

HAYDEN'S

"A Marshalling of Forceful Facts About Bargains"

HAYDEN'S

Our opportunities for selling cheap are fostered and promoted by your appreciation of the best merchandise and reliable methods. As long as comparisons are made, just so long must our sales increase. We guarantee every price we make. Not anywhere can you buy one single article lower than we sell it. With us a dozen means 12 and a pound 16 ounces. We don't know short measures or short weights—but quality for quality and pattern for pattern we do know that it is impossible to buy elsewhere as cheap as we sell. If you really want to get the most and the best for your money, isn't it worth while, at least, comparing?

AGENTS FOR BUTTERICK PATTERNS

Exceptional Special Inducements for this Last Week of the Exposition.

The Leading Dress Goods House of the West

No use buying job lots or shelf worn goods when you can buy the latest styles fresh from the looms for 25 per cent less than is asked for old styles elsewhere.

Over 30,000 Styles to Select From



- Military** 10 grades, 150 shades, Cloth— at 98c, \$1.25, \$1.50, \$2.
- Goodall's Celebrated and Nov-Paquin Serges**— elties, advertised in all fashion journals.
- Coverts**— 32 different grades— 500 shades at from 39c up to \$7.50.
- Poplins**— All grades and shades at from 50c up to \$3.50.
- Novelties**— English, French and German at from 39c up to \$1.50.
- Broadcloths**— Every shade and grade at from 75c up to \$6.50.

Astrakhaus— In black, red, grey, cream—for capes and trimmings—at from 98c up to \$7.00 per yard.

French Flannels In all the new shadings at popular prices.

Cheap Dress Goods Department

10c-Cashmere, Jacquards, Mixtures, Fancies.
15c-35c-in. Fancies-35c-in. Checks, 35c-in. Plaids.
35c-All Wool Fancies-40c-in Storm Serges-36-in. Cashmere.
25c-All Wool Fancies, 38-in. All Wool Mixtures, 38-in. Jamestown
The world has ever produced. We carry everything he makes in Fancies, Eudoras, Cravattes, Crepons, etc. We sell them cheaper than others ask for third and fourth rate manufacturers' goods.
Black Crepons We carry the largest stock of Black Crepons. Blister Cloths, Crepon Novelties that ever was seen in Omaha. Coutiere's celebrated French Silk Crepons are made in Lyons, France, and are the standards—confined to us for Omaha. Crepons, 59c, 79c, 98c, \$1.25, \$1.50, \$1.75, \$2.00 up to \$10.00 per yard.
SHOPPING BY MAIL—We send samples to out of town customers. We guarantee every yard of Dress goods that leaves our store, and if goods are not satisfactory we exchange the goods or refund the money.

Silks

Big Silk Department complete with all the latest high class novelties. Commencing Monday, grand sale on thousands of pieces of the finest silks in the world. Finest French plaid, new and novel stripes. Latest polka dots. Specials in black silks and satins. Plain Pongee silk 21-inch wide, all colors, at only 29c. Fancy stripes in pretty colors, special at 39c. Ombre stripes, fancy brocades, dotted silk, and all rich novelties, worth \$1.25, on special at 69c. Novelty stripes, two-tone grounds and dotted effects, very stylish, special at 85c. Plaids with most exquisite combinations, new colorings, newest stripes in exclusive styles shown only at Haydens, most beautiful silks ever shown in Omaha, special at 98c, \$1.25, \$1.39, \$1.50, \$1.69, \$1.75, \$1.98, \$2.50. White and cream taffeta, finest quality, \$1.00 and \$1.25. Crystal Bengaline in white special at 98c and \$1.50. Evening shades in rich brocades, elaborate and tasty designs, worth \$2.25, special at \$1.50. Over 500 pieces plain and changeable taffeta—our qualities are the best in the world, all the new shades, Dewey blue, Phillipine, Manilla, Ruby red, American beauty, Turquoise blue, special at 65c, 69c, 75c, 85c, 98c and \$1.25. Special in lining Silks, all shades, 19c, 29c, 49c, 75c. Monday commences the big black silk sale, plain black taffeta, gros grain, peau de soie, satin duchesse, all the very finest grades, all pure silk and worth up to \$1.25, all go at 75c. 27-inch black satin duchesse, 27-inch black taffeta, extra special bargains for Monday at 95c. Black satin duchesse, black peau de soie, black gros grain, all pure silk, absolutely perfect in every respect and guaranteed to wear best value in the world, \$1.00. Velveteens, all colors, special at 50c. Velvets, fine grade silk face, all shades, 75c. Corduroys, 28-inch wide, best English make, 85c.

