

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, APRIL 8, 1894—TWENTY PAGES.

SINGLE COPY FIVE CENTS.

HAYDEN BROTHERS' GREAT APRIL COUPON SALE.

Watch for the Bazaar Sale This Week.

As we are ourselves larger, mightier, stronger than ever, so shall we make this sale. The generous offerings, the power of lowered prices, in fact the towering superiority of our value giving in this sale over all others, cannot fail to attract a multitude of buyers.

Mail Orders

At prices quoted below while goods last.

ANNOUNCEMENT.

Our Mr. Joseph Hayden has just returned from Chicago, where he purchased the entire general dry goods stock of the West End Bazaar on Madison street.

This is an immense stock, and it will contain thousands of bargains in all kinds of dry goods, dress goods, notions, domestics, furnishings and a splendid line of summer underwear.

Watch for particulars, which will be announced as soon as stock is in shape to go on sale.

HAYDEN BROS.

CLOAKS.

Now that the season has fairly begun, have you considered, or decided, as to the style of wrap you will wear?

We submit a few items for Monday's sale that we are pleased to say are of such merit that you cannot afford to pass them, as true worth is indelibly stamped on every article, as soon as you see them, so don't forget this department Monday.



LADIES' JACKETS. In all wool cloth, tan, brown and navy, \$2.49. In very good black cloth at \$2.75. In better cloth, tan and navy, at \$3.25. In black clay worsted, chevot, etc., from \$1.50 up.



LADIES' CAPES. Two specials that are unmatched anywhere: \$3.98. One is of navy all wool cloth with trimming of white or black wool inserting, making a very attractive and elaborate garment, \$3.98. \$4.89. The other is in tan, black, brown and navy. In a style and cloth that is beyond anything we ever showed for anything near the price, \$4.89. CHILDREN'S REEFERS AND JACKETS. In the small sizes, 2, 3 and 4 years, we are showing goods never approached by any house for beauty and price. Nothing in the city like our \$9c, \$1.25, \$1.68, \$2.25, \$3.25 garments. The larger sizes, 4 to 12, at \$8c, \$1.25 up to \$2.75, in a good variety of cloths and all the leading shades. WRAPPERS AND WAISTS. No one will permit of lengthy description and it is entirely unnecessary. As we have the largest line and biggest variety at the lowest prices ever shown in the west. Best print wrappers, 75c and 95c. Sateen waists, 95c.

DRESS GOODS DEPARTMENT.

Monday we will have some Choice Bargains for You.

Bargain No. 1. 7 YARDS, Full Dress Pattern, 88c.

This lot is a work of art in weaving as most of the patterns have the two tone effect and raised flowers. We have them in plain effects as well. All the new and leading shades. Just what you have been looking for, for a spring dress.

Bargain No. 3. 7 YARDS, Dress Pattern, \$2.45.

This lot contains a large assortment, and is made up of some of the latest novelties of this season's goods. All are from the great brokers' sale. Each piece is worth three times what we ask for it. Seeing is believing. Call early and see for yourself.

Bargain No. 5. 7 YARDS, Pattern, \$3.43.

BROAD CLOTHS.

Full 54-inch wide in dark and light brown, greens, scarlet, cardinals; four shades of present slate, tan, fawn, mode and blues. Reduced from \$1.25, \$1.35 and \$1.50 to 90c.

BLACK DRESS GOODS.

Whip Cord—Reduced from \$1.25 to 85c. Serges—Reduced from 75c to 43c. Henriettas—Reduced from 85c to 57c. Warranted all wool and 40 in. wide. Ask to see our Black Novelties and Plain Black Dress Goods at 25c.

WE DID IT.

Saturday we sold the immense quantities of goods we expected to and which we said we would. It didn't take any skill on our part to sell these Ladies' and Gents' Furnishings.

The prices did the work, and all we had to do was to hand the goods out. We have just received two stocks of ladies' and gents' furnishing goods purchased at a fraction of their value. Below are the prices that did the work.

We have put on an extra force of help working night and day, getting ready for this immense sale. No matter how low the prices may be, you get coupons with every purchase. Costs and rare gifts are now on display.

Shirts. It will be a good time to buy shirts. At 12 1/2c fancy shirts worth 25c. At 20c fine percale shirts worth 50c. At 50c, this is where we have got too many. In this lot will be found shirts worth 75c to \$1.50.

The Greatest Sale of Ladies' and Children's Hosiery on Record. At 5c, ladies' fast black cotton hose, worth 10c. At 12c, ladies' imported hose, Hermsdorff dye, worth 25c.

