

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, JANUARY 1, 1899.

SINGLE COPY FIVE CENTS.

HAYDEN'S The Grand Clearing Sale You Have Been Waiting For. HAYDEN'S

Weeks ahead of all competitors. Surplus stocks, odds and ends, broken sizes, small lots and all this season's goods must be closed out. Not a dollar's worth reserved. We never bought so heavily as last year; prices were never lower; assortments never greater, and now all must be closed out at any price they will bring. It will pay out-of-town customers to come hundreds of miles to attend this great sweeping clearing sale. If you can't come send in your mail orders within a reasonable time and we will fill it at these cut prices. Clothing at about 1/2 price. Agents for the Butterick Patterns and Publications.

Silks

Plain Silk Worth up to \$1.00—on sale at 29c

Changeable Silks—Special 17 1/2c

at a Mere Fraction of Their Real Value

We have too many Silks—Thousands of pieces that must be sold at once. NOTHING RESERVED—ALL MUST GO as new silks are already on the way. Silks sold as they were never sold before.

- 127 styles Fancy Silk—sold up to \$1.00—on sale at 49c
93 styles fancy Silk—sold up to \$1.25—on sale at 69c
LATE STYLES IN PLAID STRIPES—very best qualities—worth up to \$1.39—on sale at only 75c
NOBBY STYLES IN WAIST SILKS—sold at \$1.39, \$1.50, \$1.69, \$1.75—all in one lot—at 98c
REMNANTS AND ODDS AND ENDS of Taffetas, Gros Grains, Failles, Surahs, Poplins, Armures—Satin, in plain silk, plaids, stripes, checks, elaborate Brocades, and all kinds of Fancy Figured Silks, in lengths from 1 to 15 yards, worth up to \$2.50, on sale at 49c
GOOD QUALITY CHANGEABLE TAFFETA—all pure silk—pretty shadings—only 49c

Great Reductions in Black Silks

- Immense holiday business left this stock in a very depleted condition. What remains will go quickly at these prices.
BLACK TAFFETA—all silk—24 inches wide 39c
BLACK TAFFETA—\$1.00 grade—on sale at 69c
BLACK TAFFETA—27 inches wide—worth \$1.50—on sale at 98c
BLACK FAILLE DRESS SILK—only 20 pieces—on sale at 39c
BLACK PEAU DE SOIE—BLACK GROS GRAIN—Black Armure, Black Satin Duchesse, all pure silk—worth from \$1.00 to \$1.25—special at 75c
60 PIECES BLACK FIGURED SATINS—all late designs—worth up to \$1.00—sale price 49c
500 REMNANTS OF VELVET—best qualities—worth up to \$1.50—all bright shades—on sale at 49c
NEW SHIPMENT OF THOSE FAMOUS WIDE WINSLOW TAFFETAS—This extra wide silk is the cheapest in the world. 1.00
MAIL ORDERS PROMPTLY FILLED. WE ALWAYS HAVE WHAT WE ADVERTISE.



The Leading Dress Goods House of the West.

Closing Out Every Yard of Winter Goods Regardless of Cost.

Everything will go as Advertised—Not One Yard Reserved.

- Goodall's celebrated Paquin Serges, that sold at \$1.19—all on this sale will go at 75c
Goodall's Novelities that sold for \$1.50 will go at 98c
The best and heaviest Venetians, made 54 inches wide and sold at \$1.75—all go on this sale at 98c
Military Cloths, Broadcloths, etc., that sold at \$1.50—will go at 98c
Novelties, Mixtures, etc., that sold for \$1.50—will go at 98c
Mixtures, French Novelities, etc., that sold for \$1.19—will go at 75c
Extra Heavy Suitings, that sold for \$5—will go at 50c
French Silk and Wool Novelities, 40 inches wide and usually sold for 75c—all go at 39c
All Wool Mixtures that sell at 49c—all go on this sale at 25c

