

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MARCH 5, 1899.

SINGLE COPY FIVE CENTS.

Our silks the best that can be procured in both foreign & Amer'n makes

Spring Silks

Ten times as many Silks as you will find in any other Omaha store.

More Silks on sale in the big department than ever before.

- 55 pieces FRENCH SURAH—double warp, best grade... 29c
25 pieces JAPANESE SILK—fine lustrous quality, bright shades... 39c
30 pieces WHITE INDIAN—all pure silk, washable, all go at... 49c

We want you to look

at the finest stock of fancy silks ever brought into the city of Omaha—surpassing all former seasons in style and beauty—our in creating efforts to supply you with the newest and the best, has made this department the SILK HEADQUARTERS OF OMAHA.

- Crystal Gords—Washable Silks... 29c
Winslow Taffeta... 69c
19 in. Taffetas—Both plain and changeable, such as others ask 75c, 85c and 90c for our price...

Popular Styles in Black Silks.

- BLACK BENGALINE, BLACK GROS DE SOUGRE, BLACK CORDENE—all corded effects so popular for waists or skirts, at... \$1
FANCY BLACK SATINS and SILKS—large and small designs, best grade worth \$1.25, \$1.50 and \$1.75—50 pieces on sale Monday only, price... 75c

- On Sale Monday—Black all silk Taffetas, worth 75c, remember on sale... 49c
On Sale Monday—Black silk made in Japan, finest grade, Monday is the day... 39c
On Sale Monday—Black Satin Duchesse, never sold before at such a price, and only for Monday... 59c

- NEW BLACK DRESS SILKS—extra special... \$1
BLACK SATIN DUCHESS—black Gros Grain, 23 inches wide... \$1
BLACK PEAU DE SOIE—Black Armure Black Taffeta—pure dye—best silk in the world, warranted to wear, special...

BLACK GRENADINES in exclusive dress patterns, one of a kind, also by the yard, from 98c up to \$5.00 per yard—all 45 inches wide.

LADIES' LIVING OUT OF TOWN should take advantage of our special offerings—our will be carefully filled and we guarantee to please you.

Ladies and Gent's Furnishings

Men's white unlaundered shirts, 4 ply, all linen bozom, reinforced front and back at 35c. Men's colored shirts in all the late styles, worth \$1.00 at 50c. Men's 25c suspenders at 12 1/2c. Men's 20c sox, black and brown at 10c. Men's working shirts, worth 50c, at 25c. Men's silkline handkerchiefs, worth 12 1/2c, at 5c. Children's bicycle hose, worth 20c, at 10c. Ladies' fine seamless hose, worth 25c, at 12 1/2c. Ladies' 85c and 50c hose at 25c. Boys' shirts with laundered collars and cuffs; regular 75c, at 39c. Boys' sweaters in black, blue and green, at 50c. Special sale on ladies' muslin underwear. Ladies' kid gloves worth \$1.00 and \$1.25, on sale at 49c.

Monday Cloak Plums



We offer the ladies of Omaha some of the plums secured for spot cash on our buyer's recent trip to the eastern markets. 200 jackets, indisputably the greatest values for the money we ever saw, go at \$3.98. 150 jackets, the cream of 3 manufacturers' stocks—the trimmings cost more—your choice at \$5.98. 250 misses' and children's jackets, worth \$10, for \$2.98. 75 ladies' high class, tailor made suits, man tailored all wool jackets, silk lined, at \$7.50. 50 ladies man tailored suits, worth \$15, \$18 and \$20, for \$9.98. One hundred ladies' silk skirts, percale lined, worth \$7.00, at \$3.98. 250 ladies' all wool, check skirts, worth \$5.00 for \$1.75. 200 black figured mohair skirts, worth \$3.00 for 98c. 10 dozen ladies' undershirts, 75c. 25 dozen extra heavy skirts, worth \$3.50, for \$1.50. 50 dozen ladies, percale wrappers, 3 rows of braid, separate waist lining, extra wide at the hips, worth \$2, for 98c. 25 dozen ladies' wrappers, separate waist lining, ruffled yoke, and braid trimmed worth \$1.50, for 75c. 35 dozen ladies' wrappers, separate waist lining, at 39c.

