

Satisfying Quality, Superior Assortment, Saving Prices are Secrets of Our Business Success

Lace Sale

Cotton Cluny Laces at 5¢ up
Vale and Zion City Laces, at
up from 2 1/2¢
Linen Cluny Laces, at, yard, up
from 10¢

Shadow Laces, up from 25¢
Allover Laces, up from 29¢
Fancy Nets, up from 19¢
Novelty Bands, up from 19¢

Hall-Borchert Dress Forms

A new shipment just received of these famous Dress Forms. See them Monday.



35c Embroideries 15c Yard

Monday we place on sale an immense purchase of 18-in. Skirt Flouncings—Corset Covers, etc., regular 35c quality, which will be put out in one big lot at the special price of, per yard 15c This is an exceptional lot and a big bargain.

\$1.50 Embroideries 79c

Monday we will place on sale a new lot of full 45-in. Skirt Flouncings, regular price \$1.50, sale price, Monday 79c A big line of matched lots on sale Monday at half price.

New Spring White Goods in Linen Department Monday

Sheer French and Persian Lawns for graduation dresses, worth 75c a yard, at 39c
Chamois finished Lingerie Cloth and Nainsooks, worth 35c a yard 18c
Assorted lot White Goods, in Swisses, stripes, check and plains, worth 25c a yard... 10c
Pure linen colored Ramie Cloth, including white, worth \$1.00 a yard 50c

A Picture Sale That Should Interest All

We have the most complete and attractive line of pictures in Omaha and the prices are the cheapest. To prove this we will put on sale Monday **HAND COLORED PICTURES IN OAK FRAMES**

25c pictures for 10c
50c pictures for 35c
75c, all pictures for 50c
All these pictures are new 1912 products, and come in oak, gilt and mahogany veneered frames. Subjects of all descriptions—Scenery, Heads, Fruit and Marine Scenes. We also have a large assortment of high grade pictures that we have a special sale on.
Her Gift, framed—a \$4 picture, special \$2.75
Their New Love—Sold everywhere for \$4.00, our price \$2.75
Religious pictures sold all over for \$3.00 and \$2.50, our price \$1.98

Immense Silk Purchase



10,000 Yards of High Class New Silks from Sam Eiseman & Co.
\$1.50 and \$2.00 SILKS 48c 68c 98c
By far the greatest values offered in Omaha for years on sale Monday.
These beautiful silks are mostly 36 and 40 in. wide: 45-in. bordered messaline, worth \$1.50 yard; 44-in. jacquard foulards, \$1.98; 40-in. border foulards, \$1.25; 36-in. all silk dress messaline, \$1.25; 36-in. imported glace chiffon taffetas, \$1.50; 36-inch novelty stripe taffetas, \$1.25; 36-inch fine dress taffetas, worth \$1.25; 27-in. fancy silk suitings, worth \$1.00; 24-in. waterproof foulards, \$3c; 44-50-in. silk and wool poplins, worth \$1.25; 24-44-in. fancy silk voiles, 36-in. changeable taffetas, worth \$1.00; 26-in. heavy pongee, worth \$1.25. This is one of the best bargain opportunities ever offered Omaha ladies who like fine silks; a great number of them are only exclusive single patterns; none in the lot worth less than 50c and mostly \$1.50 and \$2 quantities, in three big lots, Monday—
at 48c 68c and 98c



Some Very Fine Black Silks in This Purchase

Two pieces of 14-inch black wool-back Satin, regular \$4.00 value \$1.98
Three pieces of 42-inch black Charmeuse, regular \$3.50 values \$2.25
Two pieces of 40-inch black Peau de Soie, regular \$2.50 value \$1.75
Ten pieces of 36-inch black Messaline — \$1.25 value 95c
Twenty pieces of 36-inch black Messaline, \$1.00 value, at 75c
Two pieces of 40-inch black Peau de Soie, regular \$2.50 value \$1.75

Extra Specials for Monday in Our Linen Department

Pure linen German silver bleached Table Damask, worth \$1.00 a yard, at 59c
Pure linen Belfast grass bleached Table Damask, worth \$1.75 a yard, at \$1.00
Pure linen bleached and half bleached Napkins, worth \$3.50 a dozen; six for \$1.00
Assorted lot hemstitched Huck Towels, colored borders, worth 20c each, at 10c