Black Dress Goods

- Priestley's Novelities that sold at \$1.00, \$1.19, \$1.39, \$1.50—all on this sale for 79c
1 case Black English Jacquards—usually sold for 75c—40 inches wide and extra heavy 39c
All Wool 40-inch German Jacquards—extra weight—usually sold for 85c—on this sale only 49c
500 pieces of extra heavy Black Jacquard goods—42 inches wide—extra fine black—sold at 49c—on sale at 25c
All our Black Crepons will be sold at less than half price—\$2.50 for \$1.25—\$3.00 Crepons for \$1.50—\$4.50 Crepons for \$1.95—\$4.00 Crepons at \$2.00, etc.
MAIL ORDERS filled at above prices, but selection must be left with us. Samples would do no good as all goods go quick at these prices.



Jackets, Suits, Waists and Wrappers

The real battle commences tomorrow. Every garment to be slaughtered—every jacket must be sold, no matter what price they will bring. Our loss is your gain. You can't afford to buy until you see the bargains we have to offer.

Our Elegant Line of Jackets Divided into Five Lots.

- About 350 Jackets in each lot and this is how they go:
Lot 1—Jackets that are worth up to \$6.00 for \$1 98
Lot 2—Jackets that are worth up to \$9.00 for 3 98
Lot 3—Jackets that are worth up to \$13.00 for 5 98
Lot 4—Jackets that are worth up to \$16.00 for 7 98
Lot 5—Jackets that are worth up to \$40.00 for 9 98
Electric Seal Capes, with marten collar, worth \$20.00, for 10 00
50 Collarets, worth up to \$10.00, for 4 75
75 Collarets, worth from \$35.00 to \$40.00, for 17 50

Ladies' Suits and Waists

- Lot 1—Ladies' all wool Cloth Suits, in blues, browns and greens, worth up to \$15.00, for \$7 50
Lot 2—Ladies' Tailor Made Suits—box or tight-fitting jackets—plain or flounce skirts—worth up to \$20.00—for \$9.98
Lot 3—Ladies' high class Tailor Made Suits—some all silk lined—in all the newest shades—worth up to \$35.00—on sale at \$14.98

Silk Waists, Underskirts and Wrappers

- Lot 1—Includes about 250 Taffeta Silk Waists, in blue, red, pink, green and black—worth \$5.00—on sale at \$2 98
Lot 2—500 Waists, in plaids, checks and stripes and all the newest prevailing shades and black—worth \$6.50—for \$3 98
Lot 3—Fifty samples of imported styles, from James McCreery & Co., worth \$20.00—to close out—at 5 98
50 dozen Ladies' Underskirts, in stripes and plaids and blacks, flannel lined throughout, worth \$2.00, for 70c
25 dozen Wrappers, in heavy percales, separate waist lining, trimmed with braid, our regular \$1.00 wrapper, for 39c
40 dozen Fleece Lined Wrappers, in dark colors, trimmed with braid, extra wide, worth \$1.50, for 75c
20 dozen extra heavy Flannelized Fleece Lined Wrappers, in all the newest patterns, worth \$2.25, for 1 10c
The busiest Cloak Department in all the west

Closing out Dress Trimmings, Ribbons, Laces, Embroideries, Fancy Goods, Notions.

Elegant line of embroideries, starting at 2c per yard, regular price 5c. 10c embroideries at 3 1/2c. Regular 15c embroideries, 7 1/2c. Regular 20c embroideries, 9c. Regular 25c embroideries, 12 1/2c. Closing out linen torchon, oriental and wide valenciennes laces at 2c, 4 1/2c, 7 1/2c, 11c, 15c, w 1/2 5c to 8 1/2c. Closing out dress trimmings, fancy braids, guimpes, passamenteries and all trimmings at half regular prices. Odds and ends in fur goods at one-third regular price.

Ribbon and Stamped Linen Sale.

