

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, JANUARY 21, 1900.

SINGLE COPY FIVE CENTS.

The Leading Dress Goods House of the West

Over 30,000 Styles Always on Hand

One more of our grand Clearing Sale on Monday and everybody who attended our last Monday's sale will tell you that goods and prices more than surprised them. While the quantities are smaller than last Monday, the styles are still very good, but the prices in most instances will be much more sweeping.

At 10c we will sell 36-inch Novelties, all shades and black—25-inch Cashmeres, 16 shades, and 500 other styles that sold up to 25c.

At 15c we will sell 36-inch Cashmeres—42-inch Diagonals—42-inch Fancies—38-inch Suitings, etc., and other goods too numerous to mention.

At 25c we will sell Novelties that sold at 50c, 60c, 75c and 90c—42-inch Storm Serges—all wool Coats—Kings, plaids, worth 90c—Debeiges—38-inch Whipperds, etc.

At 50c we will sell you 40-inch all wool German imported silk finished Henrietta—46-inch Serges, 64-inch Homespuns—40-inch Black English Fancies, and several other grades that sold up to \$1.25.

At 75c 54-inch all wool Skirting Plaids, 46-inch 42-inch 40-inch French Vigoreaux, in all the new shades of gray—54-inch Chevots, all colors—Cheeks, worth \$1.25—and about 100 other pieces of winter goods that must be closed out.

At 98c 58-inch Chevots—58-inch Clay Worsteds—40-inch Satin Cloth, with new polka dots, for waists—46-inch Poplin—46-inch Soles, all colors—46-inch Drap 42-inch—40-inch French Novelty Stripes—50-inch Mohairs—46-inch Priestley's Black Dress Goods, sold up to \$1.50 yard—and about 1,000 other weaves that must go on this sale.

The above prices are for Monday only and not one yard of goods sold at these prices can be duplicated on Tuesday. No goods sold to merchants or dealers at these prices.

MAIL ORDER DEPARTMENT—We will fill mail orders for out-of-town customers at the same price we sell the goods over our counters, but we give no samples of the goods on sale as the quantities are limited and are generally closed out on this day's sale.

1.25 500 patterns of 2 yards each in the imported Chevots, Whipperds, Venetians and small checks, and all goods that sold up to \$2.00 yard—all will go.

Black Dress Goods At 49c Black All W of Fancies, worth 75c, 85c and \$1.00.

At 75c 10,000 single Dress Patterns of 6 yards each—Crepons, in heavy—46-inch German Henrietta—French Chevots—50-inch French Serges, and 500 pieces of Black Dress Goods that sold up to \$1.50 per yard. Must have the room for our spring stock.

At 98c 42-inch English Mohair Crepons—44-inch French Whipperds, worth \$1.08—48-inch English Fancies—50-inch Granite Cloth, and about 1,500 other styles that we will close out at 98c.

At 25c all our remnants of French Flannels will be closed out.

At 10c all our imported French Flannels will be closed out.

At 5c per yard we will place on sale 50 pieces of half wool Novelties, fast colors—warranted good goods.

The above prices are for Monday only and not one yard of goods sold at these prices can be duplicated on Tuesday. No goods sold to merchants or dealers at these prices.

HAYDEN'S A Splendid Opportunity TO SECURE SEASONABLE Mid-Winter Goods at Half Price and Less.

Substantial bargains for the thrifty buyer. Not another store in western American can give you such vast assortments to pick from nor make prices anywhere near as low. Agents for the Butterick patterns and publications. Agents for the Reynier Kid Gloves.

Our mail order department is the largest and best equipped in the country. We can fill your order just as well as if you were here in person and save you considerable money.

Furniture January Prices are Always the Lowest—

Buy now. Here is a good Couch, full size, the springs are supported by slats. The Couch is upholstered in a good quality of velour and is a spring edge \$5.50

And considering the recent advance on all such goods it is very cheap. Other Couches \$6.50, \$8.50, \$9.50 and \$10.00.

India Seat, in various colors, at 50c

Wash Goods Dept CALICOES, PERCALES, GINGHAMS, ETC.

MONDAY'S BIG SALE. 200 pieces all new yard wide percales, worth 12 1/2c, the very best styles, spring colors (no remnants), Monday 7c yard.

