

ESTABLISHED JUNE 19, 1871.

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HAYDEN'S

Reduced Prices NEW BUTTERICK PATTERNS
40c Butterick Patterns 30c
35c Butterick Patterns 25c
30c Butterick Patterns 20c
25c Butterick Patterns 15c

Hammering Down the Prices at the Great Transmississippi Headquarters.

MAKING NEW CUSTOMERS EVERY DAY. HAYDEN'S

No store in America offers greater advantages to the trading public than the "Great Transmississippi Headquarters." Unequaled buying facilities and an unlimited army of customers, including a list of over 50,000 mail order patrons, enable us to handle almost incredible quantities of goods and make it necessary to have the most complete assortments. Quick selling means new, fresh, seasonable goods all the time.

PRIOR TO OUR GRAND SPRING OPENINGS IN ALL DEPARTMENTS

We are "letting down the prices" on all the vast stocks now in our store. They must be cleaned out at any price and at once. This week's price reductions are the biggest in Omaha's history. More genuine bargains than have ever been offered before. Come early and supply yourself at these unheard-of low prices.

Making Room for the Biggest Lines of Goods ever brought West.

Our Exposition Year Goods already arriving.

Mail Orders Filled.

Selling Cheaper because we are Selling More.

The Big Store

Special Sale On Furniture, Carpets, Wall Paper.

Carloads of the finest furniture ever brought to Omaha now displayed in our immense furniture rooms. You can find anything in the furniture line here at lowest prices.

New Carpets for Spring, Arriving - Elegant new goods put on sale daily at lowest prices. All odd lots, short lengths and broken lines are being closed out regardless of cost.

The Line of Curtains and Draperies Was never as fine as now. All the novelties in pair and yard goods. We can sell you a pair of lace curtains for 39c, and in all grades. We name the lowest prices. In upholstery goods we are selling:

Wall Paper Bargains

Remnants in all grades put on sale Monday, in bundles with side border and ceiling for all sized rooms from 50c to \$2 a room.

Paints and Brushes

Best ready mixed paints \$1 a gallon. Carriage, black and vermilion, one half pints 25c; pints 40c and quarts 75c; green, srome, yellow and maroon, pints 35c, quarts 65c.

Stylish Millinery.

The lateness of the season makes it necessary to close out all our trimmed hats at once. We will put the balance of our stock on special sale at greatly reduced prices.

Specials in the Cloak Department.

Ladies' Jackets, made of boucle, curl astrakhan imported kersey and cheviot, some all silk lined, some braided trimmed, some strap, some, your choice at \$4.98.

Ladies' Furnishings

Ladies' Kid Gloves, 2-clasp gloves, in all desirable shades, at 75c. Ladies' Kid Gloves, hook and button, worth \$1.35, at 50c.

The Big Silk Dept.

Invites all lovers of beautiful silks to visit and inspect the many lines of the most exquisite creations of both foreign and domestic manufacturers.

New Silks Arriving Daily. WASHABLE SILKS. Monday's Feast of Bargains. Plain Black India Silk.

BLACK CHECKS—new and pretty in red, white, blue and white, brown and white, green and white, black and white—Monday's price \$1.50, \$1.50 and \$1.75. PLAIDS THAT ARE NEW—combinations that are really quality that is good—crisp taffeta finish—Monday at \$1.50.

Stylish Wool Dress Goods

Over 400 pieces of new styles all wool and silk and wool novelties in the new spring styles and colors—38 and 40 inches wide, worth up to 75c per yard—our price commencing Monday, only 49c.

Cheap Wool Dress Goods Dept.

Double fold Cashmeres—commencing Monday—in all colors—also black, worth 75c per yard. Ladies' fancy Novelties—the new spring colors—worth 25c per yard—commencing Monday only, yard.

Grand Special Sale

Torchon Laces.

These goods are manufactured by P. K. Wilson, the greatest maker of real hand made linen laces in the world. The lot we place on sale are exact copies of the real hand made goods.

Grand Thread Sale.

