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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. Strictly pure all wool blankets at \$2.50 in grays, browns and white. Special, 44-50 blankets slightly soiled for \$2.50. Special \$5.50 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. Bed comforts, 50c, 75c, 95c, \$1.00, \$1.50, \$1.95, \$2.25.

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. A 100-piece finely decorated on best English granite, in brown, blue and natural, price \$12.00, our sale price \$5.95. A 100-piece semi-royal porcelain Dinner Set, finest French decorations, with filled-in colors, price \$18.00, our sale price \$9.75. A 100-piece Cabald blue on Persian ground, in under-glazed finish, with festoon edge plates; price \$20.00, our sale price \$10.00. A 100-piece fine china Dinner Set, very fine French decoration, Louis XIV. shape, stipple gold finish; price \$30.00, our sale price \$15.00.

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. \$1.00 will buy a 35-inch 1/2 wool cashmere, 8 yards dress pattern. \$1.00 will buy a 35-inch Jacquard figure, 8 yards dress pattern. \$2.00 will buy a dress pattern of 35-inch all wool serge, 8 yards to the pattern. \$2.00 will buy a 46-inch all wool imported henrietta, 7 yards to the pattern. \$3.50 will buy a 7-yard pattern of the best 48-inch French serge in Omaha. \$3.50 will buy a 7-yard pattern of the best 48-inch storm serge in Omaha. \$3.50 will buy a 7-yard pattern of a 48-inch mohair cheviot. \$3.50 will buy the noblest thing in novelties shown this season.

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 50c. 50-inch imported French serge, wide wale, worth \$1.00, for 50c. 48-inch storm serge, the best value in Omaha, for 90c. 38-inch all wool imported French Jacquard, worth 50c, for 25c. For 75c the yard Monday we will show the largest line of black novelties west of New York.

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. 58-inch beaver cloaking, black and navy, worth \$2.50, for \$1.25. 58-inch combinations of green and black, red and black, brown and black, worth \$4.00, for \$2.50. 58-inch all wool ladies' cloth worth 50c for 25c.

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.

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.

We can sell you a very fine full Nickel-Plated Club Skate, Patent Lock Lever, such as is ordinarily sold for from \$1.50 to \$2.00; our price \$75c.

Here is the finest thing we have, a full Nickel-Plated, Polished Edge, Solid Welded Steel Runners, Steel Foot and Heel Plate, Patent Lock Lever Skate. This is a beauty and as good as anybody sells for from \$2.50 to \$3.00; we sell them this week for \$1.50.

Here is a beauty and good enough for anybody: A full Nickel-Plated, Solid Steel Runners, Russel Leather Heel Caps, latest Patent Lock Lever; the regular price for this grade of skate 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. "Big sales, not big profits," is the motto of the Jewelry Department. Watches and Clocks at 1/2 usual prices. Thousands of ornaments at bankrupt prices. It is impossible to mention many prices. We give a sample item or two: Solid Silver Chatelaine Watches, Stem wind and set, fine jeweled movement; Baumer's price, \$8.00; bankrupt price, \$2.25. Pearl Opera Glasses, Baumer's price, \$8.00; bankrupt price, \$3.50. Opera Glasses, Baumer's price, \$2.50; bankrupt price, \$1.50. Sterling Silver Thumbies, Baumer's price, 50c; bankrupt price, 30c. Hundreds of Solid Gold Pearl Handled Pens, from 50c up. An unsurpassed opportunity to buy a splendid Holiday present at one-third price.

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. Catchalls, 25c and 35c. Rose jars, fancy enameled, 25c. Jewel cases, fancy silk lined, 25c. The newest novelty, a fancy paper weight with case and photograph holder, 25c.

CELLULOID NOVELTIES. Photograph frames, 35c and 50c. Photograph frames, 25c and 35c. Photograph frames, 45c and 50c. Photograph frames, 75c and \$1.00. Handkerchief cases 25c and 50c. Jewelry boxes, 15c and 25c. Hair pin boxes, 15c. Work boxes, 25c and 50c. Glove boxes 25c and 50c.

