

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, OCTOBER 9, 1898.

SINGLE COPY FIVE CENTS.

GIVEN AWAY
Elegant window lithograph pictures of McKinley—Free in stationery department.

HAYDEN BROTHERS

Agents for Butterick Patterns and Publications

Stupendous Bargain Giving This Week

Every dollar and every resource at the Big Store's command has been used to bring together for this week the most matchless values that have ever been offered. All orders placed with manufacturers direct and imported from European makers are now here and on sale. Special lots picked up by our buyers at great price concessions are offered at less than half regular figures. Nowhere in America can finer assortments of the very best goods be found. Selling to the entire Transmississippi country we were enabled to buy at manufacturer's very lowest prices.

It Will Prove a Pleasure to buy where you know you are getting the most and the best your money will bring anywhere.

THE LEADING Dress Goods
HOUSE OF THE WEST.
Over 30,000 styles to select from.
More than all the other stocks combined.
High Grade Dress Goods
COVERTS—32 different styles, comprising over 400 shades, 75c, 98c, \$1.19, \$1.25, \$1.50, \$1.75, \$2.00, \$2.15, \$2.50, \$2.85 up to \$4.50 per yard.

POPLINS—An entire new line of poplins in all the new shades, new blues, two-toned, etc., at 98c, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50 up to \$3.75 per yard.
BROADCLOTHS, FRENCH VELOURS, VENITIANS, DOESKINS, MELTONS, etc., for Tailor Suitings, at 75c, 98c, \$1.25, \$1.50; \$1.75, up to \$6.25 per yard.

Astrakhans for Trimmings, Capes, Collarettes, etc., 98c, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50 up to \$7 per yard.
B. Priestley & Co., BLACK DRESS GOODS EUDORA.

PRIESTLEY'S of Bradford, England, is the standard in America as well as Europe. The superiority of his goods is recognized by all other manufacturers. We are exclusive agents for them in Omaha. We can show you everything new for 1898. Cravenettes, Melroses, Eudoras, Wool Surahs and all kinds of fancies from 60c up to \$6.25 per yard.
COUTURIERS' Celebrated French Silk Crepons, made in Lyons, France, and confined to us for Omaha, are superior to any Crepons ever manufactured. We have a complete line at \$2.25—\$2.50—\$2.75—\$3.00—\$3.25—\$4.00—up to \$7.50

Cheap Dress Goods Dept.

Half Wool Novelties 36-in. wide, new from the mills, 98c; 33-in. Jacquards, Mixtures, Cashmeres, etc., 15c—all wool, silk and wool, and other weaves, 40-in. wide, 25c.

SHOPPING BY MAIL. Samples furnished free on application. Every dress guaranteed to please or money refunded.

Gollarettes and Capes
Some great values in stylish garments. Ladies' electric seal collarettes, silk lined and wadded, at \$1.98. Ladies' combination collarettes in astrakhan and seal, trimmed with Marten tails, lined with heavy satin at \$4.98. Ladies' plush capes at \$2.48. 350 very fine capes in silk plush, all wool astrakhan cloth and kersey; all silk lined, latest style, full sweep, 22-inch long, at \$7.98. Ladies' beaver and roach cloackings, fur-trimmed fancy lining, at \$1.98. Ladies' capes in extra fine curly boucle, lined and interlined, high collar and front edged with fur, full sweep, at \$4.75.

Jackets and Suits
The swellest creations of foreign and American tailors at special sale prices. Ladies' fine tailor-made suits of new chevots and coverts, box front jacket, lined with taffeta; silk skirts lined with percaline, at \$10. Ladies' new tailor-made fall and winter suits, at \$4.98, in serges and chevots, worth \$13.00. Ladies' tailor made suits in fine tailors cloth, all the new colorings of tan, brown blue and checks, in light fitting 4-button box front and rounded jacket and new flounce skirt, jacket silk lined, perfect fitting skirt, at \$14.98, worth \$22.50. Ladies' 4-button box front heavier jackets, half lined with satin Rhadame, small sleeve, a new nobly jacket, at \$3.48. Ladies' tailor-made jacket in 4-button double breasted styles, in astrakhan, curly boucle and kersey, lined throughout with silk, high storm collar, finished with tailor stitching at \$5.98. 1,000 jackets in all wool astrakhan and curly boucle, lined throughout with heavy satin, four-button, double-breasted styles, storm or coat collar, worth \$12.50, on sale at \$7.50. Ladies' fine tailor-made jackets, in imported kerseys, French boucles and coverts, in all the fashionable shades; new front, new darted sleeve, lined with heavy satin, at \$10.00.

