

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MAY 7, 1899.

SINGLE COPY FIVE CENTS.

HAYDEN'S GIGANTIC BANKRUPT SALE OF THE S. & B. STOCK HAYDEN'S

The entire wholesale jobbing stock of Segwick & Blair, New York City, invoicing nearly \$200,000.00, bought for \$87,550.00 spot cash, goes on sale. The greatest purchase ever made by one house. Not another firm got a dollar's worth of these goods. Stupendous bargains in new, perfect merchandise. An unequalled, unparalleled array of big bargains. Your highest expectations will be surpassed. Everything goes—not a dollar's worth reserved.

\$200,000.00 BANKRUPT STOCK at 33 1/3c on the dollar.

The Biggest Bargains in the Basement.

The Big Store will be one grand series of bargain counters. The most sensational sale of the century.

\$200,000.00 BANKRUPT STOCK TO BE SLAUGHTERED AT 33 1/3c ON THE DOLLAR.

The Great Bankrupt Sale Begins at Hayden Bros. Monday Morning at 8 O'Clock.

Choice of any Ladies' Suit in the house for \$10.

This is undoubtedly a golden opportunity for our customers, and more so in the cloak department than anywhere else. The bargains that we quote you, to speak modestly, are the greatest we have ever given you. You will never have such another opportunity. While you are buying your dry goods give a few moments to the cloak department. We assure you once again that you will not be disappointed.

Ladies' tailor made suits, well made and well lined, in black only, worth \$7, S. & B. sale price only \$2.98.

200 sample suits, new all wool materials, jackets silk lined throughout, skirts percaline lined and interlined, in modes, tans, blues, greens and blacks, worth from \$12 to \$18, your choice for \$6.75.

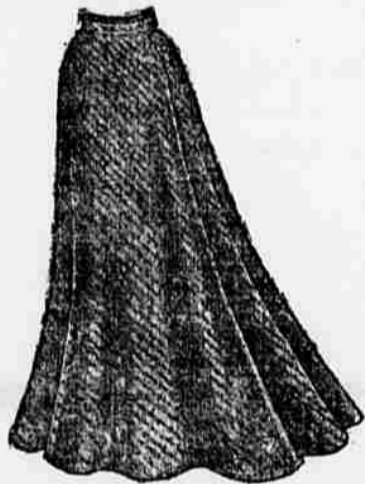
Our \$10.00 suit was always the talk of the town, but now we have 375 suits, some all silk lined throughout, the choice of any suit on our rack, suits worth \$20.00, \$30 and \$40, your choice in this great S. & B. sale for \$10.00. They come in checks, plaids, Venetian, serges and broadcloths; blues, tans, modes, browns and blacks. Any ladies' suit in the house during this S. & B. sale for \$10.00.

Ladies' Dress Skirts

From the S. & B. Stock.

250 Ladies' Dress Skirts, in duck, serges, black figured mohairs, plain brilliantines, all wool checks and plaids, plain blues, some slightly soiled, worth \$5; S. & B. sale price 98c.

275 Ladies' Dress Skirts, in fine brilliantines, mohairs, checks, and plaids and brocade silks; cut in the new styles with button backs; worth \$7 and \$8, for \$2.98.



Silk Capes From the S. & B. Stock

100 ladies' black gros grain silk capes, trimmed with jet, lace and satin ribbon, worth \$5.00 for \$1.48.

230 Capes in mixed lot of silk, clay worsteds and Golf Capes; in elegant variety of styles and patterns, worth \$10.00 and \$12.00—S. & B. sale price \$1.98.

Washable Dress Fabrics

From the S. & B. Stock

Everything conceivable in this line. Unequaled varieties—and at absurdly low prices in this grand sale.

