

ESTABLISHED JUNE 19, 1871. OMAHA, SUNDAY MORNING, MAY 31, 1896—TWENTY PAGES. SINGLE COPY FIVE CENTS.

The Whole "Omniverous West" is Our Customer.

It keeps our buyers busy watching the markets of the world to supply the wants of our vast army of patrons. Of course each individual buyer is benefited by the low prices the great scale of our business makes possible. We fill more mail orders than all Omaha combined—just because we do it better and quicker and cheaper. You can buy the Butterick Patterns and publications here.

Tremendous Sale of Silks This Week from the Auction

Two hundred and fifty pieces--12500 yards of New Silks. Prices absolutely lower than goods of equal quality have ever before been offered in this city.

Our New York buyer attended the large auction sale of Silks in New York last week, when 7,500 pieces of Silks were sold without reserve, and his purchases are now on our counters at prices which defy competition. All kinds and colors of Silks go in this great sale, and ladies who will need evening dresses or street dresses for next season's wear will find this to be a great opportunity.

WE LEAD THEM ALL IN SILKS. Monday's Interesting SPECIAL WASH GOODS SALE

- 2,500 yards of new Lawns and Dimities, worth fully 12 1/2 and 15c yard, on sale at... 8 1/2c
Men's Necker Shirts, 42 inches wide, new stripes, yard... 19c
28-inch fine lace stripe Dimities, very dainty, yard... 12 1/2c

Shirtings and Flannel Department.

Hayden's is the largest, best assorted and cheapest stock in the United States. We have a good Hickory Shirting at 6 1/2c yard; a better and wider at 8 1/2c, and the very best absolutely fast colors at 10c yard.

Dress Goods Dept.

The motto of this department, NEVER CARRY OVER Dress goods from season to season. No matter what the price, every yard of Novelty Dress Goods MUST be sold before inventory, June 20th. Monday we begin.

Black Dress Goods.

We've got too many Blacks, and Monday at 8 a. m. prompt we will sell Black Goods at prices never attempted in Omaha.

Special For This One Day.

25 pieces all wool Novelty Black, ranging in price from 65c to 95c, in one lot... 50c
The festive Sailor is the great hot weather favorite. We have them in all the styles, "The Seaside," "The Knox," "The Panama," "The Newport" and "The Brighton."

Sheeting Sale For Monday.

4-4 fine Bleached Muslin, 5c.
4-4 Arrow brand, 5c.
4-4 Lonsdale Muslin, 6 1/2c.
4-4 Fruit of the Loom, 6 1/2c.

White Goods

It will pay you to read our White Goods ad. Big bargains every day in this department. For Monday as follows:
A new line of check Nainsook, 3 1/2c.
Satin striped Lawn, 7 1/2c.

EXTRAORDINARY BARGAINS, IN OUR CLOTHING DEPARTMENT, Monday and all Week.

Choice of 900 Men's Finest Suits for only \$10 and \$15—

During this week we will hold a most extraordinary sale of 900 gentlemen's fine Suits at the little price of \$10.00 and \$15.00. Many of these Suits deserve to sell and are selling all over Omaha at \$20.00, \$22.50 and \$25.00.

Matchless Values in Men's Bicycle Clothing for Monday and all Week. All \$4.00 and \$5.00 Bicycle Suits go at \$2.50. All \$6.00 to \$7.50 Bicycle Suits go at \$3.75.

Youth's, Boy's and Children's Suits at Half Price Monday and all Week. Boys' and Youths' Long Trousers Suits, sizes 13 to 19 years, at \$2.75, \$3.50, \$5.00. Worth \$6.00 to \$10.00 a Suit.

Boys' and Children's Knee Pant Suits. We place on sale our entire stock of Junior, Reefeer and Double-Breasted Suits, sizes 3 to 15, at less than half price... 50c, \$1.50, \$2.75 and \$3.75. Suits that regularly sell at \$2.00 to \$8.00 a Suit.

Washable Suits. Sizes 3 to 8 years, at... 35c, 50c, 75c and 15c. Worth double-lanyard and whistle free with every Suit. Washable and Cotton Worsted Odd Knee Pants, worth 25c, for... 10c.

House Furnishing Goods.

- Ice Chests... \$2.95
Refrigerators... \$5.69
Water Coolers... 30c
Ice Cream Freezers... \$1.25
Galvanized Refrigerator Pans, each... 2c

Linen Dept.

