

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MARCH 13, 1898—TWENTY-FOUR PAGES.

SINGLE COPY FIVE CENTS.

HIGH SOUNDING Self PRAISE, GUSH and Superlative Adjectives

Hayden Bros logo and introductory text: We are agents for the Butterick patterns and publications—note the cut prices.

Will not sell goods. The public buys where it can get the best for the least money. The rapid rise of Hayden Bros, from a one room shop to the "Greatest of the Transmississippi stores," is evidence that we meet this requirement.

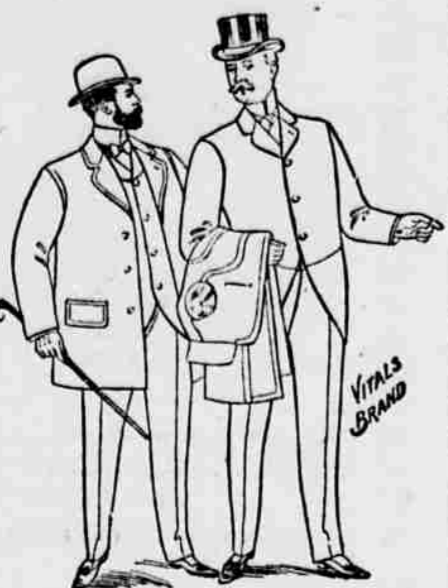
Mail Orders Promptly Filled at HAYDEN'S logo

NO PRUDENT BUYER CAN AFFORD TO MISS THESE SALES.

Nowhere else can you find assortments that can at all be compared with those shown by The Big Store. You are sure to find a selection that will please you and we will be glad to show you all the new styles.

Clothing Department.

If you have a dollar to spend for clothing and fail to visit the great BARGAIN CENTER of Omaha, that dollar will certainly depreciate in value fully 25 per cent.



Our \$3.75 all wool Men's Suits will match and outclass any \$5.00 suit in Omaha. At \$4.50 and \$4.75 we will compare with any \$6.50 suit. At \$6.75 we will match and compare every point in quality and workmanship with any \$10.00 suit in the city.

Boys' Department.

We carry the largest line of Boys' Long Pant Suits in the west. All the latest styles and patterns you will find, commencing at \$2.95—we advance from 25c to 50c per suit according to quality, until you reach the best at \$11.50.

Children's Department.

The buyers of Omaha owe us a debt of gratitude for being the first house in the city to offer children's clothing at children's prices. This spring we offer the biggest stock and the biggest values.

Special Sale on Furnishing Goods—Special Drives.

- 1000 dozen Men's Shirts, laundered and unlaundered, fancy shirts of all high grade goods, usually sold at \$1 to \$1.50, to go in this sale at 50c each.

Hat Sale Extraordinary for Monday, Tuesday and Wednesday.

One price - one quality and 28 different patterns and styles, these 3 days at 1.50. We sell the best hat for \$1.50 in the city—either in soft or stiff hats—all styles.

Crockery and China Department.

- Just received, three cars of Crockery, and we wish to call the attention of all, especially hotels, restaurants, boarding houses, etc., that now is the time to buy in a good supply of crockery before the stock becomes broken.

Carloads of New Furniture.

No house in America can show better values in new Furniture than we do. Carloads bought for cash at a great reduction in price and a great saving in freight enables us to offer genuine bargains.

- A very nice line of Framed Pictures at 35 cents. Woven Wire Springs, \$1.00. Pine large Bed Room Suits, elegant serpentine fronts, at \$15.00.

Curtains

A grand special sale Monday on Curtains. Special prices on Draperies. The lines are all complete with this season's latest novelties, with prices you cannot pass.

Wall Paper

Why have dirty walls when we are selling Wall Paper so cheap? Clearing up remnants and small lots at one-half factory prices.

Paints and Other Things

- Best Ready-Mixed Paints, \$1.00 gallon, half gallons, 55c. Varnish Wood Stain, 1/2 pints, 15c; pints, 25c. Household Enamel, in all colors, 1/2 pints, 20c.

The Leading Dress Goods Stock of the West.

Of all the branches of Dry Goods, the DRESS GOODS department is the most important. For the dress often procures the lady—but a dress goods stock can never be complete unless every fabric of the season that is new and up-to-date and every shade that is made in each fabric is kept in stock.

Wash Dress Goods

ORGANDIES—Fine sheer imported printed novelties, yard, 25c. DIMITIES—Sheer, Irish manufacture, fine assortment, yard, 25c. GREYADINES—The French goods, very swell, yard, 35c and 39c.