Extra Specials for Monday in Our Wash Goods Department

40-inch Egyptian Voiles, all the newest and up-to-date colors, regular 50c grade... 25c
All our 50c silk mixed goods—in light and dark colors—also plain; on sale Monday at, yard 39c
Egyptian Tissues, Stripes, checks and plaid, also plain colors to trim, 25c quality, at 18c
Flowered Organza's, dainty and fine, large and small patterns, 25c quality 18c
25c Dress Gingham, 27-in. wide 15c
A full and complete line of Dimities and Batistes in light and dark colors, very neat patterns, 15c quality 12c
15c Dress Gingham, 27-in. wide 12 1/2c
Shirting Madras and French Percales, 15c 19c 25c and 35c

Fringed Turkish Washrags, 6 for 5c Domestic Room

Genuine Amoskeag gingham in blues, browns, greens, etc. 5 1/2c Domestic Room

30-in. unbleached outing flannels, very good quality, 12 1/2c value 9 1/2c Domestic Room

Serpentine Crepe in remnants, good color and patterns, 18c value 10c Domestic Room

Percales, 36-in. wide, light and dark colors, all the new patterns, 12 1/2c values, at 10c Domestic Room

27-in. Palm Zephyr dress gingham, in plaids, stripes, etc., 12 1/2c value 7 1/2c Domestic Room

3,000 yds. of fine Silk Bannants, in plain and novelty weaves, 70c value, worth up to 50c a yard, Monday, yard 50c Domestic Room

Lawns and Batistes, all new patterns, 15c values 10c Domestic Room

Fruit of the Loom Muslin—that well known and popular brand, yd. 7 1/2c Domestic Room

10-4 bleached Lockwood sheeting, the best medium weight made, 30c value, at 23 1/2c Domestic Room

Aurora 0-4 unbleached sheeting, good heavy weight, 25c value 20c Domestic Room

36-in. bleached Muslin, West Wind, good heavy weight, 8 1/2c value 5 1/2c Domestic Room

36-in. Mill Cords unbleached muslin, very heavy, 8 1/2c value, 6c Domestic Room

72x80 Amengant seamless sheets, made of best grade 8-1 sheeting, 60c value 54c Domestic Room

81x90 Armoside sheets, good heavy weight, 60c value 37c Domestic Room

65 pieces of spring weight wool dress goods, serge, customers, fancy suitings, checks and popular striped novelties, values up to 70c, at 50c Domestic Room



The success of the "Queen Quality" shoe is unparalleled. It is tremendous! It is now World Famous. It is the world's standard of "a perfect shoe for women at moderate cost." You can absolutely depend upon it; it is as reliable as sterling on silver or twenty-two karat on gold.



Greatest Sale of Dresses Ever Known in Omaha—Continues Monday

On account of Flood damages eastern manufacturers were unable to make delivery of great quantities of women's and misses' dresses, made up for jobbers in the south. Our New York buyer secured vast quantities of these stocks at prices which enable us to offer the greatest bargains in Women's Dresses ever known in Omaha.

Silk Dresses, Wool Dresses Made to Sell to \$25, \$4.95-\$6.95

Beautiful New Dresses in foulards, messalines and serges, made to sell to \$25.00; all colors, 25 different styles \$6.95
Beautiful New Dresses, made to sell to \$15.00, in wanted weaves of silk and wool fabrics, big assortment of clever styles \$4.95

Sale Begins Promptly at 8 A. M.—No Limit to the Number You Can Purchase—New Lots Brought Forward—Come Early.

