

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MARCH 22, 1903.

SINGLE COPY FIVE CENTS.



HAYDEN'S Women's Spring Suits Wearing Apparel HAYDEN'S and Millinery. The Fashion Center of the West is Hayden's

Hayden's efforts directed by ability, strengthened by long experience and aided by the best artists and designers in America produced that much sought individuality and exclusiveness in our garments, not to be found elsewhere in the west—not even surpassed by any other house in the country. The Hayden NAME stands for much. It represents truthful, honest, square reliable dealing.

Every woman in Omaha who has examined our line of Women's Suits, Skirts and Waists tells us there is nothing to equal them in the city. We want you to

see them whether you buy or not. 200 fine sample suits, made expressly by the best tailors, for exclusive customers—no two alike—on sale at \$125, \$90, \$75, \$60, \$45, \$30 and \$25.

400 women's suits bought by our buyer in New York last week; these are the imported spring styles; beautiful creations, in every color, material and style shown in the east; nearly all silk drop, at \$15.00, \$18.00, and \$25.00

474 women's suits with or without cotton drops; a few silk drops; in browns, blues, tans and colors; in all the new styles; advertised in this city as bargains by other houses at \$18. Our price Monday only \$12.50.

300 suits, taffeta and satin lined jackets; perfect hang and finish; bought to sell for \$12.50. Hayden's same price only \$7.50.

Exquisite New Spring Millinery

Never have your eyes feasted upon such a showing of beautiful, stylish millinery as Hayden Bros. show now. Every hat has an individuality, a distinctive tone and style that will charm women of taste.

Superb and elegant creations from London, Berlin, Paris and the eastern fashion centers, as well as exclusive new productions from the deft fingers of our own American milliners.

The new spring millinery at Hayden's has that air of buoyancy and life and beauty that fits the season. There is a grace and harmony and charm in the new productions that will bring joy to every feminine heart that desires becomingness, beauty and fashion in millinery.

Hayden Bros. are now holding special sales on the advance styles and at a great saving in prices to you.

Spring Millinery Opening.

will take place the latter part of this week and will be announced in later issues of this paper. Prepare for it. In the meantime you cannot spend time more pleasantly or advantageously than in seeing and admiring and pricing the hundreds of handsome hats gathered from the world's fashion centers and now on display. Everything in trimmings and ornaments.

The Great Muslin Underwear Sale.

Hayden's big New York spot cash purchase of newest and most stylish muslin underwear will be on sale Monday. The greatest muslin underwear values ever offered.

- LOT No. 1—We will place on sale ladies' fine cambric drawers, extra umbrella ruffles of the lawn tucked and hem-stitched and embroidered trimmed, and ladies' fine cambric corset covers embroidered and lace insertions and tucked, and ladies' knee skirts, umbrella ruffles, worth 50c, at 25c.
NOT No. 2—One lot of ladies' fine drawers, corset covers, chemise, gowns, long skirts and knee skirts, all handsomely trimmed with fine tulle and Valenciennes laces and Swiss embroidery, hem-stitched lawn ruffles, goods that sold at \$1.00 each, at 49c.
Ladies' fine gowns, chemise and skirts, elaborately trimmed in the latest styles and made of fine cambric and nainsook, worth \$2.00, on sale at 98c.
We will place on sale ladies' fine five-piece bridal suits, consisting of a gown, chemise, corset cover, drawers and skirt—These suits are handsomely trimmed with fine Valenciennes laces, fine lawn tucked ruffles and fine insertions, worth \$15.00, on sale at 7.98

INTERESTING NEWS FOR SKIRT BUYERS

Degginger & Arons, 237 Market Street, Chicago, sold to us their entire surplus line of skirts, including 700 fine sample skirts (better goods were never made). They go on sale Monday at one-half to one-third price. All told there are 2250 skirts.

400 of these beautiful skirts; none better in America than the D. & A. skirts, worth \$10.00, on sale for \$4.90. 300 D. & A. skirts made to retail for \$6.00; sale price, \$2.95. 300 D. & A. skirts, made to retail for \$5.00, for \$1.98. 50 extra fine D. & A. sample skirts, made to retail for \$15, on sale at \$7.50. 200 misses' skirts at \$1.25, \$2, \$3 each.

