

DRESS-UP WEEK

Begins Monday, March 31

Continues Throughout the Week

Beautiful Window Displays

Special Showing of Spring Apparel

THE war is over, the nation is assuming its normal condition, a fact which is noticeable to a great degree in the desire of the people to buy good merchandise, to enjoy the prosperity which is ours, by a generous expenditure. Present prosperity and the splendid prospects for continued prosperity make us all feel like dressing up with the Spring.

HAYDEN'S

THE CASH STORE

WE are prepared to help establish normal conditions. War prices are coming down and our cash prices have a downward tendency, which will help you save many a dollar on Spring purchases for personal adornment and home. On every article you'll find our cash price as low as honest merchandising will permit.

Yet Time to Make That New Easter Dress or Suit. All the Most Beautiful Weaves and Colorings for Your Selection.

HERE'S SOME

Dress-Up Week Silk Specials

That You Will Keenly Appreciate.

- \$3.00 Printed Georgette Crepes—40-in. wide, rich colorings, yard \$2.49
- Double-Faced Satin Francols—36-in. wide, 41 quality. Our Cash Price, yard \$3.50
- \$3.00 Plaid and Striped Silks—36-in. wide. Our Cash Price, yard \$2.49
- \$2.00 Plaid and Fancy Silk—36-in. wide. Special Cash Price, yard \$1.28
- \$2.50 Fancy Striped Taffetas—All 36-in. wide. Special Cash Price, yard \$1.95
- \$2.00 Colored Taffeta and Messaline—36-in. wide. Special Cash Price, yard \$1.49
- Rich Black Dress Silk. Most Pleasingly Reduced.
- \$3.00 Black Chiffon Taffetas—40-in. wide. Special Cash Price, yard \$2.49
- \$3.50 Black Panna Blain—40-in. wide. Special Cash Price, yard \$2.98
- \$2.00 Chiffon Taffetas—All 36-in. wide. Special Cash Price, yard \$1.75
- \$1.75 Chiffon Taffetas, Black—36-in. wide. Special Cash Price, yard \$1.49

An Appealing Distinctiveness Characterizes the Character and Style of Our Remarkable Display of Women's Ready-to-wear Apparel for Spring



Quality considered, we are confident you will find values are unquestionably superior, and the assortments and range of prices make the selection of the new Easter Suit or Dress a real pleasure. It's a real pleasure to us to show such values.

Attractive Values in New Spring Suits

Never before have we shown a wider range of charming new models or more pleasing values. Beautiful designs in Tricotettes, Tricotines, Poiréts and all other wanted materials. Suits to suit everyone.

A Truly Wonderful Showing of New Spring Suits Offered as a Dress-Up Week Cash Special at

\$45.00

Hundreds of Beautiful New Spring Dresses

Just Received for Dress-Up Week—The season's newest creations in Taffetas, Georgettes, Foulards, Ettamines, Tricotines and choice combinations. All attractively priced.

If in Need of a Beautiful Afternoon or Dinner Dress See the Special Offerings Monday at

\$49.00



Some Most Interesting Displays and Very Attractive Cash Specials in Spring Coats, Blouses and Dress Skirts. Never Were Assortments Broader or Prices More Pleasing.

A Wonderfully Attractive Display of Apparel for Children and Juniors. Charming Styling. Pleasing Qualities at Low Cash Prices Which Are Bound to Please.—Second Floor.

Dress-Up Week Specials in Wool Dress Materials

Choicest Weaves and Colorings for Spring and Summer Lowly Priced.

- \$1.25 French Serge, 88c Yard. 42-in. wide, half wool, in all the leading colors; plenty of navy and black; selling elsewhere for \$1.25. Our Cash Price 88c
 - \$1.00 Black and White Checks, 48c Yd. 42-in. and 44-in. wide, half wool, in the overplaid effects; would sell regularly for \$1.00. Our Cash Price 48c
 - \$3.50 French Serge, \$2.45 Yard. 56-in. wide, all pure wool, a splendid serge for your new Suit and Dolman, in all colors; plenty of navy and black; this quality is selling elsewhere for \$3.50. Special Cash Price \$2.45
 - \$5.00 Men's Wear Serge, \$3.45 Yard. 56-in. wide, all pure wool, Priestley's imported English Serge, in navy and black only. Yes, you pay from \$5.00 to \$6.00 elsewhere. Very Special Cash Price \$3.45
 - Spring Coating, \$2.95-\$3.45 Yard. Your choice of any coating in the house, such as Velour, Bolivia cloth, Scotch tweed and lots of others, worth up to \$5.50 a yard. Special Cash Price \$2.95-\$3.45
 - \$1.50 New Spring Plaid, 88c Yard. 42-in. wide, half wool, in all the new Spring color combinations; these plaids selling other places for \$1.50. Our Cash Price 88c
- Have your skirt made to measure. Your choice of all the new Spring styles, man tailored; fit and workmanship guaranteed. Inquire Dress Goods Department. For the making — \$2.50