Men's Underwear
Special prices for Monday. \$1.50 and \$2 underwear at 75c \$1 and \$1.25 underwear at 50c and 75c. Underwear at 35c, 10c and 15c sock at 5c. Men's 20c and 25c sock at 12 1/2c. 35c wool sock at 17c.

China Dept.
Emerald Glassware sale. 75c emerald glass fruit stands, 20c; 75c emerald glass cake stands, 20c. 75c emerald glass water pitcher, 20c. 75c emerald glass berry napper, 20c. 50c emerald glass lamps, No. 2, 25c. 75c emerald glass bread and cake trays, 20c. 50c emerald glass crystal trays, 10c. 50c emerald glass square napper, 10c. 50c emerald glass olive dish, 10c. 50c emerald glass nut trays, 10c. 50c emerald glass oval napper, 10c. 95c emerald glass imported gold finish vases, 8 inches high, 35c. \$1.25 emerald glass imported gold finish vases, 10 inches high, 50c.

Carpets and Curtains.
Grand sale of carpets. The choice of our mammoth stock of carpets, matting, oil cloths and draperies at prices lower than were ever named before on high class goods. New patterns in Brussels Carpets, big line of patterns at 65c and 70c. All wool Ingrains at 45c. Very best Ingrains at 50c. Extra heavy union Ingrains, 50c; Art Ingrains, 30c. Special Sale on Draperies, Big line of Tapestry Curtains, all colors, \$1.50 pair. All the latest novelties in Portiers at \$2.00, \$2.50, \$3.00 and \$4.50. Special prices on all Lace Curtains. The line comprises all the new effects in Nottingham and Irish Points.

Linens.

\$100,000 stock of housekeeping linens, bleached and cream damask, towels, napkins, sheeting and pillow linens, plain art linens and handkerchief linens. To make our linen department famous we will make you prices for the next ten days at less than wholesale prices. 40c bleached union damask, 60-in wide, at 20c yd. 50c extra heavy Scotch damask at 25c yd. 65c cream German table damask at 37 1/2c yd. 80c genuine silver bleached German damask at 47 1/2c yd. 75c full bleached Irish linen, 64-in wide at 49c yd. \$1 extra heavy silver bleached damask 2 yards wide at 55c yd. \$1.25 bleached table damask, 70-in. wide, at 65c yd. \$1.50 double satin damask at 70c yd. \$1.75 heavy bleached Irish damask, 2 yards wide, at 90c yd. 500 dozen all linen bleached napkins at 80c dozen. 650 dozen all linen bleached napkins, worth \$2.25, at \$1.48 dozen. 2 halves all linen bleached cravens, 10c quality at 6c yard. Sheer handkerchief linen, 75c quality at 35c. Plain art linen, 36-in. wide, worth 80c, at 60c yard. 40-in. pillow cases linen, 75c quality at 50c yard. 150 large buck towels at 10c. 17c extra large Turkish towels at 10c. 17c satin damask towels at 12 1/2c. 35c all linen buck satin damask, large size towels at 15c. Big stock of towels, worth 10c, all in one lot at 5c.

Sheetings and Muslins

We are headquarters for sheetings and muslins. 25 bales extra heavy L L muslin, 6c quality, at 3 1/2c yd. 22 1/2c quality bleached sheeting, 81-in wide, at 17c. Soft finish bleached muslin at 4 1/2c yard. Londale cambric, 12 1/2c quality, at 7 1/2c yd. Ready to use sheets, torn and ironed, at 4 1/2c, 45c and 50c. Ready to use Slips at 7 1/2c, 10c and 12 1/2c. We have just received one car load of cotton batting, which we place on sale at 5c, 8 1/2c, 10c and 12 1/2c—examine.

