ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, SEPTEMBER 30, 1900.

SINGLE COPY FIVE CENTS.

English Decorated Semi Porce ain Cups and Saucers, 29c

Velveteen Corduroy Skirt Binding,

Toweling, yard

36-inch wide Pure Black Silk, worth \$1.00, Monday 59c

Patent Leather Shoes, viel kid top, worth 83 50, Monday Wood Eiderdown, wirth 40c.

Yard Wide Percales -all new styles-Monday

Flanueis, M nday

# Sensational Sales That Demonstrate "The Big Store's" Leadership

Astonishing bargain giving in finest, newest and most stylish goods, direct from the world's greatest markets. Varieties and assortments unsurpassed in America. There is not an express or freight station in the entire Trans-Mississippi country to which our goods do not go on mail orders. The Big Store is daily thronged with crowds of eager buyers. Hundreds of merchants buy their entire stocks from us. This tremendous volume of business and spot cash enables us to sell goods at lower prices than other merchants pay for theirs.

Buyers will find Monday's Sales the Grandest Genuine Bargain Opportunities ever presented in Omaha,

### The Leading Dress Goods House West

Over 40,000 styles now in stock-more than all the other stores of Omaha combined. We wholesale dress goods as well as retail them.



Black Dress Goods

Goods cheaper than others can purchase

Cheviot-the regular price

is \$1.98 per yard-on Mon-

sold in this town at \$3 per

yard-on Monday we will

sell them at, yard .... ....

day it will go for ..

regular price is \$2.25-

this sale it will go

We carry the product of the leading mills in the United States—Botony Worsted mills, Passaic, N. J., Goodalls celebrated woolen mills, Sanford-MacFarnsworth worst-Philadelphia; William F. Read, Philadelphia, etc. These are the first class mills of America and are strictly con fined to us for Omaha. They make no short lengths, no damaged goods, but all strictly first class, and any house stating that they are selling these goods

#### no domestic goods in them-price, yard 38c, 55c, 65c, 75c, 85c,

98c up to \$3 Two cases of short lengths lington mills, run from 1 to 7 yards in piece-for entire piece only .... 25 pleges of all wool Cheviot, extra heavy- I case of short lengths from the Atlantic mill goods-pieces run from

60 pieces of the finest Crepons that were ever placed on the market-these were mills in all woot, silk and wool in lengths 98c from 1 to 6 yards—worth up to \$1.00 yard—will go on sale Monday

Black dress goods from 15c to \$10 M yard. Colored Dress Goods

54-inch strictly all wool Suitings in blue, from 1 to 6 yards in piece-worth up to brown, gray, etc.-goods worth up to \$1.00 \$2.00 per yard-all will go 5 dress patterns in French Foule Apple-250 dress patterns of all wool, silk and qued in the very latest designs-worth

wool, crepons, souffles, suitings all worl from \$22.50 to \$60.00 per pathenriettas, serges and goods worth from tern—on this sale they will [0.00] ti to \$3 yard—all go on this sale—for entire pattern.

2.98 go at, for pattern ......

Our samples are now ready and any lady sending in her address we will send her FRENCH FLANNELS-We are said every a package containing over 100 different thing else, strictly headquarters for French feetly fast colors-made in France and to dress from these samples we will prepay

### 250 Bolts 27-in. wide Black and Colored Taffeta Silks.

This is beyond question the best taffeta value in our city-it is all pure silk and in the new soft finish that does not muss easily. 696 Yard. different colors—while they last at only ......

### New Silks, Shown for the First Time in the Big Silk Dept.

Direct Importation of high art silks, for evening wear-beautiful conceptions, in all the much wanted shades. We believe these to be the handsomest silks of this sort that was ever before shown in town. New applique silks, new tucked silks, new mirror silks, new panne ed mills, Arkonia mills, Folwell Bros., silks, new brokade silks, in grenadine effects-in fact, the finest and most complete collection of new and stylish silks in the land. Come and see for yourself.

On Sale All Day Monday.

for numerous purposes at only .....

50c and 75c Silks Monday 25c. A big lot of changeable bro- About 300 pieces, in a mixed lot that we in both China

cade silks that may be used cleaned up from a manufacture-all colors. Foulard silk, 24-in, wide and will make a

Ladies' Furnishings

Ladies' fine black hose at 10c, 15c and 25c.