Men's Shirts and Ties.
15c bow and string ties, 5c. 50c ties in all styles at 25c. 50c shirts at 35c. 31 shirts at 50c. \$1.50 shirts at 75c.

Flannels, Blankets

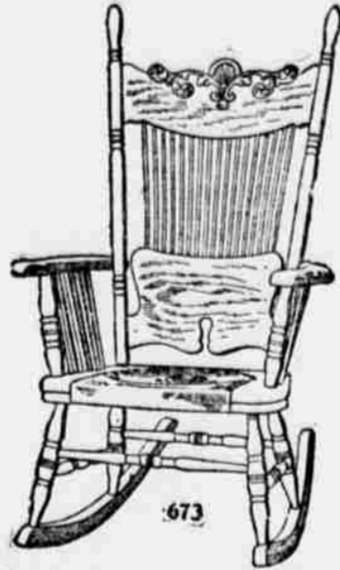
100 pieces fancy plaids and stripes; all wool flannel, at yard, 25c; 100 pieces all wool, striped or check flannel, at yard, 20c; white wool flannel, at yard, 15c, 18c, 25c, 30c, 40c and 50c; silk embroidered flannel, at yard, 55c, 65c, 75c, 85c, 95c; 1,168 yards Whiggeert napped flannel, fancy pattern, at yard, 12c; 1,017 yards Romanof fleeced flannel, at yard, 10c; 2 cases English teazle-down tennis flannel in fancy checks, plaids and stripes in beautiful color, at yard, 10c; Outing flannel, light and dark, at yard, 3c, 5c, 8c and 10c; Cotton flannel, at yard, 3c, 5c, 8c, 10c, 12c and 15c; Shaker flannel, at yard, 4c, 5c, 6c, 8c and 10c.

Bed Blankets
3 cases double gray, fine fleecy Bed Blankets, at pair, 55c. 2 cases 11-4 silver gray bed blankets, at pair, 75c. 1 case superior blue gray wool blanket, at pair, \$1.35. 2 cases 12-6 1b gray wool blanket, at pair, \$2.00. 1 case 11-4 white wool blanket, fancy border, at pair, \$2.50. 2 cases all wool brown blanket, at pair, \$2.50. 1 case all wool tan and grey Davenport blanket, at pair, \$3.00. 1 case 11-4 Davenport sanitary all wool blanket, at pair, \$4.00. 1 case 70x84 all wool grey fancy border, at pair, \$3.75. 1 case 66x 81 scarlet and plaids, all wool blanket, at pair, \$3.50. 1 case 10-4 Capital City all wool blanket, at pair, \$3.00.

Bed Comforts
8 dozen winter weight comforts at 75c each; 10 dozen extra heavy large size comfort, at \$1.15 each. 5 dozen extra heavy large size comfort, at \$1.25 each. 10 dozen extra heavy large size comfort, at \$1.50 each. 5 dozen extra fine elderdown comforts, at \$4.25 and \$5.50.

Carpet Sales.
The best floor coverings for every purpose. Art ingrains at 30c yard. Extra heavy unions, 35c yard. All wool ingrains, 50c yard. Floor oil cloth, 16c yard. Oil cloth rugs, for stoves, all sizes. Heavy linoleum, 45c yard. 7 foot window shades complete, 20c. Special on rugs, 30x60 Smyrna rugs, \$1.25.

Furniture



The best praise of all is the buyer's praise when they buy. This is what counts, the actual sales. We sell all who come to buy. The quality of the goods, the newness of design, the excellence of finish, and the lowness of price all combine to drive home the sale, and the result is we are doing the business. We want to say a word about some new cobbler-seat rockers we have just received. They are the best made, best finished, best looking rockers we have ever put on the floor. They are all oak or birch mahogany finish, and the price is \$2.75. We are also selling Rockers at \$2.45, \$2.50, oak cobbler-seat rockers. The venture we made last week proved a glorious success, and we sold more really good chairs than we ever thought we would, and why not? 20 styles of good, serviceable cane-seat chairs, all oak, new styles, the best of finish, and the price ranging from 75c to \$1.00. What an array of unprejudiced bargains. Chairs that were made on honor, bought on honor and sold on honor. Look the line over, you may need a few chairs. No harm done if we show you. If you buy, well, you have the best on earth for your money. If it is a question of saving money you will have to come here.

