

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, NOVEMBER 4, 1894—TWENTY PAGES.

SINGLE COPY FIVE CENTS.

HAYDEN BROTHERS.

The extent of the demoralization of prices in the east is beyond belief; besides the goods from the

AUCTION SALE

of the Arlington Mills our dress goods buyer purchased 150 pieces from wholesale houses at his own price. This is such

CLEAN MERCHANDISE

that we want to inspire you with the same degree of confidence in its cheapness and good quality that we feel ourselves.

Dress Goods 12 1/2c.

Silk mixed bourette and boucle effects worth 50c to import. A lot of Armoire, brocades and double width cashmires from the Arlington Mills, auction sale all 12 1/2c a yard.

Dress Goods 19c.

Changeable serges, brocade mixtures, double width serges, cashmires, a lot of goods worth 35c to 40c.

Mail orders filled.

Epingle Velours 25c.

This lot of dress goods was simply slaughtered—some are 40 inches wide, worth 60c; in this lot are also changeable serges, all wool Scotch Brown, tan, green, gray, leather mixtures; all the desirable plain colors, navy, seal brown, black, etc., etc., 25c.

Novelty Suitings 39c.

In all these goods we have a large variety of qualities and styles. In this lot the big bargain is SCOTCH CHEVIOTS 39c, imported to sell for 65c.

Novelty Suitings 50c.

This includes some of the finest all wool and silk and wool mixtures, 40, 42, 46, 48 inches wide, worth \$1.25 and \$1.50 a yard.

MILLINERY DEPT.

We have some bargains in Feathers at 1c, 2c, 3c, 5c each that are worth ten times the amount.

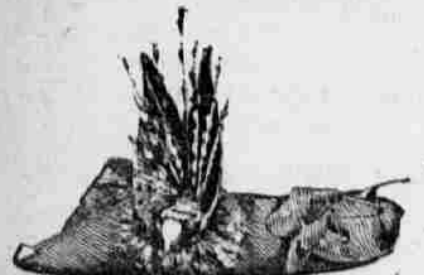
Trimmed Hats 95c.

Neatly and carefully trimmed. These hats are sold for less than you could buy the materials—come and see them.

Trimmed Hats \$1.50.

The materials and trimmings on these hats are as good as on any \$2.50 hat you ever bought. All neatly trimmed in perfect good taste.

Trimmed Hats \$3, \$3.50, \$4.



Our low prices are more apparent and we will trim a hat you cannot buy elsewhere for \$3.00 and \$6.00.

Ladies' Vests 35c.

Worth \$1.50.

Finest Swiss merino wool ribbed undervests, pink, red, white, etc., worth \$1.50; also natural gray jersey fitting fine camel's hair—an assorted lot worth 75c to \$1.50, only 3 to a customer for 85c each Monday.

Men's Watches \$8.95

Ross filled cases warranted to wear 15 years. Elgin or Waltham works, \$8.95, worth \$15.00.

Boys' stem winding watches, \$1.08, worth \$5.00. Sterling silver belt buckles, \$1.50, worth \$5.00. Lorgnette or open chains, 85c, worth \$2.00. Rolled plate baby pin sets, 35c, worth 75c; ladies' rolled plate link cuff buttons; babies' solid gold rings, 19c, worth 40c; Rogers' 12 dwt knives and forks, \$1.25 set.



Hayden's Meat Dept.

Monday we place on sale the result of a ready cash purchase of \$50,000 worth of Silks and Velvets BOUGHT FOR \$9,000.

Our New York buyer has purchased the entire stock of a foreign importer of silks and velvets for less than 20 cents on the dollar. These are being shipped daily to us and as fast as they arrive will be placed, on sale in our mammoth silk department. You never have bought silks as cheap as we are going to sell them and while of some lots we have large quantities, others come in smaller lots, so come early and get first choice.

COLORED SATIN 19c. 5,000 yards of a nice quality satin, regular 40 cent goods, in light blue, pink, cardinal, brown, navy, orange, cream, etc., Monday the price is 19c a yard.

