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SINGLE COPY FIVE CENTS.

Reduced Prices

NEW BUTTERICK PATTERNS 40c Butterick Patterns 30c 35c Butterick Patterns 25c 30c Butterick Patterns 20c

Hammering Down the Prices at the Great Transmississippi Headquarters.

25c Butterick Patterns 15c

No store in America offers greater advantages to the trading public than the "Great Transmississippi Headquarters." Unequaled buying facilities and an unlimited army of customers, including a list of over 50,000 mail order patrons, enable us to handle almost incredible quantities of goods and make it necessary to have the most complete assortments. Quick selling means new, fresh, seasonable goods all the time.

We are "letting down the prices" on all the vast stocks now in our store. They must be cleaned out cause we are Selling at any price and at once. This week's price reductions are the biggest in Omaha's history. More More. at any price and at once. This week's price reductions are the biggest in blanch of the second at once. The Big Store

Making Room for the **Biggest Lines of Goods** ever brought West,

Our Exposition Year Goods already arriv-

Mail Orders Filled.

Selling Cheaper be-

Special Sale On Furniture, Carpets, Wall Paper.

Carloads of the finest furniture ever brought to Omaha now displayed in our immense furniture rooms. You can find anything in the furniture line here at lowest prices,

Fine mattresses at \$1.35, \$1.50 and \$1.75. Iron beds at \$2.50, \$4.25 and \$4.85. Chairs, cane seat, 75c and 95c. Rockers, \$1.25, \$1.50 and \$1.75. Suits at \$11.50, \$12.50, \$14 and \$14.85. Couches at \$7, \$8.85 and \$9.75

India stools, all colors, \$1.85 Pictures in greatest variety of subjects, and frames at all

New Carpets for Spring, Arriving Elegant new goods put on sale daily at lowest prices, All

odd lots, short lengths and broken lines are being closed out New patterns extra heavy all wool ingrains, 50c yard. Extra heavy cotton chain ingrains, 45c yard. Extra heavy cotton union ingrains, 35c yard.

The Line of Curtains and Draperies

Was never as fine as now. All the novelties in pair and yard goods. We can sell you a pair of lace curtains for 39c, and in all grades. We name the lowest prices. In upholstery goods we are selling: 27-inch valours for 60c. 27-inch corduroy for 65c 50-inch tapestry for 45c

All come in new colorings.

Wall Paper Bargains

Remnants in all grades put on sale Monday, in bundles with side border and ceiling for all sized rooms from 50c to \$2 a room

White blanks at 31c, 4c and 5c; 9-inch borders 11c; 18-in borders 3c and 4c. Gilts in all colors and styles, 6c, 7c, 8c and 10c, with 18-

Dark reds, blues, greens and browns at 15c, 17½c, 20c, 25c; 18-inch shaded borders 7c and 8c yard.

Room mouldings, 1½-inch oak, pine and cherry, 2c foot; 1½-inch fancy colored 3c and 3½c; 2-inch fancy colored at 4c

Paints and Brushes

Best ready mixed paints \$1 a gallon. Carriage, black and vermillion, one half pints 25c; pints 40c and quarts 75c; Wood stains and enamels at lowest prices. Bicycle enamels, in up to date colors, † pint 202. Give your old rusty bath tub a new porcelain finish, † pint does the work, 40c.

Brushes

1-inch varnish brushes 5c; 1½-inch varnish brushes 8c. Oval Sash Tools, 5c, 8c, 10c, 15c, White Wash Heads, 15c up.

Stylish Millinery.

The lateness of the season makes it necessary to close out all our trimmed hats at once. We will put the balance of our stock on special sale at greatly reduced prices.

Just received --- an exquisite assortment of the very newest and most fashionable flowers for spring —The opening prices will be lower than ever. Elegant linen and velvet assorted bunches at............. 39c 5c

Very pretty violets and foliage, per bunch..... Fancy feathers and tips at special prices. Black felt trimmed walking hats worth \$1.50 at............... 75c

Silk embroidered baby caps, all sizes, at 39c, 50c, 75c and \$1.25, value 75c to \$2.25.

