

DELIGHTFUL economies are now evidenced in every department throughout this busy store—economies that are real; low pricings on goods of known high quality merchandise which we know is sure to render splendid satisfaction and are willing to back by our guarantee—values, the equal of which we have seldom been able to offer are here for your selection in

Our Annual May Sales

Beginning Monday and Continuing All This Week

HAYDEN'S

Men's, Women's and Children's Shoes and Oxfords at under-pricings that will surprise even those expecting most. Don't fail to see Monday specials.

Beginning Monday

75c Laces 20c
Elegant Lace Flouncings, from 16 to 24 inches wide, all beautiful, new designs, made to sell at 50c to 75c a yard; all at one price, per yard **29c**
85c Lace Bands 40c
A beautiful line of popular Wash Laces, suitable for summer gowns; great snap at, yard, **49c**

The result of one of the most successful N. Y. buying trips and most fortunate cash purchases our buyer has ever made. The choicest lace values we have ever offered—values we believe surpassing any you have ever known—See them Monday.

FINEST LACES AT HALF
During this great Lace sale we have decided to clean up our own regular stock and will place on sale all odd pieces of high grade laces that sold at \$1.00 to \$1.00 a yard; while they last at... **HALF PRICE.**
You'll find assortments very superior and the values the choicest ever.

THE POPULAR ZION CITY LACES
For which we are sole Omaha selling agents, offers you quality in wash laces that cannot be surpassed at Omaha prices fully 50% less than the imported product. See our big Special 5c Counter of these Laces Monday.

Beginning Monday

50c Laces at 25c
A specially fine showing of Plac. Val. Plauen and Venice Bands—made to sell at 50c a yard; a big assortment for selection; at, a yard **25c**
50c Cluny Laces 25c
All linen; not a yard worth less than 50c; some numbers worth 75c and 85c; all at one price for Monday; at, yard **25c**

HAYDEN'S

\$50,000 Stock of Men's and Children's Summer Underwear on sale at half and less than half actual retail worth. Try Hayden's First

Sheer White Goods Specially Priced

Plain fine French lawns and imported Swisses; values up to \$1, yd. **50c**
Wash chiffons and sheer linen waistings; values up to \$1.25, yd. **75c**
Assorted lot high grade French and Persian Lawns, values up to 40c yard **18c**
One table full sheer plain India Linens and Mulls, worth up to 80c yard **12 1/2c**

Sale of Linens Monday

Imported German satin damask, grass bleached, worth \$2.98, yd., **\$1.98**
Imported Belfast de w bleached satin damask, worth \$2, at yd., **\$1.50**
Warranted all pure linen hemstitched huck towels, worth 50c, each. **35c**
Extra large, snow white, Turkish towels, worth 35c, each **22c**

THE Apparel taste of every woman from the most progressive to the most conservative can be gratified and perfectly satisfied in our wonderful May Sale showings of authentic Spring and Summer Ready-to-wear garments. Several extensive purchases from overstocked manufacturers provide rare bargain opportunities this week that will give great zest to sales each day. Wherever and whenever worthy values are sacrificed we are among the first to share in the savings and you are now offered the same opportunity.

Monday We Offer the Suits

625 OF THEM IN THREE LOTS

Tailored Suits — Made to sell at \$15 to \$18, in a fine assortment of whipcords, serges and fancy suitings; fine line of nobby new styles, at **\$5.95**
Your choice of our 300 handsome new **TAILORED SUITS**, made to sell up to \$40; eponges, Bedfords, fine diagonals, etc., in a remarkable range of classy designs, at **\$14.90**
50 ELEGANT SILK SUITS, in choicest spring and summer styles; garments made to sell at \$35 to \$40; in Monday's sale, at, choice.. **\$25**

Six Other Rousing Specials Monday

Children's Wash Dresses — All sizes 6 to 14, made to sell at \$1.00; choice **39c**
Junior Wash Dresses—Pretty summer styles, to \$2.50 values, at **\$1.00**
Ladies' Long Crepe Kimonos — All colors and sizes; \$1.50 values, at **79c**
Ladies' and Misses' Raincoats — Sizes 16 to 46; Grey or tan; \$1.39 values, at **\$1.39**
Women's Personal Wrappers and house dresses, to \$1.25 values; all sizes; **69c**
Messaline and Raffia Undergarments; \$1.00 values, at **\$1.39**