Other Delightful Dress Bargains Monday

Women's Tub Dresses, in linens, gingham, madras and lawns, the season's newest styles, beautifully trimmed—made to sell to \$5.00; on sale at, choice \$1.95
Allover Embroidery Dresses, trimmed with linen and cluny laces—also colored dresses—regular values up to \$10.00; in Monday's sale, choice, \$4.95 at \$4.95
Women's Wash Dresses—Pretty one-piece styles, in wanted materials suitable for house or street wear—values up to \$3.50; in Monday's sale 95c

Children's White Dresses

Nearly all samples and slightly soiled, dainty designs, in all sizes 6 to 14 years; on sale Monday in three lots—values up to \$7.50, at—
95c, \$1.95 and \$2.95
Children's Colored Wash Dresses—1,000 of them in fifty different styles, all sizes 2 to 14 years; great snaps at—
49c, 98c, \$1.98 and \$2.98

All Sample Tailored Suits, Odd Lots and Broken Lines of Spring Suits go at Just Half Worth

Big Assortment of Up-to-Date Styles for Selection.
\$18.50 Tailored Suits \$9.25
\$20.00 Tailored Suits \$10.00
\$25.00 Tailored Suits \$12.50
\$30.00 Tailored Suits \$15.00
\$35.00 Tailored Suits \$17.50
\$40.00 Tailored Suits \$20.00
\$45.00 Tailored Suits \$22.50
\$50.00 Tailored Suits \$25.00
New Suits, New Dresses, New Gowns Just Received—Nearly 1,000 new ones shown for Monday's selling.
New Suits shown \$12.50 up to \$60.00
New Dresses and Gowns \$15.00 to \$125.00
Extra special Coat bargain \$25.00
See Our Famous Crown Jewel Suits, always \$25.00

Stetson and Crossett Shoes for Men

offer the buyer not only all that is best in shoe style but absolute comfort and unbounded satisfaction.
If you haven't seen the New Spring lasts in Stetson and Crossett Shoes you should do so at once; they're specially good.
Big Special Sale of Men's and Women's \$3.50 and \$4.00 shoes, all leathers, all lasts, manufacturer's samples. \$2.50

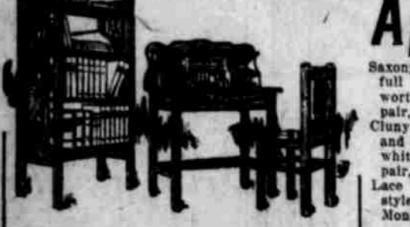
Wool Dress Goods Specials

That offers to buyers not only unmatched values but wide range of weaves and colorings for selection. You can't afford to miss Monday's Offerings.
25 pieces Coutauld's finest imported English Voiles in a beautiful line of colors. This purchase comes at a time when voiles are wanted a great deal; regular \$1.50 and \$2.00 values—Monday 98c
Our prices on Whipcords are so much lower than other stores. In fact, so very noticeable that it will pay you to try Hayden's first. 25 pieces for Monday in all the scarce shades of grays and tans—two-toned Diagonals, \$2.00 and \$2.55 values Monday at, yard \$1.50
50-in. all pure wool costume serges in 30 different new spring colors, plenty of tans and navies, also creams. This is a regular \$1.25 value; Monday at 88c
25 pieces of the finest quality 54 and 56-inch Tailor Suitings in mannish effects, semi-rough and the smoother weaves, very smart material for skirts, coats and suits—worth \$2 and \$2.50, Monday \$1.50
\$1.00 and \$1.25 Dress Goods at 48c and 68c—3,000 yards of Spring Dress Goods in plain and fancy weaves, serges, panamas, granite weaves. Fancy mixtures in medium weights, sponged and shrunken serges in every color, your choice, 48c and 68c

Now's the Time to Replace Those Old Rugs

Assortments for selection were never more complete and we're positive you cannot duplicate these Monday values in any other store—Comparisons are welcomed.