CHINA SILK 19c. 3,000 yards of an extra good quality china silk, 22 inches wide, in cardinal, brown, navy, pink, light blue, black, emerald, old rose, etc., regular 40 cent silk, Monday the price is 19 cents a yard.

MOIRE SILKS 17c. Colored moire silks, 20 inches wide, in black, brown, navy and myrtle. You can't match this silk for less than 50 cents a yard any where in this country. Our price will be 17 cents a yard.

COLORED PLUSHES 21c. Colored silk plushes, 18 inches wide, in brown, peacock, light blue, cardinal, old gold and olive, just what you will need for Christmas fancy work, well worth 50 cents a yard. Our price is 21 cents a yard.

SILK VELVETS 39c. Silk velvets in black, blue, olive, bronze, heliotrope, tan, biege, gray, orange, etc., fine quality, usually sold for \$1.00. Our price will be only 39 cents a yard.

ARMURE SILKS 43c. 5 pieces, just 5 pieces of colored Armure silks, in brown, navy and myrtle. Silk that cost 50 cents a yard to make. Our price while they last only 43 cents.

Don't ask for samples during this sale.

Dried Fruits - Crop 1894

New California evaporated apricots, 12 1/2c; new California evaporated peaches, 12 1/2c; California evaporated pears, 12 1/2c; California raisin cured berries, 10c; imported seedless raisins, 8c lb; Valencia raisins, 6 1/2c; Muscatel, 7 1/2c; Sultanina cluster raisins, 8 1/2c; new evaporated pitted plums, 8 1/2c; evaporated blackberries, 8 1/2c; new California golden drop plums, 8 1/2c; currants, 4 1/2c; cleaned Vostizza currants, 6 1/2c; California white cherries, 12 1/2c; black cherries, 12 1/2c.

Flour Department.

XXXXX Minneapolis Superlative, \$1.15 sack; Valley Lilly flour, \$1.10 sack; Bonita flour, \$1.10 sack; Well Known Cream flour, \$1.00 sack; XX Superlative, 95c; Excelsior flour, 85c; Select flour, 75c sack; Snow Flake flour, 65c; Good flour, 50c sack.

Crepe Tissue Paper 15c

For Monday only. All colors in crepe tissue paper worth 25c, will be sold for 15c.

Ribbons 1-2 Price

A fine line of all silk, satin and gros-grain ribbon from auction, at half price: No. 5 ..... 7c yd No. 7 ..... 7c yd No. 9 ..... 7c yd No. 12 ..... 10c yd No. 22 ..... 12 1/2c yd

Boys' Hose 19c.

Fast black double knee stockings for boys, any size, 5 to 8 1/2, for 19c, worth 35c.

Solid Oak Suit, \$13.50.



Three pieces; bed 6 ft x 8 ft, 4 feet, 6 inches wide, is perfect with French bevel plate mirror, 22 1/2 inches—It's worth \$25.00; our price \$13.50.

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Bargain Table 5c

Windsor ornaments, Momie cloth, satine, double fold novelties, wash 10c, 15c, 19c, 20c and 25c, all on ONE TABLE, 5c. In the wash goods department.

Gingham Bargain 5c

Monday Lancaster and Canton dress gingsams, Table du Nord Everet Classics, Table du Nord in dark styles, worth 10c, 12 1/2c and 15c, only 10 yards to a customer, Monday 5c a yard.

Eiderdown 25c

You know these have always sold for 50c—they sell east as high as 75c—all best colors, tan, pink, cream, light blue, etc., 25c.

Outing Flannel 10c

Here we offer goods and styles that are worth just 15c. So many use these for children's night dresses.

Notion Bargains

200 yards machine thread, 5c; 5 spools for 10c; finest corset made, 5c; large size curling irons, 3c; dozen twin wire dress stays, 5c; best stockinet dress shiftings, 5c; very best 4-yard bunches 2-inch wide velveteen skirt binding, 15c; pieces 40 packages of hair pins for 5c; the new tooth brush, 5 cents.

Handkerchiefs

Ladies' initial handkerchiefs, 5c, worth 15c; ladies' embroidered handkerchiefs, 6c, worth 15c; ladies' printing edge handkerchiefs, 2c, worth 5c; another lot 15c, worth 25c.

