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HAYDEN'S Winter and Spring HAYDEN'S are Fighting for Supremacy on our Counters

There's only room for one season's goods in "The Big Store"—we never carry a dollar's worth over. The reign of winter stuffs is about over and the banner of "Spring '98" is appearing in every dening to her standards daily from the great mills, every inducement in winter goods to make room argument—and the biggest reductions of the year have been made. All winter goods—broken or small lots, odds and ends—are being closed out at a fraction of their real value—Special bargain sales all through the house—The beauty of the spring styles should attract every lady to visit here even if not ready to buy. Read these special inducements:

Selling Butterick Patterns at Reduced Prices—"The Standards of Fashion"

Dress Goods

Now showing the largest and most complete stock of dress goods ever shown in the west. It is an indisputable fact that our stock of dress goods is larger than the combined stocks of the three largest houses west of Chicago. We have every grade, every shade and every mixture produced by the manufacturers of Europe and America.

An elegant new line of Laces, Ribbons and Embroideries on display at very low prices. Some Big Bargains in the Art Department.

Wash Goods

The new wash fabrics for spring of 1898 are most all in and on sale, and differ in so many ways from styles, etc., of last season that it is needless to attempt to describe the many new novelties.

Sheeting and Muslin

4-4 L.L. muslin, 60 quality, Monday, 12 1/2c

Linen

Turkey red damask, guaranteed colors, at 17 1/2c

White Goods Department

40-inch white apron lawn, 7 1/2c

Special Sale in Towels and Crash

All linen crash at 5c

Jewelry Dept

SPECIAL SALE ON ROGERS' KNIVES AND FORKS. Rogers' 12 dwt. knives or forks, for set of 6, \$1.19

Drug Dept. Prices

Cuticura resolvent, 70c

Monday's Grandest Bargain Silk Sale

We now have hundreds and hundreds of the newest, brightest and prettiest styles ever shown by any concern anywhere, all to be placed on sale Monday at prices which no competition can meet.

White Bed Spreads

On Monday we will show you for the first time the largest White Crochet Spread, all new patterns, at \$1.25 each.

Tapestry and Chenille Table Covers

New line received the past week. We are showing a handsome line, new designs and new patterns, all sizes, all prices.

Specials in Flannel Dept.

Red Wool Elderdown is scarce. We will have a new lot on sale Monday at 25c yard.

Big Book Values

100 Bound Books by best authors, only 25c.

Special Furniture Sale

Several carloads of fine furniture just received now on display. An excellent chance to secure just what you want in this line at lowest prices.

Big Carpet Sales

If you want to save money look at our stock. An unlimited number of styles to select from.

An Excellent Curtain Sale

Grand special sale curtains and draperies. Every novelty now shown.

Wall Paper, Paints and Brushes

Your room papered with remnants of high grade goods worth \$3.00 to \$5.00 a room, at 50c to \$2.50; put up in bundles of side border and ceiling for all sized rooms.

Room Mouldings

1 1/2 inch oak, pine and cherry, per foot, 2c

Special Sale in Men's Furnishings

1,000 dozen men's shirts—bought from a manufacturer at a very low price, will go on sale Saturday; your choice of style for 29c each; shirts worth up to \$2.50 each.

Clothing Department

Indications are that it will not do to rush out spring clothes too soon. Winter is still upon us and is liable to be found lingering around in the lap of spring.

The Following Prices Will Prevail in the Hat Department

Monday, Tuesday and Wednesday. Children's caps and Tom O'Shanter's, worth 25c, at 15c

Ladies' Jackets and Capes

Is vanishing under the pressure of the following great price reductions. \$4.00 and \$5.00 jackets reduced to \$1.95

Early Styles in Millinery

Flowers will be the feature of the season. Most model hats from abroad show flowers on some of them so many as to need little else.

China Department

Carload of the celebrated Success water filter from \$3.95 up. All sizes imported beer steins, 10c

Fish. Fish. Fish. At the Transmississippi Headquarters

Snow White Boneless Codfish, 45c

These are the Prices at the Big Cracker Department

Newport flakes, 11c

Special Prices in the Meat Department

No. 1 Sugar Cured Hams, 8 1/2c

Hardware, Stoves and House Furnishing Dept.

Special Sale on a Carload of Granite Ware. We have just received a carload of Steel Granite Ware direct from the factory, which will be sold at one-half of regular prices.



This Cobler's Outfit

1 Stand, 3 Lasts, 1 Knife, 1 Hammer, 3 Awls and Handles, 1 paper Heel Nails, 1 paper Sole Nails—all 37c

Stoves. Stoves. Stoves.

Full size No. 8 Cooking Stove, \$7.95

Pure Food Department

Read These Prices Carefully. A Few Plain Facts and Figures. Any Brand of Laundry Soap 10 Bars, 25c

Evaporated Fruits

New Muscatel Raisins, 3 1/2c and 5c

Butter and Eggs

Choice Country Roll Butter, 10c, 12 1/2c

Omaha's Favorite Cheese Dept.

Full Cream Cheese, 10c

