. at **15c**

Fine sheer French Lawns and Chiffons for graduation, worth 75c, yard... **50c**

Fine sheer French Lawns and Chiffons, for graduation, worth \$1.00 yard, at... **65c**

Fine sheer French Lawns and Chiffons, for graduation, worth \$2, yard... **\$1.00**

Pure Linen round thread Waists, yard wide, worth \$1.00, yard... **50c**

Pure Linen, round thread Waists, yard wide, worth \$1.25, yard... **75c**

Automobile Cloth, 36 inches wide, all pure linen, worth 75c yard... **45c**

Ramie Cloth, the newest in suitings, all shades, pure linen, worth \$1.00, yard... **50c**

We want you to look before you buy furniture— We keep down the prices.

\$15.00 Couches, like cut, genuine oak leather... **\$8.50**

\$7.50 Go-Carts, one motion collapsible... **\$4.50**

Folding Go-Carts, \$1.50-\$1.75 and... **\$3.98**

\$17.50 Oak Extension Dining Table, highly polished, quarter sawed, 45-in. top, 6 feet— at... **\$12.50**

\$15.00 Dining Table, 6 ft., 42-in. top... **\$9.50**

All Oak Dining Chairs on sale for the same prices as a kitchen chair... **75c**

Three-piece Parlor Suite, Mahogany finish, genuine leather, on sale at... **\$17.50**

Very Fine Parlor Suites, \$35.00 and... **\$25.00**

\$30 Kitchen Cabinets, on sale at... **\$19.50**

Large Brass Beds on sale, **\$7.50**

Large Vermeil Beds **\$5.75**

Other beds, each **\$2.50 \$3.50** and... **\$4.75**

Solid Oak Chiffoniers only **\$5.00**

Solid Oak Dressers only **\$5.50**

We would like to advertise hundreds of other bargains in furniture that you should come in and see.

New Laces

Our famous Lace Department will make a special showing of the latest novelties in heavy effects in white, champagne and Ecru laces Monday.

Laces, regular \$5.00 values— at \$2.50, \$2.75 and... **\$3.00**

New Hand-Made Cluny's at, yd... **25c**

New Fillet Laces, yard, up from... **35c**

New Silk Run Shadow Laces, up from... **25c**

See our Special 25c Counter Monday.

Wanted Weaves in Wool Dress Fabrics

in Range of Colorings that leaves nothing to be desired and at prices you'll find matchlessly moderate.

We are showing a very extensive line of fine whipcords in the popular navies, tans and green, 25 pieces for Monday, \$2.00 value, at... **\$1.50**

35 pieces of 54-inch semi rough homespun and mannish suitings, grey and tones with contrasting color effects, very good for suits, skirts and coats, \$1.75 a yd. values, Monday... **\$1.25**

Our showing of Cream Dress Materials is immense; every new weave is here. Bedford Cords, Whipcords, Basket weaves, Storm and French Serges, Wool Taffetas, Mohairs—it's a few specials for Monday.

\$2.25 54-in. heavy cream all wool serges... **\$1.50**

\$2.00 54-in. heavy cream whipcords... **\$1.50**

\$1.50 52-in. firm quality Cream Serge... **\$1.10**

Domestic Room Specials

Wash Goods, White Goods, Gingham, Prints, Outings, Shirts, Etc.

Batiste, Fine Printing, worth 15c... **10c**

Serpentine Crepe... **12½c**

18c Foulards... **12½c**

25c Dress Gingham, 32 in. wide... **12½c**

India Linens, Persian Linens, End-Long Cloths, Dimities, etc., at 5c, 7½c, 8½c, 10c and... **12½c**

25c White Goods; a mixed lot... **10c**

At 9 A. M.—1 case of Amoc-keag check... **5c**

At 10:30 A. M.—1 case of yard-wide Muslin; reg. 6½c grade, 10 yards limit, at, yd. **3½c**

At 2 P. M.—1 case of 15c Turkish Towels, 6 pairs limit, at each... **10c**

Most Complete Showings of Lace Curtains and Draperies

Deutsche Curtains, new assortment of patterns, Monday at, pr. \$10.00 to... **\$25.00**

Brussels Net Curtains, plain and figured centers, all new patterns, Monday, \$2.50 to... **\$30.00**

Gunny Curtains, in white and ecru, with very neat borders, Monday at, pr. \$2.50 to... **\$15.00**

Novelty Curtains, white and ecru, with very neat borders, Monday at, pr. \$2.75 to... **\$6.00**

Cable Net Curtains, white and ecru, Monday at, pr. \$1.50 to \$4.95

Bracelets, very dainty patterns, Monday, at, pr. 30c to... **\$2.95**

Tapestry Portieres, many different styles and quality, at, pr. \$2.75 to... **\$12.00**

Rope Portiers, all colors, chenille cords and tapestry bands, Monday, at, pr. \$1.50 to... **\$9.75**

\$1.50 Tied Madras, for light weight portiers, at, yd... **\$1.00**

Colored Curtains, for curtains, Monday, at, yd, 10c to... **39c**

Read the Big Special Grocery Opening FOR MONDAY, APRIL 1.

