

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, OCTOBER 16, 1898.

SINGLE COPY FIVE CENTS.

HAYDEN'S "The Lowest Rates" "The Lowest Prices" HAYDEN'S

This week the R. R. Co's are making the lowest rates in the history of the Exposition. The Big Store will make the lowest prices ever named in the Trans-Mississippi country on high-class desirable goods. It will pay out-of-town customers to come hundreds of miles to select from the immense assortments displayed in every department at fully 1/3 to 1/2 less than regular prices. The goods are absolutely the newest, choicest and best, from the foremost manufacturers of the world, Bought direct in vast quantities for spot cash at the most favorable times, we are able to make astonishingly low figures on any goods you need.

THESE GRAND SPECIAL SALES ARE UNPARALLELED BARGAIN CHANCES.

Attend the big clothing sale.

Make the Big Store your trading headquarters.

Agents for Butterick Patterns.

DRY GOODS HOUSE of the West. Over 30,000 new fall styles to select from. A Great many dress goods houses advertise SPECIAL SALES, when they never reduce the price, but merely say that it is a special price. When we advertise Dress Goods we guarantee that everything is as advertised.

EUDORA "PRIESTLEY'S" BLACK DRESS GOODS. We can truthfully claim that we have the largest, the finest and the best stock of BLACK DRESS GOODS west of New Orleans.

Linens. Special sale on table damask, napkins, toweling, towels, handkerchief linen, art linen, stand covers, dresser scarfs—Lowest prices and largest stock in the transmississippi country. Bed Spreads. Special sale on bed spreads, chenille covers, tapestry covers. Large size crochet spreads.

Gloaks and Suits. Some very special prices for this week. Ladies' 4-button box front beaver jackets, half lined with satin Rhadame, small sleeve, a new nobby Jacket at \$3.48. Ladies' tailor made Jacket in 4-button double breasted styles, in Astrakhan, curly boucle and kersey, lined throughout with silk, high storm collar, finished with tailor stitching at \$5.98.

Hardware. Hardware, Stoves and Housefurnishing department. Now is your time—prices never lower. The largest, newest, best up-to-date stock of cooking and heating stoves in the west.

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Furniture. Chairs galore, chairs for all. We have just received two carloads of chairs. These were sold to us at a great reduction, owing to the lateness of the season. We do not intend to sell these goods below cost.

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SILKS. Grand Special Silk Sale Commencing Monday and Lasting all Week. Thousands of bargains as special offerings that cannot be equaled anywhere in the world. Visit the big Silk department. Newest styles all on display. Plain Silks—Hundreds of pieces in all colors, best grade, on special sale at 29c.

Jewelry. The Jewelry department is showing thousands of elegant and appropriate designs in souvenirs at the very lowest prices. Sterling silver Spoons, Cream Ladles, Meat Forks etc., engraved with suitable designs, worth \$2.00, at 98c. Sterling silver souvenir spoons at 25c up. Special sale on watches. Men's nickel watches, stem wind and set—reliable timekeepers, 98c each. Men's gold filled watches, Elgin or Waltham movements, regular \$12.00 watch, on sale at \$7.50.

HAYDEN BROS.