

Master Stroke of Daring, Fearless Selling

DOLLARS DO DOUBLE DOUBLE DUTY IN EVERY DEPARTMENT.

THE BIG STORE UNDERSELLS ALL COMPETITORS 20 to 50 Per Cent in this GREAT SALE

WE SELL THE BUTTERICK PATTERNS. WE FILL MAIL ORDERS.

HAYDEN BROTHERS

New Novelty Dress Goods.

20 pieces more just received of those new Novelty Dress Goods, in 40 and 50-inch, all wool and silk and wool. These are the newest and latest designs and colorings for spring wear, in all of the new known weaves, worth \$1.50 per yard; our price per yard only..... 95c

40 and 44-inch all wool Novelty Dress Goods, in the following weaves: Chevrons, checks, plaids, Scotch mixtures, overshot weaves, plain and twilled, worth \$1.00 and \$1.25 per yard, our price only..... 75c

40-inch new Novelty Dress Goods (this line is the special feature of our

Dress Goods Department), all wool and silk and wool mixture, in such weaves as fine checked pin stripes, Scotch weaves, figured brocades, figured pin stripes in mixed shades, plain chevrons, fancy twills and plain weaves, worth 75c to \$1.00 per yard, our price per yard only..... 49c

A nice new Novelty Spring Dress for 95c—One of the best things we offer this season; 7 yards of 35-inch two-toned Novelty Dress Goods, in all of the light and dark shades, worth \$2.00 per suit; one dress to each customer..... 95c

Black Dress Goods.

50-inch all wool black Mohair, canvas weave, does not muss and dust proof, sold by others at \$1.50 per yard, our price per yard only.....\$1.00

48-inch black Mohair Serge, same as others sell at \$1.00 per yard, our price per yard..... 50c

46-inch all wool, finished Black Henrietta, extra fine and heavy, same

as others sell at 85c, our price per yard only..... 49c

50-inch all wool extra heavy black French Serge, cheap at 75c, our price per yard only..... 39c

35-inch black Figured Mohair, also twilled, worth 25c per yard, our special price per yard only..... 15c

ALL OPEN MAIL ORDERS CAREFULLY AND PROMPTLY FILLED, AND MONEY REFUNDED IF NOT PERFECTLY SATISFACTORY.

Skirts, Capes and Suits.

A tremendous assortment of tailor-made garments. You will be amazed at the prices and wonder how we do it. We will make tomorrow a new price record for all the west. We will undersell all competitors 20 to 50 per cent.

LADIES' DRESS SKIRTS—

Six special lots, entirely new, extra heavy black, brocade Mohair skirts, choice patterns, extra band of stiffening at the bottom, lined throughout, bound seams, good value at \$4.00, our price.....\$2.45

\$4.75 for an \$8.50 ladies' extra fine quality Brocade Silk Skirt, lined with the best percaleine.....\$4.75

Moire Velour Dress Skirts, extra fine quality, at.....\$5.95

Figured Brillantine Skirts, lined throughout, at..... 80c

Ladies' Short Spring Capes, in velvet, trimmed with jet and ribbon, at.....\$2.45

Five different lines of the latest style Silk Capes, trimmed with lace and ribbons, the prettiest variety you ever saw, well worth \$7.00, at.....\$3.95

Four distinct lines of Silk Capes, lined with taffeta, trimmed with wide all lace, the new Empire style; they all ask \$10.00, our price.....\$6.95

200 Spring Cloth Capes, bought by us for one-fourth price for spot cash, in all the new shades, worth from \$7.00 to \$10.00; your choice for.....\$3.95

100 Capes, in four different colors, go on sale Monday for..... 95c

New Blazer and Eton Suits, tailor-made in black, blue and brown, at.....\$4.75

70 different lines of Suits in the new mixtures, in the latest Parisian styles, lined throughout with silk, skirt of the latest approved mode, worth \$12.50, for.....\$7.50

Five different lines correctly tailored costumes, finely finished, cut after London tailors' famous model, the new spring colors, worth \$15.00, for.....\$9.75

Ladies' fine black Sateen Petticoats, double ruffle, extra wide, umbrella style, at.....\$1.00

New Silk Waists—A charming collection of new effects, plain and fancy figures, the Zenda, Bolero and Accordion Pleated effects, \$4.50 for a \$8.00 Silk Waist, \$6.50 for a \$10.00 Silk Waist.