We are overstocked with stamped linens—closing them out at one-third price. Elegant heavy stamped doilies 1c each. Five-inch doilies 2 1/2c each. Large 25c and 35c center pieces for 10c. Full line of working silks at 5c spool. Rich satin and gros grain ribbons, strictly all silk, No. 5 at 3c, No. 7 at 4 1/2c, No. 9 at 5c, No. 12 at 7c, No. 16 at 9c, No. 22 at 11c, No. 30 at 12 1/2c, No. 40, 50 and 60 at 15c yard. Mail orders filled.



Special Inventory Notion Sale

Velveten skirt binding 2 1/2c yard. Stockinet dress shelds, regular price 15c, at 4 1/2c pair. Corset steels, regular 10c values, at 4 1/2c. Six cards of books and eyes, 2 dozen in each card, for 4 1/2c. Full 200-yard 5c machine thread at 2c spool. Fine combs 2 1/2c and 4 1/2c each. 6-inch metal back horn combs, regular price 15c, on sale at 4 1/2c. Ladies' 50c and 75c handbags and pocket-books 25c. Children's elegant fancy pocket-books 15c. Men's and boys' purses 3c. Mail orders filled.

Books and 1899 Diaries

Closing out books at one-third book store prices. Elegantly cloth-bound 12-mo books, large list of titles, worth 35c, at 12 1/2c. Splendid editions at 25c, 15c and 45c. All the new books at cut prices. The finest line of diaries in Omaha at all prices—15c, 25c, 50c, \$1.00 and up—Prices one-third less than regular.



Letting down prices on Pianos

All the new pianos just received to complete our 1898 contracts in addition to the splendid stock of instruments already on hand, go on sale at deeply cut prices. A few slightly used pianos, as good as new, at less than half original price. During the next ten days to make room for pianos we are compelled to store and to obtain ready cash in place of a stock that is much too large, we offer the greatest inducements that have ever been made to piano buyers anywhere. You have over twenty different makes to select from here. These are a few of the many special values:

Terms to Suit Purchasers.

- 1 fine Upright, Mahogany case at 75 00
1 fine Upright, Mahogany case at 85 00
1 fine Upright, Oak case at 100 00
1 fine Upright, Walnut case at 125 00
1 fine Upright, Mahogany case at 135 00
1 fine Upright, Walnut case at 150 00
1 fine Upright, Oak case at 165 00
1 fine Upright, Walnut case at 175 00

Pianos Tuned, Moved and Repaired.

Cut Prices on Furnishing Goods and Underwear.

- Men's wool fleeced shirts and drawers, all sizes, 75c quality at 25c
Men's fine wool and fleeced lined shirts and drawers, worth \$1.00, at 50c
Men's fine camel's hair and natural wool shirts and drawers at 75c
Ladies' fine fleeced lined vests and pants worth 50c, at 25c
Ladies' fine wool vests and pants, regular \$1.00 quality, 50c.

A Big Cut in Wall Paper.

On inventory we find too much stock. We sell the surplus for less than cost. The very best grade white Blanks for 5c per roll. Gilt that formerly sold at 25c for 15c and all other grades of paper at greatly reduced prices. A few remnants of high priced papers—some of them sold as high as 50c per roll—on sale this week at 5c per roll. A big lot of brushes an hand that we want to dispose of and will sell the same at less than cost for the coming week. Prices 5c to \$1.25. In mixed paints we will sell you the best on the market for \$1.00 gallon. We also carry a large stock of stains, varnishes and enamels, which we sell at lower prices than anyone in the city.

New Carpet and Drapery Prices.

Grand inventory sale to clean up present stock and make room for new goods. The Ingrain carpet on sale now at 20c is a snap. One of the best values ever put on sale is our 40c number. Very best, extra super, all wool Ingrain carpets, 200 different styles, at 60c yard. 36x72-inch Smyrna rugs, \$2.35. 30x60-inch Smyrna rugs, \$1.95. Another 30x60 Smyrna rug at \$1.25. Newest patterns in rugs. Some rare bargains in odd lots of curtains and draperies. A few \$1.50 lace curtains on sale at \$1.00. At \$2.00 you can buy a curtain that for style and quality breaks the record. At \$2.50 you can buy a tapestry portier that is full size and very heavy. Fine values at \$2.50, \$4.50 and \$5.00. Elegant lace to select from. Don't buy a sewing machine until you see our line. The Free A. No. 1 machine, 5 drawers, for \$17.50. Same machine, drop head, \$20.00. The seamstress machine, the most reliable, in four styles, from \$20.00 to \$25.00. Mail orders filled.