Most Fascinating New Weaves in Silks

Are here in almost endless assortment, including many weaves and patterns shown exclusively by Hayden Bros. You'll find regular prices considerably less than equal qualities are priced elsewhere and assortments are very superior. See the beautiful and most popular "Kismet Kloth." A full line of colors shown exclusively by Hayden Bros.; pure silk, very beautiful, yd. **\$1.98**
\$2.00 and \$2.50 Silks \$1.50 — **\$1.25 Silks at 90c**—Silk Poppins and Crepe de Chines, 42 inch wide, in all leading shades. **All Silk Dress Messalines**, all in wide, regular \$2 and \$3.00 values, special, yard. **\$1.50**
200 pieces of 24 to 36-inch Dress Silks including 36-inch pongees and tub silks, 27-inch novelty Louisiennes and hair line stripe messalines, 24-inch all silk foulards, etc., on sale at the yard **48c and 68c**
All Silk Messalines and Satin Foulards in a full line of new colorings, silks made to sell to 59c; on sale at **38c**

10% DISCOUNT ON PORCH FURNITURE



One of the finest lines ever shown in Omaha for selection. Buy Monday and save.

Green and Maroon patterns, fibre rush rockers and chairs with heavy roll arms, regular price \$3.00, \$3.50, \$4.50, \$5.50 to \$9.50, others ask up to \$15.00 for same goods.
Porch Swings, framed oak, complete with chains, etc., at **\$3.50**
6-foot sizes **\$5.75**
Oak Porch Rockers and chairs with arms, each **\$3.50**
Canvas Couch Lawn Swings, with mattress and steel springs on box seat, also back and angle iron steel frame, complete **\$8.50**
2 Other Specials in Furniture.
One motion collapsible Go-Carts with hood and rubber tread wheels, on sale **\$4.50**
Small size Bed Daynports, when folded up with mattress inside, full size bed when opened up, genuine leather, at **\$35.00**
Imitation leather **\$25.00**

Remarkable Values in Summer Weight Wool Dress Fabrics for Monday

Wm. F. Reed's Lanastowne for summer wear, finest silk and wool in novelty stripes and checks, \$1.25 to \$1.50 values, at yard **80c**
\$1.00 Cream Serges 60c—All wool 40-inch wide, a splendid bargain for Monday.
65c Costing Fabrics \$1.00—Handsome all wool Ratines and Eponges, 4 1/2 in. wide, quality that will tailor perfectly.
100 Pieces of Dress Fabric, including Cream Serges, Mohair, Wool Tartan, Voiles, etc., wide range of colorings, yard **40c and 60c**

Why Pay More for Drugs and Toilet Goods.

Specials for Monday.
25c size Sanitol tooth paste or powder, sale price **10c**
25c size Sanitol or Ponds' Extract face creams for **15c**
\$1.50 bottle of Oriental Cream 80c
15c can of finest Borated Talcum powder for **5c**
75c size Pommette Massage cream for **50c**
50c bar of Packery's Tar or Woodbury's Facial soap for **15c**
10c Jap Rose or Palm Olive soap at 2 bars for **15c**
\$1 size pure Hydrogen Peroxide, guaranteed pure, for **50c**
10c Shinola shoe polish for **5c**
\$1 size pure Hydrogen Peroxide, guaranteed pure, for **50c**
\$1 size La Trefle or Aurea face powder or toilet water for 75c
75c size Finand's or Hudson's toilet waters go at **50c**
50c and 75c values in Rubber Gloves to at, the pair **25c**
75c and \$1 values in Rapid Flow Fountain Syringes for **50c**
\$1 and 1-1/2 quart sealless hot Water bottles for **50c**

Authentic Mid-Summer Millinery at Most Attractive Early Pricings

Advance modes duplicating the best ideas of leaders in the millinery world. Actual reproductions from the clever hands of our experts, and that is why these May sale pricings **OPEN THE DOOR TO ECONOMY VERY WIDE.**

Our purpose to keep at the forefront in showing the new styles in hats is strikingly illustrated in our showings Monday.

Beautiful Panama Hats, new soft breast and wing trimmings, at **\$10.00**
Untrimmed Panama Hats, 10 styles to select from, on sale in two lots... **\$3.95 and \$5**
Rough Braid Sailor Hats, all colors and back **95c**

THE ONLY STORE THAT GUARANTEES ALL MILLINERY.