- Best grade wide German Indigo calicos—9c
S. & B. sale price—9c
Fine Madras lawns—3 1/2c
S. & B. sale price—3 1/2c
American silver gray and black and white prints—4 1/2c
S. & B. sale price—4 1/2c
Thousands of yards imported organdies—4 1/2c
S. & B. sale price—4 1/2c
Extra fine 30-inch corded Madras—6c
S. & B. sale price—6c
40-inch fancy Batistes, worth 15c—5c
S. & B. sale price—5c
1,000 pieces Shirting prints—3c
S. & B. sale price—3c

Flannels From the S. & B. Stock

- 1 case white wool flannel; wholesale price 25c, S. & B. sale price, per yard—15c
1 case embroidered flannels; wholesale price 63c, S. & B. sale price—49c
5 cases Henley's double warp chevots, worth 20c, S. & B. sale price, per yard—10c
4 cases Shaker flannel, mill price 7c, S. & B. sale price, per yard—2 7/8c
10 cases yard wide outing flannel, wholesale price 12 1/2c, S. & B. sale price, per yard—7 1/2c
7 cases cotton flannel, mill price 6 1/2c, S. & B. sale price, per yard—2 7/8c
1 case all wool white flannel, wholesale price 30c, S. & B. sale price, per yard—20c
6 cases Trueworth outing flannel, regular 10c, S. & B. sale price, per yard—5c
8 cases Tobasco and Victoria shirting, worth 12 1/2c, S. & B. sale price, per yard—5c
6 cases Osborne outing flannel remnants, mill price 7 1/2c, S. & B. sale price, per yard—2 3/4c
5 cases Assyrian heavy black twill shirting, wholesale price 12 1/2c, S. & B. sale price, per yard—8c
5 cases Lone Star bed-ticking, mill price 12 1/2c, S. & B. sale price, per yard—6c
5 cases fancy cotton bed blankets, worth 85c, at pair—49c
2 cases Australian rose wool blankets, mill price \$4.25, S. & B. sale price, per pair—\$3.00
3 cases 11-4 Silverine wool blanket, mill price \$3.25, S. & B. sale price, per pair—\$2.00
19 dozen Silkoline covered Pure white cotton filled Bed Comforts, worth \$1.50, S. & B. sale price—\$1.00

Dress Goods

From the S. & B. Stock

- S. & B.'s Novelties, Dress Goods, that jobbed at 50c, 75c, 98c—our price Monday will be—25c
S. & B.'s Novelties that sold at \$1.00 to \$1.25 will go at only—50c
S. & B.'s Tailor Suitings that sold at 75c, 98c, \$1.19 will go at only—49c
S. & B.'s Fancy Plaid that sold at 85c will go on this sale at—49c
S. & B.'s all wool Henrietta, all wool Chevots, all wool Serges, silk and wool plaids and 1,000 other weaves, sold up to \$1.00, will go at—39c
S. & B.'s 46-in. double warp Henrietta that sold for 85c will go at one price, 50c only—50c
S. & B.'s extra heavy chevots—in all colors—sold at \$2.50—our price will be 98c only—98c
S. & B.'s Broadcloth, Venetians, Velours, Whipcords, etc., and other goods sold up to \$2.50 per yard, 98c our price—98c
S. & B.'s Cashmeres and 44-inch Serges—sold at 35c—will go on this sale at—15c

Black Dress Goods

- S. & B.'s Black Panicles—jobbed at 40c—our price will be—19c
S. & B.'s all wool 42-in. Dress Goods—sold everywhere at 75c—our price will be—25c
S. & B.'s all wool Henriettas—all wool Serges—all wool Panicles—that sold at 50c, 75c, 98c—will go at—29c
S. & B.'s Mohairs, Serges, etc., that sold up to \$1.19, will go on this sale at only—49c
S. & B.'s Crepons that sold at 75c will go at—35c
S. & B.'s Crepons that sold at \$1.25 will go on this sale at—59c
S. & B.'s Crepons that were sold at \$1.50, \$1.75, \$2.00, \$2.25 will go on this sale at—98c
1,000 other Dress Goods bargains too numerous to mention.

We will fill mail orders at these prices so long as the goods will last. Selection must be left to us. Satisfaction guaranteed or money refunded.