EXTRAORDINARY UNMATCHABLE BARGAINS FOR MONDAY MORNING

We have taken all our \$1.00 and \$1.50 wrappers, amounting in all to 38 dozen, and put them on sale Monday morning at 25c. 25 dozen women's flannel waists, that sold as high as \$5.00. Your choice Monday morning for, each, 50c. 10 dozen women's white alpaca waists that have sold for \$5.00. Monday morning for \$1.90. 200 children's dresses that sold for \$6.00, on sale for \$1.50. From 9 until 11 O'CLOCK MONDAY MORNING 20 dozen women's mercerized undershirts, the regular \$1.50 quality, on sale for 29c.

25 dozen heavy cotton waists, just the thing for the present season's wear; a lot of samples sent to us by our New York buyer; they are worth \$4.00 to \$5.00; Monday morning on sale at, each, 50c. Second floor. 300 women's \$6 taffeta waists, made of Givernaud's best silks; on sale Monday morning at the extra special price of only \$2.90. 100 women's silk blouse jackets, for only \$5.00.

HAYDEN BROS.

MUNICIPAL LIGHTING PLANTS

paper by Victor Rosewater at National Municipal Ownership Convention. NO COMPETITION IN ELECTRIC LIGHTING. All Official Investigations Have Proved Private Franchises More Costly to the People Than Public Service.

The distinguishing feature of advancing civilization is the increasing power of man over the forces of nature. The rise of the modern municipality has been made possible only by the subjugation of natural forces, preparing the way for present conditions of highly developed urban life. If any one thing more than another distinguishes the great cities of today from those of ancient and medieval times, it is that in the services rendered to the inhabitants generally by their own co-operation through the agency of local government or by delegation of these functions to quasi-public corporations. In a word, what the olden city lacked most, as compared with the modern city, was those utilities provided to facilitate social life through a cheap and plentiful supply of water, light, heat, power and the means of rapid transit and communication. In the evolution of the modern city the introduction of gas, and later of electricity, for lighting purposes, and particularly for street illumination, has played a most important role. We can with difficulty imagine what a city like New York, for example, would be if it were to have its supply of gas and electricity suddenly and permanently cut off. We can hardly realize that theme in its palmy days went to sleep with the setting of the sun, and that the same was true of London even up to the seventeenth century. It is said that the inhabitants of London were under an obligation from the year 1416 to hang out candles at certain hours on dark nights, but they never discharged their duty fully under the statute. The impetus vice and crime derives from darkness can readily be understood. The wonderful transformation wrought by the beginning of street lighting is significantly described by Macaulay in the first volume of his famous history, where he says: First Street Lighting. In the last year of the reign of Charles the Second, began a great change in the police of London, a change which has perhaps added as much to the happiness of the body of the people as revolutions of much greater fame. An ingenious inventor named Edward Hemmings, obtained letters patent conveying to him, for a term of years, the exclusive right of lighting London. He undertook, for a moderate consideration, to place a light before every tenth door on moonless nights, from Michaelmas to Lady day, and from 6 to 12 of the clock, those who now see the capital all the year round, from dusk to dawn, shining with a splendor beside which the illuminations of Le Havre and Bournemouth would have looked pale, may perhaps smile to think of Hemmings' lanterns, which glimmered feebly before a single light in ten during a short period of one night in three. But such was not the feeling of his contemporaries. Gas was first introduced in London in 1807, but not generally used for street lighting until after 1817. The electric lamp, as we all know, first found practical demonstration in the exhibit made at the Paris