Special Pillow Top Sale

We are closing out ten gross elegant pillow tops on Monday, goods worth 25c, 35c and 50c, at 15c. All fresh, new goods. Special sale on black satin and gros grain ribbon, just in, at one-half regular price. No. 12 at 10c yard; No. 16 at 12 1/2c yard; No. 22 at 15c yard; No. 30 at 20c yard. The new Spachtel work in elegant dresser scarfs, piano scarfs, pillow shams and table covers. Elegant 7c pillow shams at 25c, 7c and \$1.00; dresser scarfs, 25c. Beautiful new goods. New torchon laces, goods worth 5c to 10c yard, go at 2 1/2c; 15c goods at 5c; 25c goods at 7c. The newest ideas in ladies' ties now on sale at 25c, 30c and 35c. Engraving—We are still doing fine copper plate engraving at the lowest prices in town.

Wall Paper & Paints

Certainly it is a woman's right to select wall paper for her rooms; and we have been very busy the last few days showing the ladies our new stock just received. The largest assortment of the finest patterns ever received by any house in the city, and the price is so low that everybody can afford to have their house papered this Spring. We also carry a large stock of ready-mixed paints, stains, varnishes, enamels, brushes and room mouldings. Call and see for yourself.

White Goods

40-inch Apron Lawn, at 7 1/2c. India Linon, at 5c yard. Nainsook at 6 1/2c, 8 1/2c and 10c. Warp Welt Figures, at 20c. Fancy Figures, at 20c.

Bargains on our popular basement counters

Now is the time of year when great money saving opportunities are offered—when overloaded departments dump their surplus stocks onto the bargain counters and sell them regardless of cost, Monday's bargains will be the biggest ever offered.

Attend the great advance spring sales.

Fannel Department

All wool white flannel at yard, 20c, 25c, 30c, 35c, 40c, 45c, 50c and 60c. Silk warp flannel at yard, 80c and \$1.00. 1 case Ramona fleeced flannel at yard 10c. 10 cases shirting at yard, 5c, 6 1/2c, 8 1/2c, 10c, 12 1/2c and 15c. Men's all wool suiting at yard, 59c. 1 case 12 1/2c cotton flannel at yard, 6 1/2c. 2 cases outing flannel skirt patterns, 20c and 25c. 1 case Vienna silkoline at yard, 10c.

Bed Blankets. All the fancy cotton blankets at pair, 65c. 35 pair all wool gray blankets at pair, \$3.50. 29 pair 11-4 all wool California white blankets at pair, \$4.75. 1 case 11-4 white extra heavy, cotton blankets at pair, \$1.25. Bed comforters at half price, 78 dozen to select from.

We are Leaders in Sheeting and Muslin

9-4 bleached sheeting at 14 1/2c yard. 36 inch heavy LL muslin at 3 1/2c yard. 36 inch Lonsdale cambric at 7 1/2c yard. 9-4 heavy brown sheeting at 10c yard. 7 1/2c bleached muslin at 5c yard. Ready to use sheet, torn not cut, size 11x90, at 35c. Ready to use pillow slips, size 45x36 at 5c.

Piano Sale

The only place in America where you have all the leading makes to select from, including the Chickering, Steinway, Fischer, Knabe, Lester, Kurtzman, and Franklin. We also carry a large line of Ivers & Pond, Vose & Sons, Emerson, and New England Pianos, Terms to suit purchaser. The enormous business we are doing in pianos and our great buying facilities enable us to save customers from \$75 to \$200 on an instrument. Every piano fully guaranteed and your money refunded if you become dissatisfied with your purchase. New pianos for rent. Pianos tuned, moved and repaired. Call and compare the different makes and get our special prices.

Cracker Dept.

- UNEEDA BISCUIT, per package... 5c
5 lbs. ginger snaps... 25c
A. B. C. Soda Crackers... 5c
A. B. C. Oyster crackers... 5c
Newport flakes... 12c
Brenner's lunch biscuit... 9c
Shredded Wheat Biscuit... 14c
Sultana fruit crackers... 11c
Manitou fig wafers... 11c
Animal crackers... 10c
Oatmeal and Graham crackers... 10c
Pretzels... 10c
Raisins... 10c
Raisin's health biscuit... 22c
Barrel Ginger snaps... 15c
Lemon and Vanilla Wafers... 15c
Butter crackers... 6 1/2c
Pine mixed cookies... 10c
Kennedy's milk biscuit... 10c
We carry the largest stock of crackers in the west. Goods always fresh.