Furnishing Goods

From the S. & B. Stock.

- Children's Hose—worth 10c—3 1/2c
Children's Hose—worth 20c—8c
Children's Hose—worth 25c—12 1/2c
Ladies' Hose—worth 10c—3 1/2c
Ladies' Hose—worth 25c—10c
Ladies' Hose—worth 35c—12 1/2c
Ladies' Vests—worth 12 1/2c—5c
Ladies' Vests—worth 15c—8c
Ladies' Vests—worth 20c—8c
Ladies' Vests—worth 25c—12 1/2c
Men's and Boys' Sweaters—worth 75c—35c
Men's and Boys' Sweaters—worth 90c—49c
Men's Underwear—worth 25c—16c
Men's Underwear—worth 25c—19c
Men's Underwear—worth 50c—25c
Men's Suspenders—worth 20c—10c
Men's Suspenders—worth 25c—15c
Men's 60c Suspenders—19c
Men's Sox—worth 10c—4c
Men's Sox—worth 12 1/2c—5c
Men's Handkerchiefs—worth 12 1/2c—3 1/2c
Men's Shirts—worth 25c—19c
Men's Shirts—worth 50c—29c
Men's Shirts—worth 75c—39c
Men's Shirts—worth 100c—49c
Men's Gloves—worth 50c—25c

Muslins and Sheetings

from the S. & B. stock

35-inch Bleached Muslin, any of the well known brands, Lonsdale, Fruit of the Loom, Hill's, Atlantic, Trident, Barker, Cumberland A. A. and Alexandre, worth 6 1/2c to 10c at the mills, S. & B. sale 4 1/2c. Extra heavy LL Muslin, 68 bates, cost at the mills 5 1/2c yard, S. & B. sale price 2 1/2c cents. 100,000 yards of 35-inch soft finish Muslin, bleached, in the following leading brands: Sunflower, Vigilant, Compass Mills and Ivanhoe, worth at the mills 5 1/2c, in this S. & B. sale for 3 1/2c. 25 cases of Lockwood and Peppercell Sheetings, 9-4 or 8 1/2 inches wide, cost at the mills 16c, S. & B. sale price 11 1/2c.

Bleached Sheeting.

All the best brands, Urtica Steam Peg wet, Atlantic and Pacific Mills, costs at the mills 20c and 22 1/2c per yard, S. & B. sale price 17c yard.

Towels and Crash.

from the S. & B. stock

9 cases of heavy plain and twilled Crash, mill prices 4 1/2c, S. & B. sale price 3 1/2c yard. 500 dozen Turkish Towels, double warp, woven selvage, size 25x52, mill price \$2.50 per dozen, S. & B. sale price 14c each. In the S. & B. stock we find 653 dozen Satin Damask and Huckaback Towels; the wholesale price on them ranges from \$3.75 to \$5.00 dozen; all go in one lot in this S. & B. sale at 19c.

Linens and Spreads.

from the S. & B. stock

A few items out of thousands. 2,500 yards Turkey Red Damask, cost at mill 15c, S. & B. sale price 10c. 1,500 yards 60-inch Turkey Red Damask, fast colors, worth 22 1/2c at the mills, our S. & B. sale price 17 1/2c. 98 pieces 60-inch Double Satin Damask, cost \$1.19 to import, S. & B. sale price 75c yard. 225 dozen 3/4 size double satin damask Napkins, cost to import \$4.50 per dozen, S. & B. sale price \$2.98 dozen. 61 pieces 66-inch all linen bleached Damask, cost to import 62 1/2c, S. & B. sale price 49c. None to peddlers or dealers.