Millinery

Important millinery event. We have placed on exhibition hats from the leading fashion centers of Europe and America—London models, Berlin models, Paris models, New York models and Chicago models (the work of our own trained artists—in fact, all that is absolutely correct and ultra fashionable can be seen displayed tomorrow—and at Hayden prices—a matter of no small importance. Specials follow: Early fall trimmed Hats—stylish and nobby—copies of imported models—in fashionable shades and shapes—expressly designed for this sale—trimmed with velvet, ostrich and fancy feathers, ribbons and ornaments—such as are usually used on \$8 and \$10 Hats—a most complete line of wonderful values at a wonderful price—\$4.75. Untrimmed Hats—shortbacks, turbans, dress shapes, walking hats and hats—in fine fur and English and French wool felts—worth from 50c to 75c—25c. English Walking Hats—all colors—correct blocks—silk ribbon and quilt trimmed—special price for this sale only 95c. 200 high class Trimmed Hats—some imported and many of our own original designs—all the new colors and effects elaborately displayed—lot includes velvet, felt and novelty hats—none but the finest materials used—ordinarily priced up to \$30—but placed on sale tomorrow at a price that will cause wonder and amazement—choice of entire assortment \$10.00.

Grand Bargain Sale

1,000 elegant flower souvenirs, regular price \$1.00, on sale only 25c, 100 dozen elegant pocketbooks, worth 50c, 75c and \$1.00, on sale only 25c. The new Renaissance Combs, in sets of 3 combs, regular price, 35c; special sale price, 10c.

Gowns on Sale

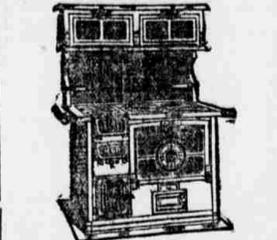
The new French lace bell skirt, worth \$25 to \$40, on sale only \$12.50 to \$25.00. The new chiffon and mousseline de sole at only 20c per yard. The new tinsel chiffons for waists, on sale only 45c yard.

Cotton Dress Goods

Double fold novelty cotton dress goods, 10c yard. Double fold bright Plaid, 5c yard. Standard quality black seaman (fast colors), 6c yard. Standard quality (blue and white) Check Apron Gingham, 4c yard. Calicoes for comforts, standard quality, 3 1/2c yard. Figured Turkey Red Calico, 3 1/2c yard. Best quality Flannelette, in wrapper styles, 10c yard. Yard wide dark ground Percales, 9c yard.

Hardware Dept

Hardware, stoves and house-furnishing departments. This is our stove week.



We carry 4 styles of M. & D. ranges. Come and see best steel range made on earth. Same as cut—this week, \$33.95

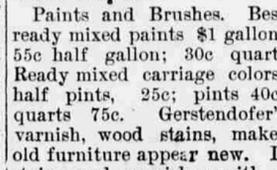
The brightest, best oil stove, the most powerful oil heater made, plain but perfect, only \$3.95.

The Coral Oak, a very handsome coal heater, 14-in drum, nicely nickel plated \$7.95 The Modern Oak, a very heavy first-class coal stove, nicely nickel plated, 15-in. diameter—this stove is a fine, large heater—regular \$12—our price \$8.95. The Floral Oak, a beautiful first-class coal heater—very handsomely nickel plated—has nickel plated base—17-in. diameter—a large fine heater—regular \$16 stove—our price \$11.95. The Trump Eclair, any Steel Range—a very handsome 6-hole Steel Range—high shelf—low warming cabinet—large 19-inch oven—water front all complete—a regular \$35.00 range—our price \$24.95. Same with reservoir, \$27.50. Coal Hobs, 2c; Fire Shovels, 2c; Stove Pipe, 7c; Eldons, 5c; Stove Boards, 45c; 6-ft. Stove Ladder, 45c; Galvanized No. 8 Boiler, 50c; Galvanized Iron Tube, 37c; 3 Lasts and Stand, 25c; Complete Cobblers' Outfit, 43c; Brooms, 7 1/2c; 2 packages Toilet Paper, 5c; 2 large boxes Tooth Picks, 5c; 20c Wash Board, 9c. 4 car loads of Stoves to select from. If we can't sell you one it will be your own fault—come and see. Send for our new Stove Pamphlet and get posted.

