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SINGLE COPY FIVE CENTS.



Grand Triumphant March of Santa Claus and His Cohorts.

On Monday, at 1 o'clock sharp, the Great King of Elfs, attended by his numerous troupe of Brownies and Fairies, will start his magnificent Entry Parade to his Omaha headquarters.

The splendor and gorgeousness of his display and of his vast array of retainers will far surpass the efforts of any of his earthly imitators, even the famous Barnum or the knightly King of Ak-Sar-ben.

Drawn by his six immortal, high-spirited Arabian horses, led by his great Elfin band playing fairy music and followed by vast caravans from the Far East loaded with the treasures he intends to bestow on his faithful subjects in the West, Santa Claus will parade the streets of his capital city, Omaha.

The line of march of the Christmas King: At 1 o'clock sharp the procession starts from 16th and Dodge, goes south to Douglas, then east to 12th st., south to Farnam, west to 16th st., north to Cuming, west to 24th st., north to Lake, east to 16th st., south to California, west to 24th st., south to St. Mary's avenue, west to 27th st., south to Leavenworth, west to Park avenue, south to Woolworth avenue, Woolworth avenue to Leavenworth, Leavenworth to 16th st., and thence

To HAYDEN BROS.,

His Grand Palatial Headquarters for Christmas, 1895

The Grandest, Greatest, Most Colossal Street

Parade ever attempted in the West.

Our Silk Department

Offers a few Suggestions in regard to Christmas Presents. For Father Pongee silk makes an elegant, comfortable night shirt that launders beautifully, and practically never wears out, 27-inches wide, natural pongee, we sell for only 25c yard.

For Mother A black silk dress makes a present that for utility and beauty nothing can excel. We have an assortment of them unequalled in this country, and we give an absolute guarantee on every black silk we sell.

For Daughter One of our handsome patterns of novelty silk for a waist or dress will make her happy until next Christmas. One thousand patterns to select from at prices to suit any purse.

For Son You can find some beautiful silks here that with the expenditure of a few cents and a little time you can make him some neckties that will be handsomer than any ready-made ones.

For Auntie We have some very pretty silks to make her a nice waist at very moderate prices indeed.

For Grandma We have some black silks that will make the old lady an apron that would please her for some time to come.

BLANKET DEPT.

We have several special bargains in all wool blankets for Monday. Eighty soiled some of them and all extra value.

Special \$3.50 blankets at \$3.95; a great bargain. Extra heavy wool mixed blankets, \$1.50. Silver gray wool blankets, \$1.95. Extra size white wool mixed blanket at \$1.75.

White cotton blankets at 40c, 50c, 75c, \$1.00, \$1.25. Gray cotton blankets, 50c, 75c, 85c, \$1.00, \$1.25. White California blankets at \$5.00, worth double.

These are a few of the many excellent values; come in and see them. We have by far the largest and best assorted stock of blankets to be seen anywhere.

House Furnishing Goods

GREAT DINNER SET SALE. We have 1,000 to 1,500 different kinds, styles and price Dinner Sets we are going to sell between this and Christmas. If you are contemplating buying a Dinner Set now is your time.

Dress Goods

What is better for a Christmas gift than a dress pattern? Nothing. Our dress goods department has provided for all classes. Monday we will offer a few specials. \$1.00 will buy 35-inch chamelon dress pattern, 8 yards dress pattern.

Navy Blue Serges Monday we are going to make a few prices in this department that will make all former efforts look insignificant. All goods and all prices guaranteed.

Black Dress Goods Department

SPECIAL FOR MONDAY. 50-inch mohair cheviot, wide wale, worth \$1.00, for 90c. 50-inch imported French serge, wide wale, worth \$1.00, for 90c.

Cloaking Dept.

54-inch cardinal astrachan, worth \$4.00, for \$2.25. 54-inch black astrachan, worth \$4.00, for \$2.25. 58-inch boucle cloaking, worth \$3.00, for \$1.25.

HARDWARE.

SKATES. We have received 1,500 pairs of good all Steel Lock Skate, such as are usually sold for 75c, we will sell them as long as they last for 75c.

SKATES. We can sell you a fine Hardened Steel Runner, Steel Foot and Heel Plate, the very latest patent lever fastening, nothing better made of this style, worth \$1.50; we will sell them for 75c.

Here is a beauty and good enough for anybody: A full Nickel-Plated, Solid Steel Runners, Russet Leather Heel Caps; they are worth in a regular way \$1.50; our price, 75c. Here is a beauty and good enough for anybody: A full Nickel-Plated, Solid Steel Runners, Russet Leather Heel Caps, latest Patent Lock Lever; the regular price for this grade of skates runs from \$2.50 to \$3.00; we will sell them as long as they last for \$1.25.

