

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, OCTOBER 7, 1900.

SINGLE COPY FIVE CENTS.

BUSTED.

The National Wall Paper Co. one of the most gigantic trusts of modern times has gone to pieces...

The Power of Cash

Shown in Hayden's remarkable Carpet values. Inspect their mammoth line. The greatest variety in patterns and styles...

Drapery Sale.

In this department you always find the exact thing you are looking for. Our line this year is the most stylish and strongest...

China Department.

In our China Department we carry more goods and occupy more space than any crockery jobber in the west...

A Real China Bargain Sale.

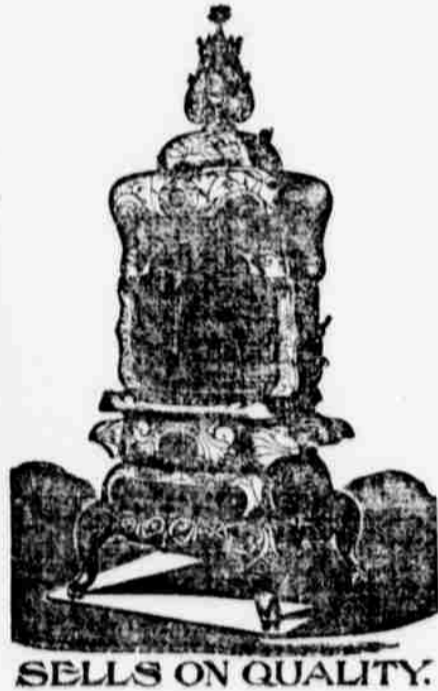
4,000 pieces of fine Austrian China, direct from the factory in Austria to our department.



12c

Special Sale of Stoves.

Do You Need a Heater?



SELLS ON QUALITY.

It won't always be summer and you will wake up some morning and it will be cold and you want a stove up.

The modillion—a very handsome smooth cast Cook Stove—large 20-inch wide with white enameled reservoir—very nicely nickel plated—would be cheap at \$23.00...

Letting Down Furniture Prices



What does Hayden sell it for? This is the important question with both customer and dealer alike when it comes to furniture pricing.



HAYDEN'S

Pianos Sold on Easy Payments. Agents for Butterick Patterns. Send your mail orders to Big Store

Examples of the Big Store's Helpfulness

Last week the National Wall Paper Co. the biggest trust in the country went to pieces; tomorrow the Big Store sells wall paper at half the trust prices.

Winslow Taffetas \$1.00

HAYDEN BROS. have been appointed western distributors of this famous silk and all merchandise handling or those that desire to handle the Winslow Taffeta can secure any and all shades through this agency.

The results of securing several lots of especially good Black and colored Silks at New York auction enables us to offer for Monday these remarkably strong specials:

- TAFFETAS—all colors 25c PLAIN AND FANCY SILKS in every shade—elegant heavy silks of all sorts—the grandest lot you have ever seen 50c

Form for Silk Sample Ticket with fields for Name, Address, State, and a table for different silk types.

The Leading Dress Goods House of the West



We Sell Dress Goods at Wholesale as well as Retail.

Commencing Monday morning we will have the largest Dress Goods Sale that was ever inaugurated in Omaha.

- Black Dress Goods: Priestley Sir 7 1/2 inch Satin, Arriere Magnil and all other celebrated manufacturers are represented here—Lapins chevrons, strictly confined to us for Omaha.

Men's Furnishings Sale

Man's 15c Four-Ply Linen Collars, 5c. Men's Medium Weight Merino Underwear, 25c.

Men's Shirts. One lot men's Shirts—collars and cuffs separate or attached—in French percales—made to sell for \$1.00—on sale at... 49c

Ladies' \$1.25 Seal Kid Gloves 75c

Every pair warranted and fitted. all sizes, from 5 1/2 to 8 1/2, \$1.25 quality, at 75c.

Great Book Sale.

"The Master Christian," Marie Corelli's new book, "The Reign of Law," "The Redemption of David Casson," "Joan of the Sword Hand," by S. R. Crockett. On sale at cut prices.

Leaders in Sheet Music

Monday's special prices on the very latest sheet music of the day. Such hits as: "The Tale of a Kangaroo," "Ma Tiarra Lily," "Goon Ban Contest Cake Walk," "Bolo, Bolo," "Foolish William" (very new), "The Girl I Loved in Old Virginia," "You Are So Dear to Me," "Little Miss Mignonne" (date song by composer of "Just as the Sun Went Down"), "She's a Princess Just the Same" and "Just Brings Away Your Tears" (very late songs by composers of "Heaven" and "Always").

Jewelry Dept.

Special for Monday. Roger Bros' best 12 dwt. Knives and forks, \$2.98 per set.

Piano Sale.

THE LARGEST LINE OF PIANOS IN OMAHA. Chickering, Fischer, Lester, Franklin, Haines, Behr Bros., Jacob Doel and twenty-one other makes are being sold in our piano department at very low prices.

Attend the Greatest Dress Trimming Sale Ever Held in the Country.

25c DRESS TRIMMINGS 1c PER YARD—Thousands of yards of the finest Domestic trims from the largest manufacturer in the United States.

Cracker Dept.

Nice fresh made ginger snaps, 5c. A. B. C. soda crackers, fresh and crisp, 5c.

Optical Dept.

We have a large assortment of all styles of frames and the finest quality of crystal lenses. No charge for examination by qualified optician.

Grocery Specials.

Granulated sugar 17 lbs. for \$1.00. Jersey Cream Flour, per sack, 95c.

Specials on Teas and Coffees.

Special parched Rio coffee, 12 1/2c. No. 1 Golden Rio, 15c and 17 1/2c.

Dried Fruits.

New fresh goods at less than cost. Choice California prunes, 5c lb.

Suits, Skirts, Jackets, Capes and children's Garments.

For the fall of 1900 we show a magnificent stock of ladies' tailored suits, including the equally popular styles of blouse tight fitting and jacket styles.

Ladies' tailor-made Suits in the newest materials and all colors, regular \$25 values, perfect fit and finish, at... 3.98

THE RAINY DAY SKIRT more popular than ever.

Ladies' simple high grade taffeta silk skirts, more elaborate than ever and made in the very latest fashion at \$12.00, \$13.00, \$20.00, \$25.00 and \$45.00. See them.

Our stock of ladies' dress skirts is complete in the very latest fall designs, flare skirt, inverted pleat back, some flounced, some stitched in silk and satin folds or very handsomely braided in all the latest materials at \$4.00, \$5.00, \$6.00, \$8.00, \$10.00 and up to \$25.00.

EXQUISITE MILLINERY.



A great sale on all that is new and fashionable in ladies' headgear. The most superb and complete line of ladies' beautifully trimmed hats ever shown in Omaha.

THE BIG COTTON GOODS SALE.

continues all this week with bargains bigger and greater than ever. Three cases more of fleece lined wrapper cloths in full pieces, and all new patterns, per yard, 5c.

Linon Department.

66-inch all linen damask, 60c yard. 65-inch all linen damask, (Irish), 50c yard. 72-inch all linen damask, 70c yard.

Muslin and Sheet.

36-inch brown muslin, 4 1/2c yard. 26-inch bleached muslin, 6 1/2c yard. 26-inch fine bleached muslin, 7c yard.

Bed Spreads.

11-4 crocheted spreads at 90c each. 11-4 crocheted spreads, (extra size), at \$1.25 each.

Monday's Prices on Meats.

No. 1 California Ham... 7 1/2c Good Salt Pork... 12c

HAYDEN BROS.