Millinery Sale



Selling a surplus stock of hats is admitted the choicest and most extensive line of fashionable millinery in the west at prices that recognize no competition. A splendid showing of Trimmed Hats to select from. 500 choice Hats, trimmed with flowers, French collars, chiffons and fancy ribbons—actual value \$3 and \$1.50, will go in this sale at \$1.50 and \$1.88. Great reductions on Pattern Hats. Copies of pattern Hats worth \$10.00, \$12.00 and \$15.00 go in this sale at \$3.98 and \$4.50. Imported Pattern Hats on sale at \$3.95. SAILORS AND WALKING HATS. The greatest variety of these goods ever shown by one house. The "New Knox" Sailor for 48c, 50c and 98c. Walking Hats in all the new blocks at 48c to \$1.00.

CHILDREN'S HATS. Children's fancy Trimmed Hats, 66c, in flower effects and Marie roses. Trimmed Leghorns, \$1.18. Children's Lace Caps, 50c, 55c, 60c. Flowers in endless variety at cut prices. Venetian 2 bunches for 5c. Large bunches French Venetians, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, 1.00, 1.10, 1.20, 1.30, 1.40, 1.50, 1.60, 1.70, 1.80, 1.90, 2.00, 2.10, 2.20, 2.30, 2.40, 2.50, 2.60, 2.70, 2.80, 2.90, 3.00, 3.10, 3.20, 3.30, 3.40, 3.50, 3.60, 3.70, 3.80, 3.90, 4.00, 4.10, 4.20, 4.30, 4.40, 4.50, 4.60, 4.70, 4.80, 4.90, 5.00, 5.10, 5.20, 5.30, 5.40, 5.50, 5.60, 5.70, 5.80, 5.90, 6.00, 6.10, 6.20, 6.30, 6.40, 6.50, 6.60, 6.70, 6.80, 6.90, 7.00, 7.10, 7.20, 7.30, 7.40, 7.50, 7.60, 7.70, 7.80, 7.90, 8.00, 8.10, 8.20, 8.30, 8.40, 8.50, 8.60, 8.70, 8.80, 8.90, 9.00, 9.10, 9.20, 9.30, 9.40, 9.50, 9.60, 9.70, 9.80, 9.90, 10.00.

Furniture Sale



At \$5.00 you can take your pick from a lot of Rockers that range in price from \$7.50 up to \$12.50. This offer is to you now and you will admit the value is unheard of when you see the Rockers. Your choice of 3 Iron Beds at \$2.95, in blue, green or mahogany enamel; keep this in mind also. The largest, strongest, heaviest Iron Bed we have ever offered we put on sale at \$2.75. 24x24 Oak Table, with lower shelf, fluted legs, 95c; same table, brass feet, \$1.25. 6-foot Oak Table, \$3.85; 8-foot Oak Table, \$4.85. Dining Room Chairs, cane seat, 65c. Oak Hall Trees, 4 styles, at \$6.85, \$7.85, \$8.25 and \$5.00; golden oak finish, French plate mirror, solid brass hooks, box seats and high arms. 4-shelf oak Book Case, \$1.95. We are offering a very fine Oak Rocker, high back, nicely carved, has cane seat, large, heavy arms; price while they last \$2.50. Large size Baby Carriage, steel wheels, foot brake, upholstered, with parasol to match upholstery, \$5.00. Frame Go-Carts, \$2.50. Just in, Oval Photo Frames, in green, gilt, black and silver mouldings, fitted with mat and glass, at 50c. Remember we carry a fine line of Suits, Dressers, Sideboards, Book Cases, Lamps, in oak, mahogany bird's-eye maple and Flemish.

SILKS

FROM SEGWICK & BLAIR

Most important and biggest deal in the history of our business in point of sensational values—34,763 yards of finest silks—bought from the world's leading markets comes into our possession through this purchase. We have no room to place them and they must be SOLD QUICK.