CLOSING OUT Corticelli Silk Co.'s

Rope silks, wash twists, etching silks, etc., which we will sell one-third off the regular price. We closed on the Corticelli Co's. entire stock on hand at the end of this season. All the silks that were 35c and 40c dozen, now 25c dozen; 35c knitting silk, now 19c; the 10c dozen silk floss, now 5c.

Table Damask, 75c yd

We have taken a lot of 2-yard wide bleached and cream damask that was \$1.00, \$1.25 and \$1.50 and offer them for next week 75c.

Napkins \$1 50

5-8 and 3-4 linen napkins that were \$2.00, \$2.25 and \$2.50 just a small lot of them for Monday, \$1.50 a dozen.

Towels 10c

Turkish, linen and cotton towels and reduced from 12 1/2c, 15c, 17c, 19c, all down to 10c.

Brown Muslin 4c

Heavy LL brown muslin, yard wide, 4c a yard, worth 6c.

Unbleached Sheeting 12 1-2c

2 1/2 yards wide, our own special make of unbleached sheeting, worth 20c, down to 12 1/2c.

Bleached Muslin 3 1/2c

Yard wide bleached muslin, one of our Monday bargains, at 3 1/2c a yard.

Cheviot Shirtings 10c

Very best Amos Keag napper cheviot striped and checked, 10c a yard.

Blankets 1-2 Price

10-4 gray blankets, 50c pair.

Mixed Blankets 65c Pair

10-4 brown and gray mottled blankets, reduced from \$1.00 down to 65c a pair. 10-4 brown blankets, 75c per pair. 11-4 white blankets, 68c per pair. 11-4 gray blankets, \$1.00 per pair. 11-4 white wool blankets, \$2.25 per pair. 10-4 gray wool mixed blankets, \$1.25 per pair. 12-4 6-11 gray wool mixed blankets, \$2.00 per pair. 11-4 all wool California red blankets, \$4.75 per pair. 10-4 all wool Sanitary blankets, \$3.95 per pair. 11-4 all wool Sanitary blankets, \$4.95 per pair.

Hardware Department

Double barreled breech loading shot guns that retail for \$15.00, our wholesale price is \$10.00; a gun that retails for \$20.00, our price \$15.00 and the same saving applies to all our guns up to a \$300.00 Greener hammerless gun. Hardware PRICES CUT 50 PER CENT. For Instance 100 feet weather strip at 2c a foot is ..... \$2 00 Or price is 1c ..... 75 You save ..... 1 25 20 lbs wire nails, of which the regular price is 5c, amount to \$1 00 Our price is 1 1/2c ..... 30 You save ..... 70 And so on.

Jewelry Department

In connection with the jewelry department we have added a complete OPTICAL DEPARTMENT, on second floor, where the light and facilities for accurate "glass fitting" are all one could desire. We sell spectacles at the same low profit we put on groceries or dry goods.

Clocks \$6.95

8-day adamantine, marble clocks, cathedral gong, half hour strike, worth \$15.00, for \$6.95.

Oak Clocks \$2.45

Half hour strike and alarm, worth \$5.00, for \$2.45.

Ladies Chatelain Watch \$2.49

Ladies' coin silver chatelain watch, \$2.49, worth \$5.50.

Shaker Flannel, 3 1/2c.

100 pieces 3-4 width Shaker Flannel, cheaper than cotton flannel, at 3 1/2c, 5c and 10c yard.

Housekeeping Things.

Glass tumblers, 1c each; wine glasses, 2c; royal blue china bowls, 5c, worth 25c; tea sets, in blue and brown, \$2.62, worth \$10; decorated toilet sets, \$1.89, worth \$5; decorated cuspidors, 8c, worth 25c; decorated water sets, \$1.25, worth \$5; spring extension hanging lamps, \$1.95, worth \$5.50; bronze banquet lamps, \$1.95, worth \$5.75; 100-piece imported porcelain dinner sets, \$7.99, worth \$20; fine decorated china cuspidors, gold striped, 50c, worth \$1.50; cups and saucers, 1c each; plates, 2c, 3c and 5c each; baker or vegetable dishes, 3c, 7c, 12c each; slop jars, 7c each; coal hods, 11c each; coal shovels, 3c each; teakettles, 15c each; milk, pudding and pie tins, 3c each; Jap sugar and cream, 3c a pair; 3-quart fancy water pitcher, 15c; wash bowl and pitcher, 29c; chamber, 15c; 6 crystal sauce dishes for 10c; crystal butter dishes, celery holders, fruit dishes, jelly stands, compots, sugar bowls, nappies, etc., 9c each.