GRAND CLEARING SALE ON SKIRTINGS. 50c grade all wool moreen, black and colors, Monday only, 27 1/2c yard.

Carpets and Draperies Special cut prices. Wilton Velvet, Oriental patterns, \$1.49.

Jewelry Specials JUST OUT—THEY ARE ALL THE GO.

Big Sale Sheet Music Monday we will sell ten of the latest hits at 15c per copy; regular price 25c.

Grand Lace Sale Monday Our new line of English Torchon Laces now on sale at 2c, 3c and 5c per yard.

Wall Paper and Paints White Blanks, per roll, 3 1/2c.

Great Millinery Sales Closing out all this season's styles at one-third to one-half early season prices.



Ladies' and Children's Hosiery and Underwear

Grocery Department Read these prices: 2-pound pail best brand Lard, 12c.

Canned Goods Dept. Three-pound cans Fancy Lemon Cling Peaches, worth 25c, 17 1/2c.

Flannel Department SPECIAL FOR MONDAY. Extra heavy light and dark Outing Flannel, per yard, 3 1/2c.

Monday's Big Sale on No. 1 Meats Pickled Pigs Feet, 4 1/2c.

The Liveliest Cloak Dept. in Omaha.

Always awake and on the alert in the interest of our many customers. We have in stock at the present time 1,500 Jackets, 1,100 Capes, 347 Suits and 700 Skirts that will be sold at 50c and in many cases at 25c on the dollar.

115 ladies' high class tailor-made suits—silk lined throughout—they are worth \$50.00—on sale Monday at only 14 98

175 ladies' man tailored suits, in Venetian serges and fancy mixtures—all colors, including black, worth \$25.00—Monday for 10 00

119 ladies' suits, made of choice materials—jackets silk lined throughout—skirts percaline lined and interlined—they are worth up to \$15.00, for 6 98

175 ladies' high class jackets—direct imitations of imported models—worth \$25.00, for 10 00

415 jackets, in kerseys, homespuns, Persians and Montanas, nearly all Skinner's satin lined—they are worth \$15.00, for 6 98

375 ladies' jackets, in kerseys and other materials, silk lined throughout, worth \$10.00, for 4 98

275 ladies' Jackets, half silk lined 1.48 Ladies' Silk Finished Percaline Skirts, worth \$1.00, for 25c

Misses' Jackets, worth \$1.00, for 2.48 Ladies' heavy Flannellette Wrappers, worth \$1.00, for 39c

Children's Jackets for 98c Ladies' all wool Flannel Waists, in plain and polka dot, in all colors, worth \$5.00, for only 1.98

500 ladies' Silk and Satin Waists, worth \$12, for 3.50 Ladies' Elderdown Cloaks, trimmed with angora, worth \$1.00, 25c

Ladies' Fur Collarettes, Capes and Jackets at less than half price.

Linens and Domestic

New importations received and now on sale, 2 1/2-yard-long Pattern Cloths, \$1.75 each. Napkins to match, \$1.50 a dozen.

Children's Drawers on sale at 25c

Children's Gowns on sale at 75c

Ladies' fine Gowns at 98c up to 3.98

Specials in ladies' Corset Covers at 15c, 25c and up to .198

Ladies' \$1.00 Corsets on sale at 49c

Ladies' 75c Gowns at 39c

Hardware, Stoves and Housifurnishing Department

Sale Continued for Another Week. If you want to take advantage of these prices you must hurry. We carry the largest stock and the greatest variety of leading stoves in America, such as the M & D, Steel Ranges, the Stewart Cooks and Heaters, the Chamber Oak Cook Stoves and Ranges, the White Heaters, etc.

\$37.50 M & D Steel Range, large 3-inch oven, 4 burners, high shelf, with water front ready to connect, sale price \$37.50

\$28.95 No. 1 Granite Tankless Range, 4-burner, 20-inch oven, with water front, sale price \$28.95

\$20.49 \$25.00 Queen Economy Cast Range, 6-burner, 20-inch oven, made by the Chamber Oak Co., extra heavy, sale price \$20.49

\$19.95 \$25.00 Queen Economy Cast Range, with white enamel interior, 20-inch oven, full tickled, sale price \$19.95

\$15.95 \$20.00 Queen Economy Cast Range, extra large, 20-inch oven—this is a big—full tickled, sale price \$15.95

\$9.95 \$15.00 4-burner Cast Range, 20-inch oven, 4 1/2-inch holes, a very good, honest, plain tickled, sale price \$9.95

SPECIAL CUT PRICE ON ALL HEATING STOVES.

