

Hayden's

The Reliable Store.

Third Week of the Great Sale of Sample Silk Bolts.

Hayden's

The Reliable Store

WE PURCHASED ANOTHER IMMENSE LOT AS FOLLOWING TELEGRAM EXPLAINS:

TELEGRAM.

NEW YORK, April 11, 1904.

HAYDEN BROS., OMAHA.

Your spot cash offer for balance of silk bolts, 500 in all, accepted. Have expressed same today.

Yours,

HART, VAN NESTOR & CO.

This is the greatest sale of silks ever held in this western country. Each day adds to its impetus and the force of these unequalled bargains is today felt in nearly every home.

EXTRA SALESPEOPLE

EXTRA SELLING SPACE

EXTRAORDINARY BARGAINS

- Sample bolts Silks for the new shirt waist suits, worth \$1, on sale.....**49c**
- Sample bolts Silks for the new shirt waist suits, worth \$1, on sale.....**58c**
- Sample bolts Silks for the new shirt waist suits, worth \$1.25, on sale....**69c**
- Sample bolts Silks for the new shirt waist suits, worth \$1.25, on sale....**75c**
- Sample bolts Silks for the new shirt waist suits, worth \$1.50, on sale....**98c**
- Sample bolts Crepe de Chine, black and colors, 24 inches wide, worth \$1.00, on sale.....**59c**
- Sample bolts Crepe de Chine, black only, 40 inches wide, worth \$2.50, on sale.....**\$1 25**
- Sample bolts embroidered and printed Imported Pongee, worth \$1.75 on sale.....**69c**
- Sample bolts 27-inch plain natural Domestic Pongee, worth \$1.25, sale....**59c**
- Sample bolts 36-inch crash natural Domestic Pongee, worth \$1.25, sale....**58c**
- Sample bolts pure white and cream Pongee, 24 in., worth \$1.25, on sale....**75c**
- Sample bolts white Swiss Habutia, waterproof, worth \$2.00, on sale....**98c**
- Sample bolts black Peau de Soie, 20 in. wide, worth \$1.00, on sale.....**58c**

- Sample bolts black Peau de Soie, 36 in. wide, worth \$2.50, on sale.....**\$1 45**
- Sample bolts black Peau de Cygne, 27 in. wide, worth \$2, on sale.....**98c**
- Sample bolts black Pongee Silk, 36 in. wide, worth \$2, on sale.....**98c**
- 200 Sample Silk Bolts, including silks of every description, kind and color—yard wide white wash silks, yard wide black wash silks, guaranteed black taffetas, colored taffetas, fancy silks of all kinds, brocades, plains—this season's best and latest silks. Some worth \$1, \$1.25, \$1.50, \$1.75 and up to \$2.50 in two lots, at 69c and.....**49c**

Darwin's theory of the survival of the fittest truly exemplified in the evolution of the silk industry.

RAW SILK was first made by the Chinese about 150 B. C. It was first brought from India to Europe in 274 and was worth its weight in gold. Silk was introduced into Europe by some monks in 550. Silk dresses were first worn in Paris in 1455.

Winslow Taffeta was first made in 1895 in United States of America. The silk that will beat it has yet to be invented. HAYDEN BROS. are the Omaha agents.

High Grade Dress Goods SALE

The Leading Dress Goods House in the West.

THIS WEEK'S SPECIALS

- All shades and black all wool Albatross, 33 in. wide, at.....**39c**
- Black, blue and brown 54 in. Mohair Sicilian, at.....**49c**
- Black and blue 54-in. Cravennetted Sicilian, at.....**75c**
- 45-in. Lupin's Voiles and Crepe de Paris, in all the new shades, our \$1.50 quality, for.....**98c**
- Brown mixed, blue mixed, green mixed Mohairs in little flaked effects, the latest weaves on the market, regular \$2.50 quality, reduced to.....**\$1 69**
- 45-in. Fancy Voiles, in black and colors, our \$1.98 quality, for.....**\$1 39**
- 54 in. Priestley's Cravennetted Sicilian the \$2.00 quality for.....**\$1 49**

TRUE SUIT ECONOMY.