A Wonderful Assortment of Choice Wash Fabric Weaves Here for Dainty Summer Frocks

New Ratines in every conceivable coloring and style—both plain and fancy, yard. **25c to \$1.50**
New Voiles—Plain, silk striped, printed, etc., exceptional values at, yard. **15c, 25c and 35c**
Poppins—Plain and stripe silk warps, real Irish, etc., splendid qualities. **25c, 39c, 50c**
Serpentine Crepes, Costume Crepes, Tokio Crepes, etc., at, yard. **12 1/2c to 25c**
Batistes, Organdies, Dimities, Foulards, Tissus, Gingham, etc., in almost endless assortment; at, yard **12 1/2c to 39c**

Special Sale All Week on "Garland" Gas Ranges

\$12.50 "Garland" Ranges, small size and popular with light housekeepers, reduced to **\$10.50**
\$20.00 "Garland" Range, a large range with three single, one giant and one simmering burner, reduced to **\$16.95**
\$23.00 "Garland" Range, same range as above, except with large burner **\$19.50**
\$26.00 "Garland" Cabinet Range, no stooping or bending, the most popular gas range on the market **\$31.50**

Special Sale Aluminum Coffee Percolators.

An 8-cup Aluminum Percolator, beautiful in pattern, for one day only **\$1.98**

A Few Specials for the House Cleaner.

15c chemically treated circular dustless mop, one of the most popular housecleaning items on the market, one to a customer **90c**
Step-Ladders, 6-ft., best Norway pine **90c**
Mop Sticks **5c**
Cotton Mops **19c**
10c Rice Root Scrub brushes **5c**
Emment Water Pails, 5c
2 1/2 full size brass Wash Boards **15c**



Rug Specials

That will be of keenest economical interest to the home furnisher; all are guaranteed absolutely perfect.

Tapestry Brussels Rugs, 9x12 size, seamless, sale price **\$12.98**
Heavy Axminster Rugs, 9x12 size, on sale **\$19.98**
Seamless Velvet Rugs, 9x12 size, sale price **\$17.98**
Wool Fibre Rugs, 9x12 size, all colors, at **\$7.98**
Wilton Velvet Rugs, seamless, 9x12 size, at **\$19.98**
Tapestry Brussels Rugs, 9x12 size, special **\$9.98**

FREE--TO EVERY WOMAN

Bring this advertisement to our Notion Department not later than one week from today and receive, absolutely free, a regular 10c card of

Wilson Dress-hooks

These popular new Dress-hooks are not ordinary hooks and eyes or snaps—they will completely overcome your dress-fastening difficulties. The free cards are not samples but the same value for which you would regularly pay 10c.

We make this most unusual and liberal offer as we are confident you will find Wilson Dress-hooks the very thing you have always wanted. They can't come unhooked or "pop" open accidentally. They hold securely without bulge or gap, though you can unhook them with perfect ease. Guaranteed not to rust or crush in washing and ironing, and to outlast any garment; perfectly flat and never show.

Don't neglect this opportunity to try the Wilson Dress-hooks you have seen so widely advertised in the leading magazines and style books. Used by fashionable women everywhere and endorsed by leading dressmakers.



Cut Out This Advertisement and present at our Notion Department. Large and small sizes; Gray, Black and White colors. One dozen on a card. We can not give a card to any one who has received a card free from any merchant or the Wilson Dress-hook Co., Cleveland, O. None given to children.

Special Flour Sale Monday--48-lb. Sack Diamond H Flour \$1.00

This flour is made from the finest selected wheat, and every sack is guaranteed to give perfect satisfaction for bread, pie or cakes. Nothing finer for bread, pie or cakes.