Facts and Figures—Quality and Prices

14 lbs. Best Granulated Sugar, \$1.00

48-lb. each Best High Grade Diamond B. Family Flour—nothing like it for bread, pies, cakes or puddings, per sack... **\$1.25**

14 bars Lencox Best Tea All or Diamond C. Soap... **35c**

8 lbs. best white or yellow Cornmeal... **40c**

8 lbs. Best Breakfast Oatmeal... **25c**

16-oz. cans Condensed Milk... **\$1.40**

Kallogg's Toasted Rice Flakes, pkg. at... **30c**

1-lb. cans Pork and Beans... **25c**

7 lbs. best bulk Laundry Starch... **50c**

Grape Nuts, pkg... **10c**

E. C. Corn Flakes, pkg... **45c**

1-lb. cans Assorted Soups... **75c**

14-oz. pkg. Single Brand Macaroni Fine The largest and finest assortment of Dried Fruits in the city.

Now Grass Seed Now.

The Best Blue Grass Seed, per pound... **40c**

The Best Blue Grass and Clover seed, per pound... **45c**

The Best White Clover seed, lb. 40c

The Best White Clover Seed, lb. 45c

Red or Yellow Onion Sets, qt... **75c**

Wax White Onion Sets, qt... **95c**

Butter, Butterine and Cheese Sale.

The Best No. 1 Creamery Butter, lb... **30c**

The Best Butter, lb... **30c**

The Best No. 1 Dairy Butter, lb... **30c**

2 lbs. Good Butterine... **25c**

2 lbs. Good Table Butterine... **30c**

The Best Equal to Creamery, 2 lbs. for... **45c**

Full Cream Cheese, lb... **15c**

Full Cream Young America Cheese, lb... **15c**

Neufchatel Cheese, each... **30c**

THE FRUIT AND VEGETABLE MARKET OF OMAHA.

2 Heads Fresh Leaf Lettuce... **5c**

2 Bunches Fresh Hothouse Radishes for... **5c**

California Pieplant, pound... **5c**

Fancy Cauliflower, lb... **75c**

New Potatoes, lb... **75c**

California Asparagus, lb... **10c**

Fancy Ripe Tomatoes, lb... **10c**

Large stalk Celery... **5c**

2 Large Soup Bunches... **10c**

1 bunch Beets, Carrots or Turnips, per bunch... **20c**

Fresh Spinach, peck... **20c**

Fancy Wax or Green Beans, lb... **40c**

Large Head Lettuce, head... **75c**

2 Bunches Fresh Parsley... **50c**

2 Green Peppers... **5c**

Big Highland Naval Oranges, the Oranges of Quality, per dozen, 15c, 25c, 35c and 30c.

Rousing Special Bargains

In Our Crockery Dept. Monday.

8-in. Brass Fern Dishes, with lining... **65c**

10-in. Brass Jardiniere... **85c**

90c-doz. etched Water Glasses, 6 for... **25c**

Sherbet Glasses, 6 for... **15c**

10-in. Glass Berry Bowls, each... **7c**

Wine or Whiskey Glasses 6 for... **10c**

Austrian China Pie Plates, 6 for... **35c**

7-in. Dinner Plates, 6 for... **35c**

Linen Specials Linen Dept. Monday

Pure Linen Barnsley Toweling, worth 19c a yard, at... **12½c**

Pure Linen Checked Glass Toweling, worth 17c a yard, at... **10c**

Pure Linen Hemmed Huck Towels, worth 29c, each... **19c**

Hemstitched Huck Towels, colored borders, worth 19c, each... **10c**

Bath Towels, large size, cream or white, worth 25c, each... **15c**

Pure Linen Hemmed Pattern Cloths, size, 8x10, worth \$4.00, each... **\$1.95**

Pure Linen Dinner Napkins, size 20x20 inches, worth \$4.00 dozen, each... **\$2.50**

Wall Paper Sale For Three Days MONDAY, TUESDAY, WEDNESDAY

We place on sale every piece of Wall Paper in our Mammoth Stock, consisting of everything in the wall paper line from the cheapest white blanks to the best oat meals made.

Good Rooms—5c values, at... **2½c**

Bed Rooms—8c and 10c values, at... **4c**

Bed Rooms—12½c values, at... **5c**

Kitchen Blocks—8c values, at... **5c and 4c**

Gilt Paper—20c values, at... **10c**

Varnished Gilt—25c and 40c values, at... **15c**

Upper Thirds—40c and 50c values, at... **25c**

Tiffany Grounds—75c values, at... **38c**

Printed Oat Meals (gilt) 25c

Plain Oat Meals (Imported) 25c

Cut out order, linens, room moulding, etc.

Varnished Wood Stains, qt... **55c 30c 15½c**

Wall Paper and Paint Department, 4th Floor.

TRY HAYDEN'S FIRST