A grand gathering of handsome Wrappers, extra wide skirts, lined waists, all new colors.

20 dozen Wrappers at..... 45c

10 dozen Wrappers at..... 95c

10 dozen Wrappers at.....\$1.25

We Start the Season

With one of the largest, newest and best selected Clothing Stores ever shown in Omaha, and our lower prices make people eager to buy here—firmly convinced that we are presenting to our patrons an exceptional clothing opportunity for spring and summer, 1897.

MEN'S SUITS—Monday we place on sale 800 men's very fine Suits, 14-ounce all wool black clay worsted, 15 styles of very fine plaid chevrons and plain brown and gray cassimere; Suits that are made to fit, trimmed and tailored equal to most \$12.00 Suits you see in other stores—sale price Monday \$5.00.

MEN'S SUITS FOR \$7.50—At this price we will show more styles, finer trimmed and tailored and latest patterns in lively Scotch plaids of fancy worsted and cheviot than all other stores in Omaha can show for \$10.00 to \$15.00. We invite comparisons.

MEN'S SUITS—For \$5.75, \$9.50, \$10.00, \$11.50, \$12.50, \$13.75, \$14.50, \$15.00, \$16.50, \$18.00 and \$19.75. All well dressed men admit the truth, they never wear Suits that contained more styles, nobleness than the B. K. & Co., H. S. & M. and H. G. & Co.

three of the finest, beyond question, clothing makers in America. This means they're pretty near right, don't it? You'll say so, too, if you come in and take a look at the styles and try on one and see how perfect they will fit you. Before you buy a spring Suit come in and give us a look—it's no trouble to show goods here.

Suits for youths and boys from 13 to 19 years, over 75 styles to select from, at prices from \$1.95 to \$12.50 a Suit.

Boys' Double-Breasted Knee Pants Suits, sizes 4 to 15, same in reefer styles in sizes 4 to 8 years, at prices from 75c for a good, well made Suit to \$5.50 a Suit.

Fancy Junior, Eton, Vestee and Sailor Suits at 95c to \$5.50; latest and noblest styles and lowest prices in Omaha.

Wash Dress Goods.

Unequaled opportunity to the buyers of summer fabrics. Stock without a rival in immensity of assortment. Dress and Shirt Waist stuffs of the proper sort, and the asking price is made on a basis of the most liberal kind.

We have everything new in 36-inch Percale, in patterns light, medium, or dark, for men's shirts, shirt waists, dresses, etc., all the best makes and colors, yard.....12 1/2c

The unlimited amount of 40c, 12 1/2c and 15c Lawns, Dimities, etc., in light, dark or medium colors, all as carefully selected as the higher priced lines, is as pleasing as they are money savers.

Our Organzies, French and German make, demand a consideration of every one who combines artistic effect with economical buying.

We are selling good Dress Prints and Check Gingham (not remnants), at..... 7c

Fast black Sateen, the 15c quality, Monday, yard..... 9c

Sheeting.

35-inch soft finish Bleached Muslin..... 5c

35-inch Arrow Brand..... 4c

8-4 Unbleached Sheeting..... 11c

10-4 Unbleached Sheeting.....12 1/2c

10-4 Heavy Bleached.....13 1/2c

10-4 Heavy Lonsdale Cambric..... 14 1/2c

15-inch Lonsdale Cambric..... 15 1/2c

LINENS, FLANNELS AND SHIRTINGS—

MONDAY'S IMMENSE BARGAINS.

500 pieces Table Linen from 25c yard up to \$1.50. A good Table Linen at 39c.

Fine grade at 50c. A beauty at 75c; full 2 yards wide and honestly worth \$1.25 yard.