Our Cloak Department may truthfully be called "Our New Cloak Department."

Our buyer has just returned from the east and we have opened all the late novelties, shapes and styles. We have some special bargains to "open" up the season with.



Fur . . . Capes.

A bargain in Fur Cape, 27 inches long, just like this cut, real value, \$20.00; we have a few to sell for \$12.50.

Another leader Fur Cape, 36 inches long, satin lined, \$18.00; real value, \$30.00.

Heavy Wool Seal Cape, 32 inches long, fancy silk lined, \$35.00; a \$50.00 garment.

Splendid Astrachan Cape, 30 inches long, at \$37.50; this cannot be bought anywhere else less than \$50.00.

Bargain . . . Tables



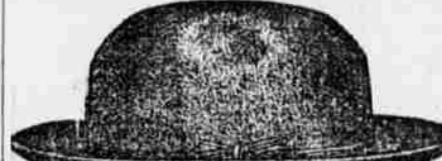
The four bargain tables opened up last week have proven a "hit." The prices are \$2.45, \$4.49, \$5.75, \$7.95, and everything on them, ladies or children's Cloaks, Jackets, etc., are really worth double to three times the price asked.

Novelties

The entire stock is so new, particularly in Ladies' and Children's Jackets, Golf and Military Capes, that we are anxious to show all who have any idea of purchasing. Come and see how cheaply we do sell.

Chenille Table Covers, 75c.

Special bargain in chenille table covers; newest colors, dollar and a half quality, 75c.



Entire cap stock from Millard Hotel hat store will be put on sale Monday at less than cost to make.

Men's heavy roll caps, 20c; " " band caps in yachting and Brighton styles 25c, 40c; best, ..... 50c Boys' silk plush caps, ..... 75c " " heavy winter caps, ..... 15c Men's heavy yachting caps, ..... 25c " silk plush caps, ..... 25c Men's genuine Scotch caps, ..... 25c

Dress Linings, 1 1/2c.

These are in remnants of less than 4 yards. Sometimes two or three remnants match together and make a skirt lining.

Reductions in Siliesias, Percalines and Crinolines.

15c Peraline reduce to 10c. 35c Satine Siliesias now 25c. 25c Black Back Siliesias now 15c. Plain and Check Crinolines, 10c. Same reductions in Grass Cloth, Hair Cloth, Fancy Sleeve Linings, Farmer's Satin, Serges, etc.

Quilted Satin, 75c.

Very finest Fancy Quilting in leading shades of satin, 75c yard.

Clothing Dept.

We have just received from our New York buyer the entire stock of the F. B. Q. Clothing Co., 8 to 14 West Third St., New York, amounting to \$17,000, at 50c on a dollar. The name of this concern, "Finest Beyond Question," indicates the very high grade of the goods. On sale Monday.

Men's Suits, \$6.50.

Fine all wool single or double-breasted Sack Suits, cheviot and cassimere, worth \$10 and \$12; this week, \$6.50.

Men's Suits, \$9.75.

Very fine single and double-breasted Sack and Cutaway Frock styles, finest American worsted, Bedford cassimere and fancy plaids, worth \$15 to \$18; at \$9.75.

Boys' Suits, \$3.75.

Very fine Knee-Pant Suits, ages 4 to 15 years; your choice of all the finest fabrics made in cheviot, cassimere and worsted, double-breasted, coats, warranted in every respect, worth \$6, \$7 and \$8; one lot, \$3.75.

Boys' Long Pant Suits, \$2.75, \$3.75, \$5.50.

Ages 12 to 19 years, double or single-breasted; they are worth \$6 to \$12.