Ladies' all wool yests and pants at 75c

Ladies' union sults at 50c, 75c and \$1.00.

Children's tine black ribbed hose, in fall

Children's flesce-lined vests and pants at

Children's all wool vests and pants at 25c

Special Bargains in

lined shirts and drawers, at 35c and 45c.

shirts and drawers, at 45c, 75c and 98c.

up to \$2.00, in one lot at 98c.

Sheet Music Sale

Men's extra heavy fleeced lamb's woo

Men's extra heavy all wool shirts and

drawers, in double front and back, worth

all the new colors, at 98c, \$1.50 and \$1.98.

Leaders in Sheet Music and Books. We

carry all the latest music and sell it at the

Monday we will sell the following very

latest Sheet Music at 3c, regular price 50c

Such popular hits as "The Tale of a Kan-

Men's Furnishings

worth double.

30c, 35c and 45c.

weight, at 10c, 15c and 25c.

15c. 26c, 25c, 30c and 35c.

outside of us are making misstatements. Any one interested in Black Taffetas should visit this Dept. Monday We have about 30 different lines of black taffetas, and in order to better aquaint the ladies of this city with the various makes that we handle, we will take several numbers from each line, and for Monday sell them at the most sensational reductions. It will pay you to buy black taffetas at this sale for a WHOLE YEAR'S NEEDS. 65c Black Taffeta, 19-in, wide...... 59c | \$1.00 Black Taffeta, 27-in, wide...... 59c | \$1.25 Garnet Black French Taffeta.

75c Black Taffeta, 20-in wide...... 49c \$1.25 Black Taffeta, 27-in, wide..... 98c Black Taeta, 21-in, wide...... 59c \$1.50 Black Taffeta, 27-in, wide ...... 75c \$1.25 Black Swiss 24-in, Taffeta. \$1.25 Black Taffeta, 22-in. wide...... 69c \$1.50 Black Taffeta, 36-iu. wide ...... 89c \$1.69 Black Pure Dye Lyons Taffeta ... \$1.00 

50 Pieces of Handsome Silk on Sale

of stripes, big brocades, taffetas, satins, gros grains and all kinds and colors, in very tine silk, worth \$1.00, and \$1.50, for ......

Silk and taffeta-

Silks for Dresses, Waists or Lining. Extra heavy taffetas in all the nobbles designs, over 100 pieces of swell Persian and scroll effects, in fine French Foulard, for entire dresses, heavy lining silks, in all

colors and black, full 27-in, wide, some of thes silks worth \$2.50.....

We sell the best Black Dress Silks in the World and Monday you have the opportunity of buying a handsome black silk dress for about half the reg \$1.35 Black Armure Dress Silk, at..... 75c | \$2.00 Black French Poplin, at...... 98c | \$2.50 Black Peau De Soie, 27-in wide.. \$1.

Our constantly increasing sale of the famous Winslow Taffeta is the Highest Tribute to its worthiness, despite the fact that there are many cheaper taffetas in the market, Winslow's taffetas stand pre-eminently alone in the field as the most

\$1.50 Black Gros Grain Silk, at...... 85e \$1.50 Black Satin De Lyon, 21-in, wide., 85e \$5.00 Black Peau De Soie, 24-in wide., \$2.5

#### thing else, strictly headquarters for French samples of fall dress-and if she picks a MAIL ORDERS FILLED. SAMPLES OF THE LATEST FALL SILKS SENT TO ALL WHO WRITE FOR THEM.

### Letting Down **Furniture Prices**



be from 50 to 75 per cent below any o her charges on same.