- \$12 extra heavy seamless Velvet rugs, \$20 value, sale price \$14.98
- \$25 8-2x10-6 seamless Wilton rugs, sale price \$19.98
- 11-2x12 extra heavy Axminster rugs, \$32.50 value, sale price \$25.00
- \$35 9x12 Biglow's Electra rugs, sale price \$25.00
- \$50 8-2x10-6 Biglow's rugs, sale price \$22.50
- \$28 9x12 heavy Axminster rugs, sale price \$18.98
- \$50 9x12 extra Axminster rugs, sale price \$19.90
- \$45 Biglow's Bagdad Wilton rugs, sale price \$39.00
- \$65 9x12 French Wilton rugs, sale price \$52.50
- \$18.50 9x12 seamless Tapestry Brussels rugs, sale price \$11.98
- \$15 6x9 seamless Wilton rugs, sale price \$10.00
- \$15 8-2x10-6 seamless Tapestry Brussels rugs, sale price \$9.98
- \$10 6x9 seamless Tapestry Brussels rugs, sale price \$6.98
- \$32.50 9x12 best 5 frame Body Brussels rugs, sale price \$25.00
- \$30 8-2x10-6 best 5 frame Body Brussels rugs, sale price \$22.50
- Best Basswood curtain stretchers, non-rustable pins, Monday 89c
- Extra heavy surface Linoleum, 4 yards wide, big line of patterns, yd. 69c
- Big line of stair carpet, at, yd. 40c, 75c, 90c, 98c
- Extra Special 9x12 Kashmir rugs, guaranteed fast colors, no wrong side to a Kashmir, only 15 rugs in this line, \$15.50 value, Monday, at \$8.98



Mission Furniture Sale—Early English Finish—25% Discount for One Day

We will give for one day only 25% discount on every article in our Furniture department in the Mission Early English finish—One Day, Remember.

- \$25 Dining Tables will cost you \$18.75
- \$32.50 Buffets will cost you \$24.35
- \$3 Leather Seat Dinners will cost \$2.25
- Wood Seat Dinners, each, \$1.25 \$1.50
- And so on with Library Tables, Bookcases, Center Tables, Rockers, in fact any and every article in the entire department, Early English finish, 25% discount—this is a rare chance for you to buy what you need on this sale.

April Sales in Drapery Section

that are of keenest economical interest to the house furnishers—savings you'll appreciate.

Saxony Brussels Net Curtains, full size, dainty patterns, worth to \$20 pair, Monday, at pair, \$12.50 and \$16.50
Cluny Curtains, in linen edge and inserting durable hem, in white and ecru, worth to \$8 pair, Monday, at pair \$5.95
Lace Curtains in different styles, worth to \$2.00 pair, Monday at, pair 98c

Marie Antoinette Curtains, in white, ecru and cream, worth to \$7.50 pair, Monday, at pair \$4.45 and \$4.95
Large assortment of Cable Net Curtains, all full size, very neat patterns, worth to \$5.00, Monday, at, pair \$2.95
Lace Curtains in different styles, all full size, worth to \$3.25 pair, Monday, at, pair \$2.25

Large assortment of Rope Portieres, with tapestry bands, all colors, and all new styles, Monday, at pair \$3.25
Golden Santos curtains, \$4.98 and \$3.95
Madras for curtains, dainty shades, 46-in. wide, worth to 85c yd., Monday, at, yd. 45c
Colored Etamines with dainty borders, all new patterns, Monday, yd., 18c, 20c, 39c

Fancy Scrims in ecru, white and cream, yard 25c 39c
Bungalow Nets for curtains in white, ecru and cream, worth to 85c yard, Monday, at, yard 49c
Curtain Swisses in colors and plain white, worth to 20c yd., Monday at 12 1/2c
Fish Net in white and ecru, 36-inches wide, worth to 15c yd., Monday, at, yard 19c

Wall Paper Sale

Monday, Tuesday and Wednesday

will be the three big days of the greatest Wall Paper sale in the history of Omaha. Select your spring wall paper now and save money.

Good paper, at per roll, 2 1/2c
Kitchen papers, 6c, 8c and 4c
Bedroom paper, 7 1/2c, 9c, 8c and 4c
Bedroom stripes, 10c values, 4c

Parlor papers, all colors, 20c values, 10c 8c
Upper thirds Library, den rooms, 30c value 20c
Hall papers, at 15c, 12 1/2c, 10c

Plain Oatmeal 25c
Figured Oatmeal 20c
Moire Ceilings 8c
Varnish wood stain, quart 55c
Wall Paper and Paint Dept. 4th floor

Read Hayden's Big Special Grocery Sale

You can save from 25 per cent to 50 per cent by trading at Hayden's.