A Landslide in Ladies' Vests. At 2c, ladies' ribbed vests, worth 10c. At 5c, ladies' ribbed vests, worth 15c. At 12 1/2c, ladies' ribbed vests, worth 25c.

Millinery. There is but one opinion expressed by the numbers who visit our millinery parlors every day—that for elegance, reduced taste, reasonable accuracy and low prices we are at the top.

Our Cracker Department. We can sell you crackers cheaper than anyone in Omaha. Why, because we handle the entire make of one of the largest cracker factories in the country. Soda, oyster, butter and lemon creams for 5c per pound. Glazer snaps, sugar cookies, frosted creams and milk crackers all at 7 1/2c; it will pay you well to buy your crackers at Hayden's.

Our Spring Stock of Silks Is Complete

We show an assortment which, in point of variety, beauty and intrinsic worth, is not surpassed, if indeed it be equalled, west of New York. We always lead and under no circumstances or conditions will we be undersold.

The following offerings are culled from the many we have, and are indicative of what you can find here in new productions:

- 22-inch Plain Black China Silks, worth 40c, for 25c Yard
22-inch Black Brocade India Silks, worth 75c, for 49c
27-inch Black Japan Silks, worth 75c, for 59c

Specials in Black Silks.

- 22-inch Plain Black China Silks, worth 40c, for 25c Yard
22-inch Black Brocade India Silks, worth 75c, for 49c
27-inch Black Japan Silks, worth 75c, for 59c

We carry the largest assortment of Black Silks in the west, and can show you any kind desired at prices which will please you. Give our Silk Department a call before you purchase Silks anywhere.

NOTION DEPT.

You will always find big, reliable bargains at this department, and you will also find all staple notions for a little less than any other house in the country.

- Corset Steels 2 pair 5c.
Tooth Brushes 2 for 5c.
Pins, No. 3, 2 pkgs. 5c.
Fine Combs 2 for 5c.
Rick Rack 3 bunches for 5c.

LACES! LACES!!

This is the biggest lace season ever known, and we are fully prepared for it. The largest stock in the city and the lowest prices. 8-INCH LACE FOR 10c PER YARD. Laces for dress trimmings from 5c UP.

All the latest colors in bands, insertings, edges, etc.

SILK TIES.

We have a few of those elegant Windsor ties left to be closed out Monday at 15c.

BOOKS.

500 elegant cloth-bound books at 18c. Lot novels, 10c and 19c. Tablets, 3c, 5c and 7c. Envelopes, 3c pkg. Mucilage, 2 1/2c bottle.

SPRING HATS.

We are showing the most popular shape of the season, both in stiff and soft hats. The Pearl Alpine with black band, \$1.75. Ladies' genuine diamond rings, solid gold, 95c, worth \$2.50.

CARPETS.

We have just received a large consignment of very fine all wool extra super carpets, and will let them out a few days for 50c per yard. This is the greatest bargain in this class of goods ever offered to the people of Omaha.

DRUGS.

Mothine balls, 12 1/2c pound. Warner's Sarsaparilla, 75c. Warner's Safe Cure, 95c. Duffy's malt whisky, 85c. Indian Sarsaparilla, 75c. Curetine Resolvent, 75c. Carter's Little Liver Pills, 25c. Dr. Hirsch's catarrh powder, 40c. Petroleum Jelly, large bottle, 75c. Ammonia, large bottle, 75c. Dr. Pierce's medical discovery, 75c. Dr. Pierce's favorite prescription, 75c. Have your prescriptions filled at Hayden Bros'. They are lower than anywhere else.

MUSIC DEPARTMENT.

Do You Want a Piano?—We Sell the Best.

The world renowned CHICKERING. We have various other good makes. Every instrument fully guaranteed. A FEW BARGAINS TO CASH BUYERS. 4 pianos of 3 different makes, purchased as SAMPLE PIANOS, to cash buyers we will sell any one of these different instruments at FACTORY PRICES.

MEATS.

Read these prices and see whether Hayden is in or not. Bacon 20 per pound; this is a California cut bacon and is very nice; boneless ham, 7 1/2c; sugar cured No. 1 ham, 9c; Boston long cut ham, 6 1/2c; sugar cured California ham 7 1/2c; fresh link sausage, 7c; sparer ribs, 6c; Bologna, 3 1/2c; head cheese and liver sausage, 5c; Frankfurt, 6 1/2c; corned beef, 5c; this is an extra family plate beef, it is fine; don't buy hard until you see what we are selling it at! Cudahy's, Swift's and Hammond's 3-pound cans best hard, 25c, 5-pound cans, 45c, 10-pound cans, 91c.