Wall Paper

Paints and Brushes. Best ready mixed paints \$1 gallon; 55c half gallon; 30c quart. Ready mixed carriage colors, half pints, 25c; pints 40c; quarts 75c. Gerstendorfer's varnish, wood stains, makes old furniture appear new. It stains and varnishes with a single application; half pints 15c; pints 25c. Gerstendorfer's bath tub enamel will give your old rusty bath tub a new porcelain finish, half pints 40c; pints 75c. Gerstendorfer's star household and bicycle enamel for all kinds of decorations, 3/4 pints, 20c, in all colors. Varnish brushes 5c, 8c, 10c, 15c and 20c, all bristles. 2-inch sliding brush 25c; 3-inch sliding brush 45c; oval brushes, 10c and up. White wash heads 15c and up. Our regular line of 7c and 8c wall papers, on sale at 5c and 6c, with 9-inch borders, 2c yard; 18-inch borders, 4c yard. Glits in all styles and colors, worth 15c to 25c, on sale at 7c, 10c, 12 1/2c, 15c and 20c. 9-inch borders 3c and 4c yard; 18-inch shaded borders 6c, 7c, 8c yard. Heavy enamel finish gilt and embossed papers, worth 30c to 40c, 80c at 20c, 25c, 37 1/2c and 50c; 18-inch borders at 8c and 10c yard. Ingrains at 12 1/2c, 15c and 17 1/2c; 18-inch frieze at 10c, 12 1/2c yard.

Quality



Is every thing in pianos—without it prices are meaningless. Often a little price means a bad bargain. The one sure way to get your moneys worth in pianos is to buy here, where quality is guaranteed and the guarantee has the backing that makes it good. The Chickering piano when placed side by side with any other make it takes but five minutes to demonstrate the great superiority of this wonderful instrument. Design material construction make it too strong for the combined forces of its competitors. We sell pianos that others sell for \$200 to \$350 for \$175 to \$225, and so on to the price of the Chickering. Every piano we sell is guaranteed to be as represented or money refunded. New pianos for rent.

Sheet Music.

All the very latest sheet music one half price. We can sell you such popular selections as "Love is King," "march by Innes Manzaniello" by Robyn, "She Was Bred in Old Kentucky" by Braisted and Carter, "Stars and Stripes Forever," march, by Sousa; "America Forever", by Paul; "Break the News to Mother", by Chas. K. Harris; "I Love You in the Same Old Way", by Ford and Bratton. Such popular songs as these we will sell you for 25c, regular price 50c. Bear in mind we carry all the very latest sheet music to be had, the above mentioned list are all selections, we have sold 6 and 7 thousand copies of each, and are still selling them. We also carry two catalogues of cheap editions which we can sell you at 5c and 10c per copy. Call or send for catalogue, which are free.

Flannels and Blankets

Wool flannel shirting, striped or checked, at yard, 20c. Double fold Zyphyr flannel, at yard, 20c. White wool flannel, at yard, 15c, 18c, 25c, 30c, 40c and 45c. Striped or checked outing flannel, at yard, 3 1/2c, 5c, 8c and 10c. Bonnee Doon flannel, 29-inch wide, at yard, 10c. 1 case remnants, Teazle down, at yard 10c. 12 1/2c Cotton flannel, at yard, Monday, 6 1/2c. 2 cases all wool skirt patterns 65c, 85c, 95c, \$1.25 each. 5 cases shirting at yard, 5c, 6 1/2c, 8 1/2c, 10c, 12 1/2c and 15c. Best ticking at yard, 5c, 7 1/2c, 10c, 12 1/2c, 15c, 20c and 25c. Now is the time to take advantage of low prices. We are showing the largest stock of Bed Blankets in the city. 5 cases fine fleeced bed blankets at pair, 40c. 3 cases extra heavy gray blankets at pair, 75c. 1 case arctic fancy border blankets at pair, \$1.00. 1 case Davenport wool blankets at pair, \$3.00. 1 case Davenport all wool blanket at pair, \$3.50. 1 case Capital City all wool blanket at pair, \$3.00. 1 case 11-4 California wool blanket in white, extra heavy fancy border, a real special value at pair, \$3.75. 1 case B. & K. all wool white or gray blankets at pair \$3.50.