FANCY NOVELTIES. Silk head rests, 45c, 75c and \$1.00. Fancy sofa pillows, 45c, 75c and \$1.50. Fancy Japanese drapes, 25c and 50c. Fancy Japanese piano scarfs, 87c and 95c. Fancy silk drapes, 25c, 50c, 75c and \$1.00. Fancy piano scarfs, \$2.25, \$3.00, \$3.50 and \$4.00. Fancy velours piano scarfs, \$2.75, \$3.00, \$3.50 and \$4.00.

STAMPED LINENS. Dollies 25c. Center pieces, 4c, 8c, 10c and 15c. Stand covers, 25c, 45c and 75c. Dresser scarfs, 25c, 50c, 63c and 75c.

Just the thing for fathers, brothers, etc. The finest mercurian pipe, \$1.50 to \$3.00. Solid gold trimmed briar pipes, \$2.98. The largest and finest line of fine white silk initial handkerchiefs at 25c in the country. The old fashioned Dutch pipes, 25c, 50c and \$1.25. Fine briarwood pipes, 25c, 50c and \$1.00.

SILK HANDKERCHIEFS. Elegant fancy silk handkerchiefs, each, 9c. Elegant fancy silk handkerchiefs, each, 12 1/2c. Elegant fancy silk handkerchiefs, each, 15c. A 75c silk handkerchief for 25c. The largest and finest line of fine white silk initial handkerchiefs at 25c in the country. Fancy embroidered handkerchiefs 15c, 25c and 50c, worth three times the amount.

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 \$15.00. One lot of electric seal capes, plain or with martin or thibet fur trimming, 20x100 and 35x110, formerly sold at from \$30 to \$45. All to be closed at \$25.

One lot of astrachan capes, formerly sold at \$25.00, \$19.50. One lot of genuine Persian lamb capes, sold by other dealers at from \$75 to \$100. Our price \$37.50. This is a Christmas offering of 50c on every dollar invested in these capes.

CELLULOID NOVELTIES. Photograph frames, 35c and 50c. Photograph frames, 25c and 35c. Photograph frames, 45c and 50c. Photograph frames, 75c and \$1.00. Handkerchief cases 25c and 50c. Jewelry boxes, 15c and 25c. Hair pin boxes, 15c. Work boxes, 25c and 50c. Glove boxes 25c and 50c.



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. Send your orders by mail. They will be filled same as if you were here yourself. Made fresh every half hour.

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.

We quote you a few prices: The Babes in the Woods, Three Bears, My First Alphabet, Jack and Bean Stalk, Diamonds and Tods, Three Little Pigs, Old Woman Who Lived in Shoe, Little Boopie, Old Mother Goose, Five Little Pigs, etc., your choice for 10c each.

BOUND BOOKS. Pleasant Pictures, Patty and Her Pitcher, Pretty Polly, Happy Thoughts, Sparkles of Joy, Baby Boys Books, etc., all go at 5c each. Pearls for Children, Pictures and Prattle, Sunbeams in Print, Chats for Little Folks, Our Pet Picture Books, etc., all go at 8c each.

Picture Lessons for Little Folks, Playtime Primer, etc., all go at 10c each. Mischievous Mother Goose Melodies, Favorite Rhymes and Chimes, A B C Book, all Mother Goose Books, Santa Claus' Ride, Kris Kringle Fireside Tale, Precious Pictures from the Bible, Happy Holidays, Rainbow series, etc., all go at 15c each. 500 different titles of elegant 25c specialties in Books.

All of E. P. Row's works, 85c each. Louise M. Alcott's works, 85c each. Augusta Evans Wilson's works, \$1.95 each. Dickens Complete works, 15 vols., only \$4.50.

Shakespeare's Complete works, 95c. Oxford Bibles, teachers edition, \$1.98 up. Catholic Prayer Books, 25c, 50c, 75c and \$1.00. Episcopal Prayer Books, 75c, \$1.00, \$1.75 up. The finest and largest line of Prayer Books and Bibles in the city, also the cheapest. Come to us for bargains in Books.

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. Valley Lily, White Siftin or any other brand, sack, 95c. Good Flour for 50c, 60c and 70c sack.

Soap Department. Laundry Soap, any brand, bar, 30c. Pure Glycerine Toilet Soap only, 25c. Castle Soap worth 5c only, 25c. 1776, Soapine, etc. 3c; Sapoline, 5c. Rubbing Maker only, 5c. Scrubbing Lye, worth 10c, only 2 1/2c.