Pianos

Do you want to make \$100? Come and see our pianos and we will save you \$100 on the lowest prices others will make you on the same instruments. 24 makes, including the Chickering, Steinway and Fischer—the best pianos made. This is the only place you can compare all the best makes. Also the largest stock of Lester, Knabe, Vose & Son, Ivers & Pond pianos. This is the place to make a selection. 24 makes together to compare. Come and get our prices and you will give us your order. Pianos tuned, moved and repaired.

Closing Out Jewelry.

This week we will sell all our souvenir Jewelry at about 1/2 price. 1,000 sterling silver souvenir spoons we have been selling at 25c, go now at 10c. All our \$1.50 and \$1.75 sterling silver souvenir spoons, elegantly and appropriately engraved, go in this sale at 98c. Special sale on watches. Men's nickel watches, stem wind and set, reliable time keepers, \$5 each. Men's gold filled watches, Elgin or Waltham movements, regular \$12.00 watch, on sale at \$7.95. Men's 14kt gold filled watches, fine Elgin or Waltham works, regular \$20 watches, on sale at \$12.50—warranted to wear 20 years. Ladies' 14kt gold filled hunting case watches—warranted to wear 20 years—regular price \$20, sale price \$10.95—fully guaranteed.

Whitely Exercisers

We are selling Whitely Exercisers for less money than you can buy them by the gross from the factory. The first number, called "The Traveler," regular price 50c, sale price Saturday, 27c. Style B, in heavy or light, regular price \$1.50, sale price Saturday, 95c. The \$2.00 number we will sell on Saturday for \$1.45. Style No. 1, regular retail price \$2.00, our price \$2.00. Style No. 2, worth \$4.00, our price \$3.00. The very best made by the Whitely Exerciser Co., and listed at \$5.00, we will sell Saturday for \$4.00. Instruction books free.

Ladies' Garments

Grand special sale Monday on ladies' capes, jackets, coats and suits. Lowest prices on newest styles.

Jackets

Double breasted coat shaped ladies' jacket 24-inch long, made from heavy black Kersey, stylishly trimmed at \$3.98—worth \$7.50. 24-inch fly front jacket, made of fine black astrakhan cloth or kersey, fancy Italian overcoat lining, high storm or coat collar at \$5.98, worth \$9.00. An all lined, coat-shaped jacket 24 inches long, made from fine black all wool Melton or Persian wool, lined throughout with satin rhadame or taffeta silk, inlaid velvet collar, stitched seams, trimmed with 4 pearl buttons at \$7.50; regular price \$10. Taffeta lined jacket made from heavy black, large curl boucle, lined throughout with black satin, with kersey strap and braid trimming at \$10.

Capes

27-inch long capes, made from heavy black boucle trimmed on collar and down front, with fur; regular price \$5.00—on Monday for \$3.98. Seal plush cape with pleated back, lined throughout with satin rhadame, front edged with genuine black Thibet fur—on special sale at \$2.48. 27-inch seal plush cape, pleated back, beautifully trimmed, lined throughout with fine satin rhadame; collar and front edged with black Thibet—worth \$12.50, on sale at \$8.98.

Misses' Jackets

Misses' double breasted jacket, made of all wool Irish frieze in brown and grays at \$2.98, worth \$5.00. Misses' fly front jacket, high neck, made of large curly boucle, trimmed with kersey strips to match, lined with silk, sizes 14, 16 and 18 at \$4.98, worth \$7.50. Children's jackets, fancy plaid cloaking, also plain colors; trimmed with kersey cloth and soutache to match at \$3.48, worth \$5.00.

Collarettes

Ladies' electric seal collarettes, trimmed with Martin tails and heads, lined with satin at \$4.98. Ladies' Martin collarettes, lined in very best quality satin, heavy weight at \$6.98.

Suits

Ladies' all wool, chevrot serge and covert cloth suits, fly front or double breasted jacket lined with taffeta silk, skirt trined with percaline; a perfect fitting, stylish suit for \$9.98. Ladies' coat suits, imported tailor's cloth, new flounce skirts; new sleeve; jacket silk lined at \$12.50. Skirts made of very good quality black brilliantine, new fall designs at 98c. Suits made of black brocade brilliantine in bayadere and other new patterns, welted seams, lined with percaline and interlined with crinoline at \$1.98. New flounce skirt, made of black storm serge and brilliantine, lined and interlined with crinoline, on sale Monday at \$4.50. 500 dressing saques in all wool browns, cardinals, greens and pinks, on special sale at 75c. Ladies' fleeced lined wrappers, braid trimmed, extra wide skirts at 98c.