The Big Silk Department

Making away with all surplus stock in our great January Clearing Sale. Such remarkable price cutting quickly does the work.

Extra Values! Extra Values! Extra Values! This Week an Exceptional Week for Extra Values.

EXTRA VALUE IN FINE COLORED SATINS—a most excellent finish, bright, lustrous and all the popular shades—to close out every yard we sell at 33c

EXTRA VALUE IN PLAIN COLORED TAFFETAS—these are all perfect, new and choice shadings—40 pieces that go in this clearing sale at 39c

EXTRA VALUE IN CHANGEABLE SILK—for lining purposes—21 and 24 inches wide—all pretty combinations—strong and serviceable—on sale at 29c

EXTRA VALUE IN BOTH BLACK AND WHITE BENGALINE—10 pieces white and 15 pieces black—these are very latest styles—for entire waists or trimmings—worth \$1.25—on sale at our clearing price, 75c

EXTRA VALUE IN FINEST CREPE DE CHINE—in cream and pure white—the popularity of this beautiful fabric is unquestioned—only sixty pieces left—worth \$1.50—must go quickly at 75c

EXTRA VALUE IN NOVELTIES AND FANCY WAIST SILKS—remember these are all our own high grade stock and in order to close out, your choice of over 175 styles worth up to \$2.00 for 75c

EXTRA VALUE IN BLACK AND SEAL BROWN SKINNER'S SATIN—full 36 inches wide and the best wearing—sold everywhere at \$1.50 and \$2.00—here to close out at 1.00

THE STANDARD OF HAYDEN'S BLACK TAFFETAS are known everywhere. There are few as good and none better. We underbuy and undersell everybody in black taffetas.

EXTRA VALUE IN BLACK TAFFETA—45-inch, worth 75c, for 49c

EXTRA VALUE IN BLACK TAFFETA—27-inch, worth \$1.00, for 75c

EXTRA VALUE IN BLACK TAFFETA—36-inch, worth \$1.50, for \$1.09

EXTRA VALUE IN OUR BEST FRENCH PURE DYE DRESS TAFFETA—the best and highest grade made—our regular \$3.00 silk—clearing out 10 pieces at only 1.75

EXTRA VALUE IN BLACK PEAU DE SOIE—full 27 inches wide—all silk and a true bargain—worth \$1.50—will close every yard at only 98c

We are showing all the new spring shadings in the latest waist silk in hemstitch stripes.

We are showing the latest Pleuse Silk for waist trimming, in white or black.

We are showing some new ideas in imported Grenadines that are the finest ever shown in Omaha.

Our new shades of Winslow Taffeta for spring are here. You know this is the widest and best wearing silk. Everybody is buying Winslow Taffeta for pleatings and pleatings are the style. Other stores have other taffetas, but we have the Winslow.

A FEW DAYS MORE AND THEN THE NEW FOULARDS.

Last week our mail order business was immense. The people know that when we advertise we have the goods. This sale holds good until Thursday for out-of-town people. You are bound to be pleased, as a trial order of some special mentioned above will convince you.

Grand Book Sale

All the New Books at Publishers' Prices

David Harum, Janice Meredith, Richard Carvel, When a Knighthood was in Flower—at 25 per cent less than publishers' price.

Chamber's Encyclopedia —in 12 vols. only 3 15 —12 vols.—worth —worth \$12 4 35

Sets on Sale Thackeray, complete; McCauley, Dickens, Irving, Eliot, Hugo, and several other of the works of the greatest authors at one-half regular price.

All Bibles and Prayer Books at One-half Reg. Price A Full New Line of Fancy Stationery on Sale Carter's Best Black Ink 1c

Just received—5,000 new novels—regular price 25c—on sale at 7 1/2c

The Oxford gilt top 12 mo books, worth 50c, on sale for 18c

HAYDEN BROS.