Stylish Gloves a Necessity

Spring Lines Are Ready for Dress-Up Week

A New Complete Line of Chas. Perrin's French Kid Gloves



In all the New Suit and Spring shades, in new tan, brown, gray, pastel black and white, in plain and embroidered backs; all new shoe shades; at—

\$2.50 - \$3.00 - \$3.75

Kayser Silk Gloves

Kayser Silk Gloves in mastic pongee, gray, tan, black and white, at—

75c - \$1.00 - \$1.50

Dress-Up Week Specials in Toilet Goods

- Le Trefle or Azurea Face Powder (all shades), our price \$1.48
- Tanty's Poudre Marquise, (a wonderful imported face powder), our price 75c
- Sanitol Tooth Paste 23c
- Baldwin's Rouge Brunette, for 35c
- Crema Tokalon (the perfect cold cream), our price 85c
- Colorite Hat Dye, all colors, for 23c
- Aladdin Dye Soap, all colors, 3 cakes for 25c

A Superb Display of Correct Spring Headwear

New Andrea and Consello Models

On Special Display During Dress-Up Week

These Andrea and Consello models are advanced productions, style developments of the last week.

Featuring These Models at—

\$7.50 - \$10 - \$12.50
\$15 and \$18



The Corset You Need

In addition to giving graceful, unbroken lines to a woman's figure, her corset should give scientific physical support or reduction, according to the individual need.

Nemo Corsets

are scientifically designed to accomplish all purposes. There is a special Nemo corset for every type of figure.



The model illustrated is a Nemo Self-Reducing Corset for the average full figure. It has the Self-Reducing Straps which gently massage away excess fat.

\$5.00

Have one of our corsetiers fit you to your Nemo at your earliest convenience.

Dainty Underwear Underpriced

Even if you have laid in your supply of Lingerie, these values will prove keenly appreciated by every economical buyer. See them this week.



Silk and Satin Bloomers—Hand embroidery and lace trimmed; heavy quality Jersey \$3.50 and \$5

Lace Trimmed or Plain Silk Skirts—Worth to \$5; Cash Price \$3.50

Beautiful Quality Silk and Satin Camisoles—All sizes; big assortment to select from at \$1.50

Dainty Nainsook Envelope Chemise—Lace trimmed. Our Special Cash Price \$1.50

Handy Embroidered Gowns and Envelope Chemise—Beautiful assortment to select from at \$2.98

Dainty Silk and Satin Boudoir Caps—Extra special, Cash Price 50c and 98c

New Spring Neckwear at Very Low Cash Prices

- Washable Satin Vestees—With roll collar, in Navy, Open, Red, Special Cash Price Monday \$2.55
- Bengaline and Brocaded Pongee Vestees—In all the new shades, with roll and square collar, regular value, \$4.50, Cash Price Monday \$2.50 and \$3.00
- High Neck Organdy Vestees—With Clusters of fine tucks; regular value, \$2.00, Monday, at \$1.50
- Net Vestees—In high and low neck, trimmed with a fine quality val lace; regular value, \$1.75, Cash Price, Monday \$1.00
- Washable Satin Collars—In white and colors, trimmed with narrow pleating; regular value, \$2; Special Cash Price Mon. \$1.50
- Georgette, Organdy and Chiffon Ruffling—In all shades, 3 to 4 inches wide; regular value, \$2; per yard \$1.50
- Fine Quality Plaque Vestees—In low neck and roll collar; regular value, \$2; Special Cash Price Monday \$1.50



What Is More Necessary Now Than Pretty Hosiery to Proper Dress?



Never was our unusually broad assortment so complete or values so attractive. You'll find it easy to make pleasing selections here.

- Women's All Silk Embroidered and Cloaked Hose—In black, white and colors. Special prices \$2.25 to \$3.50
 - Women's New Silk Hosiery—In all new shades; also Cordovan, Russian Calf, Beaver and Mouse and black and white. Our Special Cash Price, per pair \$1.75
 - Women's Silk Lisle Hose—In all the new shades. Special 75c
- Many Interesting Specials for "Dress-Up" Week.

Big Manufacturing Sale of Real Laces Monday

- Irish Crochet Collar and Cuff Sets—In three lots—
- Collars worth up to \$5.00, special Cash Price Monday \$1.00
- Collars worth up to \$10.00, special Cash Price Monday \$2.98
- Collar and Cuffs, worth up to \$15.00, special Cash Price Monday \$5.00
- Irish Crochet—Dutchess and princess edges and bands, some in matched patterns; worth up to \$8.00 yard. Special Cash Price Monday, yard \$1.98
- Narrow Widths—In Irish crochet and dutchess, with insertion to match; worth up to \$4.00. Special Monday, yd. 75c
- Real Limerick Scarfs—2 yards long; regular value, \$27.50. Special Cash Price Monday, each \$12.50
- Real Spanish Lace Scarfs—In white only; regular value, \$35.00. Our Special Cash Price Monday, each \$15.00
- Real Princess Wedding Veils—Worth up to \$35. Special Cash Price, Mon. \$15.00