SELLING JOHN BAUMER'S JEWELRY AT BANKRUPT SALE.

Everyone talks of the excellence and variety of the stock. John's penchant, the collection of the latest and the best in the Jewelry line wrought his fall. The creditors turned to us and the entire stock was secured at a way down cash figure. Never was a more opportune purchase made. This magnificent line is on sale at 1/3 Jewelers prices. They would find buyers at a much higher figure, but the entire stock must go at once.

HURRAH For the Holidays!

Special sale on holiday goods all week, with new bargains added every day.

FANCY GOODS DEPT. ASSORTED NOVELTIES. Hair receivers, beauties, silk lined, 25c. Catch alls, 25c and 35c.

CELLULOID NOVELTIES. Photograph frames, 35c and 50c. Photograph frames, 45c and 50c. Photograph frames, 75c and \$1.00.

FANCY NOVELTIES. Silk head rests, 45c, 75c and \$1.00. Fancy sofa pillows, 45c, 75c and \$1.50.

STAMPED LINENS. Dollies 25c. Center pieces, 40c, 50c and 75c. Stand covers, 25c, 45c and 75c.

PIPPES. Just the thing for fathers, brothers, etc. The finest merchan pipe, \$1.50 to \$3.00. Solid gold trimmed briar pipes, \$2.98.

SILK HANDKERCHIEFS. Elegant fancy silk handkerchiefs, each, 12c. Elegant fancy silk handkerchiefs, each, 15c. Elegant fancy silk handkerchiefs, each, 25c.

LADIES' FUR CAPES



We have decided to give everyone an opportunity to secure a handsome Christmas gift that will combine comfort, style and satisfaction, and to that end we will place on sale Monday morning our entire stock of fur capes at prices cut in two.

One lot of astrachan capes, plain, or with martin or thibet fur trimming, 30x100, formerly sold from \$18.50 to \$25, now \$15.90. One lot of electric seal capes, plain or with martin or thibet fur trimming, 30x100 and 35x110, formerly sold at from \$30 to \$45. All to be closed at \$25.



Christmas Candies. Chocolates, bon bons, caramels. Don't forget that we have the finest French candies, crystallized fruits, chocolates, etc. A box of our delicious candies would be as nice a present as any one could give.

Holiday Books.

We have the finest, largest and cheapest line of Holiday Books in Omaha. We can give you an assortment of nearly one hundred thousand titles to choose from.

The Babes in the Woods, Three Bears, My First Alphabet, Jack and Bean Stalk, Diamonds and Toads, Three Little Pigs, Old Woman Who Lived in Shoe, Little Boopie, Old Mother Goose, Five Little Pigs, etc., your choice for 10c each.

Letting Down The Prices.

All Next Week You Can Save 50c on Every Dollar in Every Department.

Coffee Department. High grade Mocha and Java, 30c. Best Golden Rio Coffee, 25c. Rio Coffee (fresh roasted), 20c. Broken Coffee, 12 1/2c, 15c and 17 1/2c.

Flour Department. Minnesota best XXXX Flour only, 95c. Cream Flour (best flour made), 95c. Hayden's Best XXXX Superlative, 95c.

Soap Department. Laundry Soap, any brand, bar, 30c. Pure Glycerine Toilet Soap only, 25c. Castle Soap worth 50c only, 25c.

Tea Department. Ambrosia tea worth 70c, for 35c. 60c tea, any kind, 35c. Choice Japan tea, any kind, 25c.

Hats, Caps, Etc. Being overstocked on Men's and Boy's heavy Caps we cut prices in two.

SPECIAL ATTRACTION

FOR THIS WEEK IN HAYDEN BROS.' BOYS' AND CHILDREN'S CLOTHING DEPARTMENT.



The old saying, Christmas comes but once a year, but when it comes it brings good cheer, will prove no exception to the rule this year. We purpose making the boys happy. Tomorrow morning we will begin to give away with each pair every Boy's Suit, Overcoat or Reifer Coat, an elegant pair of Steel Skates, in all sizes.

MONDAY WILL BE SANTA CLAUS DAY! WILL BE PROVISION DAY ALSO!

BUTTER, EGGS. Strictly fresh eggs, 17c. Strictly first-class country butter, the best made, 15c.

FRUITS AND NUTS. We have fancy mixed nuts, five kinds, 12 1/2c. Fancy lemons, 15c. Oranges, 12c.

MEATS AND LARD. Salt pork, 10c. Pickle pork, 10c. Sugar cured bacon, 10c.

Dried Fruit. Large Raisins, very fine, only, 25c. Valencia Raisins, 25c.

Canned Goods. Can Baked Beans only, 3 1/2c. 2-pound cans Sugar Corn, 5c. 2-pound cans String Beans, 5c.

HAYDEN BROS' SANTA CLAUS HEADQUARTERS