500 nice Tapestry Table Covers in 4-4, 6-4 and 8-4 sizes, from 75c each up to \$2.75.

Men's shirting at 6 1/2c, 7 1/2c, 10c.

Cuting Flannels 50c yard.

White Wool Flannel at 10c, 15c, 25c.

50 pieces Casimeres for men's and boys' suitings at lowest prices.

Hats.

WE ARE HEADQUARTERS FOR MEN'S HATS.

The best quality of goods for the least money.

Come and see that soft Fedora Hat, genuine fur, silk lining, leather sweat band, for 65c.

Our 7 1/2 hat is silk lined. We sell and always will sell the best \$1.00 hat in the city. See the \$3.00 Duress and Yeoman style stiff hats we sell for \$1.50. Beyond comparison.

We sell a \$5.00 hat in black or brown for \$3.00. Guaranteed as good as the best.

Hosiery.

100 dozen Children's Fast Black Cotton Hose, fine seamless, worth 20c, on sale Monday at..... 10c

A line of Children's Fast Black and Cotton Hose, worth 25c, go at.....12 1/2c

100 dozen Ladies' Fast Black Cotton Hose, worth 25c, at.....12 1/2c

Corsets.

100 dozen Ladies' Corsets, black and drab, a regular \$1.00 corset, goes at..... 50c

Men's Furnishings.

100 dozen Men's Fancy Laundered Shirts, fancy bosoms, attached and detached collars, worth 75c and \$1.00, reduced to 50c

Umbrellas.

1 lot fine 25-inch Umbrellas, worth \$1.50, on sale at..... 95c

Kid Gloves.

100 dozen Ladies' Real Kid Gloves, in all the new shades, 60c per pair, for \$1.25.

House Furnishing Goods

French China Decorated After Dinner Coffees, over 50 different decorations and styles, at, each.....15c, 15c and 25c

A few more of the Flint Blown Tumblers at, per set..... 15c

Large 50c handled Olive Dishes at..... 5c

All size Fish Globes, swing and standing, from.....30c up

All steel 3-piece Garden Sets at, per set 25c

Quaker Crimped Bread Pans, every crimp makes a slice..... 15c

Granite Iron Wash Basins, each.....12 1/2c

Granite Iron Dish Pans..... 49c

Galvanized Iron Water Pails..... 17c

Fern leaf, festoon edge, 6-piece Cream Sets..... 13c

100-piece flow blue illuminated Dinner Sets, regularly sold at \$25.00, on sale tomorrow at.....\$12.95

We are going to close out the rest of our Baskets at 3c, 5c and 10c each. They are worth from 25c to \$2.00 each.

Wash Bowls and Pitchers, each..... 17c

Cups and Saucers, each..... 1 1/2c

Plates, each.....2c, 3c and 5c

Heather Sink Brushes..... 5c

Ind. Bean Pots..... 5c

Silverline Trays..... 15c

Jewelry Department.

Gents' Stem Wind and Set Silverline Elgin or Waltham Watch, \$3.95, worth \$6.50.

Gents' Gold Plated Stem Wind and Set Hunting Case Watch, with American made movement, \$2.95.

Ladies' and Gents' Gold Filled Hunting Case Watches, warranted to wear 20 years, with fine Elgin or Waltham movement, \$1.45, worth \$20.00.

Ladies' 14-karat Solid Gold Watch, fine Elgin or Waltham works, \$14.95, worth \$30.00.

Gents' gold filled Open Face Watch, warranted to wear 15 years, with fine Waltham or Elgin works, \$7.95, worth \$18.00.

500 Shirt Waist Sets, regular 60c, 75c and \$1.00 styles, choice 25c.

300 pair Link Cuff Buttons, worth 50c and 75c, choice 25c.

Rogers Tea Spoons, 35c and 50c per set.

Rogers' 12 dwt. Knives and Forks, \$2.25 per set of 12.

Alarm clocks 55c each.

Solid Oak and Walnut Eight-Day Clock, half-hour strike and alarm, \$2.45, worth \$5.00.

Enameled Iron Eight-Day Clock, \$3.95, cathedral gong, half-hour strike, worth \$8.00.