Linens

We have the only complete linen stock to be found in Omaha and at prices one-half what others will ask you for. Monday we will sell you— One case fancy colored damask, fast colors at 22 1/2c yard. 1 case German damask, at 27 1/2c yard. 1 case Scotch damask at 39c yard. 1 case Union bleached damask, at 22 1/2c yard. 20 pieces 72 inch bleached Irish damask at 59c yard. 18 pieces 64 inch bleached Irish damask at 49c yard. 28 pieces 70 inch bleached satin damask at 69c yard. 50 doz. 3-4 bleached satin damask napkins at \$1.98 doz. 125 doz 3-4 bleached napkins at 98c. 200 doz 5-8 dice check napkins at 69c doz. 1 bale heavy brown linen crash at 5c yard. 18 inch check glass toweling at 3 1/2c yard. 50 pieces all linen bleached crash at 6c yard. 15c heavy large size Turkish towels at 10c. 15c all linen huckaback towels at 10c. 10c large size fringed towels at 5c. 25c extra heavy medicated bleached Turkish towels at 15c. 40c satin damask and Irish huckaback towels at 22 1/2c.

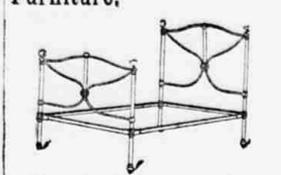
Jewelry Dept.

Special sale on 1847 Roger Bro's silverware. Roger Bro's 1847 knives or forks, \$2.79 for set of 12 pieces. Roger Bro's 1847 tea spoons, 88c for 6. Rogers' 12 dwt. knives or forks, \$2.25 for set of 12 pieces. Rogers' fancy A.A. tea spoons, 69c set of 6. Gent's nickel watches, stem wind and set, good time-keeper, 98c each. Gent's Elgin or Waltham watches, in gun metal cases, \$4.95. Ladies' or gent's gold filled hunting case watch, warranted to wear 20 years, fine Elgin or Waltham works, \$10.95, regular value \$18.00. Eight day clocks, solid oak with alarm, \$2.48. Sterling silver tea spoons, set of 6, \$2.98.

We are Headquarters for Bed Spreads

7c large crocheted Spread, at 45c. \$1.50 large crocheted Spread, fringed on four sides, at 98c. \$3.00 satin finish Marseilles Spreads, at \$2.19. \$1.25 quality heavy Marseilles Pattern Spreads, at 98c. We carry a full line of fringed and hemmed Spreads for 2-4 beds, at 55c, 85c and \$1.25.

Furniture.



You always trade where you get the best goods at the lowest price. You always trade at a store that initiates a really first class article at an unheard of small price. So, to sustain our reputation in this line, we now place on the market the best made, best finished, handsomest and highest iron bed ever offered, at \$1.95. You no doubt have bought beds at this price, but they are not in the same class with this bed. We do not cheapen the article. We give you the best on earth at this price. It is four feet high, has angle iron all round, heavy posts, good enamel, fox castors, and is the peer of any \$3.00 or \$4.00 bed. You can get this bed in 4-6 and 3-6 size. Here is another leader. You are after leaders. Omaha people know leaders when they see them. Look at this one. Ladies' Dressing Table, golden oak, polish finish, French style, has large drawer, cast brass trimmings, pattern French plate mirror, beveled. Price, \$6.50. First time anything of this kind was ever placed on sale under \$10.00. The unusual demand for the Photo Frames we placed on sale a week ago has encouraged us to order 500 more. They are here now and we can supply you at 25c each. Our large Golden Oak Rocker, leather cobbler seat, iron rod in arm, at \$1.95, has sold beyond our fondest dreams. We wish to dream on—so continue the sale this week. We have reconstructed our Picture department, and intend putting in some of the finer goods. You can now secure those elegant reproductions which heretofore belonged only to the rich—at moderate prices, and by so doing add that charm and air of refinement to the home that can only be done by the judicious arrangement of nice pictures. We have framed pictures from \$7.50 down to 25c, and for 75c, \$1.00, \$1.25 and \$1.50 you can secure a really good article. One large sale of 25c photo frames in all the latest moulding and mats has encouraged us to buy another lot.