It is rarely in this world that our fondest freams are realized. This is just what has happened during the past week so far as furniture selling is concerned. We had dreamed of large sales, but the brightest of these dreams fell far short of the actual as it came to us this week. What a crowd What orders? Everybody convinced that here and here only can they buy reliable, up-to-date furniture at a less price than asked elsewhere. Could we get all these people to testify you would be astonished

that you have not come here long ago. We intend to continue this sale right along, and as lots of new goods are arriving daily, we can show you bright, new goods, new designs, new finishes in every grade of furniture. Pull size metal bed, white enamel, brass

trimmed, wood top, mattress to fit, good apring to fit, the whole for \$1.85. High back, leather cobbler seat rocker,

Large cane sent, arm rocker, \$1.75. 24x24 cak center table, \$1.00. Solid oak cane seat chair, brace arm, 75c. 5-drawer cak chiffonier, solid brass drawer pulls, our new line, \$6,50. Pine, large, nicely finished sideboard,

Quarter sawed extension table, polished top, heavy fluted legs, for \$5.50. Just in, fine oval frame, 416x616 opening, with burnished beading around edge, fitted complete, for 50c. New frames and pictures just put in stock. The lowest-priced place in town to have a frame made to order. Your photo enlarged free.

#### Wall Paper and Paints

Great stock reduction sale to make room for several big carloads now on tracks here. surprise the shrewdest shoppers. Noxall ready mixed, per gallon, 98c. The

Also cut prices on varnishes, stains, enamels, brushes and room moldings

### Muslins, Linens and Sheetings

10-4 crochet bed spreads, sale price, 49c each. 11-4 crochet spreads, sale price, 60c each. 11-4 crochet sprends, sale price, 75c each. 12-4 fringed crochet spreads, sale price 98c each. 12-4 fringed colored crochet spreads, sale price, \$1.45 each. 12-4 fine satin quilt, worth \$5.00, sale price, \$2.98. 12-4 fine satin quitt, fringed, worth \$6.00, sale

TOWELS AND CRASH TOWELING.

crash, 355c yard. MUSLIN AND SHEETING. 4-4 unbleached muslin, the 5c kind, sale size rugs. price, 45c yard. 4-4 unbleached muslin. the 8c kind, sale price, 6c yard, 36-in. bleached muslin, any leading brand, at 7c yard, 36-in, bleached muslin, would be cheap at 7c, sale price, 51gc yard, 9-4 bleached sheeting, special sale bargain, 18c yard. 9-4 unbleached sheeting, special sale novelties, dozen different styles and subbargain, 17c yard,

TABLE LINEN.

60-in, cream damask, sale price, 39c yard. 64-in, bleached damask, sale price, 59c. yard. 68-in, blenched damask, sale price. 62%c yard. 64-in. cream damask, extra heavy, at 50c yard, 24x24-in bleached damask napkins, sa'e price, \$2.25 doz. 2:x:2m, bleached damask napkins, sale price, \$1.50 doz. The greatest assortment at the lowest

#### Flannel Dept. drawers, large cupbeard, bevel mirror, for

Three cases white woot flannel, per yard 22c, 25c, 30c and 35c. One case bleached extra soft and heavy

prices will always be found at Hayden

Shaker flannel, too per yard. Three cases remnants of the best Olympia light and dark outing flannel, 812c per yard. One case fancy plaids wool flannel, extra bargain, 25c per yard.

Two cases extra heavy and soft light and dark outing flannel, 415c per vard. BED BLANKETS.

Thirty-nine cases cotton bed blankets Fine gilt papers, were lic. go on sale at from 55c to \$1.85. We have 500 pairs extra 6c per roll. Wall paper bargains that will large and heavy tan and gray, size 74x84. price, \$1.50 per pair.

We have 900 pairs wool and all wool samsame grade other dealers ask \$1.50 to \$2.60 ple blankets, in all colors, from \$1.50 to \$18.00 per pair. Sixty dozen extra heavy winter weight bed comforters, each, 75c, \$1.15, 85c and \$1.25.

### Draperies

We have just opened up a line of lace cur tains closed out to us by the mills at one-98c. \$3.50 to \$4.00 Nottingham curtains, fully fitted. \$2.00. \$5.00 Nottingham curtains, \$2.98. \$5.00 Brussels curtains, \$2.98. Also a big line of ruffled and novelty curtains.