Special Spring Opening Sale of Garden Tools

- A-1 Garden Hand Wheel Plov, Cash Price \$4.25
- Hand Cultivator 75c
- 12-Tooth Straight Garden Dig, Cash Price 65c
- 16-Tooth Straight Garden Rake, Cash Price 85c
- A-1 Garden Hoe 79c
- Garden Weeder 50c
- Hand Plov 98c
- A-1 Garden Spading Fork, Cash Price \$1.00
- 6-ft. Braced Stepladder, Cash Price \$2.00
- 6-ft. Unbraced Stepladder, Cash Price \$1.65
- Garden Wheelbarrow, Our Cash Price \$5.25
- Family Size Food Chopper, Cash Price \$1.25
- 2-Burner Oil Stove, Our Cash Price \$12.50
- 3-Burner Oil Stove, Our Cash Price \$16.75

Read the Big Grocery Specials for Monday—By Trading at Hayden's You Reduce the Cost of Living One-Third

- 10 lbs. Best Pure Cane Granulated Sugar 86c
- 45 lb. sack Best High Grade Diamond Flour \$2.85
- 10 lb. sack Best High Grade Diamond Flour \$1.45
- 10 lbs. Laundry Soap 38c
- 4 lbs. Best White or Yellow Cornmeal 25c
- 1 lb. Best Rolled White Breakfast Cereal 25c
- Why pay 10c lb. for package oatmeal? The Best No. 1 Michigan Navy Beans, lb. 10c
- Fancy Japan Rice, per lb. 11c
- The Best Domestic Macaroni, Spaghetti or Egg Noodles, pkg. 75c
- Monarch Catsup, large bottle 25c
- No. 2 cans Fancy Ripe Tomatoes 12 1/2c
- No. 2 cans Fancy Sweet Sugar Corn, per can 12 1/2c
- No. 2 cans Early June Peas 14c
- No. 2 1/2 cans Golden Pumpkin or Hominy 10c
- No. 2 1/2 cans Sauer Kraut 9c
- Fresh Mackerel, per can 25c
- Tall cans Fancy Pink Salmon 20c
- 14 ounce cans Wilson Mils 12 1/2c
- 14 ounce cans Pet. or Carrotin Milk 14c
- Corn Flakes, pkg. 15c
- Grape Nuts, pkg. 15c
- No. 1 cans Fancy Pink Salmon, per can 28c
- Oil Sardines, can 6 1/2c
- 2-cans Mustard Sardines, for 14c
- Assorted Soups, can 10c
- Squash Soup, can 8 1/2c
- Lax Washing Compound, per pkg. 1 1/2c
- Yeast Foam, pkg. 4c
- Dried Fruit Specials.
- Fancy Evaporated Apples, per lb. 28c
- Fancy Seedless Raisins, per lb. 15c
- Fancy Muscatel Seedless Raisins, per lb. 15c
- Choice California Prunes, per lb. 15c
- Fancy California Prunes, per lb. 15c
- Fancy Mild Peaches, per lb. 15c
- Choice California Apples, per lb. 15c
- Fancy Cleaned Currants, per lb. 17 1/2c
- Fancy Cleaned Currants, per lb. 15c
- Shelled Popcorn, lb. 12 1/2c
- Fresh Roasted Peanuts, per lb. 15c
- Omaha's Greatest Tea and Coffee Market.
- Our Famous Golden Santos Coffee, per lb. 22c
- Santos Blend, a fine drink, at per lb. 25c
- Ankoka Blend, rich bodied and fragrant, lb. 25c
- Mocha and Java Blend, the world renowned coffee, per lb. 40c
- The Best Tea Blending, lb. 22c
- Choice Basket Fried, Sun Dried Japan or English Breakfast Tea, lb. 48c
- No. 2 cans Sweet Sugar Corn, per can 12 1/2c
- 15 lbs. No. 1 Cooking Potatoes at 30c
- Fresh Beets, Carrots, Turnips, Shalots or Radishes, per bunch 7c
- Fancy Ripe Tomatoes, lb. 20c
- Fancy Head Lettuce, at per head 12 1/2c, 15c, 20c
- Fresh Parsley, bunch 5c
- Fancy Large Cucumbers, each 25c
- Fresh Parsley, bunch 5c
- Fresh Cabbage, per lb. 5c
- Horseshoe Root, lb. 8 1/2c
- Old Beets, Carrots, Turnips, Parsnips or Rutabagas, at per lb. 3 1/2c
- 4-quart Red or Yellow Onion Sets, for 25c
- Blue Grass Seed, lb. 35c
- 2 lbs. for \$1.00
- Flower and Vegetable Seeds, per pkg. 5c