- SEGWICK & BLAIR'S STOCK Silks in polka dot and other small figures... 9c
SEGWICK & BLAIR'S STOCK Silks in printed designs, beautiful figured silk, grand sale... 19c
SEGWICK & BLAIR'S STOCK Plain silks all bright shades, also plain white and plain black only... 29c
SEGWICK & BLAIR'S STOCK Plain and changeable tafetas—very best 19 inch grade... 49c
SEGWICK & BLAIR'S STOCK Plain black Peau De Soie—finest French silk... 59c
SEGWICK & BLAIR'S STOCK Silks in both plain and novelty, on sale... 15c
SEGWICK & BLAIR'S STOCK Silks in stripes for waists, beautiful foulards, very best silks... 25c
SEGWICK & BLAIR'S STOCK Fancy silk, brocade waist silks, cream brocades, all on sale... 39c
SEGWICK & BLAIR'S STOCK Black figured Gros Grain and Satin—highest class goods made... 69c
SEGWICK & BLAIR'S STOCK Plain black Satin Duchesse 27 inches wide, all silk, only... 75c



Underskirts from the S. & B. Stock

10 dozen ladies' Underskirts, with flounce and facing, worth \$1.25, for 39c. 137 ladies' Silk Underskirts that have never sold for less than \$7.00, S. & B. sale price \$2.90. 100 dozen ladies' Percale Underskirts, worth \$2.50, for 98 cents.

Shirt Waists from the S. & B. Stock

We were over-crowded with Shirt Waists and now this stock gives us 1,000 dozen more, making 2,200 dozen all told. We start this sale with 50 dozen ladies' Waists, sizes 32 to 46, for 15c. 150 dozen ladies' Shirt Waists, worth \$1.25, for 49c. 175 dozen ladies' Waists, percales, dimities, ginghams, embroidered fronts, all made up in the newest styles, worth \$2.00, for 98c. 10 dozen ladies' White Waists, in exclusive designs, worth \$2.00, S. & B. sale price \$1.00. Ladies' fine White Waists at \$1.50, \$2.00 and \$3.00; worth double.

Ladies' Wrappers

from the S. & B. Stock

Ladies' Wrappers at 25c each. 50 dozen ladies' Wrappers, in light and dark colors, worth \$1.50, for 50c. 150 dozen ladies' Wrappers, in percales, dimities and lawns, light and dark colors, with or without flounce, worth \$2.00, for 98 cents. Ladies' all wool Mackintoshes, single or double cape, blue or black, warranted worth \$6.00; S. & B. sale price \$2.75.



Silk Waists from the S. & B. Stock.

150 Silk Waists, worth \$5.00, for \$1.98. 200 ladies' Silk Waists, in plain tafetta and fancy silks, worth \$7.50, S. & B. sale price \$3.98. 250 ladies' Silk Waists, in high class patterns, plaids and checks, wide and narrow stripes, worth \$10.00 and \$12.00, S. & B. sale price \$4.98.

Notions From S. & B. Stock.

Never in the history of dry goods prices has anyone been able to quote such prices as these: 200 yards perfect Machine Thread... 1c spool. Barbour's and Marshall's Linen Threads, full 200 yards, black or white... 5c. 100-yard Linen Threads... 2c spool. Adamantine Pins, full count, S. & B. sale price, 6 pkgs. for 5c. 4 packages Needles, 14 Darning Needles, 5 Hat Pins and Veil Pins and 80 Pins, all in one package, worth 25c, S. & B. sale price... 3c.

Think of It! In the S. & B. sale you can buy for 1c

- 5c Aluminum Thimbles.
48 yards Best Silk Floss.
5c Pipes.
5c Handkerchiefs.
10c Elastic Webs.
5c Val Laces.
10c Hair Pins.
15c Curling Irons—and hundreds of other 5c, 10c and 15c articles at only 1c each during the S. & B. Sale.

For 5c You Can Buy

- 25c Dress Shields.
10c Corset Steels.
25c Stamped Linens.
75c All Silk Chiffons—S. & B. Sale Price... 39c
75c All Silk Mousseline de Soie—S. & B. Sale Price... 29c
50c Satin Belt Hose Supporters—S. & B. Sale Price... 25c
25c Pearl Buttons.
25c Dress Trimmings—all go at 5c in this great S. & B. Sale.

HAYDEN BROS.