

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, AUGUST 21, 1898.

SINGLE COPY FIVE CENTS.

HAYDEN BROS.' UNSPARING ANNIHILATION OF PRICES.

Too many summer goods on hand. Radical price reductions to clear them out. These prices simply hint at notable opportunities for saving. Bring in your dollars and get twice their value. Every department is blowing its bargain bugle now. See us Monday and all week about these matchless bargains. Fall goods are daily being put on sale—

NEW UP-TO-DATE MERCHANDISE WITH NO SHORT-COMINGS EXCEPT IN PRICE—

A wavering, war-scared, trade-wanting market furnished us with values unheard of before. Every department is taking on its fall dress. The counters, shelves and cases are filled with newness. If you come to this sale you will save many a good, round dollar. Special inducements to Exposition visitors to make the Big Store their headquarters. Agents for the Butterick Patterns. Mail Orders Filled.

The Leading Dress Goods House OF THE WEST.

Over 30,000 Styles to Select From.

Everything Made for 1898.

Our early fall stock of Dress Goods is open for inspection, and while we offer great bargains, and while we offer great bargains, and while we offer great bargains...



None Genuine unless rolled on the 'VARNISHED BOARD' AND STAMPED EVERY FIVE YARDS WITH THE MANUFACTURERS' NAME.

Over 27 different lines of Coverts, including 270 different shades, 49c, 59c, 75c, 98c, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50 and up to \$7.50 yard.

Poplins—11 lines of Poplins, over 130 shades Mohair Silk Warp Figured Crepon...

Broadcloths—18 lines of Broadcloths, including every shade manufactured for fall '98, at from 75c up to \$6.00 per yard.

Dress Flannels—Including Ladies' Cloth, Sackings, Tricots, French Flannels, Challies, etc. for fall '98, at from 25c to 65c.

Vigoreoux—15 different styles, including 200 different shades and the new blues and greens, at from 40c to \$2.50 yard.

Novelties—Over 1,500 pieces of New Fall Novelties, giving every shade and tint known to the art, at from 35c up to \$2.25 per yard.

Astrichkalmes—For trimmings and capes, in black, red, blue, gray, cream, white, from \$1.50 to \$7.50 yard.

Cheap Dress Goods Department. Cashmeres, Jacquards, Novelties, Mixtures, etc., at from 10c up to 25c.

BLACK DRESS GOODS.



Priestley's Black Goods are manufactured in Bradford, England, and are recognized in all countries as the standard. They have no equals. We carry everything they manufacture, comprising over one thousand different styles—Mikados—Melrose Wool Surahs—Guipures—Wool Fancies, Serges, etc., at from 69c up to \$6.25 per yard.

Cravenettes—The only waterproof serge manufactured—all others are only imitations. Are spot proof and are the most fashionable silk warp goods for fall.

Silk Warp Eudoras—Priestley's Crepon Novelty and Rough Effects are very fashionable. We have a large assortment for fall.

Shopping by Mail. We conduct the largest mail order business west of Chicago. Our system now is perfect. Write us for samples and send us an order, and if our goods and prices do not bear us out in what we claim, send them back at our expense.

Percales, Calicos, Fleece Suitings, Gingham, Sateens, Etc. New Goods for Fall Wear Now in Wash Goods Dept.

Special Sale Monday on Light Colored Figured Sateen, will make most excellent comfort tops, yard 5c. Silkline, 1 yard wide, for comfort covers, yard 9c.

Flannels and Blankets. White Silk Embroidered Flannel at 50c, 60c and 80c yard. Light colored Shirting Flannel at 25c yard.

Sheet Music. Still selling thousands of copies of Sheet Music at 10c per copy. We are selling such elegant selections as Zampa, by Dorn; William Tell, Potpourri, by Dorn; Wedding March, by Mendelssohn; Voices of Spring Waltz, by Bohm.

China Department. Flint Blown Tumblers 1 1/2c each. White Granite Cups and Saucers, each 2c.

CUT GLASS—Just received a full line of the celebrated Mount Washington Cut Glass Co. Goods. Our prices will be one-fourth the regular price of cut glass.

New Silks at Hayden Bros.

New Stripes, New Checks, New Plaids, New Taffetas, New Colored Silks, New Black Silks—Thousands of Styles to Select from in the finest Silks that are made. Here are Special Prices on New Silks to Make Them go With a Rush.

Table with 5 columns: Black Brocade, Black Brocade, Black Brocade, Black Brocade, Black Brocade. Prices range from 49c to \$1.50.

Special in Plain Black Dress Silks. Your choice of either a Plain Black Beau de Soie, Plain Black Satin Duchesse or a Plain Black Gros Grain. We guarantee these to be the best silk value in America.

Table with 3 columns: Plain Black Glance Silk, Plain Black India, Plain Black Louisiana. Prices range from 19c to 65c.