Garpats

Special carpet sale. It will pay you to 24x45-in. Turkish towels, 12 to a customer. look into it. The finest goods in the world sale price, fac each. 22x45-in. Buch damask at prices notody else can make you. All towels, fringed or plain, at 224ge each. wool ingrains, 39c. Closing out patterns of 20x40-in, lines huck towels, worth 15c, at best all wool ingrains, 49c, all new fall pat-9c each. 17-in. all linen Barnsley crash, terns; all wool ingrains, 50c and 60c; 65c and sale price, 9c yard. 18-in, glass crocket 75c for extra quality patent and funcy weaves; Axminster and velvets, new goods, 95c and \$1.00. 15 per cent off on all room

#### China Department

A visit to our china department is time well spent. Beautiful line of onyx, blsque and meta

tects: 25c. All sizes of plain and decorated lamp shades from 25c up. Imported blue Canton tea sets, 69c Gas mantles, 10c.

Six-piece crystal cream sets, 22c. Decorated collar boxes, handkerchief oxes, glove boxes, brush and comb trays, bread trays, chop platters, vases, decanters racker jars; these are all \$1.00 values, 29c. Decorated oyster bowls, 5c. Eggshell decorated Japanese ware in cup and saucer, the finest you ever saw, 71/2c

Fine engraved water tumblers, 5c. Decorated 100-piece dinner sets, the very and sets, etc. est English porcelain; these sets are cheap at \$12.00, tomorrow's sale price is \$6.98. 12-piece decorated toilet sets, with large slop jar, best English porcelain, \$4.29. Extension spring solid brass hanging langes with 14-inch shades, \$1.98. Large size decorated Holland bowl, the

regular price is 50c, on sale tomorrow at Fine line of French china plates, fancy shapes and decorations, from 10c up. Decorated catment bowls, 5c.

Decorated fruit saucers, 5c.

#### **Grand Shoe Sale**

New fall styles at the most astonishingly low prices. His spot each purchases es- underwear and hostery. third of their regular selling price. \$1.00 pecially for this sale right from the factory Ladies' heavy ribbed vests and pants at Nottingham curiains, 49c. \$1.50 Nottingham | floors afford the greatest bargains shoe 25e, 35c and 50e curtains, 75c. \$2.60 Nottingham curtains, buyers were ever offered. Every pair careand \$1.00.



The "Ultra" Shoes for women-the "Ste on" shoes for men. Women's fine \$4 vict kid and paten eather Sample shoes, in all sizes, on sale

at \$1.96. Women's fine Brooks Bros.' Rochester made shoes, in vict kid and patent leather, for dress wear, all sizes and widths, on sale at \$3, \$3.50 and \$4.

Men's fine Sample Shoes, in vici kid an box calf, worth 24 and \$5, on sale at \$1.97. Men's fine box eaif and Russin calf Goodyear welt Shoes, on sale at \$3, \$2.50 and \$1. Children's School Shoes, in viel kid and velour calf, on sale at 75c, 98c and \$1.25.

## Grand Silverware Sale

Just received, 56 gross pieces elegant quad- garoo," "Ma Tiger Lily." "Bird in a Gilded ruple plate silverware, bon bon holders, Cage," "Sing Me a Song of the Sunny cake baskets, fancy spoons, manicure pieces | South."

A beautiful line of high-class useful novelties, regular 50c to \$1.00 pieces, on sale Monday, each, 25c. \$4.00 Bohemian glass vases, sale price

## **Meats and Lard**

Monday, each, 25c. \$4.00 Bohemian glass vases, sale price, each, \$1.00.  Just purchased, a sample line of this beautiful glassware, the genuine Bohemian goods, on sale at 50c, 60c, 75c and \$1.00, worth up to \$5.00.  20 gross pieces of statuary, artistic and handsome, reduced from 25c to, each, 10c.	No. 1 California hams
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### Special Notion and Ribbon Sale

Fancy ribbons, 50c quality—alt new goods— per yard	12/c
Fancy ribbons, 15c quality	4 1-2c
Special veiling sale, goods worth 35c and 50c—at	90
GRAND OPENING on newest novelties in dressis mings, including fine French effects in taffeta, satin, ve	122 (1311)-

broadcloth, and the very latest novelties in tinsel goods.

10c dress trimmings—quantity lifer	imited—	lc
Machine thread, full 200 yards—oper spool, for	on sale Monday—	lc

Great sale Monday on Ladies' Stylish Cloaks and Suits and exquisite fall and winter millinery.

