

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, JANUARY 30, 1898—TWENTY PAGES.

SINGLE COPY FIVE CENTS.

THE WAY TO SELL GOODS CHEAP is to SELL LOTS OF THEM

That's the way manufacturers figure, and they cut prices to large purchasers. The Big Store's army of economical customers enables us to dispose of immense quantities of merchandise. Selling rapidly at small margins and always showing newest and seasonable stocks, keep the list of patrons growing, and

THE MORE WE SELL THE CHEAPER WE SELL.

This week we are making room for the largest spring purchases we ever made—soon to arrive—and are offering all winter goods at special clearing sale prices. None carried over. See the special manufacturers' sale of clothing. Attend Moving Sale of Blankets and Flannels for Bargains.

Always the Lowest in Price, but Just Now More Especially.

HAYDEN'S. Agents for the Celebrated Butterick Patterns and Publications

Blanket and Flannel Moving Sale

On account of change in departments we are forced to let down the prices on blankets and flannels to get more room. It will pay you to attend this sale even if you have a long way to come—as prices will be made to clear out stock—A great many blankets in all wool and part wool, in odd lots of two to five pairs will go lively at the reduced prices.

- All wool gray blanket 3.50
All wool red blankets 2.50
Big line of cotton 1.35
Some white wool 3.50
Some lots not large—It will pay you to get here on time

We must have room—Our prices will do it—Examine them—Notice the 80 and 100 Oatmeal Flannel selling at 5c yard.

Bed Comforts—A full line to select from—Remnants of flannels, outing flannels, sheeting, cottons at prices that will sell quick.

We are headquarters for Muslin and Sheeting 9-4 Bleached Sheeting at 13c
4-4 Heavy Brown Muslin at 3c
4-4 Heavy Brown Sheeting at 11c
4-4 Berkeley Cambric at 8c

The Best Place to buy Fine Linens in Omaha A great assortment from all the leading looms of the world. Direct importations.

Colored Wool Dress Goods For Spring—A NEW DEPARTMENT OF CHEAP WOOL DRESS GOODS.

Our Black Wool, Silk and Wool and Mohair Dress Goods Department embraces all of the late designs and weaves and is the largest department of Black Goods in this western country.

First to Show the Newest Silks. Many Handsome Silks Exclusive with Hayden Bros. for City of Omaha

New Taffetas. Omaha's Leading Silk Department. We are now selling a new Taffeta in all the popular color combinations.

New Back Brocade, Japanese, in dainty designs 50c
Plain Black Satin Duchesse, our special number 69c
Black Beau De Soie, the most wearable of dress 75c

Spring Fancy Colored Silks, 1898. Here you find numerous styles of all the brightness and character, shown in the West of Silks.

EXTRA VALUES IN Ladies' Muslin Underwear. Ladies' muslin drawers, worth 25c, at 17c.

Prices Cut in Half and Less—Grand Specials for Monday

- Mouse in De Soie—45c
All colors, liberty silk 45c
All colors, silk chiffon 45c
18-in plain net veilings 5c
18-in, Dotted Net Veilings, 7c

Grand Embroidery Sale

An immense purchase of the finest and latest styles of Nainsook Embroideries—actual value 15c to 50c per yard. Your choice Monday:

Grand Special Notion Sale

De Long Hooks and Eyes, per each 5c
Best Carduroy Velveteen Binding 5c

Grand Dress Shield Sale

No. 1 Kliner's Gem Dress Shields, pair 5c
No. 2 Kliner's Gem Dress Shields, pair 5c
No. 3 Kliner's Gem Dress Shields, pair 12c
No. 4 Kliner's Gem Dress Shields, pair 12c

Machine Thread on Sale

200 yard perfect Machine Thread on sale Monday only, per spool 15c

Jackets, Capes and Skirts.

The largest and best Cloak Sale at the lowest prices the ladies of Omaha ever patronized. Ladies' Boucle Jackets AT \$3.98

Low Prices on Carpets, Drapery and Rugs

30-inch Smyrna Rugs at 1.50
36-inch Smyrna Rugs at 2.25
6x9 Smyrna Rugs at 9.00
7-6x10-6 Smyrna Rugs at 12.00

Wall Paper, Paints, Mouldings and Brushes.