Hundreds of Sterling Silver Novelties at half other store prices.

Sterling Silver Butter Knives, Sugar Spoons, Cream Ladles, Meat Forks, Bon Bon Spoons, Sardine Forks, all gold lined, choice 95c each, worth \$2.00.

Special Prices for Monday.

Dennison's best English Crepe Paper, regular price 25c, on Monday 7 1/2c roll.

All our 10c and 15c heavy Rubber Combs, Pine Combs and Celluloid Round Combs, 5c each.

S. H. & M. Corduroy Velvetten Skirt Binding, worth 10c, all colors Monday 5c per yard.

FANCY RIBBONS.

A beautiful line of fancy checked, striped and plain Taffetas, worth 50c per yard, Monday we will give 1 1/2 yards tied in fancy bow ready for use, only 50c.

NEW DRESS TRIMMINGS.

Just received, an elegant line of new Braids, new Gimpes, new Appliques, in fact everything new in trimmings. All on sale Monday at 2 1/2c, 4 1/2c, 10c, 25c, 39c, 75c and 85c yard.

GRAND THREAD SALE MONDAY.

5c spool Cotton for 1 1/2c.

10 spools 200 yards Machine Thread, 15c. Just as good quality as any thread on earth, and equal quantity to each spool.

Carpets.

House cleaning time is at hand. Monday we commence our grand spring sale of Carpets, Matting, Oil Cloth, Draperies and everything pertaining to this department. Note a few of our prices:

Brussels worth 90c and \$1.00 go at 70c and 75c quality at 50c.

Body Brussels at 95c.

Elegant Velvets at 85c.

Extra Super All Wool Ingrains, 50c.

Agrias, 60c.

We have on hand a very large assortment of Rugs made up from short ends of carpets which we offer for about one-half of their original value. They come in all sizes and patterns.

Our spring line of Draperies is now on sale. In this line we are offering some wonderful values.

An elegant Upholstery Curtain, fringed top and bottom, \$2.50.

Regular \$5.50 values in Curtains at \$4.25.

Splendid assortment of Japanese Crepes, Silklines and Swisses.

Hardware.

SPRING IS HERE TODAY. Now for a grand PUSH to the FRONT. Don't bring up the TAIL end. CARRY THE BANNER for ONCE. BEGIN MONDAY MORNING. HERE are a few TOOLS you NEED:

\$1.00 26 inch hand saw..... 63c

\$1.00 polished steel square..... 55c

Set of 6 augur bits..... 29c

A good brace..... 23c

6 1/2 Maydole hammer..... 40c

Drawing knife..... 25c

Large screw driver..... 4c

Steel pliers..... 9c

Rim or mortise lock..... 11c

2 1/2 inch cast loose pin nuts..... 8 1/2c

Thumb latches, complete..... 7c

Poultry netting, per 100 square feet..... 40c

Screen wire, per square foot.....14c

NAILS

20 to 60 D wire nails.....1 9-10c

10-12-16 D wire nails..... 2c

2 1/2 wire nails..... 2 1-10c

6 D wire nails.....2 1-5c

4 D wire nails.....2 1-2c

3 D wire nails.....2 1-2c

600 FULL SIZED HANDLE AXES..... 29c

GUNS AND AMMUNITION

A good double barrel breach loading shot gun, worth \$11.00, for \$5.95.

22 sporting rifle, \$2.25.

Winchester pump gun, \$16.50.

Loaded shells, per 100, all size shot, 12 gauge, \$1.40; 10 gauge, \$1.45.

Books and Stationery

Clearing out all odds and ends of Bound Books at, each, 15c and 20c.

500 paper covered books at, each..... 3 1/2c

STATIONERY.

Best Ink, per bottle..... 3c

Best Muslinage, per bottle..... 3c

Best Pencil Tablets, each..... 3c

Combination Case, with lead pencil, slate pencil, penholder and ruler, the lot..... 3c

Lead Pencils, per dozen..... 2 1-10c

Paper and Envelopes, per box..... 3c

25 Envelopes for..... 3c

75 sheets Best Note Paper..... 3c

Pico Memo Books..... 3c

BRYAN'S NEW BOOK.....\$1.48

Webster's Unabridged Dictionary..... 75c

Webster's School Dictionary..... 10c

All Bibles and Prayer Books at cost.