Carpet News

The advance spring styles in floor coverings are now on display in our big carpet department. We are well prepared to suit you in style, quality and price in anything from the cheapest Ingrain to the finest Axminster and Wilton. An AI Velvet Carpet for 75c. 50 patterns Moquettes and Axminsters, most of them with border to match, 85c. 500 made up Rugs in all grades of Carpets at greatly reduced prices. Cocoa Mud Mats, 25c. 7-foot Window Shades, complete, 25c.

The Leading Dress Goods House of the West.

We have the largest and most complete stock of Dress Goods that ever was shown in this city—and all goods were purchased before the present advance of prices.

Over 30,000 styles to select from—more dress goods than all the other stores combined.



50c to 75c per yard for 50c and 40 inch at 50c.

59c to \$7.50 per yard. TAILOR SUITINGS—Coverts 50c, 75c, 85c, \$1.25, \$1.50—French Venetian, 42-inch, 75c, 84 and 88-inch, extra heavy, 22 shades, \$1.25—Plaids, Checks, etc. 50c to \$1.95 per yard—English Whitegoods, extra heavy, 56 inches wide, can be made without linings, \$2.50 per yard—Bradford Coverts, \$2.25—English Venetians, 56 inches wide, 10 colors, \$2.50 per yard—PRIESTLEY'S CRAVENETTE VENETIANS, the newest cloth made, \$2.50 per yard—English Tailor Suitings, to make either men or women's suits, 60 inches wide, in Clay Worsteds, Scotch Cheviots, Blarney Tweeds, English Checks, English Nubia, English Mixtures, from \$1.25 up to \$7.50 per yard.

25c to \$6.50. 2,000 styles in French, English and American novelties at from 25c to \$6.50 per yard. LANSDOWNE—so much used for linings on account of its soft silky draping qualities, in 32 shades—It is used for evening gowns and waists also. Remember that LANSDOWNE IS STRICTLY CONFINED TO US FOR OMAHA. SUBLIME—which resembles LANSDOWNE—but will not wear—We sell it in 26 inch

Black "Cravenette" Dress Goods. 49c to \$10.00 yard.

There is no necessity for our saying anything about PRIESTLEY'S goods—as every well dressed lady has at least one of his dresses—but we want to impress every lady that they are the cheapest, as well as the best, as a dress of Priestley's at one dollar per yard will out wear and look better than any other goods at \$1.50 per yard—from 60c to \$6.50 per yard.

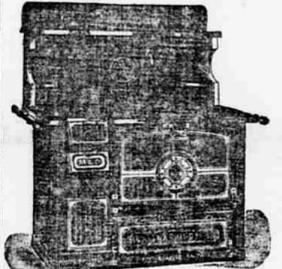
We presume that nearly everybody knows who Sir Titus Salt is—he has the largest mohair mills in the world—and that market value of all mohairs are compared by him—We carry his entire line of sealines and brillianines in all colors at from 25c to \$2.98 per yard.

Dress Goods in Basement.

We have added a dress goods department—which are principally all drives—on Monday we will sell a case of new goods that is worth 15c per yard at 10c. A case of new spring goods, worth actually 25c per yard for only 15c. We will sell two cases of all wool dress goods, 36 and 40 inches wide, actual value is 50c per yard—on Monday only it will go at 21c and 25c. All the remnants of our high grade goods are placed there at about 1-10 of their former value—thousands of yards will be sold without regard to cost. The greatest mail order department in the west—every yard of goods guaranteed or money refunded.

Hardware, Stoves and Housefurnishing Dept.

Our special Monday Cnt Rates. Now is your time to buy—Buy an M. & D. Steel Range.



The best on earth, 6-holes, high shelf, large oven, water front, etc., all complete, regular \$45.00—our price \$32.95. We have a very nice Steel Range, 6 holes, high shelf, large oven, with low warming closet, with enamel reservoir, the best range for the money made, \$27.75. We have a nice cast range with reservoir, large 20-inch oven, 6 8-inch holes—our price \$12.95. No. 8 square cook stove, 4 holes, large oven, warranted fine baker, \$8.95. 2-hole No. 8 laundry stove, \$2.65. Our heating stoves must be sold—price made to fit your purse.