Is exemplified in the wonderfully low prices we are making on Women's Spring Suits. Saturday was the greatest day in suit selling of the year. Everybody enthusiastic over the handsome line of goods shown and the extreme lowness of prices.

Our Half Price Sale

Will continue with just as good bargains as those formerly offered. Be sure to send an order and secure your suit before the line is broken.

STOP!

CONSIDER!

ORDER!

Women's Suits in military, eton and all other new nobby styles, made of the very finest materials, taffeta lined coats elaborately trimmed, made to sell at \$22.50, special sale price.....**\$10 00**
Listen again! Women's fine Suits, made of imported fabrics in the most extreme styles, suits that commend themselves to the very best dressers, high grade in every respect, made to sell for \$27.50 and \$30.00, special sale price.....**\$14 90**

Skirt Prices Shattered.

Women's and misses' Skirts in walking and dress lengths in Etamines and fancy mixed fabrics, made to sell for \$5.00, at.....**\$2 77**
Women's and misses' Rainy Day Skirts in plain blacks, browns, blue and mixtures, ten different styles for your selection, made to sell at \$6.50, choice.....**\$3 77**
Women's Walking Skirts, the very finest garments made, come in fancy mixtures and plain colors, \$10.00 values at.....**\$4 77**
\$12.00 values, trimmed with several rows of Taffeta bands, special at.....**\$6 77**
\$15.00 values, with handsome silk drop.....**\$8 77**
Exceptionally fine Voile Skirts at \$12.00, \$15.00 and \$20.00.

Women's Coat Prices Not Spared.

Women's Silk Coats at.....**\$3 90**
Women's Cravenette Coats

at.....**\$5 00**

Women's Coats in tan and black Covert cloth, satin lined throughout, made to sell at \$12.00, special

at.....**\$7 50**

Women's Silk Coats in five different styles, greatest bargain ever shown at.....**\$5 00**

Women's Pongee Coats, trimmed with straps and bullet buttons, each.....**\$3 90**

Now for the worst kind of Price Wreckage.

WAISTS WAISTS WAISTS

More waists than all the rest combined. Women's lawn and vesting Waists, all new styles, worth \$1.00,

at.....**50c**

Waists in linens, lawns, organdies, worth up to \$2.50, the greatest bargain ever shown, at.....**89c**

\$4.00 Women's Waists in white and colored linens, lawns and organdies, your choice.....**\$1 50**

Women's Waists in Japs, China and Taffeta Silks, all colors and black, worth up to \$6.00, choice.....**\$2 95**

OTHER PRICE SPECIALS

Women's Crepe Kimonos in all colors, satin trimmed, worth \$2.00, at.....**\$1 00**

\$2.00 Women's Moreen Underskirts.....**\$1 00**

\$2 Children's Spring Coats, braid trimmed, all colors, at.....**\$1 00**

\$1.50 Women's Percale Wrappers at.....**\$1 00**

\$1.00 Mercerized Underskirts at.....**59c**

SPECIAL SALE Fine Wash Goods

- Fine Satteen (mercerized) for shirt waist suits—yard.....**15c**
 - Fine Wash Voiles in all colors, also black or white—yard.....**15c**
 - Fine Silk Organdie in handsome designs—yard.....**25c**
 - Pongee, 36 in wide, silk and linen, tan and champagne shades—regular \$1.25 fabric—yard.....**75c**
 - Pongee, silk warp and silk embroidered, 27-in. wide, worth 75c—at yard.....**49c**
 - Fine Waistings, white and colored, worth 25c to 50c yard, full pattern of 3 yards—pattern.....**69c**
 - White Batiste, chiffon finish, 45 in. wide, worth 50c—yard.....**29c**
- We have now on display the greatest assortment of all that is new and handsome in Wash Suiting Fabrics; of anything in wash fabrics that is dependable and strictly new and seasonable can be had in this department and priced always to MEET THE APPROVAL OF WELL INFORMED BUYERS.