The rush at our Linen counters was so great last week that we have decided to repeat our three special sales. Three different lots of fine Damasks at 3 1/2c, 4c and 6c yard, as advertised last Sunday.

Special Sale in Optical Dept.



Solid gold Riding Bows, regular price \$5.00, now \$2.98.
Solid gold Straight Bows, regular price \$6.00, now \$3.45.
Solid gold Eye Glasses, worth \$5.00, \$6.00 and \$7.00, at \$3.00 and \$3.45.

Pianos.

CHICKERING. STEINWAY. KNABE. And other high grade makes. New pianos to rent. Pianos moved, tuned and repaired by experienced men. Everything in the very latest of sheet music. 500 of the very latest songs and two more 10c a copy, Monday only.

Ladies' Neckwear.

All the latest patterns in fancy, adjustable bow ties, only 15c, worth 25c. The nobby new 50c satin ties, only 25c. The new fancy 50c stock collars, with adjustable bow ties, only 25c.

Hardware

- Nails still same old price: 10 to 60 D Wire Nails... 3 1/2c
8 D Wire Nails... 3c
6 D Wire Nails... 2 1/2c
3 D Wire Nails... 1 1/2c

Furniture



We have just bought a lot of new, stylish Couches, upholstered in corduroy, velour and tapestry. We place this lot of Couches on the floor and have marked them to sell. If you need a Couch this is a money saving opportunity.

Read These Specials.

Any brand of laundry soap, 9 bars for 25c. New Discovery Kirk's Eos, only 3c; pear-line, 3c.
French mustard, imported, per bottle, 3 1/2c. Condensed milk per can only, 7 1/2c. White or yellow corn meal, per pound, 4c. Bahama pineapples, sliced, large cans, only 10c.

DRIED FRUIT DEPARTMENT.

Large black Italian prunes, worth 15c, only 7 1/2c.
New California prunes only 5c. Imported French prunes (raisin cured), 12 1/2c.
New California peaches, freestone, only 5 1/2c.
Bright new California yellow peaches, 7 1/2c. Moor Park apricots, very best quality, 12 1/2c.
Large stemless cluster raisins only 7 1/2c. Large Valencia or Muscatell raisins, 5c. Good raisins, only 5c.
Pitted cherries (make delicious pies), only 12 1/2c.
New evaporated raspberries only 10c. Sun-dried apples, very fine, only 6c. Evaporated apples, Alden brand, 7 1/2c. White evaporated Ring apples, extra fine, 10c.

GREAT WAIST SALE

Monday's Waist Wonders make it plain why you always see the largest throngs of waist-wise women in the great Waist Section. Every day additions are made to what has been universally acknowledged the grandest assortment in Omaha.



Ladies' Shirt Waists

- In Lawns, Percales, Dimities, Organdies, Batiste, gingham, Grass Linens, and Swisses with detachable collars. Sizes 32 to 44.
75c Shirt Waists 25c
\$1.25 Shirt Waists 40c
\$1.50 Shirt Waists 75c
\$2.00 Shirt Waists 98c
\$2.50 Shirt Waists 1.25

SILK WAISTS—Elegant China, Surah and Taffeta Silks, shirred yokes, full fronts, Bishop and leg-o-mutton sleeves, fancy collar and belt; black, navy, cream, blue, pink, lavender, cardinal, and plain colors; Printed \$4.00 Silk Waists at \$1.50.
Ward Silk Waists, worth \$7.50, at \$4.75.
Striped Silk Waists, worth \$6.00, at \$3.50.
Figured Waist, worth \$9.00 and \$10.00, at \$4.95.

Jewelry Department.



This elegant quadruple plated Silver Porcelain Centre Baking dish, worth \$7.00; Sale Price \$2.98.

4-piece quadruple plated, gold lined, hand engraved Tea Set, worth \$10.00, sale price \$4.98.
Quadruple plated Butter Dishes, hand engraved, worth \$3.00, sale price \$1.48.
Quadruple plated, gold lined, hand engraved Cake Baskets, worth \$3.50, sale price \$1.48.
Quadruple plated Nut Baskets, gold lined and fluted edge, worth \$2.50, sale price \$1.25.
Quadruple plated Bread Trays, worth \$3.00, sale price \$1.48.
Rozers' 12 dwt. Knives and Forks, worth \$4.50, sale price for set of 12 pieces \$2.25.
R. & H. Sectional Plated Teaspoons, worth \$1.50, sale price \$1.00.
Sterling silver Olive Spoons, Cold Meat Forks, Cream Ladles and Sugar Spoons, gold lined and hand engraved, worth \$2.00 each, sale price, each... 75c.

