

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MARCH 26, 1899.

SINGLE COPY FIVE CENTS.

Leading Dry Goods House of the West.

Over 20,000 styles always on hand representing the leading manufacturers of the world...

Lansdowne

Is made of silk and wool, is 42 inches wide, comes in 60 shades, is rolled on a Lansdowne board...

Black Dress Goods

It is not necessary to describe what Priestley's Black Goods are. We only want to say that they can only be found in our store...

Crepons

In black and colors—Priestley's Mohair, Top Crepons, Suits Crepons, Brigs & New-mans Crepons—all of Bradford, England...

Silk Headquarters.

We lead all other Omaha stores in Silks. Our constant aim to supply you with the best that is made at the lowest possible price...

A Little Talk on Taffetas.

We have tested most of the taffetas in both Foreign and Domestic make in order to procure one which we could justly recommend...

Black Grenadines on Sale.

10 STYLES in neat stripes, all 44 inches wide—49c at only 75c. 25 STYLES in Stripes and Checks, 44 inches wide—special at only 98c.

Specials in Black Silks that will go quickly.

BLACK HABITTA SILK—very fine special for Monday 39c. BLACK TAFFETA—all pure silk—49c. BLACK SATIN DUCHESSE—Barbain 59c.

New Summer Wash Fabrics

Dainty colored, woven novelty effects, in some of the most charming combinations—Scotch novelty, Madras, Plaque, Scotch Gingham, Silk Artwork, Etc.

Jewelry Dept.

Special Watch Sale This Week.

Gents' Nickel Watches, Stem wind and set, 85c. Gents' Elgin or Waltham Watches, Silver Case, sold everywhere for not less than \$5.00, sale price \$2.98.

Dress Goods

In the Basement. Double Fold Cashmeres, all shades, at only 35c per yard. 38-inch Cashmere, all colors, worth 50c per yard, on Monday 15c.

Silk Bargains

In the Basement. Plain Satins, Plain Chinas, Plain Indias, Printed Pongees, on sale, 15c. Special values in remnants of silk lengths from 1 yard to 10—all kinds.

Flannel

Basement Bargains. 6 1/2 Cotton Flannel at 2 1/2c yard. Best Double Fold Shirting at 10c yard.

HAYDEN'S A sale at which you can buy the newest, the brightest and the best merchandise so cheap that you must wonder at our remarkable offers.

This week's sales will be the most famous underselling event in the history of Transmississippi merchandising—The greatest effort of our business career.

AGENTS FOR BUTTERICK PATTERNS.

Ladies' Suits, Jackets, Skirts & Waists

Nobby desirable effects in all the fabrics and colors. We can satisfy your most treasured fancy—no matter how delicate, stylish tailored suits, made of all wool materials, jackets silk lined, nice stylish garments, for 4.98.

Spring Jackets, etc.

We have assembled all the current styles at the most economical prices. Ladies' nice spring jackets, satin lined throughout, worth \$6.00, at only 3.50.

Ladies' Wash Waists and Wrappers.

Largest and most complete line of ladies' wash waists in the western country. 100 dozen ladies' wash waists well made at 21c.

Special Bargains in Ladies' and Gents' Furnishings

Men's Medium Weight Wool Shirts and Drawers, worth \$1.00, at 50c. Men's regular Derby Ribbed Shirts and Drawers, regular 75c quality, at 39c.

Furniture

"One story is good until another is told." You are never satisfied about any purchase until you have seen us. Then you know whether you have paid too much or not.

Hardware, Stoves and House Furnishing Dept

Bread and Cake Boxes, 27c. Tin and Mortice Door Locks, 10c. Tin Dish Pans, 11c.

Bed Spreads

4 Special Numbers for Monday. No. 1—Extra large crocheted spread 2-ply yarn, both warp and filling, at 50c.

China Dept.

Jardinieres—Just received a large line of the celebrated Dickens & Lonsdale ware, the very finest art goods, in all sizes, from 50c up.

Wall Paper and Paints

Spring stock is here. The best at prices less than any store in Omaha. The most complete stocks of wall paper, paints, varnishes, stains, enamels, brushes and room moldings in the city.

New Drug Prices

Kilmer's Swamp Root 75c. Small 49c. Large 75c. Palm's Cerey Compound 75c.

Sheet Music

Always to the front in our Music Department. We carry all the very latest Sheet Music that is published.

The Easter Bonnet and Where to Get It

The new spring hat! The new Easter Bonnet. The crowning finish to the new spring costume.



WHERE TO FIND THIS HAT—Headwear embodying the latest style concept, the most becoming shape, with the most beautiful adornments—and at the same time at a moderate price—in short a creation assuredly correct, unique and exclusive—this is the thought of the moment.

Here at Hayden's Millinery Parlors.

You will find here a veritable forest of beautiful hats. See the new exclusive shapes and designs. Never has millinery been so bewitchingly beautiful, never have shades blended so pleasantly to the eye nor materials been so pretty, nor shades so becoming.

All priced to please. The style is in the Millinery not in the Prices.

In the astonishingly great assortment; you are sure to find YOUR hat or bonnet. You are welcome to come and look at the charming exhibition of flowers, ornaments, new shapes and pattern hats, whether you buy or not.

GRAND EASTER BIBLE SALE

We are closing out our entire stock of Bibles and Prayer Books carried over from the holidays, and as there can be no finer Easter Gift than a handsome Bible, we have decided to have a Grand Bible Sale, continuing all Easter week, at ONE-HALF PRICE.

MONDAY NOTION SALES

10c Hair Pins, per dozen 30c. 7c Fancy Atomizers 50c. 50c Fancy Atomizers 25c. \$1.00 Fancy Atomizers 50c.

Groceries

CANNED VEGETABLES, ETC. 3-pound cans solid packed Tomatoes, 75c. 15c cans White Sugar Corn only 85c.

Pianos

Just received, the finest and largest line of Pianos that has ever been shipped to Omaha. Among this elegant assortment of pianos will be found "The Great American Piano."

Rugs

Special sale on made up Rugs—8-3x10-3 Moquette Rugs, \$10.50. 9x12 Moquette, \$22.00. 8-3x11 Wilton Velvet Rugs, \$16.25.

Big Meat Sale Monday

No. 1 Breakfast Bacon, strip, 6c. Choice Pickled Pork, 8c. Pickled Tripe, 3 1/2c. Very choice boneless Corned Beef, 7 1/2c.

HAYDEN BROS.