Bed Comforts

12 dozen heavy winter weight Bed Comforts at \$1.00. 10 dozen sateen covered cotton comforts at \$1.25. 10 dozen sateen worsted, tied, large size comforts at \$1.39. 5 dozen down comforts at the lowest price.

Bed Spreads.

Special sale on bed spreads. The only place in Omaha where you will find a complete stock. 2 cases heavy crocheted spreads, fringed on 4 sides, the \$1.50 kind at \$1. Crocheted spreads at 39c, 49c, 55c, 65c and 75c. Big stock of fringed spreads at \$1.50, \$2.00, \$2.50 and \$3.00. 1 case crocheted spreads, fringed on three sides, the \$1.25 quality, at 75c. Special—extra heavy crocheted spreads, marseilles pattern, made of 3 1/2 yds, both warp and filling, cheap at \$1.50, on sale at 85c.

Furniture



Get around the table and talk this over. When we say that we give you the heaviest, tallest, best made and best finished white enameled Iron bed with brass trimmings, also spring and mattress for \$4.95. We say what is true, and what is more none of them can touch it, come and look at this Iron Bed, mark the difference between it and the other cheap beds you find elsewhere, ours have 14-inch posts, their 3-inch, ours has angle iron at head and foot, their simple one-inch rod; ours is 4 feet high, theirs 2-4; ours is strong, durable, well finished, and altogether first-class, theirs is weak, and shabby, our price for this bed, also a good spring and good mattress is \$4.95 complete, theirs is in every case for the three, more. Now in regard to all the other kinds of new furniture we have just received. Every piece is the best we can get and the price is the lowest. Bed room suits, \$11.50, \$12.25, \$14.50 and \$15.00. Extension Tables, \$2.25, \$4.50, \$5.50 and \$8.50. Chairs, 50c, 75c, 85c and \$1.00. Rockers, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25 and \$2.50. Couches \$6.50, \$9.75, \$10.50, \$11.50 and \$12.55. 8-pound Goose Feather Pillows, \$4.00 per pair. Hundreds of coats at \$1.00 each. Hundreds of pads at 85c each. Hundreds of Pillows at 50c each. Solid oak Dresser, 24x39 bevel plate mirror, \$8.50, regular \$10.00 sort. Come in and look us over and we assure you that you will be surprised at our stock and astonished at the prices.

Sugar is Down.

19 lbs. fine granulated sugar \$1. The great Spreckles sugar refiners were bought up by the sugar trust. They made over three million dollars selling sugar in three years. The reason you can buy sugar so cheap now is because there are a few refiners that won't join the combine and until they do sugar will continue to be much lower.

Crackers—Cereals.

Monday's prices in our big cracker and cereal department A B C soda crackers 6c. Oyster Crackers, 6c; Ginger Snaps, 7 1/2c; Oatmeal Crackers, 10c; Graham Crackers, 10c; Newport Flakes, 11c; Shredded Wheat Biscuit, 11c; Bremner's Lunch, 10c; Cheese Sandwich, 15c; Animal Crackers, 12 1/2c; Bremner's High Tea, 25c; Grape Nut Food, 14c; Butter Crackers, 6c; fine mixed Cookies, 10c; Sultan Fruit Crackers, 14c; Vanilla Wafers, 15c; Lemon Wafers, 15c.

Silks..

New Silks Received Every Day in the Big Silk Department.

The only silk department in the city that can show you everything that is nobby and stylish direct from the leading European and American manufacturers. Our special silk sales always a wonder. Others cannot and dare not sell as cheap as we do. We sell the finest silks in the world at lower prices than anywhere else in America.