Specials in the Cloak Department.

| Ladies' Jackets. made of boucle, curl astrakhar imported kersey and cheviot, some all silk lined. some 4.98 braid trimmed, some strap seamed, your choice at4.98 |
|--|
| Ladies' Kersey Cloth Capes, trim ned with braid and fur, 27 inches long, high storm collar, worth \$8.00 |
| Misses' Jackets, in plain and fancy cloaking, ages 14, 16 and 18, at |
| Dress Skirts, in figured mohair, nicely assorted patterns, all lined and velveteen bound, at |
| Fine lustre figured Brilliantine Skirts, in new floral designs, also fine plain cicillian and serges, well lined and full sweep, at |
| Ladies' Silk Waists, in black, colors and changeable effects, new, nobby styles, at |
| Ladies' Percale Wrappers, in dark colors, separate waist lining, at |
| Ladies' Heavy Percale Wrappers, Watteau |

back, strap at waist, inside best of muslin, faced in

front, with good collar, yoke, belt, cuffs and back strap, 75c trimmed with braid, at.... Ladies' Furnis

| Ladies' Kid Gloves, 2-clasp gloves, in all de-75 sirable shades, at 75 | C LADII |
|---|---------|
| Ladies' Kid Gloves, hook and button, worth \$1.35, at 50 | lace |
| Childrens' Bicycle Hose full seamless and double 10 heel and toe, at 10 | wort |

Ladies' Full Seamless HOSE, in fast black, 10c

| hings | |
|---|------|
| LADIES' MUSLIN GOW | NS. |
| worth 50c, | 39c |
| LADIES' MUSLIN GOW | INS. |
| lace and embroidery trimmed, worth \$1.00, a | 69c |
| LADIES' UMBRELLA | |
| DRAWERS, worth 50c, at | 19c |
| LADIES' CORSET COV | ERS. |
| all sizes, worth 25c, | . 8c |
| LADIES' CORSET COV | ERS. |
| in all sizes, worth 75c, | 23c |

The Big Silk Dept.

Invites all lovers of beautiful silks to visit and inspect the many lines of the most exquisite creations of both foreign and domestic

New Silks Arriving Daily. WASHABLE SILKS. | Monday's | Plain Black India Silk. Large assortments in both Checks and Stripes, all colors, only Feast firm quality, special price Monday of

25c 39c Bargains. BLACK CHECKS—new and pretty—in red, white, blue and white, brown and white, green and white, black and white— Monday's price

PLAIDS THAT ARE NEW-combinations that are pretty, quality that is good-crisp taffeta finish-Monday at FANCY SILKS-in very pretty and neat designs, all the latest colorings-and worth much more than Monday's asking price...

CHANGEABLE TAFFETA-in an excelent quality, in most every two-tone effect made, the scarcity of Taffetas is well known—assortments—everywhere are broken—and we urge those desiring laffetas to buy at once—100 pieces in all the good shades on Monday at only 49c ing laffetas to buy at once-100 pieces in all the good shades on Monday at only
TAFFETA BROCADES—in new styles and shadings and bought to sell for \$1.00-special price Monday.
STYLISH STRIPE—in best quality of Taffeta-pretty shaded effects—see them, they are new-Monday.
BEAUTIFUL PLAIDS—all will tell you that Haydens' plaids are prettlest—the brilliant colors crossed by heavy satin bars are exquisite—other stores ask \$1.50 and \$1.65 for them—our price only ask to see the new special dress patterns in light shadings at —per yard—\$1.25, \$1.50, \$1.57 and. 1.98 -per yard-81.25, 81.59, \$1.75 and.

BLACK SILKS-at Monday's bargain pricesPLAIN BLACK TAFFETA RUSTLE-extra good-Monday at.,
PLAIN BLACK TAFFETA RUSTLE-extra good-Monday at.,
PLAIN BLACK SATIN DUCHESSE-a world beater and a silk
which we recommend for wear and service-fine and perfectspecial for Monday

BLACK PEAU DE SOIE-Skirt or dress silk-40 pieces-good
quality on sale-you know how well they avear, only.

BLACK BROCADE GRO GRAIN-Full 22 inches wide in all designs-worth \$1.50-price on Monday

UTOPIA VEL VET silk finish in black only. 75c 98c UTOPIA VELVET-silk finish in black, only..... Monday we place on sale the largest assortment of new nobby up-to-date...