Notion Department.

On sale Monday. A complete line of staple notions at less than actual cost. Bankrupt prices on fresh, new, stylish goods.
Machine threads, full 200 yards, guaranteed perfect, 2c spool.
100 yards sewing silk, 2 1/2c per spool.
Basting cotton, 1c per spool.
Crochet silk, 4 1/2c per spool.
Best 10c corset steels made, 4 1/2c pair.
Best 10c curling irons, 4 1/2c each.
25c worth of needles and pins for 4 1/2c.
10c fancy steel combs, 4 1/2c pair.
10c heavy steel combs, 4 1/2c each.
Ladies' 25c leather belts, 4 1/2c.
Black or white hooks and eyes, per gross, 4 1/2c.
Twin wire dress stays, 4 1/2c pair.
Best stockinet dress shields, 4 1/2c pair.
25c worth of needles and pins for 4 1/2c.
5 yards all silk ribbon for 4 1/2c.
The new patent corkscrew pulls the cork itself, 4 1/2c.
500 dozen fine hand embroidered initial handkerchiefs, 4 1/2c each.
100 dozen fine lace edge handkerchiefs, 4 1/2c each.
Special lace and embroidery sale.
10c laces, 4c per yard.
15c and 20c silk laces, 10c yard.
40c silk laces, 10c yard.
50c and 60c laces, 25c yard.
75c and \$1.00 laces, 35c yard.
10c embroideries, 6c yard.
20c embroideries, 10c yard.
30c embroideries, 15c yard.

Candy Dept.

Pine extra mixed candy, with vanilla chocolate.
Creams per lb., only 15c.
Delicious ice cream soda, per glass, only 5c.
With best pure fruit flavors there is none better.
Superior London mixed candy, only 8c.
Any brand of chewing gum, 5c package, 2 1/2c.
Thompson's wild cherry phosphate, 25c size, on sale, 12 1/2c.

Fresh Roasted Coffee.

High grade Mocha and Java, special, 30c.
Our Java mixture (delicious flavor), 27c.
Best Golden Rio (best grown), 25c.
Good whole coffee, 20c.
Broken coffee, 12 1/2c, 15c, 17 1/2c.
Guaranteed to please or your money back.

Some Startling Prices - FROM THE - Home of Bargains.

- Meats. Sugar Cured Hams... 6 1/2c
Atlanta Sugar Cured Hams... 7 1/2c
Sugar Cured Bacon... 7 1/2c
Salt Pork... 8 1/2c
Pickle Pig Pork... 6c
Boneless Ham... 8c
Summer Sausage... 15c
Corned Beef... 30c
Bologna... 40c
Lard. 3-pound cans Lard... 15c
5-pound cans Lard... 25c
10-pound cans Lard... 49c
Here's our prices on the best made:
3-pound cans... 15c
6-pound cans... 30c
10-pound cans... 52c
Cheese. New York Cream... 6c
Young America Cheese... 5c
Brick Cheese... 7 1/2c
Swiss Cheese... 12 1/2c
Neufchatel Cheese... 3 1/2c
Pineapple Cheese... 40c
Edam Cheese... 69c
Club House Cheese... 29c
Crackers. XXX Soda Crackers... 5c
XXX Oyster Crackers... 5c
XXX Butter Crackers... 5c
Lemon Cream... 7 1/2c
Ginger Snaps... 7 1/2c
Oatmeal Crackers... 7 1/2c
All fresh and nice.
Butter. Grass Butter... 6c, 7c and 9c
Best Grass Butter... 11c and 12 1/2c
Creamery... 15c
Waterloo fancy Separator Creamery goes at... 17c
Eggs. Guaranteed Strictly Fresh Eggs... 7 1/2c
Reliable Groceries. 3-pound cans standard California apricots, only 10c.
3-pound cans extra fine quality apricots, only 12 1/2c.
3-pound standard quality table peaches, 10c.
3-pound cans extra fine yellow peaches, 14c.
3-pound cans Glenwood tomatoes extra fine, 5 1/2c.
3-pound cans choice solid pack tomatoes, 6 1/2c.
Good sugar corn, per can, only 3 1/2c.
Extra standard sugar corn, per can, only 5 1/2c.
Spiced or mustard sardines, large cans, 8 1/2c.