Cotton Dress Goods

Calicos, Percalines, Novelties, in cotton wash goods. Good standard calicos, big variety of colors, 3c yard. Best quality heavy German blue calico, 9c yard. Heavy napped wrapper goods, 10c yard. Double fold novelty dress goods, dressy, very desirable, and very cheap at 12c yard. Double fold, Shepherd checks, light and dark colors, strictly washable, 10c yard. Silko-line for comforts, yard wide, 8c yard.

Ladies' Furnishings.

\$1.25 gloves at 69c. 50c cashmere gloves, 25c. 25c fleecy lined hose at 12c. 25c children's hose at 12c. Ladies' 35c vests and pants at 19c. 50c vests and pants 19c. 50c vests and pants, 50c. Ladies' all wool vests and pants, worth \$1, at 75c. Ladies' extra heavy fleecy-lined combination suits, worth 75c, at 50c. Ladies' wool mix combination suits, worth \$1.50, at \$1. Children's fleecy-lined combination suits, worth 50c, at 25c. Children's heavy fleecy-lined vests and pants at 10c up. Ladies' corsets, black and drab, all sizes, worth \$1, at 50c. Ladies' muslin nightgowns, 39c.

Millinery.

The richness of quality, and beauty of designs, the new creations in Ladies' headwear, displayed in the great Millinery department are such as women of fashion and taste delight in. Myriads of exquisite patterns—new styles and new beauties. Hundreds of elegant hats, exact copies of \$25.00 and \$35.00 pattern hats, on sale at \$5.00 and \$7.50. Everything in ladies' headwear. The style is in the millinery—not in the prices.

Wall Paper

Remnants of all grades for less than factory cost. Our regular 6c and 8c white blanks at 5c and 6c. 9 in. borders at 2c yard; 18 in. borders at 4c and 5c. Our regular stock of slimmers and gills, worth 12c, 15c, 17c and 20c, on sale at 7c, 10c, 12c, 15c. With 18-in. blended frieze, at 7c, 8c and 10c yard. Dark colors in varnish finish golds, worth 25c, 30c, 35c and 40c, go Monday at 20c, 25c and 30c; 18-in frieze at 10c and 12c yard.

New Drug Prices.

Pierce's medicines, 75c; Lydia Pinkham's compound, 75c; Thompson's beef, iron and wine, the \$1.00 size, on sale at 30c; Hood's Sarsaparilla, 75c; Warner's Safe Kidney and Liver Cure, 90c; Swift's Specific, \$1.00 size, 75c. \$1.75 size at \$1.25. 2-quart fountain syringe, 50c. 3-quart fountain syringe, 65c. 2-quart hot water bottle, 60c. 3-quart hot water bottle, 75c. Carrier's Liver Pills, 15c. Laxative Bromo Quinine, 15c.

Paints

Enamels and Varnish. Best ready mixed paints, \$1.00 gallon; half gallons, 55c; quarts, 30c; all colors, Carriage colors ground in varnish; 4 pints 25c; quarts, 15c. Gerstendorfer's household enamel, in all colors; 1/4 pint, 20c; white, 1/4 pint, 40c; Gerstendorfer's varnish wood stains make old furniture appear new. Stain and varnish a single application.

Hardware, Stoves and Housefurnishing Dept.

A Red Hot War is on in our Big Stove Department—

A record-breaking price annihilation the cause— Never before in the history of Omaha have stoves been sold at such ridiculously low prices.

Over a Carload Sold this Last Week.

Over 100 Kinds on Our Floor to Select From.

Steel Ranges, Steel Cooks, Cast Range, Cast Cooks, Steel and Cast Heating Stoves, for hard or soft coal or wood—in double heating base burners—Rector Oaks, for coal—Hot Blast, coal or wood—Air Tight, for coal or wood—Combination Heating and Cooking Stoves.

HERE ARE A FEW CORKERS:



The Radiant Stewart

The handsomest and most powerful heater, the greatest coal saver, and best double heating base burner on earth—a regular \$45.00 stove—our price only

\$34.75

The Prize Stewart—not quite so much nickel—but nearly the same otherwise—a very fine, heavy, honest stove—regular \$35.00—our price

\$24.95

The Stewart Hot Blast—the greatest heating and coal saving stove made—has down draft, air tight screw dampers, keeps fire 48 hours—very handsome—regular \$16.00 stove—our price only