Optical Department.



Do not let inexperienced people ruin your eyes when you can have them tested free by an expert. Our prices are less than one-half charged by ordinary opticians.

To further advertise this department we will sell our new \$5.00 Skeleton Eye Glasses for \$2.00.

\$2.00 Glasses for 75c.

Special attention given to children's eyes. All our work is guaranteed.

Silks. Silks.

We propose to make this department the center of attraction for Monday by giving the greatest values ever heard of, considering quality. Here are prices we challenge any house in America to duplicate.

WASH SILKS—Best quality, 500 pieces, only..... 25c

NEW FOULE—Grand collection; also plain white Wash Silks..... 29c

BLACK INDIA—36 inches wide, only..... 39c

PRINTED JAPANESE—In small figures, extra fine..... 39c

BLACK FIGURED SILK—For waists or dresses, only..... 49c

WHITE JAPANESE SILK—36 inches wide and launders splendid..... 49c

BLACK SATIN—Beautiful finish, only..... 50c

STIPPED TAPPETA—Changeable effect and very heavy..... 50c

PANCY SILK—For Monday only, worth \$1.25 and \$1.50, only..... 75c

PLAIN SILK—100 pieces, in waist lengths or by piece, for Monday only, worth \$1.25 and \$1.50 per yard, only..... 75c

BLACK SATIN—The bargain of the season, 27 inches wide, for Monday only..... 95c

Selling the Lehmann Wall Paper Stock.

Lehmann's entire store full of fine Wall Papers, Window Shades and Paints are being sold at one-eighth Lehmann's prices. All his best Pressed Papers, Linerusta Walltons, plain and figured Chevrons, Brocades, Tints and Velvets, Burlap, Hangings, etc., go at ridiculously low prices.

In addition to the Lehmann stock, we have just received seven carloads of the newest designs in Wall Papers, and will make unheard of low prices.

Canned Fruits and Vegetables

Virginia Blackberries, per can..... 5c

Sliced Peaches, for cream, only..... 5c

Extra Standard Appricots, 1/2-gal. can.....12 1/2c

Yellow Peaches, 1/2-gal. cans.....12 1/2c

Yellow Crawford Peaches, heavy syrup..... 15c

Bartlett Pears in loaf sugar syrup, 1/2-gal. cans..... 15c

Extra Tender White Sugar Corn..... 7 1/2c

Standard Peas, 1/2-gal. cans, only 10c and.....12 1/2c

Green Gage Plums, extra quality, 1/2-gal. 12 1/2c

Green Gage Plums, standard quality..... 9 1/2c

Sliced Pineapples, eyeless and coreless.....12 1/2c

Old Government Java and Mocha, best for quality, strength and flavor, 35c lb. or 3 lbs. for.....\$1.00

Broken Coffee..... 27 1/2c

High Grade Java and Mocha..... 30c

Uncolored Japan Tea..... 46c

Regular Green Japan Tea..... 27 1/2c

Uncolored Japan Tea..... 46c

Basket Fined Uncolored Japan..... 46c

Wheatell, the new breakfast food..... 35c

Graola, the new health food..... 30c

GREATEST SALE EVER KNOWN IN

Groceries.

AT LESS THAN WHOLESALE.

