

HAYDEN BROTHERS. AUGUST PRICES TO CLEAR THE COUNTERS FOR FALL NEWNESS.

The Big Store's purchases for Fall '97 are the largest in its history. Besides our big new addition they will require all the room now occupied by summer goods. Cost or value are not considered in this immense reduction clearing sale.

Attractive Silks— At Special Prices—

- Monday's Bargains in Colored Silks. NATURAL PONGEE, printed in small designs... 19c. CABLE CORD SILK in light colors, washable... 39c. FANCY PRINTED JAP SILK, extra fine, all styles... 39c. WHITE JAPANESE wash silk, 36-in wide, at only... 49c. NOVELTY TWO-TONED TAFFETAS remarkably cheap... 69c. Taffetas Taffetas Taffetas. Big assortment just received; all the new color combinations, the best Taffeta in market for the money, only... 75c. Black Silks. PLAIN INDIA, splendid quality, only... 35c. PLAIN Black Taffeta, good quality, only... 59c. Brocade India, 24-in., a beautiful silk, only... 69c.

Bargains in a Few Lines of All Wool Colored

- Dress Goods. 35 and 45-inch all-wool SILK and WOOL MIXTURES, checks, stripes, figured and other effects, our regular 40c and 50c quality; to close only, per yard... 25c. The balance of our 50c and 75c qualities to be closed out at 25c per yard. These goods are in plain Twills, Checks, Mixtures, Stripes and the late Novelty Effects and very serviceable... 39c. Black All Wool Lightweight Dress Goods. 25-inch ALL-WOOL SERGE, worth 39c per yard. Our price only... 25c. 25-inch ALL-WOOL BLACK ALBATROSS and BUNTS WEAVING, regular 50c quality; our price only... 25c. 45-inch BLACK ALL-WOOL SERGE, regular 59c quality. Our price now only, per yard... 29c. 40-inch SILK AND WOOL with small silk figures, regular price 15c per yard. Our closing out price only, per yard... 39c.

Skirts, Waists and Wrappers

- Black figured Brillantine skirts, thoroughly lined, finished seams and velvet bound, regular \$1.75 garment, at... 98c. Black figured Mohair skirts, 5 gored, finished seams and velvet bound, regular \$3.00 garments, at... 1.75. 75 skirts in black and colors, plain and figured, regular \$5.00 and \$6.00 goods, Monday at... 3.95. Black Brocade Silk skirts in very rich patterns, man-tailored and excellent fit; garments worth \$7.50, now... 4.75. 25 extra heavy black brocade satin skirts, regular \$12.00 values, now... 7.50. 50 dozen wrappers in light and dark colors, warranted fast color, at... 39c. 75 dozen wrappers, trimmed in braid and very handsome designs, worth \$1.25, at... 75c. 85 dozen percale wrappers, trimmed with 3 rows of braid; a very stylish garment, worth \$1.75, at... 98c. 50 dozen waists in very pretty patterns, light and dark colors, detachable collars, at... 25c. 75 dozen waists in very fine material, worth up to \$1.50, at... 49c. 100 dozen waists, detachable collars and the newest cuffs; every color and figure imaginable, worth up to \$2.00, at... 69c. 25 dozen waists in the best imported materials and newest styles, elegant designs, sold as high as \$3.00, at... 98c.

Grand Ribbon Sale.

- Nos. 2 and 3 All Silk Ribbons, yard... 1c. Nos. 4 and 5 All Silk Ribbons, yard... 4c. Nos. 7 and 9 All Silk Ribbons, yard... 7c. Nos. 12 and 16 All Silk Ribbons, yard... 12c. No. 22 All Silk Ribbons, yard... 15c.

Summer Wash Fabrics.