Flannel Dept.

- 12½c Drapery Cretonne, at, yard.....**12½c**
- 8½c 30 inch wide, Cotton Flannel, at, yard.....**4½c**
- 12½c Shaker Flannel, at, yard.....**8½c**
- 15c Woodland Cheviot, at, yard.....**10c**
- 20c Feather Ticking, at, yard.....**13c**

Bed Spreads

- 90c White Honeycomb Bed Spreads, handsome Marseilles patterns, hemmed ready for use, full size, each.....**65c**
- \$1.10 extra heavy White Honeycomb Bed Spreads, made from double twisted yarns, very large size, beautiful patterns, hemmed ready for use, each.....**89c**
- \$1.50 White Fringed Bed Spreads, Marseilles pattern, with heavy knotted fringe and extra large size, each.....**98c**
- \$2.00 White Fringed Bed Spreads, Marseilles pattern, with heavy knotted fringe, cut corners, extra large size, each.....**\$1 35**

RELIABLE GROCERIES AT WHOLESALE PRICES.

- The only house in the west that retails groceries at wholesale prices to the consumer.
- Pure cane granulated sugar, per 100 lbs.....**\$4.75**
 - 100 bars laundry soap in box, any brand.....**\$2.90**
 - Fancy hand picked navy beans, per lb.....**3½c**
 - Fancy Pearl tapioca, sago, hominy or farina, per lb.....**3½c**
 - Good Japan rice, per lb.....**17c**
 - 1 gallon cans pure table syrup.....**17c**
 - 7-lb. boxes best macaroni.....**55c**
 - Tall cans fancy Alaska salmon.....**10c**
 - Vigor, Vim, Malta Vita, Egg O-See or Nutritia, per package.....**7c**
 - Fancy fresh, crisp ginger snaps, lb.....**6c**
 - The best soda, oyster, butter or milk crackers, per lb.....**6c**
 - Choice solid packed tomatoes, 3-lb. cans.....**7c**
 - 3-lb. cans Boston baked beans.....**7c**
 - 3-lb. can lye, hominy, or California squash.....**7c**
 - 2 lb cans fancy wax or string beans.....**7c**
 - 2-lb. cans early June sifted peas.....**8c**
- RELIABLE DRIED FRUIT PRICES
- Large California prunes, per lb.....**4c**
 - Fancy French black prunes, per lb.....**6c**
 - Fancy Italian black prunes, per lb.....**8c**
 - Choice California peaches, per lb.....**7c**
 - Fancy New York Ring apples, lb.....**0c**
 - Fancy California grapes, per lb.....**7c**
 - Fancy Virginia blackberries, lb.....**7c**
 - Fancy Virginia raspberries, lb.....**19c**
 - Fancy Moor Park apricots, lb.....**12c**
 - Fancy Cal. Bartlett pears.....**12c**
- RELIABLE TEA AND COFFEE PRICES
- Choice Santos coffee, per lb.....**12c**
 - Fancy Golden coffee, per lb.....**15c**
 - H. B. C. Mocha and Java special, per lb.....**17c**
 - Good Drink, English Breakfast, Best Japan, Oolong, Gunpowder or Young Hyson tea, per lb.....**38c**
 - Choice tea siftings from fresh teas, per lb.....**12c**
- Send us your order—we'll do the rest.

The truly economical buyer looks not for the cheapest goods but rather for the best goods at the lowest price. Such goods you will always find at The Big Store. We sell nothing but dependable merchandise and at lower prices than any other house. We want only satisfied customers. Therefore we guarantee perfect satisfaction or your money back, including all transportation charges.

16th & Dodge St. **HAYDEN BROTHERS.** Omaha, Nebraska.