\$10.95

The Stanley Allright—for wood—burns almost anything—a great heater—only

\$2.69

The Floral Oak—one of the handsomest heaters on the market—nickel plated base, foot rail and top ring and ornate—regular \$14.00 stove—our price 10.49
The Modern Oak—with large 17-inch fire pot—very handsome coal heater—will also burn wood—a regular \$16.00 stove—our price only 11.50
Our Junior Oak—with 14-inch fire pot—first-class coal or wood heater, only 6.39
The celebrated M. & D. Steel Range—best on earth—we have them in 5 styles—can sell you one with high warming closet and large oven—with water front—round fire box—weighs 600 pounds—regular \$45.00 Range—our price 33.95
Another lot of those much-wanted Oil Heaters coming in Monday at 3.95
Coal Hods 75c
Stove Pipe 9c
Fire Shovels 5c
Stove Boards 45c

Sheet Music

Big hits in Sheet Music. "She Was Bred in Old Kentucky" by Braisted and Carter. This is certainly one of the best selling songs we have had this year. "At a Georgia Camp Meeting" by Kerry Mills, author of "Rastus on Parade," "Love is King," by Innes and hundreds of other pretty songs and two-steps; the above are all 50c selections; we sell at 25c per copy. We also carry two catalogues of sheet music sold at 10c per copy. Call or send for catalogues, which are free.

Souvenir Book

We have accepted the agency for the souvenir book of the Exposition, entitled "Omaha To-wa-tha," written by a full blooded Indian woman, whose picture appears as the frontispiece, and illustrated by "Bright Eyes," also a full blooded Indian. This work is a history of the treaty between the government and the Omaha tribe and was presented as a souvenir to President McKinley and his cabinet while visiting Omaha. It is handsomely bound, elegantly illustrated, both in black and white and colors. On sale in our book department at 25c.

Meats

Our Meat Department is very large and yet too small for the stock we handle. No. 1 hams just received, 8,000 pounds, Monday's price, 8c. 3-pound pale lard, any brand, 15c; 5-pound pale lard, any brand, 21c; compound lard, any size, 5c; No. 1 bacon, 8c; cottage hams 8c; boneless ham, cooked, 9c; fresh spare ribs, 5c; fresh dressed spring chickens, 10c; Frankfurt sausage, 3 pounds for 25c or 8c per box; Pickled pork, very choice, 6c; Chipped beef, per pound, 15c; Choicest lean bacon, 10c. Hayden Bros.

Man's Underwear.

Special prices for this week. \$1.50 and \$2 underwear at 75c. \$1.00 and \$1.25 underwear at 50c and 75c. Underwear at 35c. Men's 20c and 25c socks at 12c, 35c and 15c each.

Hayden Bought it All

All the creamery butter sent to the Exposition for the prize contest was sold to Hayden Bros. again. The blue ribbons are on display in our butter department. It is not necessary for us to say any more about the quality of the butter, as you all know it must be the best butter that can be made or it would not be sent to the exposition. On sale in the largest butter department in Omaha. Fine fresh dairy butter, 13c and 12c; fancy country creamery, 14c and 15c; fresh sweet country butter, 12c, 13c and 15c; exposition prize separator creamery butter, better butter could not be made, 13c, 15c and 21c.

Sugar

20 pound granulated Sugar \$1. Sugar is down. What is the cause of it? It is because the trusts are fighting other refineries who refused to join them to make the people pay more for sugar than it is really worth, and they will do it just as soon as the other ones are either bought out or shut down by them. Buy your sugar now while the fight is on.

Fish Etc.

Solid packed, extra select oysters, quart, 25c. New Cape Cod cranberries 6c. Smoked white fish, per pound 15c; snow white codfish, 2-pound bricks, 9c; George's fancy whole white codfish, 14c; mackerel, real Norway, per pound 12c; Norway herring, 8c.

Cheese

New brick or limberger cheese, 10c. Young American full cream cheese, 10c. Switzer cheese, per pound, 12c; neutschel cheese, only 3c; hard cheese, only 2c; imported Swiss cheese, per pound, 25c. Biggest sale this week ever known.

Tea and Coffee

Good Golden Santos, worth 20c, only 10c. Whole Rio coffee, only 8c. Java and Mocha Siftings, only 12c. golden Rio coffee, 20c; new crop tea siftings, 17c; English breakfast, 25c and 33 1/3c; fancy gunpowder tea, 25c.

China Dept.

Great 10c and 15c decorated china sale. No article in the lot worth less than 75c to 75c. The sale will include cups and saucers, sugar bowls, creamers, covered mustard plates, spoons, teatiles, soups, A. D. coffees, ash trays, bowls, etc., at 10c and 15c each. A great bargain chance.

HAYDEN BROS.