- Our closing prices are making big holes in the Wash Goods Stock. Goods being sold for a mere fraction of former price and many good styles in every line are yet to be had. A FEW ECONOMIC HINTS. Yard wide Sheeting Percales—worth 12 1/2c, selling for... 5c. Black Lawns, with small white figures, nice clean goods, per yard... 5c. Fine Striped 32-inch Madras Shirting, selling per yard at... 12 1/2c. Mixed lot of odd pieces of fine Lawns, value 10c, 12 1/2c and 15c, selling per yard... 5c. Satin Striped Washable Challis, selling now per yard... 10c. 31-inch fine Printed Henrietta Satin, dark grounds, per yard... 10c. Closing out.

Summer Goods.

- Ladies' 25c, 35c and 50c Belts on sale only, each... 19c. Extra Width Silk Chiffons and Mousselin De Soie, worth 85c for... 69c. Ladies' 25c Bow Ties, only... 12 1/2c. 50c and 75c Table Covers... 25c.

Linens

- We are making such low figures that you can't resist buying if you have use for the goods or shortly expect to. 1,500 yards extra quality fast colored turkey red table damask, 40c value, our price... 25c. 2,000 yards 3-4 bleached table linen, 40c value, our price... 25c. 1,500 yards silver bleached table linen, 60c value, our price... 39c. 3,000 yards full bleached table linen, 66-inch wide, \$1.00 value, our price... 69c. 1,800 yards double satin damask 13 1/2 in linen, 67 inches wide, value \$1.25, our price... 75c. 800 dozen satin damask towels, knotted and fringed, value 35c, our price... 19c. 1,000 dozen 3-4 bleached napkins, value \$1.50 dozen, our price... 1.00.

Cottons and Flannels

- We sell cottons cheaper than any other house in Omaha—cheaper than mill prices. 4-4 standard sheeting, mill price 4 1/2c, our price... 3c. 8-4 standard sheeting, mill price 12 1/2c, our price... 11c. 5-4 bleached pillow casing, mill price 9 1/2c, our price... 8 1/2c. 1,000 dozen pillow slips, mill price 10c, our price... 9c. 600 dozen sheets, size 72x90, torn and ironed, mill price 42 1/2c, our price... 39c. 5 cases shaker flannel, mill price 5c, our price... 4 1/2c. 10 cases Domet flannel, mill price 5c, our price... 4 1/2c.

Millinery Specials.

- Closing out the balance of our trimmed hats at less than cost. Choice of stylish, seasonable, trimmed hats at \$2.00, \$1.48 and... 98c. Children's fancy lace braid hats at 25c and... 19c. Pretty white Leghorns at... 29c. \$1.25 white Leghorns, very nice, at... 75c. A complete line of Sewell Sailors, just the thing for summer wear. Choice trimmed Sailors, very chic and passe, at from 35c to... 2.00.

Hats for the Masses

- 1. Something special for the next six days will be in the way of a lightweight soft hat, any styles, all colors, all worth double, for 55c, 75c, 95c and... 1.00. 2. If you want a straw hat we can save you 50 per cent. 3. A trial will convince you that we can save you money on men's and boys' hats. 4. Special Notice: Look in on 16th street window for prices on hats. "Seeing is Believing."

Hammocks.

- 6-foot Woven Hammocks... 1.18. 6-foot 6 inches Woven Hammocks... 1.48. 7-foot Woven Hammocks... 1.88. These are the best Hammocks on earth. Money refunded if not satisfactory.

Stylish, Seasonable Clothing at less than half

- Thousands of suits, pants and (overcoats) will soon be headed towards Hayden Bros. from all the great clothing houses of the country. Our purchases were never larger nor assortments nor styles greater or more elegant. We are making sweeping reductions on every garment now on hand to make room for these immense new purchases. By buying now you save fully 50 per cent. Men's Best Made Crash Suits, were \$3.75 and \$5 mark down price, \$1.95 and... 2.95. Men's light Summer Coats and Vests and Old Coats, were \$1.75 and \$2.75, mostly small sizes, 34 to 38; mark down price... 75c. Men's \$5.00 All Wool Suits for... 2.75.