25 lb. Best Granulated Sugar **\$1.00**
10 lb. Best "Em All or Diamond" C Soap for **50c**
10 bars Crystal White Laundry Soap for **25c**
7 bars Hainan Brook Electric Spark Soap for **25c**
or best heavy ref. Sarsaparilla **25c**
Good Talcum Powder, 7 1/2 oz. **75c**
The best domestic Macaroni, Ver-micelli or Spaghetti, pkg. **75c**
1-lb. cans Assorted Soups **75c**
8 cans Oil of Mustard **25c**
The best bulk Peanut Butter, lb. **15c**
15-ounce cans Condensed Milk **60c**
Yeast Foam, pkg. **3c**
2-lb. cans fancy sweet Sugar Corn, 5c
2-lb. cans fancy Wax String Green, 5c
or Lima Beans **75c**
1 lb. Fancy Japan Rice, 10c qual. **25c**

Large bottle Worcestershire Sauce, pure Tomato Catsup, Pickles (assorted), or Horshradish, bottle, **95c**
Golden Santos Coffee, lb. **25c**
The best Tea Siftings, lb. **10c**
Head the Big Special Butter, 2 1/2 and **3 Cheese Sals.**

Butter Takes a Turn!
The best Creamery Butter, carton or per lb. **25c**
The best Country Creamery Butter, per lb. **25c**
The best No. 1 Dairy Butter, lb. **25c**
Good Table Butter, lb. **25c**
Fancy Full Cream Young American New York White or Wisconsin Cream Cheese, lb. **15c**
The best imported Roquefort Cheese, per lb. **25c**
The best Imported Swiss Cheese **25c**
Neufchatel Cheese, each **3c**

The best No. 1 strictly fresh Country Eggs, dozen **80c**
The Greatest Vegetable Market in Omaha for the People.
15 lb. best Colorado Potatoes **15c**
12 lbs. Fancy Cooking Apples **25c**
Fresh Apparatgus, bunch **5c**
4 bunches fresh Green Onions **5c**
4 bunches fresh Pie Plant **5c**
Fresh Beets, Carrots or Turnips, per bunch **10c**
Fancy Ripe Tomatoes, per lb. **10c**
2 lbs. Sweet Potatoes **15c**
3 lbs. fancy Shelled Popcorn **10c**
Fresh Peas, quart **10c**
2 heads Hart House Lettuce **5c**
3 large Green Peppers **10c**
1-Crown Figs, lb. **12 1/2c**

Fancy Ripe Strawberries, box **10c**
Fancy large Cucumbers, each, 15c, 10c
Fancy Large Grape Fruit, 10c, 8 1/2c, and **7 1/2c**
Anything you want in vegetables or fruit at a saving of 50% to 100%.
Tomato and Cabbage Plants, per dozen **7 1/2c**

FINNAPLES SPECIAL.
Extra large, fancy, juicy, sweet Pine-apples, 24 and 30 size, special, **10c**
Anything you want in China Dept. Monday.
Hand-painted Japanese Bread and Butter Plates, each **5c**
Japanese and German China Sauce Dishes, each **5c**
Haviland China Bread and Butter Plates and Sauce Dishes, each, 15c
Star Cut Water Set—2 glasses, **25c**
Star Cut Water Set—2 glasses, **25c**
pitcher, set **50c**
Plain blown and etch Water Glasses, 2 for **25c**

Do You Want the Very Best Sewing Machine? There's Only One.

The New Home

Handsomely finished, in fumed golden, dark or mission oak, to best match your furnishings; materials and workmanship of the very highest quality produced. Always ready to do anything any machine will do and some others will not do. The lightest running, the most satisfactory in every way. Shown exclusively by us. Prices—**\$35 \$38 \$40 \$45 and \$50**

Ginghams, Voiles, Poppins

All kinds of seasonable wash goods at special prices—Domestic Room.
Dress gingham, plaids, checks and stripes, 12 1/2c values, at yard. **8 1/2c**
Striped voiles, good colors, 25c values, at the yard **15c**
White curtain scrim, 36 inches wide, 15c values, at the yard **10c**
Percalae, 36 inches wide, 12 1/2c values, at the yard **7 1/2c**
Striped tissues, good colors, 19c values, at the yard **12 1/2c**
Striped pongees, 32 inches wide, 19c values, at the yard **12 1/2c**
Amoskeag gingham, blue, green and brown, 7 1/2c values, at the yard. **6 1/2c**
West Wind, 36-inch bleached muslin, 8 1/2c values, at the yard **6c**
Roachdale 9-4 bleached sheeting, 25c value, at the yard **20c**
Lockwood 9-4 bleached sheeting, 28c values, at the yard **24c**
Glenbrook, 72x90 made sheets, 59c values, at **49c**
68-inch bleached table damask, 39c values, at **25c**
Turkish knit wash rags, 2 for **5c**
36-inch unbleached muslin, 8 1/2c values, at the yard **6c**

Try Hayden's First