## Pianos! Pianos!!

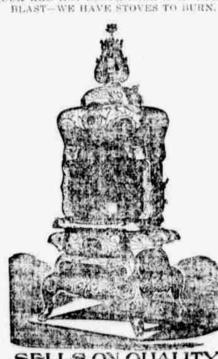
#### Now is the Time to Purchase a Piano

if you want to save money we have just received the first shipment of our fall stock.



If you are expecting to purchase, you should not fail to visit our piano department. We show you the largest line of standard pianos in the city. New pianos, \$148-from that price up to the price of the Chickering, Fischer, Lester, Franklin, Jacob Doll, Haines and several other makes. Any piano sold guarteed to give perfect satisfaction or money refunded. New pianos for rent. Pianos sold on monthly payments if desired. We handle Burdette and Newman Bros.' organs. Slightly used organs at \$8, \$10, \$12.50, \$15, \$20.00 and \$25.00. Pianos moved, stored, tuned and repaired. Telephone 1683.

trustworthy and reliable taffeta in the world. It pays to buy Winslow because Winslow wears OUR RED HOT STOVE SALE IS IN FULL



SELLS ON QUALITY

Did you see that beautiful Regal, Uni base burner. Be up to date. Get the best. Save your coal. No smoke or gas, It is perfect in construction; ex:ra large Men's heavy flannel shirts, in blue and flues; mirror nickel plating; way ah ad of for 10c anything clse of its kind in Omaha. Usually sells for \$48.00 to \$50.00; our price, \$39,00

Then we have a beautiful double heating Base burner, a little plainer, first-class made by the same tirm, 16-inch fire pot would be cheap for \$10.00; our price, \$33.00. The Cyclone Hot Blast, a snap (keep fire 48 hours), \$8.49; 15-inch Oak Stove for soft or hard coal,

21, air tight, burns any old thing, \$1.95. No. 8 Laundry Stoves (good heaters)

THE LATEST THING IN TOWN. Our Standard Stool Range; it is the nge, 5c. handsomest, the largest top, the large t oven, the best made, the heaviest, largest, high warming closet, ashemon lined throughout, duplex grave, for soul or wood, would be cheap at \$35.00; our price, \$25.96. Same style with a 15-gallon copper or east white enameled reserveir for \$35.95. Then we have a good honest made Steel Range with a large oven, 18-inch high wholf, low warming closet, nicely nickel plated. ashestos lined, \$26.50. No. 8 four-bale cast cook, first-class,

IN inch oven, a nice, neat, plata, honest fron Pipe (commonly called

.... it pipe, 9c. Send us your mail orders.

### Monday Grocery Sale

Fresh bulk oysters, solid packed, quart, 25c. Self-raising paneake flower, 2 lb. package, 8 1-3c.

New evaporated yellow peaches, pound, 121c. Fancy Java and Mocha cof-

fee, pound, 25c. White Russian soap, 8 bars

for 25c. Economy evaporated cream, can, Sc.

Tall can extra fancy red salmon, 124c. 2-pound package fresh rolled

oats, 5c. 3-pound cans golden drip syrup 9c.

Fancy whole Carolina rice, per pound, 5c. Baker's baking chocolate,

large cake, 174c. Pearl tapioca, worth 10e pound, 2 pounds for 15c.

Oil or mustard sardines, per an. 33-4c.

New Cape Cod cranberries, per pound, 7½c.

Shredded cocoanut, & pound Pint bottles pure tomato cat-

un (extra fine), 125c. String beans, baked beans or wax beans, 3 cans for 25c. This year's pack—new goods.

3-lb. cans fancy California pears, 15c.

Early June peas, worth 20c can, only 124c.

3-lb. cans fancy grated pineapple, 12½c. Pure corn starch, per pack-

Laundry starch, 4 lbs. for 15c, Jersey Cream flour, on sale Monday, 95c.

### Visit Our Optical Dept.



6-hole Cast Range, 30-inch oven, white fixed for less than half the usual price. Per-enameled reservoir, fine baker, \$15,50. feet satisfaction guaranteed. Repairs of all kinds. Lenses exchanged. Frames fitted. The department in charge of an expert certifled optician.