

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, FEBRUARY 19, 1899.

SINGLE COPY FIVE CENTS.

AGENT FOR BUTTERICK PATTERNS

HAYDEN'S Hundreds of HAYDEN'S

AGENTS FOR BUTTERICK PATTERNS

Economical Buyers are Waiting for These Sales

They take advantage of the special offerings. More times than you think we strip the profits entirely off. It makes the best kind of advertising. Just now IT IS NECESSARY. We are trying to make room for our immense spring purchases and are selling winter goods at half price and less.

Absolute Leaders in Rich Silk Materials

The finest collection of Newest Silks in both plain and fancy, colored and black ever shown in the city. We can match every shade, we can trim every material, we can suit every taste.

White Silks at Special Prices. CREAM CREPES—50-in wide, all silk, 29c. WHITE TAFETTA AT 29c. WHITE SATINS AT 49c. NEW WHITE PEAU DE SOIE—extra heavy, beautiful satin finish, and NEW WHITE GROS GRAINS, 27-in. wide, worth \$2.50, on sale at \$1.75.

A Few Odds and Ends at Prices to Run Them Out Quickly. SHANGHAI SILKS—19c. PLAIN SILKS—29c. CHANGING TAFETTA—49c.

Black Silk Department Specials. BLACK GRENADINES—44-in. wide, in all the leading styles, at \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$3.00, \$3.50. BLACK PEAU DE SOIE—best make warranted to wear—21-in, \$1.00, 22-in, \$1.15, 23-in, \$1.30, 24-in, \$1.50, 27-in, \$1.75. BLACK SATIN DUCHESSE—best value in the world at \$1.00.

100 Elegant Engraved Visiting Cards & Plate for 19c. For the next ten days we will furnish 100 elegant engraved calling cards for 10c and give plate. All orders now in transit at same price.

All Work Guaranteed Perfect. We make a specialty of Wedding Invitations and at home cards.

The Final Cut on Ladies' Jackets

Every garment goes in this sale no matter what the price. Not one carried over. Your choice of any winter jacket in the house at \$2.98, \$4.48 and \$5.98.

Washable Dress Fabrics. Almost every freight received increases the elegance of the showing we are making on fine spring wash stuffs.

Jewelry Dept. SPECIAL SALE ON WATCHES THIS WEEK. Gent's Elgin or Waltham watches, in silver, dustproof cases, \$3.98.

Sheet Music. Always leaders in sheet music, we carry all the very latest sheet music to be had and sell it to you at 1/2 price.

Flannel Department. All wool white flannel, at yard, 20c, 25c, 30c, 35c, 40c and 50c.

Bed Blankets. 125 pairs good size Atlantic fancy cotton blankets, regular 75c, at pair Monday 50c.

Table with columns of prices for various goods: DRESS PATTERNS, LADIES' JACKETS, SHAWLS, SILKS, etc. Includes a central 'BASEMENT BARGAIN COUNTERS' graphic.

Furniture. Our efforts to gain your trade are not prompted together by mercenary motives. We wish to secure for you the brightest and best at the smallest possible price.

Notion Specials. 50c and 75c pillow tops 25c. 50c satin belt button, clasp hose supporters 25c. 25c pearl buttons 5c doz.

Torcheon Lace Sale. Elegant fine edges only 2 1/2c. Elegant fine laces at 5c, 7 1/2c, 10c, worth 5c to 25c.

Big Rug Sales. 9x12 Smyrna rugs, \$22.50. 76x106 Smyrna rugs, \$16.50.

China Dept. SPECIAL DINNER SET SALE. To all our customers who were unable to attend our great dinner set sale last Monday we will give the benefit of another sale.

Men's Furnishings. Men's sample shirts, worth \$1 and \$1.25, at 50c. Men's black and brown Sox, regular 20c quality at 10c.

Ladies' Furnishings. Ladies' kid gloves, worth \$1.00 and \$1.25 at 49c. Hose in black and brown, full, seamless, worth 20c, at 12 1/2c.

Bargains. 22 pounds C Sugar for \$1.00. 50c and 75c pillow tops 25c. 50c satin belt button, clasp hose supporters 25c.

Meads. Picnic Hams, 5c. Short ribs corned beef, 5c. Pickled pig feet, 5c.

Fish for Lent. Imported Holland Herring Salad, lb., 12 1/2c. Bearley's Shredded Codfish, pkg., 7 1/2c.

Butter. Fresh country roll, 10c, 12 1/2c, 14c. Very best country roll, 15c.

Cheese. We have the largest cheese department in the west and keep in stock every kind of cheese made.

Wall Paper News. You can buy your paints and paper here fully one-third less than anywhere else in the city.

The Leading Dress Goods House of the West.

When you want to see a dress goods stock that can be called a dress goods stock we can show it to you. The following lines are strictly confined to us for Omaha and can't be procured outside of our store.

Extra heavy Suitings. English Whitepeas, \$2.50—English Ventilates, 58-inch, \$2.50—French Ventilates, 48-inch, \$2.50.

Evening Shades. Lansdown in 42 different shades, and only found with us. Sublimes generally sold for Lansdown for 8c.

Black Dress Goods. Priestley's Black Goods from 75c to \$6.25 per yard. All Priestley's plain goods, Henrietta, Boloras, Melrose, Utamine, Cork Scraps, Wool Surahs, English Coatings, Serges, Ladies' Cloths, etc.

Monday's Special Sales on TABLE DAMASK, NAPKINS, TOWELING, ART LINEN, TOWELS, HANDKERCHIEF LINEN, MUSLIN, SHEETING, READY-MADE SHEETS, PILLOW SLIPS.

Hardware, Stoves and Housefurnishing Dept. Special pick-ups for Monday—Housefurnishing Goods.

Steel Granite, 5 qt., 15c. Steel Granite, 8 qt., 15c. Steel Granite, 10 qt., 15c.

Stoves, Stoves. We carry the celebrated Mason & Davis Steel Range—the best on earth. Buy no other if you want the BEST.

If you Want to Make \$100.00. Now is your chance to buy a piano at terms to suit you. Complete stock of the very best—THE CHICKERING—the piano used by the greatest artists living.

HAYDEN BROS.