ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MAY 1, 1898.

#### The Leading Dress Goods House

Grand clearing up sale of all light colored novelties and all summer weight dress goods-Prices actually cut in two-Every lady who wants a stylish dress at half its actual value should attend this sale.

All our 25c novelties will go in one lot at ...... 121c All our 50c novelties will go at..... 25c All our 60c to 75c novelties in one lot at........... 35c A large line of novelties, that sold from 75c to \$1.00 at..... 49c All novelties, coverts, poplins, etc., that sold from \$1.25 All novelties, coverts, poplins, etc., that sold from \$1.50 to \$2.50, at ..... 1.00 Note that the above goods are sold in light colors only at half price-and

Black Dress Goods.

250 pieces of figured mohair worth 39c on this sale only 25c 150 pieces of English black novelties, 38-in. wide, sold 200 pieces of all wool jacquards, 42-in. wide, 75c grade 49c 200 pieces of Priestley's black fancies, sold all over at \$1, \$1.10, \$1.19, on Monday only at...... 69c 200 pieces of novelties that sold from \$1.50 to \$2.00, all go on Monday at..... 98c All our English crepons and German crepons that sold from \$1.98 to \$2.75, on sale Monday at........... 1.69

A full line of evening shades in all cloths at one-third less than any other house.

Serges and henriettas at less than any other house in the

Wm. F. Reed's Lansdown in all shades and black at 89c These prices are for Monday only—but all mail orders will be filled at these prices for out-of-town customers until Wednesday.

#### Selections easily made in the Big Silk Dept. Greatest variety

New Silks Received Every Day. More Silks on sale commencing Monday than ever before.

900 pieces colored silks on sale from 25c to \$1.00. 700 pieces black silks on sale from 39c to 75c. 25c silks at Hayden's, only place in Omaha where you can get a good silk in pretty checks and stripes at 45c plain colored silks in an extra fine quality in every new and pretty shade—a silk which will surely render service—200 pieces on sale at only...... 45c 49c plaids and checks-all the handsome colors in 1-in. and 1-in. checks, also the bright combinations now so popular in plaids—a washable silk which we 49c can recommend and sale price only .....

59c stripes and figures in 24-in. fine quality Japanese, in blue and white and black and white, make up cool and comfortable—they are new and our special 75c taffetas in both plain and changeable, new shades and combinations, burnt orange, cerise, turquoise, emerald and all other scarce shades—100 pieces 75e

on sale Monday at only..... 98c block check taffetas, in newest color effects, in small medium and large checks, they are new and stylish and our sale price only.....

700 Pieces Black Silks on sale in the Big Silk Department.

39c plain and figured black silk, plain, a warranted silk that you can depend upon, and figured silk a 39c rare bargain—both at only.....

49c plain bl'k taffetena. 23-in. wide, all silk, 25 pieces on sale—nowhere can you match them at our sale ... 69c plain black satin, all pure silk and we guarantee the wear—beautifully finished and we place on 69c on sale 50 pieces at only.....

69c brocade satin and gros grain-never before have we been able to show such a fine collection of brocades and the quality exceeds in fineness any of our former offerings—this large lot of black bro- 69c cades all go on sale Monday at only.....

75c plain and black gros grain-very heavy and special number in beautiful black moire velour worth 7 much more than our special asking price..... Mail orders will be filled promptly—selections left to us will receive best of attention and if these are not satisfactory will exchange or refund money.

#### Wash Dress Goods.

New wash dress stuffs and summer fabrics coming in daily, and the newest things Our mail order customers get prompt and efficient service.

### Linens--Linens.

This is what our Monday Linen Sale means for thrifty housewives tomorrow: 

Sheets and Pillow Cases.

A fresh consignment from the manufacturer. A chance to buy high grade Sheets and Slips - large sizes plain and hemstitched-at less than the peice of Sheeting . . .



71/2c for Lonsdale Cambric worth 121/2c.
31/2c for heavy LL Muslin, worth 6:,
31/2c for soft finished Bleached Muslin worth 61/2c.
17c for 8-6 Bleached Sheeting worth 221/2c.