Best Plain Black Taffeta, worth \$1.25, special at 75c. Plaids—We have the most and our plaids are prettiest.

Table with 4 columns: Beautiful Plaids, Beautiful Plaids, Beautiful Plaids, Beautiful Plaids. Prices range from \$1.00 to \$1.50.

Plain Taffetas—Our collection of over 200 shades comprises every new and stylish coloring that is made—very best grade—sold everywhere at 85c and \$1.00, our price only 75c.

Table with 3 columns: Newest Stripes, Newest Stripes, Newest Stripes. Prices range from 75c to \$1.25.

Mail orders filled promptly and properly. We guarantee satisfaction or money refunded.

Furniture

Some rare bargains in Bed Room Suits. In the customary way we went to market, looked over the different lines of suits, made by all the best factories, selected what was considered the best made for the money and now these suits are on the floor and we can assure you the goods are the best ever offered at any price, no matter how high.

Polished quartered oak Suit, 54-inch dresser top, 24x38 French bevel plate mirror \$28.00. Curly Birch Suite, 24x30 bevel mirror \$23.00.

LEADERS IN THE Carpet Department. On sale Monday—New Fall Purchases: 4,000 yards Model Mills full standard Union Ingrains, 36-in. wide, at 35c per yard.

Hardware, Stove and Housefurnishing Department. EYE OPENER ON STOVES. The celebrated M. & D. Steel Range, like cut, with water front, complete, regular \$45.00, special \$33.00.

FOR FIRE ONLY. Fiber Water Fall, 2 1/2c. Screen Doors 45c. Hose Reels 40c.

4-foot Step Ladders 45c. Wash Tubs 50c. 14 oz. Copper Boilers, extra \$1.49. Nickel Plated Tea Kettles, No. 8 49c.

Special Low Prices on Ice Boxes, Refrigerators, all kinds of Gasoline Stoves, Window Screens, etc.

Final Clearing Sale of Linens and White Goods

58-inch heavy Linen Cream Table Damask, worth 45c at 27 1/2c. 58-inch full Bleached Table Damask, worth 40c, at yard 25c. 60-inch heavy all Linen Silver Bleached Table Damask, worth 55c, yard 29c.

We are Leaders in Muslin and Sheeting. 36-inch wide extra heavy LL Muslin, worth 6c, at yard 3 1/2c.

Big Bargains Monday. For only 9c we will sell: 25c hair brushes, 25c combs, 35c pearl buttons, 15c whisk brooms.

Special Sales. 25c Leather Belts only 9c. \$1.25 Picture Frames only 50c.

Jewelry Department. Special sale on Sterling Silver, Tea Spoons. We have just received 200 dozen sterling silver Tea Spoons, \$25-30.00 for set of a bankrupt manufacturer.

Grand Sale of Meats Monday. No. 1 Sugar Cured Hams 75c. Best Lard any brand 63c.

Fish! Fish! Fish! Snow White Codfish, only per pound 4 1/2c. New Family Whitefish, only, pound 3 1/2c.

Last Chance. To lay in your supply of Butter cheap. Butter always advances in August and September. We will cut prices on butter so that the very best Separator Creamery will be within the reach of all.

Drug Department Prices. Bromo Quinine Tablets 15c. Krause's Head Ache Capsules 15c.

Ladies' Suits, Capes, Jackets, etc

On Monday morning we will offer you the most phenomenal bargains in summer goods which must be closed out at once to make room for our unusually large stock of fall cloaks, capes and suits already arrived.

Ladies' Silk Capes. In gros grain, brocade and peau de soie, trimmed with ribbon ruffles and accordion pleated chiffon, with black or fancy colored silk, have sold at \$5.00, \$7.00, \$9.00, on sale at \$3.50.

Extra bargains in Men's Furnishings. Men's fine Suspenders, worth 25c, at 10c. Men's black, brown and fancy colored Sox, worth 25c at 8 1/2c.

Ladies' and Children's Furnishings. Ladies' four-button Kid Gloves, all desirable shades, including blacks, at 75c. Ladies' black Hose, full seamless, and warranted fast colors, at 3 pair for 25c.

Hayden Bros. Against the Trusts. Sugars, Coffee, Soaps, Etc., Much Lower. The present conditions point to still greater reductions in coffee, sugar, soaps and other articles controlled by trusts and combines.

Great Cheese Sale. Fine full cream Cheese, only 8 1/2c. Wisconsin Full Cream, very fine, 12 1/2c.

New Prices on Hats. Special for Monday in soft and stiff hats. Fedora and Tourist Hats, railroad shapes at 75c, Fedoras, Tourists, Derbies at \$1.00, \$1.25, \$1.50, \$2.00, \$2.50.

HAYDEN BROS.