

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, JANUARY 7, 1900.

SINGLE COPY FIVE CENTS.

HAYDEN'S AGENTS FOR THE BUTTERICK PATTERNS, AND PUBLICATIONS.

Plain Facts About Bargains Level-Headed Buyers HAYDEN'S

The policy of the Big Store makes it necessary to close out all winter goods; get the ready cash for them and make room for vast new stocks. All our profits are made before January 1st. Price or profit cuts no figure now.

MAIL ORDERS PROMPTLY FILLED



THE LEADING Dress Goods House Of the West

Over 30,000 styles always on hand, Wholesale and Retail.

MONDAY will be the greatest stock reducing day of all. We must have the room for our Spring Dress Goods—therefore we will almost give away goods.

- All our Jamestown, all our French Novelty, all our Checks and Stripes that sold at 50c and 75c—all will go on this sale at 25c. All our Novelties—all wool Serges, Plaids, etc., that sold at 50c to 75c—will go on this sale at 29c.

LINENS and DOMESTICS

The Linen Sale is now on and many are the bargains leaving this department. Will name prices for Monday, but will not promise you any of these bargains on Tuesday if present crowd of buyers keep coming, for linens are carried away as fast as prices are named.

- Hemstitched Linen Pillow Cases, 45x55, at 25c each—the price of cotton—they will not last long at 25c each. 72-inch wide Bleached Linen Sheet, \$1.81-81-inch wide Bleached Linen Sheet, \$1.25.

Closing Out Millinery

Every dollar's worth of this season's millinery must be closed out. Not an article carried over.

A handsome line of the popular violets at just half price. Closing out the very swell Box Turbans, Pompadours and Street Hats, in all styles, at less than early season prices.

81.50 Black Silk Dress Fronts, 15c.

Furniture

Two carloads of Iron Beds bought last July just arrived. We have saved therefore up to date, three different advances in price on these goods and while they last shall sell them at a proportionately low price.



Also in one car Sideboards—Golden Oak swell fronts at \$11.50 up to \$19.00. One car Dressers and Wash Stands from \$8.50 up to \$15.00.

More Cloaks Sold Last Week Than All the Houses in Omaha Combined

And why? Because our styles are acknowledged the best—our prices acknowledged the lowest, and our stock the largest of any house between Chicago and San Francisco.

Prices Herein Quoted Speak Louder Than Words.

- 75 children's jackets, ages 6, 8 and 10 only—have sold up to \$4.50—closing out at only 1.75. 125 children's jackets, ages 4 to 12—these are some of the very best jackets manufactured—they come in all colors—braided trimmed, large sailor collars—some lined with silk—worth up to \$7.50—on sale at 2.98.

ATTEND OUR GREAT JANUARY CLEARING SILK SALE

We permit no dull season here. January our busiest month for now we clear decks to make room for the largest stock of Spring Silks ever purchased. No sale ever held but that would appear insignificant compared with this great silk sale.

- Fancy Silks at Three Prices--Fancy Taffetas, Poulardes, Brocade Novelties, Plaids, Persian Stripes, Black Brocades, worth 75c, \$1.00, \$1.25, \$1.50 and \$2.00—our prices to clear them out.

The Grocery Department.

- You can make money by buying groceries at these prices. Fancy navel oranges, per dozen 12 1/2c. 10 bars White Russian of Diamond Soap 20c.

Butter Department.

- Fancy country roll butter, only 17 1/2c. Good creamery butter 22c, 23 1/2c and 25c.

Crackers, Etc.

- XXX ginger snaps 4 1/2c. Shredded wheat biscuit 10c. Grape Nuts 10c.

January Muslin Underwear Sale,

100 dozen ladies' fine muslin gowns, full size and extra wide, made to sell for 75c—for a special we will sell them while they last at 39c. Ladies' fine embroidered and lace trimmed gowns at 49c, 75c and 98c.

Big Meat and Lard Sale

- 10-lb. pail best brand Lard 69c. 5-lb. pail best brand Lard 35c. Pickled Tripe 3c.

Special Bargains in Ladies' and Gents' Furnishings.

- Men's heavy wool fleeced lined Shirts at 25c. Ladies' heavy jersey ribbed Vests and Pants at 15c.

Big Sale on Men's and Boys' Caps.

Every style and color, 50c to 75c values, will be sold at 25c. Children's Tam, O'Shanter's and Toques, 25c.

Wall Paper and Paints

Just received, two carloads of Wall Paper. They go on sale this week at 4c per roll and up. The finest selection in the city.

Flannel Department

DARK and LIGHT extra heavy Outing Flannel, sale price 25c yard. 1 lot Embroidered Flannel, regular 50c and 65c, sale price, per yard, 40c.

Bed Blankets

85 pair extra heavy wool mixed Gray Blankets, sale price, pair, 70c. 110 pairs White Wool Blankets, fancy border, regular \$3.00, sale price, \$2.00 pair.

Pianos

Now is your opportunity to purchase a high grade Piano at a very low price. Our prices are lower and terms more reasonable than ever. You will have the largest line of standard makes to select from in the city.

Bargain Wash Goods

Hayden Bros. bought from Wm. Garner & Co., (manufacturers of percales, prints, etc.) all the odd cases in one of their western storeshouses just before invoicing.

Watches and Jewelry

Special after-inventory prices. Fifty Watches, in guaranteed gold filled cases, newest designs, 16 size, 7 jeweled movement, on sale at \$4.95.

Hardware, Stoves and Housefurnishing Dept.

A Whole Car Load of Granite Ware Placed on Sale Monday

Now is your time to lay in a supply, for these goods are going to have a 25 per cent advance in a few days, and yet you never bought them as low as quoted below. Note These Prices:



Special Low Price on All Heating Stoves.

- Oak Heating Stoves, from \$5.95 up. 2-Burner Laundry stoves, No. 8 3.10.

CLOSING OUT

\$1.00 per yard Astrakhan Trimmings at 25c yard. 50c Fur Trimmings, 25c yard. 25c Fur Trimmings, 10c yard.

HAYDEN BROS.

Send Us Your Mail Orders