White Goods. SPECIAL SALE MONDAYfor ladia Linon worth Sc. 71/26 for 40-inch Apron Lawn worth for yard.
71/26 for 40-inch black India Linon worth 15c yard.
61/26 for Check Nainsook worth 10c yer.
121/26 for 34-inch French Organdies erib 251 yard.
81.10 per belt English Long Cloth, 26
12
71/26 for mill ends White Goods worth up to 25c yard.

## Shopping Made Easy, Pleasant and Profitable

"The Big Store" makes it a point to have just the goods you want to buy. The newest styles find their way quickly to our counters new goods. This week we place on sale in different departments several special purchases that will mean a saving of 25 to 50 per cent to customers. You will find it pays to trade at "The Greatest of the

AGE ITS FOR **Butterick Patterns** and Publications.

# Grand Flag Sale Monday

All other pure silk flags in the same proportion.

No. 1—printed muslin flags, mounted, per doz, 2c.

No. 3—printed muslin flags, mounted, per doz, 4c.

No. 5—printed muslin flags, mounted, per doz, 10c.

All other mounted flags in the same proportion.

Monday Specials. 75c Mexican drawn work doilies, only 25c. 75c wash veils, only 25c The new Ascot ties, only 50c.

#### Elegant new ruchings, only 13c. Fine Laces on Sale.

Beautiful torshon laces, worth 25c to 50c, all go at 5c and

#### Books.

History of Cuba on sale. Quo Vadis on 13c. All the latest copyright books at cut prices.

#### REMEMBER OUR FLAG SALE.

#### Special Sales

	10 cent corset steel, per set
•	50 cent satin belt hose supporter 25 cents
	The new Ascot tie
	200 yards machine thread-spool
П	5 cent velveteen binding, per yard 21 cents
	25 cent silk elastic supporters
2	75 cent wash veils only
	75 cent wash veils only

# Bargains on Sate in

Outing Flannel at 314c, 5c, 8c and 10c yard.

Mill remnants of yard wide Percule, the 16c grade, in remnants, Remnants of striped and checked Shirting, blue or brown Denims, also remnants of Outing Flannel on sale. See our navy

blue Flannel, twilled, all wool, at 25c yard.

See the remnants of Silk Embroldered Flannel, also White Wool Flannel. You will find them marked at prices to sell them

quick.

10-4 wihte or gray Blankets at 49c pair.

11-4 white or gray Blankets at 75c pair.

Extra large Summer Comforts at \$1.50 each.

2½ yards wide 2½ yards long White Crochet Bed Spreads
on sale Monday at 75c each. Notice the size—then the price.

White Fringed Bed Spreads, 95c each.

Red, blue or brown Fringed Crochet Bed Spreads, \$1.00 each.

The largest stock and best assortment in Bed Spreads, either fringed or hemmed, you will find at the Big Store. 54-inch wide Table Padding, 25c yard. 2-yard wide Wool Felt, 30 colors to pick from, at \$1.10 per

## Drug Department ...

Warner's Kidney and Live	r Cu	ire						
Hood's Sarsaparilla			***		**		***	
Hostetter's Bitters	***					***		
Scott's Emulsion								
Pierce's Favorite Prescripti	og .			***				
Pierce's Medical Discovery					***			
Pe-ru-na								
Pear's Unscented Soap, per								
Cuttleuca Soap								
Munyon's Remedies								
Carter's Pil's								
Sassafres Bark, per pound		****						*****

Hardware, Stoves and Housefurnishing Dept.-special Sale on Steel Granite Ware. 400 Cases Just Received-About One Half Regular Price.



#### Special prices in Meats For Monday only

Granite Sauce Pans 13c.

New England Cooked Ham, per pound 10c TRANSMISSISSIPI HEADQUARTERS.