Stylish Wool Dress Goods

ever attempted by one house in this city... The qualities and styles are better and prices are much lower than

only, yard.

Our line of high grade silk and twool novelties in the 79c line is composed of every known shade and weaves for spring wear—
it is impossible for us to describe this line as we have so many to show—These goods are being sold as high as \$1.25 per yard—
Our price commencing Monday only, yard.

We are showing a very large line of silks and wool skirting plaids—a large line of waist plaids in wool with satin stripes—also a large variety of covert cloths in all the new known weaves and colors for spring wear at 75c, \$1.09 and \$1.19 per yard—just 50 per \$1.00 \$1.25 and \$1.50 e than others sell the same quality

Hendquarters for Elack Spring Dress Goods—all of the large stand \$1.50 e ach.

Hendquarters for Black Spring Dress Goods_all of the new spring weaves and designs in black_good for this season_are now on sale at prices within reach of all. 46 inch Black Silk and swool mixtures—rich lustre—dust proof—98c every vard guaranteed worth \$1.48 per yard—commencing Monday 98c our price only 98c yard.

50-inch Black all wool figured and Brocade in large and small 79c figures—rich lustre—does not wrinkle—worth \$1.25 yard—commencing Monday our price only, yard

46-inch all wool fancy weaves in all black, very serviceable 59c and firm—every yard guaranteed in large and small figures being sold at 98c yard—our price commencing Monday, only, yard.

47-inch extra heavy Mohair Black Serge—the 98c quality—Monday only, yard.

36-inch black all wool French Serge—also all colors—worth 45c yard—commencing Monday only, yard.

Cheap Wool Dress Goods Dept. yard
All open mall orders filled and money refunded if not satisfac-tory samples sent on application. In ordering samples please state kind, color and quality desired.

Grand Special Sale 10,000 Yards of Imitation Hand Made

Torchon Laces.

These goods are manufactured by P. K. Wilson, the greatest maker of real hand made linen laces in the world. The lot we place on sale are exact copies of the real hand made goods. First lot only, per yard 214c Fourth lot only, per yard 10 Second lot only, per yard 5c Fifth lot only, per yard 15c Third lot only, per yard 54c These goods are worth up to 60c yd.

Grand Thread Sale.

| 00 yards perfect Machine Threat, per specionly Limited 10 to each customer. 09 yards Linen Thread, per speci | | 30) yards Richardson's Slik Tareau, per socol Bast ng Thread, 2 s pools. Ladles Sateen Belt Hose Sup- porters | |
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| | - | | - |

JEWELRY DEP'T. SPECIAL WATCH SALE MONDAY.

| How is This:—Gent's Genuine Waltham Watches in fine Silverine cases, actual value \$7,50 Sale price. | \$3.48 |
|---|--------------|
| Gent's gold filed hunting case watch, warranted to with fine Waltham nickle movement | \$10.98 |
| Gent's gold filled hunding case watches, warrante | d to wear 20 |
| Boy's Silverine stem wind and set watches. \$2.25. Ladies 14 kt solid gold hunting case watch with fine Elgin or Waltham movement, actual value \$30. | \$19.50 |
| Ladies' and Gent's gold plated hunting case watche with American made movement, regular price \$6.00, | \$2.98 |

DRUG PRICES

Roger's AA. Soup spoons, 95c for 6. Roger's A1 Tea Spoons.69c for 6.

Scott's Emusion Paine's Celery Compound... Lydia E. Pinkham's Compound... Ayer's Hair Vigor

PIANOS ----

The reason why you should buy your Piano of Hayden Bros. Because we carry the largest stock and greatest variety of any house in the west. Because we handle only reliable makes. Because we guarantee our pianes. Because we sell the

Chickering, Steinway and Fischer Pianos. Because you cannot buy any of the above 3 best in the world anywhere

else in Omaha. NEW PIANOS TO RENT. Beautiful Emerson and Vose & Sons Pianos, in fancy cases, at \$175 \$185, \$195 and \$205. 39c Washable Dress Goods

Newest Effects in Scotch Novelty Mulls, yard

Insurpassable assortment of fine French Organdies, yd, 25c to 39c Percales, 36-inch, for men's shirtings, thoroughly reliable yard.
Ginghams of every description, all the best makes in domestics, all colors and stytes, yard.
Prints of every make, color or styles, choice, yard..... Sateen, in small neat figures (Simpson's) Special Prices for Monday on stripes and plaids, yard.....

