

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MAY 17, 1896—TWENTY PAGES.

SINGLE COPY FIVE CENTS.

DOING BUSINESS RIGHT WE MAKE A FAIR PROFIT

The greatest sales, the smallest expenses account for the lowest prices. The markets of the world supply us. We buy at a jump more than the average wholesaler carries. We sell to the entire west.

CAREFUL BUYERS, AFTER ONE VISIT, ARE OUR CONSTANT PATRONS—READ THE WHY.

HAYDEN BROS.

The Butterick Patterns are the standard throughout the fashion world—we sell them.

HAYDEN BROS.

For Extraordinary Values

Visit Our Men's, Boys' and Children's CLOTHING DEPARTMENT

THIS WEEK.

You may keep up your expectations a notch or two higher without fear of disappointment—the values are so far ahead of anything you ever saw—the goods themselves so perfect—so stylish—so thoroughly up-to-date, that much as we may promise you'll find yet more when you get here.

600 Men's Strictly All Wool Suits— \$3.75

25 Lots of Men's Suits— \$7.50

50 Styles of Men's Suits— \$12.50

THE BOYS' DEPARTMENT.

Will also come to the front this week with bargains of the phenomenal sort—namely prices for the best of the most famous clothing makers that are positively unprecedented in the annals of trade.

Junior and double-breasted Knee Pants Suits, at half regular price, at 95c, \$1.25 to \$4.50

Washable Suits at half price for this week—worth from \$1.00 to \$3.00, at 35c, 50c, 75c, 95c

WASHABLE COTTON KNEE PANTS, worth 35c, at 10c

A CLEARING SALE OF SILKS

\$50,000 Worth of New Style Silks, Prices Actually Less than Manufacturers' Cost. Now is the Time to Buy Silks.

We are determined to reduce our silk stock this month, and shall make radical and sweeping reductions throughout the department in order to effect this result. Prices will be 25 per cent less than usual, and our usual prices on silks, as every lady knows, is much lower than at any other house in the country. Don't buy a yard of silk without getting our prices.

COLORED SILKS. Japanese Wash Silks, in checks, plaids, stripes and corals, only, yard, 25c

Black India Silk, extra fine quality, 21 inches wide, only, yard, 35c

White and Cream Silks for Graduating Dresses. White India Silk, washable, 20 inches wide and only, yard, 25c

Extraordinary Slashing Special Prices. \$2.00, \$1.75 and \$1.25 Novelty Silks, the finest goods brought out this season, all good at one price, 95c

SAMPLES

Special in Dress Goods. For Monday morning—9:30 to 11 a. m.—200 pieces of Novelty Dress Goods, 12 1/2c a yard.

Men's Dress Goods. 36-inch all wool imported German Henrietta, Monday, 19c

Men's Finishing Goods. We have purchased the entire stock of men's shirts from an eastern manufacturer. These goods go on sale at less than one-half their value.

White Goods. Do you intend to buy a white dress? We have the correct styles and the latest importations. You will save money by seeing them.

Children's Hosiery. 100 dozen's children's fast black cotton hose, double knee, worth 25c per pair, go at 12 1/2c

Umbrellas. \$4.00 Umbrella reduced to \$1.95

Flannels and Shirtings. Shaker Flannels at 5c, 5c, 10c, 10c

Millinery. See the styles—how pretty they are. See the prices—how little they are.



Ladies' Garment Selling Extraordinary

No such assortment of Fine Capes, Jackets, Wrappers, Skirts, Waists and Suits in Omaha, no such values were ever known.

Underskirts—A very fine quality Gloria Silk Underskirt, deep corded ruffle, over French hair cloth; colors golden brown, maroon, and black, only a few of those \$5.00 skirts left. They go at \$2.25

Ladies' Suits—An invoice of fine Suits. Our extensive buying makes the price for the entire suit less than the making would cost you

Ladies' Bicycle Suits—We carry a fine line of ladies' Bicycle Suits made up in the correct '96 fashion, very becoming, comfortable and pretty. The prices are lower by 1-3 than these suits can be had elsewhere

LADIES' LAUNDERED WAISTS. Hardware. Do you need Screen Doors, Screen Wire or Poultry Wire. Now is your time to buy.

Optical Department. When you need Eye Glasses wear them. We sell them, make them, fit them. We guarantee to give you satisfaction at the very lowest prices.

Furniture. Special low prices on really first class Bed Room Suits. We carry a line of cheap Suits, but offer now Suits that usually sell for \$25.00 at from \$14.00 to \$18.00.

Stoves. We have just bought some 500 odd Stoves and Ranges which were of the stock of the HOBRECKER STOVE CO. They are the well known Old Stoves.

Fine Sheetings on Special Sale. 42-inch Bleached Sheetings at 7c

Meats. Salt Pork and Corned Beef. Sugar cured No. 1 Ham

Our Coffees. High grade Mocha and Java, special. Best Golden Rio, best grown.

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50 NEW Pianos On Special Sale.

Steinway, Knabe, Vose & Sons— 15 Other Different Makes.

Second Hand Pianos—We have also on hand a number of second hand pianos, many of which are as good as new.

UPRIGHT \$100 and up. SQUARES \$40 and up. This Special Sale Closes May 19

Sheet Music. Talk about sheet music—we have more sheet music than all the stores put together in Omaha.

Everything in the very latest publications to be had, both classic and popular, vocal and instrumental. Give us a visit and see for yourselves.

HOUSE FURNISHING GOODS. Crockery and Glassware.

100-piece Dinner Sets, \$5.69. Fine Decorated Cups and Saucers, 7 1/2c per pair.

Jewelry Department. 4-piece quadruple plated hand-engraved gold-lined Tea Set consisting of Tea Pot, Sugar Spooner and Creamer, solid nickel Forks, worth \$4.50, sale price \$4.88

Our Summer Showing of Wash Goods. Dainty patterns in new Dimities, 10c yard.

Fish. Cod Fish, 5c. White Fish, 5c. Red Salmon, 7 1/2c.

Cheese. Full Cream Cheese, 7 1/2c. Brick Cheese, 7 1/2c.

Crackers. Host Soda Crackers, 5c. Best Oyster Crackers, 5c.

Specials in the Carpet Department. A new line of China Matting at 9c, 10c, 12 1/2c and 15c.

Butter. This will be a great week for Butter and Best Grass Butter, 11c and 12 1/2c.

Meats. Frankfort Sausage, 7 1/2c.

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