#### Waydown Prices on Butter and Eggs

dozen guaranteed fresh Eggs...... Choice Dairy Butter.....121/20 Our Dairy Butter worth 16c at ...... 14c A fine Creamery, only...... 17c 1-lb. bricks Fancy Creamery at ...... 18c Fontanell Creamery at ...... 20c

For the Girls-1 ball for jacks.. ..... Doll Carriages, regular 25c ...... 17c Tea Sets, 15 pieces, complete in boxregular 25c ..... 9c Croquet Sets, regular \$1.00 ..... 39c For the Boys-

#### Jewelry Dept.

For Monday only

No. 1 Sugar Cured Hams

Sepecial Ring sale this week,
Solid gold ring with 12 genuine diamond chirs, ruby and emerald center, regular \$7.50 ring for \$2.98\$
Solid gold ring with 5 genuine Hungarian opals—regular \$3.50 ring for \$1.48\$
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Solid gold ring with 5 genuine Hungarian opals—regular \$3.50 ring for \$1.48\$
Solid gold ring with genuine opal sets
No. 1 Sugar Cured Bacon

No. 1 Lean Light Strip Bacon

10c
Potted Ham, per can

5c
Roast Beef, per can

11c
Weiner Wurst, per pound

7½c
Fresh Pork Sausage

7½c
Salt Pork

6c
Sugar Cured Boneless Cottage Ham

8½c
Peerless Lard, in 3, 5 and 10-lb, pails

New England Cooked Ham, per pound

10c

Special Ring sale this week,
Solid gold ring with 12 genuine diamond chirs

12 genuine diamond

12 genuine diamond chirs

13 genuine diamond chirs

14 genuine diamond chirs

14 genuine diamond chirs

14 genuine diamond chirs

14 genuine diamond center

15 genuine Hungaria densery low prices is the result of advantageous buying, will be in force Monday.

15 genuine Hungaria densery low prices is the result of advantageous buying, will be in force Monday.

18 genuine diamond chirs

18 genuine diamond center

18 genuine denser

18 genuine dense

#### Watches

Ansonia stem wind and set watches, each 98c 

watch for \$10.95
Ladies' solid gold watch, 14kt U. S.
Ladies' solid gold watch, 14kt U. S.
assay, fine Elgin or Waltham works,
beautiful hand engraved hunting cases
a regular \$30 watch for \$16.95
Gun metal Chatekaine Watch \$3.95
Sierling Silver Chatekaine Watch \$2.95
First-class nickel alarm clocks, cach 55c These Prices Monday in our big

Base ball mitts, all leather—regular price 25c ... 19c Catmeal Crackers ... 10c Varnish wood stains for furniture, ½ pints price 25c ... 19c Catmeal Crackers ... 10c 15c. 10c 15c. 15c Ginger Snaps ... 7½c 1-inch Varnish Brushes, 5c. Wheelbarrows, regular price 15c ... 6c Goods in this department will always be Two-wheeled carts, regular price 15c ... 6c found nice and fresh. White Wash Heads, 20c up.

# Carpets, Matting

#### Wall Paper, Paints, Brushes, Room Mouldings-

A war on dirty walls-paper your room before you house clean. Our regular line of white blanks, worth up to 714c, at 314c, 4c and 5c; 9-inch bordere, 11%c and 2c yard; 18-inch borders 3c and 4c

Our regular line of 8c, 10c and 12½c gilts go at 6c, 8c and 10c; 9-inch borders at 3c and 4c yard; 18-inch borders at 6c and 7c yard. Our regular line of 15c, 17c and 20c gilts in dark shades go at 124c, 15c and 174c with 18-iach shaded borders at 7c and 8c yard.

Heavy enamel finish gilts and embosses papero at 17½c. 20c and 25c.

lograin in dark greens, blues and terra cottas, 15c and 17½c; light shades 12½c, with blended borders and figured ceilings.

# HAYDEN BROS

# Tailor-Made Suits

Forcibly and convincingly saving you more money than ever. Proving our ladies' ready-to-wear garments are unapproachable in quantity and quality and appearance.

SINGLE COPY FIVE CENTS.