Tea Department. Ambrosia tea worth 70c, for 35c. 60c tea, any kind, 35c. Choice Japan tea, any kind, 25c. Good Japan tea, 15c. English breakfast tea, 28c. Warranted to please the most particular taste.

Imported chow chow, 15c quart. Imported mixed pickles, 15c quart. Imported small pickles, 15c quart. Imported sweet pickles, 15c quart. Imported sauer kraut, 5c quart.

Hats, Caps, Etc. Being overstocked on Men's and Boy's heavy Caps we cut prices in two. 50c for Men's heavy Storm Caps, worth \$1.00 to \$1.25. 25c for Men's heavy Storm Caps, worth 50c to 75c. 50c for Boys' heavy Storm Caps worth \$1.00. 25c for Boys' heavy Storm Caps, worth 75c.

95c for all the leading styles of Men's fine Fur Derbys and Edwardes, in black and brown, worth \$1.50 to \$2.00. 85c for Men's fine Fur Soft Hats, worth \$1.50 to \$2.00.

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 cap every Boy's Suit, Overcoat or Reefer Coat, an elegant pair of Steel Skates, in all sizes.

Children's 2-garment double-breasted, Suits, 6 to 15 years, in strictly all wool chevrons, absolutely dependable quality, built for wear as well as for looks; \$3.00 values Monday for \$1.75.

Children's very fine 2-garment, double-breasted Knee Pants Suits, in the very finest fabrics of fancy worsted and silk mixtures and imported chevrons, made and trimmed in

the very latest style, any color you may want and all them regular \$6.50 and \$7.50 Suits, Monday and all week for \$4.50.

Children's Reefer Suits, ages 4 to 8 years, absolutely all wool—newest and noblest patterns of the season, and all of them regular \$5.00 Suits, Monday for \$3.75.

Boys' and Children's Ulsters, sizes 7 to 19 years, of extra heavy cashmere, chinchilla and all wool fuzee, cut very long, with big storm collar to reach up over the ears. Why pay to other stores \$3.00, \$10.00 and \$12.00 for them when Hayden Bros.' price is only \$4.50 and \$6.00.

Children's Junior Suits, ages 3 to 7 years, every Suit warranted pure wool, very neatly trimmed Suits in handsome dark and medium effects, sold earlier in season for \$5.00 and \$6.00; Monday for \$3.50 and \$4.50.

MONEY 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. CHEESE. Full cream cheese, 7 1/2c. Young America cream, 10c. Brick cheese, 12 1/2c. Swiss cheese, 12 1/2c. FRUITS AND NUTS. We have fancy mixed nuts, five kinds, 12 1/2c. Fancy lemons, 15c. Oranges, 12c. Finest currants, cleaned, 25c. Figs and dates, 15c. MEATS AND LARD. Salt pork, 5c. Pickle pork, 5c. Sugar cured bacon, 8c. Gremlin Carrant, cleaned, 25c. California hams, 10c. 3-pound cans best lard, 24c. 5-pound cans best lard, 40c. 10-pound cans best lard, 75c. Dried Fruit. Large Raisins, very fine, only 25c. Valencia Raisins, 25c. Cleaned Currants, 25c. Seedless Raisins, 25c. Seedless Raisins, 25c. Imported Seedless Raisins, 25c. Large California Peaches, 50c. Large California Peaches, 50c. Large California Prunes, 75c. Large California Pears, 75c. Large California Apples, 75c. Large Evaporated Apples, 75c. Canned Goods. Can Baked Beans only, 3 1/2c. 2-pound cans Sugar Corn, 5c. 2-pound cans String Beans, 5c. 2-pound cans June Peas, 7 1/2c. 3-pound cans Tomatoes, 8 1/2c. 3-pound cans Green Gage Plums, 8 1/2c. 3-pound cans Egg Plums, 8 1/2c. 2-pound cans Golden Drop Plums, 8 1/2c. Oil Sardines, per can, 8c. Mustard Sardines, per can, 8c. Strawberries, per can, 8c.

HAYDEN BROS' SANTA CLAUS HEADQUARTERS