exposition of 1878. Its introduction and adoption in this country for both private and public illumination is a matter of the last twenty years. The application of electricity to lighting and its perfection for practical uses came at a peculiar period of our history, so far as concerns the question of municipal ownership. Municipal ownership of various public services had been tried by American cities with varying results. The experience with municipal plants for the distribution of water had been entirely successful, while the few experiments with municipal gas works were still the subject of lively contention. It was a period in which our municipalities were busily engaged in numerous costly public improvements urgently demanded to meet the needs of rapidly growing populations. The defective condition of legislation and the meager powers reposed in our municipal corporations constituted serious obstacles to public ownership and the cities were, therefore, for the most part, helpless, as well as unprepared to take on the new functions such as would be required by the installation of an electric lighting plant. As a result, for nearly twenty years the discussion of municipal ownership of electric lighting has continued pro and con, and while I believe much headway has been made in the direction of arousing popular sentiment to the advantages of municipal ownership, it must be admitted that public opinion is as yet by no means firmly crystallized. Some Settled Points. I believe we can all agree that several important points have been definitely settled beyond serious dispute. 1. Electric lighting is a monopolistic industry. In the early discussion of electric lighting, the principle argument was made on the side of the lighting corporations was that all the evils and abuses complained of would right themselves under the beneficent operation of the law of competition. If the people of any city were rendered, or the price charged, all they had to do was to charter another electric lighting company and transfer their patronage to the one that offered the better terms. The history of electric lighting both here and abroad completely discredits this assumption. Nowhere has competition been effective. Everywhere has combination been manifested. Even where competing companies were originally chartered and enfranchised, they have all been merged into one organization, or have divided territory, completely excluding competition. It is needless to go into further details on this point. Both sides will agree that competition in electric lighting is unnecessary and undesirable, that a duplicate electric lighting service for the same territory constitutes an economic waste making necessary higher charges than would be required for a single unified plant. A potential competition exists between electricity, gas, gasoline and other lighting agencies, but competition as a regulative force between rival electric lighting concerns is out of the question. Not a Private Business. 2. Electric lighting is a public or semi-public rather than a private undertaking. The very nature of the business invests it with a public character. A corporation cannot be launched to go into the business of supplying electricity for light and power on the same plan that a corporation would be formed to embark into the manufacture of farm machinery. The plea that the public has no interest in the conditions under which electric lighting concerns op-

erate has been abandoned. Their exclusive use of a portion of the streets, the menace of their wires to life and property, the interference of their poles and equipment with fire fighting, all constitute points of contact with public needs outside of the matter of quality of service and price regulation. The assent of the municipality is required before an electric lighting plant may be installed and the right of the public through its municipal government to exercise control even where its powers are delegated to a private corporation is fully conceded. Law of Increasing Returns. 3. Electricity is subject to the law of increasing returns. In former discussions much was made of this proposition, namely, that with every additional investment of capital and labor an established plant bears more than a corresponding return from sales of product. The point sought to be scored was that the population of a city returns placed a concern, once entrenched, in position to monopolize the field and to bar out all competitors. But the same importance no longer attaches to this thesis because modern analysis of the industrial organism has demonstrated it to be from one point of view a mere truism and from another simply a measure of franchise value. It has been found that the law of increasing returns does not apply exclusively to monopolistic concerns, but is to be discerned, though perhaps within lesser limits, in industries essentially competitive, where it is traceable more particularly to effective industrial organization. That the municipal monopolies of service are susceptible of close and systematic organization goes without saying. Looked at from another standpoint, the law of increasing returns so far as it is accentuated in this and allied fields measures the variations of franchise value. If the area supplied is occupied by a steadily growing population, or by people whose demand for the service is increasing, the increment of profit that flows from expanding business accumulates at a rate in excess of that of increased expenses. The history of electric lighting both here and abroad completely discredits this assumption. Nowhere has competition been effective. Everywhere has combination been manifested. Even where competing companies were originally chartered and enfranchised, they have all been merged into one organization, or have divided territory, completely excluding competition. It is needless to go into further details on this point. Both sides will agree that competition in electric lighting is unnecessary and undesirable, that a duplicate electric lighting service for the same territory constitutes an economic waste making necessary higher charges than would be required for a single unified plant. A potential competition exists between electricity, gas, gasoline and other lighting agencies, but competition as a regulative force between rival electric lighting concerns is out of the question. Not a Private Business. 2. Electric lighting is a public or semi-public rather than a private undertaking. The very nature of the business invests it with a public character. A corporation cannot be launched to go into the business of supplying electricity for light and power on the same plan that a corporation would be formed to embark into the manufacture of farm machinery. The plea that the public has no interest in the conditions under which electric lighting concerns op-