Four special suit offerings fully 50 per cent less than else-



Lodies' Coat Suits of English chemot, serge, fly from box coat, notohed collar jacket fired with is Teta cifk; skirt percaline lined, all shades and block, worth \$12.00, at.

Lodies' Coat Suits of coveri cloth and French ways in box coat or house side, lined with fine taffets; coat and skirt classarately infinitely the mobilir braid, worth \$16.00, at.

Lodies' Coat Suits of granite cloth, English covert and French braid-cloth, \$6.71s and coat tr mined with straps it same material, stighted on both sides, silk lined, worth \$22.50, at.

Ladies' Dross Skirts of black figure).

Ladies' Dress Mkirts of black figure-1 brilliantine, lined, stiffened and velveteen bound, worth \$1.00, at.

Ladies' Dress Skirts of black and navy
serge, plain and figured mobair, we'l
maile, percaline Kned, perfect hang,
with \$1.00, at.

Ladies' Dress Skirts in black and colored novelty mixtures, lined with fine
quality percaline, dressmaker made,
worth \$1.00

Ladies' Capes in plain or six for-

worth 500
200 Ladies Capes in plain or sik fig-ured, cloth fixed throughout at Ladies Capes of handsome path rus bro-caded silk, lined with changeable silk shoulder ruffles of lace and chiffon, edged with jet chiff n and rubbon ruche at neck, worth 5000, at

Ladies' Capes of gros grain and fig-ured taffeta stik and all stik lined, trimmed with platted chiffon and jet, ribbon ruche and streamers, worth 5.50. at

Ladies' Shirt Walsis, made of fine per-cale, fancy figured plane, English matting cloth, cheviot glingham and corded madras, in all the new snades, in platds, stripes and solid colors, at 38c, 50c, 50c, 88c, 81.35, 81.35 and

Ladies' Wrappers, made of extra fine quality La Reine percale, yoke leack and front, revere, collar, cuffs and belt prettily frimmed with two rows of wide white braid. Inside vest lining, bound armholes 3% yds wide. Comes in a variety of stripe effects on dark grounds in blue and white, black and white and Brazilian and white, at

1.25

1.50

3.50

white, at.

Ladies new spring Jackets in all shades and black, lined throughout with fine 3 00 quality clk or satin, worth \$7.9, at.

Ladies' fine Kersey and Broadcloth Jackets, fined throughout, double statched 4.98 geams, worth \$10.00, at.

Ladies' Mackintonies, double texture, detachable capes, also utely water proof, 2.50.

#### Summer Millinery.

We have just opened a large consignment of elegant Summer Hats and Millinery Goods, which will be displayed for the first time. The very newest styles are shown. Beautiful and tasty effects in greatest variety.

An exquisite line of fachlorably trimmed Hats at all prices. Exact copies of Parisian Pattern Hats, jewith up to Edon, at M.50, files, E.56, E.56 and file 600.

All the styles in the millinery, for in the price.

## Clothing Department.

If you have paid too much for your clothing in the past you have no one to blame but yourself. It is the slave who makes the tyrant and then murmurs at the work of his own creation. We can save you money on every garment you buy in the clothing line. We buy more, sell more and at a closer per cent profit than any house in the west.

Soc and \$1.25 buys a good, strong Knee | \$1.75 buys as Al.f. WOOL hair fined Cass-Pants Suit.

Pants Suit.

11.50, \$1.75 and \$1.35 buys an All Wool Suit. You can save 75c to \$1.00 on each of these Suits.

12.75, \$2.95 and \$1.25 buys a strong, wearable Suit, long pants, ages 13 to 19 years.

At \$2.75, \$2.95 and \$2.25 buys a strong, wearable Suit, long pants, ages 13 to 19 years.

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At \$2.75, \$2.95 and \$2.25 buys a strong wearable Suits in Quality, make-up and finish.

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#### This is the Actual Straw Hat Opening

TABLE No. 1-Children's straw sailors at 15c, 25c, 25c; actually worth double. TABLE No. 2—Boys' straw buts at 25c and 50c; worth twice the price.

TABLE No. 3—Men's straw buts for 35c and 50c; astonishing value.