GLASSWARE.

A full car load of glassware just in, consisting of every thing in the glassware line. Gold hand initial glasses, any initial you want. These glasses are the very finest flint blown glass. They are cheap at \$1.50 per set, and some dealers ask as high as \$2.00 for them. Our price Monday is 50c per set.

BUTTER IS DOWN AGAIN.

Country butter, 9c, 11c, 12 1/2c, 14c and 16c. Separator creamery, every one knows what kind of butter this is; at Hayden's you can buy it for 20c.

FURNITURE.

ROCKERS.

You will need a few new rockers this spring. The latest things in mahogany, white maple and oak, upholstered in brochette, silk tapestry and plush, are to be found in endless variety in our furniture department. These goods are now marked to sell at the prices which have already made this department famous, for the BEST at the LOWEST figure possible.

ROCKERS.

This carriage is full size, has 4 steel springs like cut, face edge parabol, bicycle wheels; body is made of cane and is well upholstered; PRICE \$6.50. This is the best carriage on the market today at any price, such as this. We have another carriage with the same gear, only a little cheaper upholstery, at \$5.50.



BED ROOM SUITS.

All-oak French Bevel Plate Mirrors at \$15.00, \$17.50, \$18.50, \$20.00. All full size beds and all first-class goods. Suits from \$15.00 up to \$65.00.

EXTENSION TABLES.

Endless variety 6-feet—\$12.50, \$14.25, \$5.50, \$6.50; 8-feet at \$5.00, \$7.50, \$8.50, \$9.50.

SIDEBOARDS.

All-oak, at \$11.50, \$14.00, \$16.00, \$17.50, \$18.50, up to \$15.00.

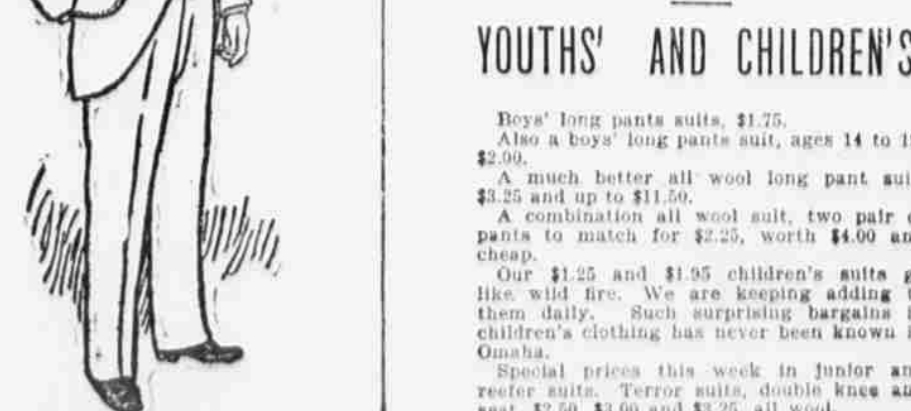
A WORD ON CLOTHING.

We are entitled to a few words of high praise for this department this spring. The people who have visited this mammoth new department within the past month are aware of the complete rejuvenating it has undergone. We have put in an immense line of Men's Youths' and Children's Clothing, direct from the factories. They are all new and right in fashion. You don't have to pay us anything for the STYLE. We throw that in with the suit.

MEN'S SUITS.

We have the new long-cut coats in sacks and cut-aways, trimmed and made up in the latest style and best grade of trimmings. Then we have the plain, every-day, honestly-made suits. You will notice by the name on the hanger that they are made by the most reputable factories in America. All we ask you is the factory price in any sale. But in this sale we have taken a slice off the factory price, just to advertise the department.

A good, serviceable men's suit on Monday at \$3.75, worth \$6.00. Our leader for this week is our \$4.75 suit. We can easily get \$5.50 and \$10 for these but we are offering a limited number of this lot at \$4.75. In higher grades we can sell a suit for \$10 that clothing stores ask \$18 and \$20 for. They don't ask too much for they are worth every cent of it. See them this week for \$10. It will be necessary to see our \$7.50, \$8.50, \$9.75 and \$10 suits before you will believe that you can get the latest styles in spring suits for \$10. A combination all-wool suit, two pair of pants to match for \$2.25, worth \$4.00 and cheap. Our \$1.25 and \$1.95 children's suits go like wild fire. We are keeping adding to them daily. Such surprising bargains in children's clothing has never been known in Omaha. Special prices this week in Junior and senior suits. Terror suits, double knee and seat, \$2.50, \$3.00 and \$3.25, all wool.



YOUTHS' AND CHILDREN'S.