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erated by municipal plants is smaller than that charged by private users. Taking the average price per sixteen-candle power lamp per hour in unmetropolitan incandescent service: Taking up the average price charged to private users, it is seen that in the groups except two, the average price charged by the private plants is considerably in excess of that charged by the municipal plants, and so far as the electricity used for municipal purposes is concerned, it is seen that, with the exception of three groups, the average cost per lamp per year to the municipality of its own service is very much smaller than the price charged by private plants to the municipality for a similar service, this cost in some cases being less than half the price charged by private plants. Average price of incandescent service per kilowatt hour to private users: Taking up the figures it is seen that in all of the groups the average price charged per kilowatt hour by municipal plants is less than that charged by private plants. Average price of incandescent service per lamp per year to private users: An examination of the table shows that this average price is smaller than the average price charged by private plants to the municipality for a similar service, this cost in some cases being less than half the price charged by private plants. Average price of incandescent service per ampere hour to private users: The table shows that the average price in the municipal plants that is less than the average price charged by private plants per ampere hour to private users. It is seen that in all of the groups except one, the average price charged per ampere hour to private users is smaller than the average price charged by private plants per ampere hour to the municipality for a similar service, this cost in some cases being less than half the price charged by private plants. The work begun in this inquiry by the Department of Labor has been supplemented since by annual reports upon the statistics of American cities, confined, however, to cities having a population of over 10,000, and including statistics of municipal financial and other activities. (The paper here quotes from the writer's recent article commenting on the exhibits in the last of these reports and then proceeds to take up the various arguments and assertions on which the advocates of private ownership rest their case.) This paper, written by Victor Rosewater for the national convention on municipal ownership and public franchises held under the auspices of the Reform club of New York, will be concluded in next Sunday's issue. Tagged by the Text. Two stories are told in Harper's Magazine of ministers stumbling on texts of a humorous personal application. One was a very young minister, having charge of a first church, and preaching a series of sermons on the life and utterances of St. Paul. The last one of these was given just before taking his leave, and during his absence he was expected to take into himself a wife, his engagement having been announced. After turning over the leaves of the Bible thoughtfully, he said: "I love you attention this evening to these words of the great apostle, 'I am ready now to be offered up.'" The other minister was a widower, who had remarried within a year after his first wife's death. His friends and congregation thought him very expeditious, and on the next Sunday, when his text was announced, they hardly scarcely contain themselves. He rose in his place in his pulpit and said: "My beloved brethren, you will find my text at the seventeenth verse of the fourth chapter of Second Corinthians. 'Our light affliction, which is for the moment,'"

SOUVENIR POSTAL CARDS

Utilitarian Notion Distorted Into Rather a Sentimental Aspect. PRETTY MEMENTOS OF FOREIGN TRAVEL. Some Local Collections, that Are Highly Prized by Their Owners and Which Give a Good Idea of the Fad.

It was a long, long time ago that Uncle Sam began chopping manila cardboard into oblong pieces and printing on one side of each a likeness of the head of the father of his country and the adumbration, "This side is for the address only." For a good many years the manila cardboard on which could be written with propriety only the drummer's statement, "Will be with you 27th inst., and will be grateful for any orders you can hold until then," or else Aunt Elizabeth's 2,000-word epistle, which began at the top of the card, ran down its full length, bordered it three times and was lost in an effort to criss-cross diagonally. That, remember, was years ago. Later the Yankee found out that his cousins across the water were making fancy cards of their cards and were into the business himself. Now the souvenir postal card is made and used in practically every country under the sun, and with the spread of its popularity came the notion of collecting. The notion, however, is easier than its execution. Indeed, to collect souvenirs of whom in collecting had the convenience of extensive travel abroad. In Miss Free's collection there are more than 500 cards, yet each is a gem and the diversity remarkable, though all are the same in size except the German cards, which are a trifle larger than the ordinary United States cards. She confesses to especially treasuring the Russian cards from Moscow and Odessa, but the casual examiner early loses himself in admiration of others from Italy, Bulgaria, Africa, the Netherlands, Australia and the British Isles, and could not express a preference if he had to. There is one from Lyons with a girl's head wrought in silk and the best decorated with a hat on which there is a dainty and a resplendent flower. Many others in thread, of almost equal excellence, are from Japan. Among German cards is a representation of those showing statues of nobles and

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