TABLE No. 4—Men's straw buts for 15c, 25c and 35c. Others ask twice the price. P. S .- We are making very low prices on stylish Fedoras and Derbya

#### Furnishing Goods.

## Furniture.

Solid oak chiffonieres, polish fluish, five drawers, a well made and well fin-ished piece of furniture, with a French plate mirvor...........\$6.25 Without mirror ..... 4.85 Ladies' desks in bird's-eye maple, mahogany, birch and oak, at, each ..... 3.95 Full size white iron beds, brass trim-mings, a heavier and better make bed than any other bed near our price. Our price ...... 2.25 Oak table, 24x24, at ...... 1.00 Large wood seat chair, brace erm, carv-Feather pillows, per pair..... 80c 
 Oak cane seat chair
 75c

 Oak cane seat rocker
 1.00

 Red cedar excelsior, per bale
 10c

 Furniture polish, per bottle
 10c

 Six styles of cobbler seat rockers at
 2.45
 



#### Crockery Department.

The prices in our China and Glassware department have been turned loose, and if you don't take advantage of them there will be no one to blame but yourself.

Cups and Saucers, each ... ic Decorated Cups and Saucers, each ... 3c Sauce Dishes and Plates ... 2c Vinegar Tubes ... 15c Breakfast and Dinner Plates, 3c and ... 4c Syrup Mugs, nickel tops ... 18s Butter Dishes, Spoon Holders, Creamers and Sugar Bowls, each ... 34c glazed decoration—French shapes—Salt and Pepper Shakers ... 3c Decorated Toilet Sets ... \$1.55

#### Big Flour Sale Monday.

We will sell all the best fancy high patent brands of Flour, such as Cream Brand, XXXX Fest Minnesota Superlative, Pure food brand, Valley Lily, etc., etc., Monday at greatly reduced prices. Buy it now before it goes higher. re to-d brand. Valley Lily, etc., etc., Monday before it goes higher.

1776. Pearline, Soap Dust, etc., 3 for. 10; Sapolio, per bar. 5a; Sait, per sack 24; Parior Matches, 12 boxes for 84; Parior Matches, 12 boxes for 84; All kinds of Yeast, per package. 14

New California Peaches, new California. Pears, new California Apricots, new California Frunca worth 15c pound anywhere, 3 pounds for 24; Large Raisine. 34c, 5c and 6; 2 Large Raisine. 34c, 5c and 6; 2 Large New Prunes. 5c, 6; c and 7; d TEA AND COFFEE. Fancy Uncolored Japan Tea, worth 56c, 2; Moyuna Guinoa der Tea, cheap at 56c, 7; Choice English Breakfast Tea. 15d Basket Fired Japan Tea, delicious drink 3 a Fancy India Ceylon Tea, per pound. 25d Whole Rio Coffee, only, 15d Choice Nus Santos Coffee. 12d Extra quality Santos Coffee. 12d Extra quality Santos Coffee. 15d Piantation Java and Mocha. 15d Gudden Java Bend. 15d Gudden Java Ben Pearl Taploca, Sago, Hominy, Barley, Green Peas, Lima Beans, Farina, etc., green Peas, Lima Beans, Farina, etc., per pound in-pound sacks best Corn Meal. 10-pound sacks best Graham. Fancy White Sugar Corn, 10c can. White Wax, Lima or String Beans, regular price 12½c per can, on sale for 4 cans for 4 cans for.
5-pound cans solid pack Tomatoes....
5-pound cans Golden Pumpkin.
2-pound cans Baked Beans.
2-pound cans California Peaches for 2-pound cans California Peaches Sc
2-pound cans extra quality Table
Peaches, Apricots or Pamy, regular
price 18c on sale Monday 2 cans for 25c
Hord Red Salmon, per can 5c
16c packages Silver Gloss Starch 5c
16c packages Pure Corn Starch 25c
16c packages Oatmeal only 5c
12 bars Standard Laundry Soap for 25c
Wool Soap, large bars 6c
Ivory Soap, per bar 5c