Pianos

Making War on High Prices. We carry the largest stock ever shown in the west, including the CHICKERING, STEINWAY AND FISCHER PIANOS and 21 other different makes.

Drug Dept. Prices

- Paine's Celery Compound, 65c. Hood's Sarsaparilla, 64c. Pierce's Medicines, 60c.

Jewelry Dept.

Special Watch Sale This Week. Gents' Genuine Elgin or Waltham works, with double cap, silver case, alarm wind and set, worth \$3.00, \$2.45.

Hardware, Stoves and House Furnishing Department.

HERE ARE A FEW EYE OPENERS.



We have received a CARLOAD OF MASON & DAVIS RANGES, the best on earth. Come and see them.

Omaha's Leading Silk Dept

We show more new silks than all other Omaha silk stocks combined—Grand array of special bargains for Monday's Silk Sale—Dainty checks, pretty stripes, fine quality, 300 pieces, all to go on sale Monday at 25c.

White Bed 3pread

To reduce our stock of White Bed Spreads and make room for a new big stock of white and colored fringed bed spreads we shall offer you on Monday 10-4 Crochet Bed spreads at 49c each.

We Lead Them All in Sheeting and Muslin

Berkeley Cambric, 77c. Soft finish Bleached Muslin, 61c quality, Monday, 5c.

Agents for the Butterick Patterns

We are making such low prices that you can't resist buying if you have use for the goods or shortly expect to.

Linens

Full Bleached Damask, worth 90c, Monday, 17 1/2c. Turkey Red Damask guaranteed colors, worth 50c, at 15c.

Curtain Swiss

Do Curtain Swiss—regular 18c quality—as long as it lasts, yard, 10c. 15 pieces White Apron Lawn—40 inches wide—15c quality—Monday at 9c.

Grand Stamped Linen Sale

- 5-inch Linen Daylies, worth 5c, 1c. 7-inch Linen Daylies, worth 7c, 2 1/2c. 9-inch L. n Daylies, worth 10c, 3c.

Grand Ribbon Sale

All the latest novelties in Fancy Ribbons from 5c up. Elegant double Faced Satin Sash Ribbon, 48c. The new Ruffle Ribbons, with draw strings, 25c to 58c.

Grand Dress Trimming Sale

- Dress Trimmings, per yard, 3c. Jet Trimmings, per yard, 3c.

Grand Lace Sale Monday

- 25c Laces, yard, 5c. 50c Laces, yard, 10c. 10c Laces, yard, 3c.

Suits, Skirts, Waists.

The largest stock, the best production of the leading manufacturers of the country are now open for your inspection, freshening styles with the attention of all interested in refreshing suits at low prices.

- Ladies' Coat Suits, made of all wool suiting, lined with fine quality percale, perfect fit guaranteed, \$7.50. Ladies' 3e tailor-made Suits, coat or blouse style, of extra fine quality of covert cloth, \$10.00.

Ladies' Silk Dress Skirts

500 high class Silk Dress Skirts from the stock of Bernstein & Meyer, Greene St., N. Y. Some of the finest goods manufactured.

Wonders in Waists.

- \$4.00 Silk Waists for \$2.25. \$7.50 Silk Waists for \$4.98. \$8.50 Silk Waists for \$5.98.

Monday's Reduction in Prices

- Big reduction on every item in the food department. Order your goods Monday. 27 lbs Clarified Sugar, \$1.00. 20 lbs Granulated Sugar, \$1.00.

Canned Fruit Sale.

- 3-lb. cans California table apricots, 10c. 3-lb. cans fancy table pears, only 12 1/2c. 3-lb. cans fancy yellow peaches, only 12 1/2c.

TRANSMISSISSIPPI Cheese Department

- Headquarters for Every Kind of Cheese Made. Cream cheese, 60c. Full cream cheese, 11c. Wisconsin full cream, 12 1/2c.

Look at these Prices from the Big Cracker Department for Monday.

- Soda crackers, 6c. Shredded whole wheat, 11c. Oyster crackers, 6c. Newpot flakes, 11c.

Meats and Lards Away Down

- 3-lb. pails Kettle rendered lard, 20c. No. 1 hams, sugar-cured, 8 1/2c. Young America's ham, 7 1/2c.

Butter and Eggs

- Country tub butter, 12 1/2c. Creamery butter, 15c. Eggs, per dozen, 17c.

HAYDEN BROS.