Furniture



If you are meditating on buying any kind of Furniture at the present time we can make it an object for you to come here. We will sell you cheaper now than we ever could. We have a lot of new, stylish furniture, which arrived later than we intended, and now we will give you the benefit of this end of the year's business. Look us over, get our prices and you will at least be satisfied. Send mail orders.

Flannel Dept

Special for Monday. Now is the time to take advantage of low prices. Large stock to pick from. White wool Flannel at yard 15c, 15c 25c, 30c, 40c 45c, 60c and 80c. Striped and checked Shirting Flannel, at yard, 20c. Double fold Zephyr Flannel at yard, 20c. Outing Flannel, dark and light, at yard 2 1/2c, 5c, 6 1/2c, 8c 10c and 12 1/2c. Flannellets, at yard, 10c. Roman fleeced Flannel, at yard, 10c. Swansdown, handsome pattern, for shirt waists and wrappers, at yard, 10c and 12 1/2c. Mail orders filled.

Jewelry Sales

All sterling silver novelties, files, cuticles, scissors, manicure articles of all kinds, at 15c and up; less than half regular prices. Gents' Elgin and Waltham watches, silver case, screw back and front, at \$3.95. Gents' fine gold filled watches at \$7.95. Silver-tone sugar bowls, cream pitchers, tea pots, etc., regular \$2.00 values, for 98c. Rings chains and scarf pins closing out at half price. Mail orders filled.

Table Linens and Muslins At Cut Prices

- Homestitched Linen Cloths, 10-4 size, \$1.98.
Fringed Linen Cloths, 8-4 size, at 69c.
Linen Damask Table Cloths, 2 yards long, at \$1.25.
Homestitched Cloths, 3 1/2 yards long, and one dozen napkins to match, at \$4.95 set.
Homestitched Linen Dresser Scarf, 2 yards long, at 49c.
Fancy bordered linen Towels, large size, knotted fringed, at 25c.
1/4 size fast edge all linen Damask Napkins at \$2.48.
Hemmed or fringed linen Huck Towels at 10c, 12 1/2c, 15c and 25c.
26-inch sheer Handkerchief Linen at 55c, 65c, 75c and \$1.00 yard.
36-inch Art Linen at 50c, 60c and 75c yard.
64-inch bleached Irish Table Linen at 49c.
60-inch silver bleached Table Linen at 25c.
68-inch satin damask Table Linen, \$1.25 quality, at 75c.
72-inch satin damask Table Linen, \$1.50 quality, at 89c.
16-inch bleached all linen Crash at 5 1/2c yard.

Special Closing Sale on Bed Spreads and Tapestry Table Covers.

- Crochet Spreads at 49c, 55c, 75c and \$1.00.
Marcellite Spreads at \$1.49, \$2.25 and \$3.
Fringed Spreads at \$1.90, \$1.50, \$2.50 and \$3.00.
Tapestry Table Covers at 45c, 75c, \$1.00, \$1.50 up to \$5.00.
Chenille Table Covers at 95c, \$1.50, \$2.00 up to \$3.50.

Special Closing Sale on Sheeting and Muslin

- 25 bales of heavy L.L. Muslin at 3 1/2c.
15 bales soft finished bleached Muslin at 5c yard.
4-1/2 bleached Sheeting, 81 inches wide, worth 22 1/2c, at 17 1/2c.
9-4 Brown Sheeting, 15c value, at 10c yard.
36-inch Lonsdale Cambric, 12 1/2c quality, at 7 1/2c yard.
Bleached ready-to-use Sheets, torn and ironed, 3-inch hem, at 39c.
Ready-to-use Slips at 5c.