- FINE SCOTCH STRIPES—in very pretty colors—they are new and a bargain—special at 39c
BEST GRADE JAPANESE—in all the leading shades—worth 65c, special at 45c
CHANGABLE TAFFETA—a pure silk—in the new reds, blues and greens, worth 70c, special at 59c
GRADUATED STRIPES—new and stylish—all colors—worth \$1.00—special at 69c
PLAIDS AND CHECKS—beautiful color combinations—big assortments to select from—worth \$1.25—special at 75c
PLAIN SATIN DUCHESSE—full 24-in wide—every new and leading shade—worth \$1.25—special at 85c
PLAIDS AND STRIPES—finest French Plaids and most beautiful stripes—admired by all who have seen them—we show over 300 styles at 98c, \$1.25, \$1.39, \$1.50, \$1.69, \$1.75, \$1.98, \$2.50
OTTOMAN SILK—very heavy and guaranteed to wear—colors, bright scarlet, deep cardinal, navy, rich dark green and brown—worth \$2.00—special at 1.50
WHITE BENGALINE CRYSTAL—best qualities—worth \$1.50 and \$2.00—special at 98c and 1.50
SPECIAL IN LIGHT BROCADES—rich and attractive styles—tasty designs—novel shadings, in finest imported satins and gros grains—worth up to \$3.00 per yard—special at \$1.50, \$1.69 and 1.75

Our Big Lining Silk Dept.

- 50 pieces two-tone Austria Silks, special at 39c
23 pieces GANLORE TWILLS—very durable—made in France 39c
47 pieces Acholne Changeable—21-in. wide—excellent grade 45c
30 pieces yard wide Changeable Silks—on sale at 50c
LINING SATINS—36-in. wide—in black and seal—worth \$2.50—only \$1.98

In Black Silks

- PLAIN Black Taffeta at 49c, 59c, 69c, 75c, 85c, \$1.00, \$1.25
BLACK PURE DYE TAFFETA—finest French make—will not cut or crack—guaranteed—special at 1.50
PLAIN BLACK SATIN DUCHESSE—over 200 pieces on sale—we guarantee the best black satin values in the world at 69c, 75c, 85c, 89c, 95c, 98c, \$1.00, \$1.25, \$1.50, \$1.75
SPECIAL IN BLACK SATIN—27-in. wide—all pure silk—\$1.50 grade—98c
PLAIN BLACK PEAU DE SOIE DRESS SILK—warranted in every respect—worth \$1.00 and \$1.50—special at 75c and 1.00

Butter

Sale. We have the largest stock of fine fancy dairy and creamery butter in this Transmississippi country. Fresh dairy butter, clover fed, 12 1/2c, 14c and 15c. Fresh, sweet country butter, 15 1/2c, 16c and 17c. No. 1 fancy separator creamery, 17 1/2c, 18c and 19c. Exposition prize separator creamery, the best butter made, on sale Monday at 19 1/2c, 20c and 21c.

Cheese

Fancy, pure cream cheese at 10 1/2c; Wisconsin Golden, full cream at 12 1/2c; York State double full cream, pound, 12 1/2c. Swiss cheese, 14c, 15 1/2c and 16c. Neufschatel cheese, 3 1/2c. Hand cheese, 2c. Fancy Limburger or brick cheese, 12 1/2c. Edam cheese on sale for 8 1/2c.

Fish, Oysters

and Celery. New Cape Cod cranberries, per pound, 6 1/2c; Extra Select, solid packed oysters, quart, 25c; new crisp fresh codfish, 5 bunches for 10c. New Grand Bank codfish bunches, pound, 4 1/2c. Georgia's fancy white chile cod bricks, 6 1/2c. Whole fish snow white chunks, only, 9 1/2c. Smoked whitefish, they are delicious, pound, 12 1/2c. Smoked Halibut, large thick chunks, 12 1/2c. Milder Herring, white hoods, leg, 8 1/2c. Family white fish, 5c, 6 1/2c and 7 1/2c.

Meats

Our big Meat sale will open Monday at 8 a. m. 3 pounds best lard, any brand, 17c. 5 pounds best lard, any brand, 27c. No. 1 Sugar Cured Hams, 8c. Good Corned Beef at 5c. Best Bologna Sausages, 4 1/2c. Choice lean Bacon, 10c. Pickled Pigs Feet, 4 1/2c. Wienerwurst, 7 1/2c. Chipped Dried Beef, 12 1/2c. Pickled Tripe, 3 1/2c. Choice Side Meat, 7c. Picnic Hams, per can, 4c. Lunch Tongue, per can, 27c. Prime Roast Beef, 15c. Pressed Corned Beef, 19c.

HAYDEN BROS.