Your rooms papered with remnants of White Blanks, heavy Gills and Embossed at from 50c to \$2.00 per room.

Room Mouldings and Paints

14 in. Oak, Pine and Cherry 2c foot
14 in. Colored Gills 3c and 3c foot
2 in. Colored Gills 4c and 4c foot

Drug Prices are Down

- Carters Liver Pills 13c
Bromo Laxative Quinine Tablets 13c
Parker's Hair Cream 13c
Mayer's Remedies 15c
Pinkham's Vegetable Compound 70c
Hood's Sarsaparilla 64c
Paine's Colic Compound 65c
Scott's Emulsion 65c

The 'oldest in America—THE BEST IN THE WORLD—CHICKERING PIANOS.

For seventy-five years the standard of the world. We always have on hand a fine selected stock of these famous makes, also other high grades, including the world-renowned Steinway, Fischer and others.

Jewelry Department.

1,000 pairs of ladies' and gents gold filled cuff buttons in link and lever—regular value 75c, \$1.00, \$1.25

Clothing Department.

Our New York buyer closed out the entire remaining stock of three of the leading clothing manufacturers of New York. This entire stock was purchased at our own prices and living up to our old business maxim, that as we buy so we sell, we will offer it to the public at the lowest prices that good, well tailored clothing was ever sold at before.



- 250 men's \$6.00 All Wool Suits in this sale at 2.98
Men's \$12.50 Fine Suits in this sale at 6.48
Men's \$25.00 Fine All Wool Pants in this sale at 1.25

In order to make this sale the greatest clothing sale ever held in Omaha we will offer choice of any Man's Suit or Overcoat or Uster in our store for \$11.75, that are worth from \$18.00 to \$25.00.

Grand Sale in Hats and Caps

Following are the astonishing reductions: Men's Soft Fedoras, in tan and black, for 50c, former price \$1.00.

Gen's Furnishings at a Discount.

Men's fine embroidered night shirts, and white unadorned shirts, samples, worth 75c and \$1.00, at 25c.

A Few Prices of Interest---

Fresh Country Roll, 9c, 10c, 12 1/2c, 14c
Creamery Butter, 15c, 17c and 19c
Guaranteed Fresh Country Eggs, only 14c

OMAHA'S FAVORITE CHEESE DEPT.

Full Cream Swiss Cheese, 10c
Pineapple Cheese, 10c
Cumberland, 10c
Edam Cheese, 10c

OUR FISH MARKET.

Fine Herring, per pound, 7c
White Fish, 7c
Trout, 7c
Eels, 7c

A BIG MEAT SALE.

Sugar Cured Ham, 12c
Sugar Cured No. 1 Ham, 12c
Picked Pork, 10c

THE ONLY CRACKER DEPT.

Finest Soda Crackers, 6c
Finest Oat Crackers, 6c
Ginger Snaps, 7c
Fine Cookies, 10c

OUR FRUIT DEPT.

Oranges, per doz., 5c
Pine Apples, 12c
Decorated taffeta, 1c

- Men's \$7.50 Overcoats and Usters in this sale at 3.95
Men's \$10.00 fine All Wool Kersey Overcoats, in this sale at 5.00
Men's \$15.00 Frieze Usters in this sale at 7.50

Men's extra size, extra long and short suits, overcoats or Usters at \$1.50, \$6.75 and \$10.00. All mail orders promptly filled.

Hardware, Stoves and Housefurnishing Department.

OUR SPECIAL MONDAY SALE. Hardware Men's and Boys' full nibble plated Skates 50c

Stoves

We are just putting our large stove department in shape for spring—Anything in the Heating Stove line go at almost any price. WE WANT TO SELL THEM. We need the room. We have just received a CAR LOAD OF COOKS.

China Dept

Fine Vienna China, decorated cups and saucers, worth \$2.00 per set, at 90c.
Decorated taffeta, 1c
Milk crocks, 3c
Fine polished plates, 2c

HAYDEN BROS.