Closing Out Millinery

Every hat now in stock must be sold. We have cut the prices to half the early season figures. You can buy exquisite hats in the new fashions for \$2.50, \$4.50 and \$5 that are worth up to \$15.00. Trimmings and shapes at any price to close them out. Special values in walking hats.

Hams, Bacon, Lard

- No. 1 Ham, sugar cured 8c
Best Summer Sausage 12 1/2c
Best Brand Picnic Hams 5c
Cholice Corned Beef, boneless 7 1/2c
Pickled Tripe 3 1/2c
Pickled Pork 5 1/2c
5-pounds best Lard, any brand 20c
Chipped Dried Beef, per pound 12 1/2c
5-pounds cans Lard 35c
Bologna Sausage 5c
No. 1 Light Lean Bacon 10c
Fresh Pork Sausage, link 6 1/2c

Canned Goods Sale

- 3-lb cans extra quality Tomatoes 6 1/2c
3-lb cans yellow table Peaches 12 1/2c
3-lb cans yellow golden Pumpkin 6 1/2c
3-lb cans Boston Baked Beans 6 1/2c
1-lb cans Boston Baked Beans 3 1/2c
3-lb cans best Apple Butter 6 1/2c
2-lb cans Sweet Sugar Corn 6 1/2c
3-lb cans Raspberries, in heavy syrup 12 1/2c
2-lb cans Blueberries, Gooseberries, Blackberries, etc., regular price 15c per can, now 7 1/2c
2-lb cans Blood Red Salmon, only 10c

Sapolio, soaps and Powders

- 10 bars Armour's best soap 25c
8 bars refined Borax Soap 25c
8-pounds bars Brown Soap 25c
Large bars Wool Soap 6c
Sapolio, 6c
17 1/2c Pearlina 3 1/2c
Ivory Soap 4c
Floating Tar Soap 4c
Best 98 cent perfumed Lye, per can 7c

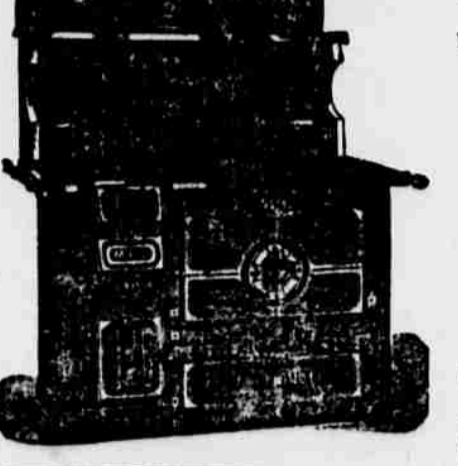
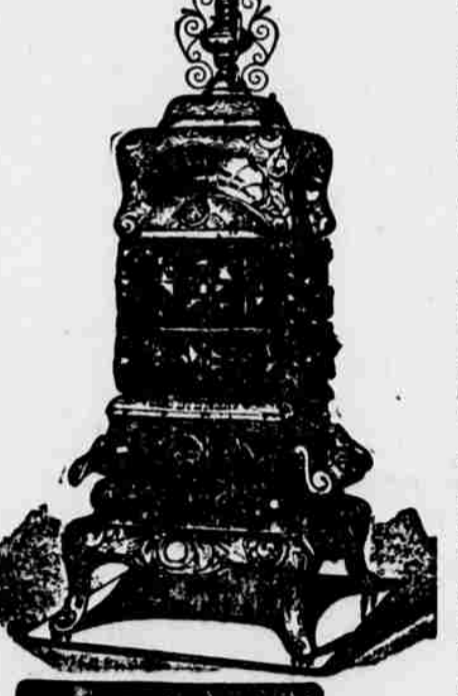
Big sale on Flour