Housefurnishing Goods

- 50 lb. flour can, decorated... 40c
All Willow clothes baskets... 30c
Boy's Steel Velocipede... \$1.00
Folding Ironing Boards... 21c
4 foot granite dish pans... 21c
Wood wash tubs... 25c
Large wood bowls... 15c
No. 5 heavy copper bottom boiler... 8c
Solid steel spade or shovel... 40c
Mrs. Post's Irons, set... 65c
Hunter's flour sifters... 8c

Free! Free! Free!

Beardsley's shredded codfish will be served free all day Monday and Tuesday in our grocery department.

China Dept.

Complete crystal stand lamps with burner and chimney, 15c. Large size crystal stand lamp with security burner and chimney, 25c. Solid nickel center Draft Lamp, with new patent wick lifting device, \$1.25. The Dresden—the very latest thing in a center draft lamp, solid nickel, uses a small size wick and makes a 150-candle power light, \$1.75. Vase Lamp, with shade to match, \$1.25. The Dainty Night Lamp, shade to match, 15c. 26-inch high Parlor Vase Lamp, with 10-inch decorated globe, center draft burner, a regular \$10 lamp, \$3.95. Opalacent Vinegar Crewets 10c. Opalacent Syrup Jugs, 10c. Opalacent Cake and Card Trays, 10c. Tumblers, 2c. Cups and saucers, each, 2c. Plates, 3 1/2c. Wine glasses, 2c. Lamp chimneys, 2c. Fruit saucer, 2c. White China cups and saucers, each, 4 1/2c.

Special Sale on Lamps

Complete crystal stand lamps with burner and chimney, 15c. Large size crystal stand lamp with security burner and chimney, 25c. Solid nickel center Draft Lamp, with new patent wick lifting device, \$1.25. The Dresden—the very latest thing in a center draft lamp, solid nickel, uses a small size wick and makes a 150-candle power light, \$1.75. Vase Lamp, with shade to match, \$1.25. The Dainty Night Lamp, shade to match, 15c. 26-inch high Parlor Vase Lamp, with 10-inch decorated globe, center draft burner, a regular \$10 lamp, \$3.95. Opalacent Vinegar Crewets 10c. Opalacent Syrup Jugs, 10c. Opalacent Cake and Card Trays, 10c. Tumblers, 2c. Cups and saucers, each, 2c. Plates, 3 1/2c. Wine glasses, 2c. Lamp chimneys, 2c. Fruit saucer, 2c. White China cups and saucers, each, 4 1/2c.

Big Sale on Sugar.

20 lbs, best fine granulated \$1.00. 22 lbs, best C sugar, \$1.00. High patent Minnesota flour, sack, 98c. High grade Java and Mocha coffee, 25c. Fancy new navy beans, 10 lbs, for 25c. 12 1/2-lb. sack best fancy graham flour, 29c. Best country roll butter, only 12 1/2c. Condensed milk, full weight can, 7 1/2c. 10 lbs. granulated corn meal, for 8c. New California prunes, per pound, 5c. Big large French prunes worth 15c, 9c. 2 sacks fine table salt 5c 15c cans, red C. R. salmon, only 9c. Seedless navel oranges, dozens 10c. Finnan haddies, per pound, 8c. Codfish, 5c, 6c and 7 1/2c per lb. Smoked eel, white fish, salmon, sturgeon, herring, etc., etc., at low prices.

Meats.

Special prices Monday on meats and chickens. 3 lb. pails best lard 22c. 6 lbs. pigs feet for 25c. 7 lbs tripe for 25c. Short ribbed corned beef 5c. Best hams cut only 10c. Chip-ped beef only 15c. 3 lbs weiner wurst only 22c. Pot-tered hams for 25c. Vienna sausage, per can, 10c. Fresh pork, boneless, 7c. California hams 5 1/2c. Our choice bacon 10c. Good salt pork 5 1/2c. Bologna sausage 5 1/2c.

HAYDEN BROS.