

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, JULY 10, 1898.

SINGLE COPY FIVE CENTS.

HAYDEN'S MULTITUDES OF MID-SUMMER BARGAINS

Supplying the wants of thousands of economical people who buy for cash—Hayden Bros. can afford to sell at the very smallest margins. "Small profits are not embarrassing when you have lots of them."

Agents for the Butterick Patterns and Publications.

Every department is daily receiving the newest productions and they will be found on display at "The Big Store" marked at lower prices than the ordinary wholesale figures.

CUT PRICES ON MEN'S CLOTHING, HATS, FURNISHINGS, LADIES' READY-TO-WEAR GARMENTS AND MILLINERY

The changing of fashions every season in wearing apparel necessitates clearing out present stocks. The general custom is to wait until the end of August to cut on summer styles, but "The Big Store's" vast stocks can't wait and the prices have been reduced just when the goods are needed.

Send in Mail Orders—Prompt attention and just what you order.

The style, quality and low price make the strongest buying inducement ever offered in the Trans-Mississippi country.

Exposition Visitors—Are cordially invited to visit "The Big Store."

Wash Dress Goods

- BARGAINS in the Big Wash Goods Stock. Special sales for Monday. 110 pieces of the choicest of new styles in the Sheer, 32-inch Imported Organdies. 300 pieces of fine Wash Goods in mixed assortment Dimities, Organdies, Lawns, etc.

Jewelry Dept.

Thousands of Souv'nir Spoons in elegant and appropriate designs in sterling silver, gold lined bowl, etc., at 25c.

The Leading Dress Goods House of the west

- New goods arriving every day now. 200 pieces of Covert—just the thing for bicycle suits—worth 75c—on sale Monday only. 2,000 pieces of new mixtures and new novelties—worth 75c—on sale Monday only.

Black Dress Goods

- Special sale on Priestley's Black Goods on Monday. All the \$1.00, \$1.19, \$1.25, \$1.35, will go at only 79c. 40 pieces, worth \$1.50 per yard, will go at only 98c.

Flannels, Blankets

Now is the time to take advantage of low prices. LARGEST STOCK TO PICK FROM. White wool flannel—18c, 25c, 30c, 35c and 40c yard.

White Bed Spreads

The sale of White Bed Spreads is still on. We have a new fringed spread to show you, fringed on four sides at \$1.00 each. Nothing like it in town less than \$1.50.

Sheet Music

Choice Sheet Music, 10c per copy. Both classic and popular vocal and instrumental. Here are a few of the big sellers: "Au-Matin" by Godefrid, "Candle Song" by Choudin.

1/2 July Linen Sale.

- Specially bought from the world's leading linen weavers—and specially priced to make our Linen Department famous. 68 inch silver bleached German damask. 60 inch celebrated Clyde damask. 60 inch full bleached table damask.

White Goods.

- Most astonishing bargains in 35c warp welt piques at 20c. 25c India linons at 15c. 50c French organdies, 34 inches wide, at 25c.

Headquarters for Sheeting and Muslins

- Lonsdale cambric, 36 inches wide, at 8c. Heavy LL muslin, 36 inches wide, at 3 1/2c. Soft finish bleached muslin, 36 inches wide, at 4 1/2c.

July Sensational Silk Sale.

- Finest Silks at a mere fraction of their value. Many lines are broken, many shades are sold out, many prices are in odd lengths—to close them all out we will name lower prices than ever quoted on first class high grade Silks. Pongee Silk—Printed on natural colored ground in small designs of blue, red, or black.

Great Sale Notion Dept.

- GRAND THREAD SALE. Monday we will sell full 200 yard Machine Thread at 1 1/2c per spool. GRAND PICTURE SALE MONDAY. 2,000 elegant Pictures, worth \$1.00 each, on sale at 10c.

Grand Special Sale on Shirt Waists.

- Ladies' Shirt Waists, in dainty plaids and plain colors, in lawn and gingham, at 49c. Fine Percale and Madras Shirt Waists, very full blouse fronts, at 75c. Ladies' Shirt Waists, in Corded Madras, French Gingham and Chambray and Pique, at 98c.

Dainty Headwear

The Big Millinery Department is filled with exquisite millinery creations, showing the prettiest and most stylish ideas of Parisian and eastern artists.

Furniture

We have just secured about 5 dozen of the above Rockers by one of those happy chances that only come to buyers who offer for cash, and we can therefore offer you a really fine Oak Rocker at a fraction of what is usually asked for such goods.

Grand Special Sales in the Carpet Department.