200 yards perfect Machine Thread 1/16 39c per spool only. 30 yards Richardson's Silk Thread, per spool, 10c.

JEWELRY DEPT.

SPECIAL WATCH SALE MONDAY. How is This?—Gent's Genuine Waltham Watches in fine Silver case, actual value \$7.50 Sale price, \$3.48.

DRUG PRICES

Scott's Emulsion 60c, Shaw's Cherry Compound 60c, Lydia E. Pinkham's Compound 75c, Ayer's Hair Vigor 25c, Castoria 25c, Syrup of Figs 25c.

PIANOS

The reason why you should buy your Piano of Hayden Bros. Because we carry the largest stock and greatest variety of any house in the west. Because we handle only reliable makes. Because we guarantee our pianos. Because we sell the

Washable Dress Goods. Fine Line of Imported Irish Dimities, yard 25c. Newest Effects in Scotch Novelty Mulls, yard 25c.

Special Prices for Monday on Cocheo Silk Finished Calicos, yard 4c. Extra heavy German Blue Calico, 33 inch, yard \$2.50.

Bargains on Sale Monday in our FLANNEL DEPT.

3/4 white wool flannel, at yard 15c. 7/8 wide white wool flannel, yd 25c. All wool grey striped or checked flannel, yard, 15c, 20c and 25c.

Sale on Fine Linens.

60-inch extra heavy damask—50c value at 30c. 60-inch Scotch Damask—50c value at 30c. 60-inch German Silver Bleached Damask—50c value at 30c.

Hardware, Stoves, Housefurnishing Dept.

Our Special Monday All Day Sale—They say prices are going up—ours are going down. Read and be up to date.

Housefurnishings.

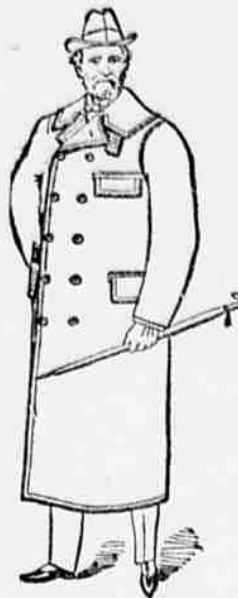
6-foot step ladder 49c. 20c wash boards 39c. Nice large clothes basket 39c. Improved Dover egg beater 15c.

China Department.

We have just received carload of Success Water Filters \$3.95 up. 150 decorated fruit bowls 29c. Individual bean pots 31c.

Clothing Department

Prior to our grand Spring Opening we are hammering down prices. The past two weeks has demonstrated what letting down the prices will do. If we say that we will sell you a \$10 Winter Suit or Overcoat for \$5.00, rest assured the Big Store will back it up.



\$6.50 all wool black and blue cheviot suits at \$2.98. \$7.50 and \$8.50 fine mixed cheviot suits at \$4.75. \$10 and \$12.50 fancy cheviot suits at \$6.48.

Special Bargains in Gents' Furnishings

Men's Suspenders, the regular 25c quality, at 12 1/2c. Men's Sweaters, in navy blue, maroon and green, at 50c.

Notice Our Hat Sale

Look in our 16th street window. You will notice a difference from other stores' hat displays in the prices.

More Bargains in Groceries

Just a few plain facts and figures on how to save your money—Read White Paris Soap, 10 bars for 25c. White Russian Soap, 10 bars for 25c.

Flour is Down

We will place on sale Monday 1,000 sacks of fancy high patent Minnesota Flour—warranted to be the best flour on earth, sack \$1.25.

The Big Cracker Department

We have the finest cracker department in the west—carrying a large assortment of fresh cakes and fancy package goods—Remanure our headquarters for the celebrated BATTLE CREEK, SANITARIUM HEALTH FOODS—and have the only complete line of these goods in

Teas and Coffees—Coffees roasted every hour.

Fresh roasted Coffee, per lb. 10c. Good English Breakfast Tea, 1 lb. 25c. Good Gunpowder Tea, per lb. 25c.

HAYDEN BROS.