Men's Fine Pants at Less Than Manufacturer's Cost

- Well made all wool \$2.00 Pants at... 95c. Fine Chevrot \$3.00 Pants for... 1.50. Strictly pure Worsted \$4.25 Pants for... 2.25. Finest make and fabric \$5.00 to \$6.00 Pants at... 3.25. Washable and Cotton 25c Knee Pants at... 8c.

Men's Furnishing Goods. On Monday.

- Clearing sale of our entire stock of shirts to make room for new fall goods which are arriving daily. 500 doz. Men's Fancy Laundered Shirts, collars attached, new styles, worth 75c and \$1.00, your choice for... 39c. 200 doz. Men's Fancy Laundered Shirts, collars attached and detached, also colored bosoms and white bodies, worth 75c to \$1.50 each, your choice... 50c. 200 doz. Men's Soft Neglige Shirts, dark and light colors, usually sold for 50c, on sale at each... 25c. 100 doz. Men's Fancy Suspenders wire buckle ends, worth 15c, on sale at, per pair... 8c. 600 doz. Men's Fine Neckwear, imperials, tecks and puffs, worth 75c and \$1.00, on sale for... 39c. SEE OUR SHOW WINDOW.

Ladies Furnishing Goods.

- One lot of Ladies Jersey Ribbed Vests, worth 15c... 4 1/2c. Ladies' Fine Jersey Ribbed Vests, half sleeves, taped neck, worth 25c... 12 1/2c. Boys' Shirt Waists, black and blue twilled satins, worth 50c, go at... 25c. One case of Ladies' Fast Black Cotton Hose, worth 20c... 10c. One case of Children's Black Cotton Hose, Jersey Ribbed, regular 20c quality on sale at, per pair... 10c.

Pianos

Why not buy the best? While the cost is a little more, you will find it is the cheapest in the end. THE CHICKERING PIANO. THE KING OF INSTRUMENTS.

A fine selected stock of these world renowned pianos is always to be found in our music room. We also have twenty-one other different makes, including the Steinway, Knabe and Fischer. New Pianos for rent.

Furniture



- Special clearing sale of chairs and rockers. We find we have a lot of chairs, of which there are from two to ten of a kind. These we intend to reduce in price and you will be able to buy good oak chairs below our usual low price. Chairs at 45c, 65c, 75c, 85c, 95c and... 1.00. Rockers at \$1.00, \$1.25, \$1.50 and... 1.75. These are rare bargains and you will not miss it if you buy now. Large well made bedroom suit, 24x30 bevel plate... 1.25. Other suits at \$12.85, \$15.00 and... 16.50. We are making some very interesting mid-summer prices on all our furniture and it will pay you to look us over.

Hardware Department

- We have a great lot of odds and ends in carving tools, stone cutters chisels and hammers, fine carpenters' tools, chisels bits, etc., which we will sell regardless of their value. Will you please see if you can use some of these: 6 cocoa handled knives and forks for... 35c. A good cocoa handled butcher knife... 9c. Tipped silver steel teaspoons, per set... 11c. 50c drawing knife for carpenters... 29c. A good hatchet... 11c. A complete set cobblers' tools... 79c. A blue steel 25c screw driver... 12c. Scandinavian padlock... 5c. Steel grass hook, regular 25c... 17c. A fine cast steel claw hammer... 27c. 26-inch spirit level... 39c. Revolving saddlers' punch... 21c. \$1.50 toilet hair clipper... 69c. A good wrought steel pliers... 9c. \$1.00 steel square... 49c. 6 bits, 1/4, 3/8, 1/2, 5/8, 3/4, 7/8, all for... 87c.

Bailey's Iron Patent Adjustable Planes.

- 9-inch smooth plane... 1.08. 14-inch jack plane... 1.38. 18-inch tone plane... 1.62. 22-inch jointer plane... 1.98.

Henry Disston & Son's Saws.

- 18-inch saw... 80c. 26-inch saw... 1.15. 28-inch rip saw... 1.35.

We Sell the Nails.