The best Sewing Machine ever offered for \$17.50. Complete and perfect in every respect—5 drawers—on sale for only \$17.50. The best Brussels Carpet ever put on sale at \$1.75.

Wall Paper, Paints, Brushes.

Our regular 5c and 6c White Blanks at 4c and 5c. 9 inch Borders at 1 1/2c and 2c yard. Our regular 8c, 10c and 12 1/2c Gilt Borders at 6c, 8c and 10c.

China Department.

- 50c Imitation Cut Glass Fruit Dishes. Fine Decorated Stippled Gold Dishes. 2c Plates. 2c Trenches. 2c Mugs. 2c Cups. 2c Saucers. 2c Teapots. 2c Coffee Pots. 2c Sugar Bowls. 2c Creamers. 2c Butter Dishes. 2c Napkins. 2c Table Linens. 2c Towels. 2c Handkerchiefs. 2c Pocket Squares. 2c Handkerchiefs. 2c Pocket Squares. 2c Handkerchiefs. 2c Pocket Squares.

Hardware, Stoves, and House-Furnishing Dept.

- Hot Weather Specialties: Lawn Mower, 14 inch high when double action, regular \$1.98. Grass Cutters, \$1.50 up. Grass Hooks, solid steel, 10c. Granite Dish Pans, 40c. Granite Tea Kettles, 40c. Granite Stew Kettles, 40c. Granite Coffee Pot, 40c. 3-burner Gasoline Stove, \$2.50. 10 ft. Granite Dish Pans, 40c. Granite Tea Kettles, 40c. Granite Stew Kettles, 40c. Granite Coffee Pot, 40c. 3-burner Gasoline Stove, \$2.50.

Hot Weather Calls for Summer Clothing

The Big Store has taken advantage of the backward season to lay in immense large stocks at advantageously low prices and is prepared to serve you better and cheaper than any house in Omaha in serge, trawlers and alpaca, and all at prices necessarily lower than can be quoted elsewhere.



Men's Summer Suits

- 200 Men's \$6.50 Summer Suits. Men's \$8.00 fine Summer Suits. Men's \$15.00 very fine Summer Suits. Men's very finest Summer Suits that are worth and sold elsewhere up to \$25 here tomorrow \$11.50.

Mothers—Here's Your Opportunity.

It's an exceptional opportunity in boys' Vacation Suits that will appeal at once to every parent in Omaha. Tomorrow morning, at greatly reduced prices, we will place on sale the odds and ends of the great sale that has been going on here for the past two weeks.

Wonderful Old Knee Pants Offers

- Washable Old Knee Pants at 5c, 15c and 25c. 20 dozen Washable Knee Pants at less than half price—all sizes from 3 to 16. 25c, 35c and 50c.

In Our Hat Department.

Special sales on Straw Hats continues Monday, Tuesday and Wednesday. THREE DAYS SPECIAL SALE ON STRAW HATS at the following prices: 10c, 15c, 25c, 35c, 50c, and 75c, worth double.

Special Bargain in Ladies' and Men's Furnishings.

- Men's Neckwear, bows and string ties, all the newest shades for summer, worth 25c, at 15c. 100 dozen men's fine Sample Shirts, in all the newest styles, worth up to \$1.50, at 75c.

Flour is Down.

All the well known brands—Cream, Minnesota 4X, Pure Food, etc., on sale Monday, for per sack, \$1.35.

Cheese, Fruits and Fish

- Full Cream Cheese only 5c. New Family Whitefish, per lb., 25c. Wisconsin Double Cream only 12c. Herkimer Co. Full Cream 14c. Young America, finest make, 12c. Fine Swiss Cheese only 14c. Fancy Ohio Swiss 16c. Imported Swiss Cheese, 6 boxes for \$1.00. Brick Cheese, extra fine 12c. Fancy Limburger 12c. Pinnacle Cheese 12c.

Monday's Big Special on Meats

- Good Salt Pork 5 1/2c. No. 1 Sugar Cured California 6c. Piccol Pigs Feet 6c. 2-pound Pills Lard, any brand 25c. Spiced Pills Lard, any brand 25c. Pickled Tripe 25c. No. 1 Sugar Cured Bacon 25c. No. 1 Sugar Cured Ham 25c.

Special Prices Monday in Our Cracker Department.

- Boda Crackers 6c. Oyster Crackers 6c. Ginger Snaps 7c. Newport Flakes 7c. Bremner's Lunch 10c. Shredded Whole Wheat 11c. Graham Crackers 10c. Custard Crackers 10c. Sultana Fruit Crackers 11c. Animal Crackers 12c. Fine Mixed Cookies 16c.

HAYDEN BROS.