Can fill mail orders on these when not received later than Wednesday. Bargains on Sale Monday in our FLANNEL DEPT. % white wool flannel at, yard 15c | Fancy woven Blankets for gowns 7-8 wide white wool flannel, yd 25c | and wrappers—reduced to, a All wool grey striped or checked flannel, yard, 15c, 20c and 25c 45c and 55c fancy wool Eider-Govn-reduced to, yard.... 25c Double faced Cotton Eiderdown pair 10-4 Grey Blankets, pair pair Have you seen our new comforts at \$1.00 each? Summer Comforts at \$1.50 each—both these comforts are fast sellers-considered the best value ever shown by those
 Cotton Flanned, yard, 35c, 5c, 8c and
 10c

 Shaker Flannel, yard, 31cc, 4c, 5c, 61cc, 8c and
 10c

 Ticking, yard, 5c, 74cc, 10c, 125c, 15c and
 20c

 Shirting, yard, 5c, 61cc, 8c, 10c and
 121cc

Chenille and Tapestry Table Covers. New spring styles, great veriety to select from, all sizes—25c, 39c 45c, 60c 75c, 95c, \$1.00, \$1.25, \$1.39, \$1.50, \$1.75, \$1.95, \$2.60, \$2.25 and \$2.50 each. Largest and best assorted stack in the west-20c, 55c, 65c, 76c, 75c, 85c, 90c, 85c, \$1.00, \$1.25 and \$1.50 each up to the finest imported Marseilles at \$5.0 and \$6.50 each.

| Haydens' carry the stock and prices or money refunded. | have | the as | sortment, | make | the | lower |
|---|--|--|---|--------|-----|---|
| Sale on Fine Lines | ns. | | | | | |
| Linens from the best looms 64-inch extra heavy damask - 58-inch Scotch Damask - 60 va 58-inch celebrated bleach Clyd 64-inch German Silver Bleache 69-inch full bleached double I Oriental Damasks - 58 inches a Turkey rad Damask - guarante 36-inch Handkerchief Linen at 36-inch bleached Butcher's Lir 18-inch all linen Crash, yard White Goods Department. | -60c variue at the Damark Damark wide—grand fast | isk-60 ask-70 a-value uarante colors | c value at ic value a e \$1.00 at eed colors | t t | | 0: 3: 5: 6: 5: 6: 5: 6: 5: 6: 6: 6: 6: 6: 6: 6: 6: 6: 6: 6: 6: 6: |
| 40-inch Apron Lawn at, yard 40-inch Black India Linen at, India Linen at, yard, 69-6, 81 Check and Stripe Nainsook at 6 Dotted Curtain Swiss 36-inch stripe and Lappet cur | 714c. 9c. yard 4c. 10c : 14c. 814 | and e and | | | | 714 15 10 1216 |
| He dquarters for Sheeting | and | Musli | n | | | |
| 4-4 curra be use brown renail n 4-4 fine soft fin'sh muslin-5 4-4 fine Cambric Muslin-124;c Pillow case muslin, extra goo i 9-4 heavy unblanched Sheetin 9-4 bleached Sheeting-20c quar. | e qualit qualit qualit | y at | | | | 81-3 84 11 |
| | | | | | | |

Hardware, Stoves, Housefurnishing Dept.

Our Special Monday All Day Sale—They say prices are going up—ours are going down. Read and be up to date.

Hardware.

| A fine hand hammered steel hatchet 27c \$1 steel square 49c Set of 6 auger bits in wood box, and brace \$1.08 \$1 De Korning saw 59c The best 20-in, butcher saw made 89c Regular 50c kitchen saw 27c Rim and mortise locks with knob 15c | 1 |
|---|-----|
| Housefurnishings. | 1 |
| 6-foot step ladder | I I |
| Stoves, | 4 |
| Can sell you a 6-8 inch hole range, with reservoir, regular \$20, our price | |

2-burner gasoline stove, Monday \$2.39 Fine steel gasoline oven \$1.29 A full size No 8 plain cook stove \$7.25 Heating stoves at nearly your own price.