17-lb. best granulated sugar \$1.00
49-lb. sack high grade Diamond II Family flour, made from the best selected wheat, per sack \$1.25
8-lb. best rolled breakfast oatmeal 35c
4-lb. fancy Japan rice 35c
10-lb. best bulk Chick feed 35c
10-lb. best bulk Best "Em All or Diamond II soap for 35c
1 1/2-lb. boxes best select soda crackers 40c
Jelly-roll or Jelly, per lb. at 7 1/2c
1-lb. cans assorted soups 7 1/2c
Oil or mustard sardines, cans 8 1/2c
1-lb. cans pork and beans 3 1/2c
6 bars Ivory Soap 3 1/2c
6 cakes Slices cooking soap 2c

16-oz. cans condensed milk 6 1/2c
2-lb. cans fancy sweet sugar corn 7 1/2c
Peter's breakfast cocoa, in bulk, lb. 35c
McLaren's peanut butter, lb. 15c
The best tea siftings, lb. at 18 1/2c
Golden Santos corn, 10c
Flour and vegetable seeds, pkg. 2 1/2c
Right the butter, trust, buy Butterine.
2-lb. good butterine 35c
2-lb. good table butter, 35c
The best No. 1 country butter, lb. 30c
The best creamery butter, per lb. 30c
1-lb. cans 30c
The best No. 1 dairy butter, lb. 30c
Special Highland Naval orange sale.
40c size, per doz. 30c
2-lb. size, per doz. 35c
3-lb. size, per doz. 35c
2-lb. size, per doz. 35c
Strawberries from Louisiana, per box, Monday 2c

at 10c
The Market of Omaha for fresh vegetables.
2 heads fresh leaf lettuce at 7 1/2c and 10c
Large stalks fresh celery at 7 1/2c
Large bunches fresh beets, carrots or turnips, per bunch 10c
Fresh spinach, peck 30c
Fresh shallots, bush 9 1/2c
Fancy California cauliflower, per lb. 17 1/2c
Fancy extra fine cucumbers, each 15c
2 large green peppers 10c
Fancy asparagus, lb. at 17 1/2c
Fancy California cauliflower, per lb. 17 1/2c
Fancy wax or green beans, per lb. 9c
Large Florida Pineapples at each 90c
Anything you want. We've got it.

Monday's Extra Cut Prices in Our Hardware Dept.

10-qt. galvanized pails, at 12c
12-qt. galvanized pails, at 14c
14-qt. galvanized pails, at 19c
No. 8 heavy galvanized boilers at 60c
No. 9 heavy galvanized boilers at 98c
No. 8 heavy copper bottom wash boilers \$1.49
No. 9 heavy copper bottom wash boilers \$1.59
No. 1 heavy galvanized wash tubs at 49c
No. 2 heavy galvanized wash tubs at 59c
No. 3 heavy galvanized wash tubs at 69c
Medium size clothes baskets at 69c
Large size clothes baskets at 79c

14 rolls large size, 5c rolls toilet paper 50c
9 rolls large size, 10c rolls-toilet paper 50c
\$1.50 food choppers 98c
Mrs. Potts' 5-piece sad irons, at 70c
Brass, zinc or glass washboards at 29c
17-qt. blue and white dishpans at 39c
12-qt. gray enameled water pails at 29c
17-qt. gray enamel dishpans at 29c
8-qt. gray enamel preserving kettles at 29c
15c carpet beaters, best grade of steel wire 9c
90 clothes pins 9c
Look over our line of refrigerators, garden hose and garden tools. Our prices are right.



Millinery

Satisfying Individuality is the keynote of the popularity of our Spring Millinery.
Every hat shown by us is the result of close, studious application and care in selection of our stock. High prices don't make style and in many cases do not stand for quality in merchandise.
Here you get authentic style and satisfying quality, minus the high price feature.
Special Groups of Trimmed Hats, matchless bargains, \$2.50 \$2.95 \$3.95 and \$5.00
Our Distinguished Trimmed Hats at \$5.00
have yet to be equalled in style or quality at near the price.
Other trimmed hats shown—
at \$10.00 to \$90.00
The only store in town that guarantees Willow Plumes and all Other Millinery

TRY HAYDEN'S FIRST