Tall cans Columbia river Red Salmon..... 10c

Mustard Sardines, per can only..... 4 1/2c

White Army Beans, hand picked, 10 pounds for..... 25c

Kilm Dried Breakfast Oats, 10 pounds for..... 25c

Pure Graham Flour, extra quality, 10 pounds for..... 25c

Standard Laundry Soap, 10 bars for..... 25c

New California Prunes, raisin cured, only..... 5c

New Muscatel Raisins, per pound, only 4 1/2c

Yellow Salway Peaches, evaporated..... 8 1/2c

Golden Apricots, new goods, only..... 9 1/2c

Bartlett Pears, large, white fruit..... 7 1/2c

Black Italian Prunes..... 7 1/2c

Honey, Drip Syrup, pure sugar goods..... 25c

Silver Drip Syrup, very fine..... 33 1/2c

Golden Drip Syrup, choice quality..... 33c

Perfection Honey Drip, extra quality..... 45c

3-lb. bars Castile Soap..... 15c

Sapoline, per bar..... 10c

1775 Pearline, 3 for..... 10c

Glycerine Toilet Soap, only..... 2 1/2c

Breakfast, Homily, Tapioca, Farina, Barley Sago, Split and Green Peas, Rice, Lima Beans and Lentils..... 3 1/2c

Imported Chow Chow, per quart, only..... 15c

Imported Green Olives, only..... 30c

Imported Chili Pickles, per quart, only..... 5c

Pure Tomato Catsup, pint bottles..... 8 1/2c

Condensed Milk, per can..... 7 1/2c

Evaporated Cream, per can..... 9c

Butter, Meats, Lard. Fish, Crackers, Cheese.

OUR SPRING SHOWING.

IRON BED—

Best made bed on the market, at \$2.85, \$2.95, \$4.50, 4.85, \$5.85, \$6.85.

BABY CARRIAGES—

All large size, new styles, best gear, at \$2.95, \$3.95, \$4.85, up to \$15.00.

EXTENSION TABLES—

Well made table, 42x42, top 6 ft., \$3.85; 8 ft., \$4.85.

OAK CHAIRS—

Canoe seat, brace arms, 95c, \$1.00, \$1.20 and \$1.25.

OAK ROCKERS—

85c, \$1.00, \$1.25, \$1.50, \$1.75; oak leather seat at \$1.95.

BRASS FOOT CENTER TABLE—

Oak, 24x24, top, \$1.50.

BED ROOM SUITS—

3 piece, full size bed, new styles, at \$11.50, \$12.50, \$14.00, \$15.00 and \$16.00.

SPECIAL DRIVE—

Large, showy, oak suit, 24x30, French bevel plate mirror, double tops, Fox castors, fine carving, \$16.50.

EASELS—At 50c, 75c and \$1.00.

3 PANEL SCREEN FRAMES—

At 95c, \$1.25 and \$1.50.

SPECIAL PRICES ON Mattresses, Springs, Bed Lounges and Couches.

Pianos.

The only place in Omaha where you can find the high grade Pianos. CHICKERING, STEINWAY, KNABE, FISCHEK.

And twenty-one other different makes. New Pianos to rent.

Fresh Country Butter, 8c, 10c and.....12 1/2c

Very Best Country Butter..... 14c

Old Edge Creamery Butter..... 16c

Very Best Elgin Separator Creamery..... 20c

MEATS—

Now is the time to buy meats while the prices are low. We handle all the leading brands of meats and lard, and sell them at the very lowest prices.

STRICTLY FRESH EGGS

And all you want of them at 8c per dozen.

FISH DEPARTMENT—

Nice Family White Fish, per lb..... 3 1/2c

Nice Snow White Codfish, per lb..... 5c

3 nice Mackerel..... 10c

All kinds of smoked fish and fresh bulk oysters received daily.

SPECIALS—

Old Virginia Mince Meat, 5c per package.

Cape Cod Cranberries, 5c quart.

Compressed Yeast 1c per cake.

CHEESE DEPARTMENT—

The reason why we sell cheese so cheap is because we buy direct from all the principal factories of New York and Wisconsin.

Wisconsin Full Cream Cheese, per lb..... 5c

Best Ohio Swiss Cheese..... 10c

Limburger Cheese, only..... 5c

Neufchatel Cheese..... 3 1/2c

And all other brands of cheese always in stock.

CRACKERS—

Choice Soda Crackers, per lb..... 5c

Lemon Snap, Frosted Creams and G. P. Cookies, only..... 10c

Don't fail to attend this sale.

HAYDEN BROTHERS.