- 20 D nails... 1.60. 10 D nails... 1.65. 8 D nails... 1.70.

Guns and Ammunition.

- 22 sporting rifle... 1.79. Double-barrel shot gun, breach loading... 6.87. Winchester repeating shot gun, slide or lever action, the hardest shooting gun made... 15.95. All sizes of loaded shells, per 100... 1.40.

Wall Paper

We must clean out our old stock to make room for the three new cars just received. White blanks, 4c and 5c, with 9 and 18-inch borders, gills, 4c and up; figured ingrain, 5c and 6c; plain ingrain, 10c and 12 1/2c; embossed... 6c up.

Tobacco Specials.

- Newsboy... 32c. Horseshoe... 37c. Battle Ax... 19c. Battery... 20c. Purity... 25c. Duke's Mixture... 27c. Lucky Cut Plug, extra choice, per can... 25c. Try Fruit Juice, per foot... 10c. 6 for 10... 19c.

Tea and Coffee.

- Everybody who likes a good flavored coffee should stop at our Coffee Department. Broken Coffee... 10c. Whole, Choice Rio... 15c. Very best Golden Rio... 25c. Fancy Java and Mocha... 33 1/2c. For a summer drink try our Basket Piled Japan... 33 1/2c. Young Hyson (rich and fragrant)... 25c. A fine Mayague Gunpowder at... 32c.

Groceries.

Every housekeeper wants her money to go as far as possible. We will help you.

- Cross & Blackwell's Jams (25c size)... 12 1/2c. 10 lbs. very best Rolled Oats... 25c. Epicurean Brook Trout... 10c. 3-lb. can Grated Pineapple (Booth pack)... 7 1/2c. 10 lbs. hand-picked Navy Beans... 25c. Apple Butter, 3-lb. can... 8 1/2c. 10 bars Laundry Soap... 25c. Evaporated Cream, per can... 9c. 10 lbs. best Wheat Graham... 25c. Large pail Syrup... 45c. Macaroni, per package... 9c. Flat canned Salmon... 7c. Sliced Pineapple in syrup... 12 1/2c.

Butter

- Choice country butter, 7c, 9c and... 11c. Very best country butter... 12 1/2c. Fancy Creamery, 12 1/2c and... 14c. Try our Elgin separator creamery... 1c. Compressed yeast, cent cake... 5c. Minicmeat, per package... 5c.

Cheese

- Esp Sago... 7 1/2c. American Club house (fine)... 35c. Neufchatel (only)... 3 1/2c. Vienna sausage, per can... 10c. Ohio Swiss (today only)... 7 1/2c. Fancy Limburger... 7 1/2c. Herkimer Co., cheese... 16c. McLarens Imperial... 12 1/2c. Wisconsin full cream... 8c. Young America (full cream)... 60c. Russian caviar (per can)... 29c. Edams & Roquefort always on hand.

Meats

- 3 lb. pails best lard, any brand... 19c. 5 lb. pail best lard, any brand... 31c. 10 lb. pail best lard, any brand... 59c. No 1 hams... 9 1/2c. California hams... 7 1/2c. Corned beef... 4c. Salt pork... 5c. No. 1 sugar cured bacon... 9c. Good bacon... 7c. Potted hams, per can... 5c. Best summer sausage... 17 1/2c. Cottage hams... 8c. New England cooked ham... 9c. Corned beef (cooked) per can... 10c. Pickled pigs feet... 5c. Pickled tripe... 4c. Boston long cut hams... 7 1/2c. Sausage... 5c.

Fish

- Codfish only... 5c. Nice fat mackerel, each... 5c. Extra fine family white fish... 3 1/2c. Nice Herring, 4 for... 5c. Imported Norway herring... 5c. Fancy spiced herring (only)... 10c.

Spectacles

AT YOUR OWN PRICE. You can get fitted by our practical and scientific optician, Dr. M. A. Lesser. We will furnish you the best goods at the lowest prices. Satisfaction guaranteed.