China Department. Roger Bros. 1847 knives and forks, first quality \$2.95 for 12 pieces We have just received carload of Success Water Filters \$3.95 up Plain white cups ank saucers

Clothing

Prior to our grand Spring Opening we are hammering down prices. The past two weeks has demonstrated what letting down the prices will do. If we say that Fine Line of Imported Irish Dimities, yard 25c we will sell you a \$10 Winter Suit or Overcoat for \$5.00, rest assured the Big Store will back it up. This is what We are doing with balance of Winter Clothing. We never pack them away. We sell them at these prices:

\$6.50 all wool black and blue cheviot suits at \$2.98 \$7.50 and \$8.50 fine mixed cheviot suits at . . \$4.75 \$10 and \$12.50 fancy cheviot suits at......\$6.48 \$13.50, \$15 and \$18 fancy worsted suits at \$11.75 \$6.50 men's overcoats and storm ulsters at ..\$3.95

\$15 fine kersey overcoats and ulsters at....\$10 00 \$2.50 men's pants at 95c and\$1,25 \$3 Reading Mills pants at......\$1.75 \$3.50 boys' knee pant suits at \$1.95

The finest boys' vestee, junior or double breasted suit, choice of any at \$2.95.

Special Bargains in Gents' Furnishings-

Men's Suspenders, the regular 25c quality, at121/2c Men's Sweaters, in pavy blue, maroon and green, at 50c Boys' Sweaters, in navy blue, maroon and black, at 50c Men's Bow Ties, in all the new

Men's Working Shirts, in dark reinforced front and back, worth 75c and \$1.00, at 39c Men's Percale Shirts, with col-

Notice Our Hat Sale-

Look in our 16th street window. You will notice a difference from other stores' hat displays in the prices.

Soft Fedoras in black and tan—50c and 75c—others ask 75c. \$1 and \$1.25 Fedoras in any style manufactured for \$1.00; others get \$2.00 for the same hat. Our \$1.50 hat is a winner; nothing to touch it this side of the \$3.00

More Bargains in Groceries Just a few plain facts and figures on how to save your money-Read

| I.C. | these prices carefully— | |
|------|---|-------|
| 5C | these prices carefully— White Paris Soap, 10 bars for White Russian Soap, 10 bars for | 250 |
| | White Russian Soap, 10 bars for | 250 |
| | 1 Domestic Soap, 10 Dars 10r | 250 |
| | Any brand of Laundry Soap, 10 bars for | 200 |
| | Wool Soap, large size bars | 60 |
| | I Ivory Soap, per bar, only | 224 |
| | 3-pound cans Choice Tomatoes | 1941 |
| | Sweet Sugar Corn, only | - 60 |
| У | Solid Hand Packed Tomatoes | S140 |
| | Solid Hand Packed Tomatoes Early Blossom June Peas, can New Lima Beans, per can | 24 |
| 1 | New Lima Beans, per can | 50 |
| | Red Kidney Beans, per can | 35/25 |
| | Boston Baked Beans, per can | 6724 |
| | Golden Pumpkin, 3-pound cans | 2340 |
| e. | Places to Descrip | |

Flour is Down

| Pure Food | ce on sale Monday 1,000 sacks of fancy high patent Minne- |
|-------------|---|
| Makes the | warranted to be the best flour on earth, sack |
| 10-pound sa | iarket. 2c jerman or any brand, per package. 2c Fure Graham Piour. 25c Pure York State Hockwheat 25c e Navy Beans, Hand Picked 25c for Breakfast, 10 pounds for 25c |

Evaporated Fruits

The Big Cracker Department We have the finest cracker department in the west-carrying a large

| headquarters for the celebra | ted | BOY package goods—Remember we HATTLE CREEK SANITARI only complete line of these goods | HM |
|--|-------------------------|---|------------------|
| city—Monday we will sell— Newport Flakes at | 11c 11c 11c 6c | Ginger Scaps Graham Crackers Oatment Crackers Fine Mixed Cookles | 7c 10c 10c |

War Declared in Our Meat Dept.

At the Transmississippi Head quarters.

Teas and Coffees—Coffees roasted every hour.

Butter and Eggs—At Transmississippi Headq'rts