- Minnesota High Patent Flour, per sack 98c
Best Rye Flour, per sack 98c
Good Rye Flour, per sack 75c
2-lb pkg. Self-Rising Pancake Flour \$1 10c
2-lb pkg. Self-Rising Buckwheat Flour \$1 30c
2-lb pkg. Calif. Breakfast Food 9 1/2c
2-lb pkg. Wheatel, the new breakfast food \$1 30c
10c pkg. Sepp's Coconut, only 5c
20c pkg Cream of Wheat, only 12c
5c pkg Yeast, all kinds 2c
25c pkg Hunter's Cold Water Starch, 7c
10c pkg Silver Gloss Starch, only 5c
15c pkg Pudding, all flavors, only 7 1/2c
New California Raisin cured Prunes, 5c
New California Prunes, large, worth 15c
New Valencia Raisins, worth 10c 5c

Butter, Eggs, Cheese

- Fresh Sweet Country Butter, rolls 12 1/2c
Extra fine Sweet Dairy Butter, per pound, 14c
No. 1 Separator Creamery Butter, per pound 17 1/2c
Extra fancy Separator Creamery Butter, worth 25c, only 20c
Strictly Fresh Guaranteed Eggs 31c
Fancy full cream Cheese, lb. 12 1/2c
Domestic Swiss Cheese, lb. 15c
Imported Swiss Cheese, lb. 25c
Neufchatel Cream Cheese, pkg 30c
Hand Kase, Imported 2 1/2c
Sapago Cheese, only 3c
Fancy Limberger or brick Cheese, 12 1/2c
We carry every kind of cheese made—either imported or domestic.

Hardware, Stoves and Housefurnishing Goods A Happy New year and a Hot Stove to All—A good beginning means a good end.



China Department.

16 cases of china, which ought to have been in stock six weeks ago, only arrived today, and not wishing to carry it any length of time, we will sell it at factory prices. Fine white China Cups and Saucers, worth 30c, 8c per pair. Fancy China Cups and Saucers, decorated worth from 35c to 75c per pair, 15c. 75c Sugar and Cream, finely decorated, 10c each. 25c Fancy Flow Blue Oatmeal Bowls, 5c. All colors nice decorated Children's Cups and Saucers, 5c per pair. Nicely Decorated Dinner Plates, 5c. Lamp Chimneys, 1 1/2c each. Tumblers, 1 1/2c each. Iron, stone, China Cups and Saucers, 1c each. Emerald Fount Lamp, complete, 25c. Decorated Toilet Sets, a regular \$3.00 set, \$1.58. Plain white plates, 2 1/2c, 4 1/2c and 5c. Mail orders filled.

THE FLORAL OAK—A very handsome stove with nickel base and nickel trimmings, large 15-inch fire pot, a beauty, regular \$14.50, now \$9.45.

THE MODERN OAK—very large, will heat a hall nicely, nickel trimmed, a fine, plain substantial stove, regular \$16.50, now \$10.49.

THE TOD STOVE—Nice 3 1/2 inch held laundry stove, \$1.75.

THE CELEBRATED M & D STEEL RANGE—The best on earth, like out, with high shelf, water front, large oven, all complete, regular \$45.00, now \$32.95.

THE TRIUMPH ECONOMY—The best for the money in this country, with high shelf—low warming closet, large oven with enameled reservoir, regular \$35.00, now \$27.75.

We can sell you a nice No. 8 Cook for \$7.95 Repair your own shoes, 3 lasts and stand, 25c. The Economical complete outfit in wood box, 43c. Folding Ironing Boards, 69c. 6-foot Step Ladders, 43c. 60-round Japanese Flour Cans, 59c. Galvanized Wash Tub, 33c. Large foot Bath Tub, 37c. No. 8 Copper Bottom Boiler, 59c. Weather Strips, per foot, 1/2c. Coal Hods, 9c. Fire Shields, 3c. Hatchet for kindling, 9c. Hand Saw, 25c. Kitchen Meat Saw, 17c. 2 packages, 500 sheets each, Toilet Paper, 5c.

Skates in all styles at prices that will make you buy. They must be sold. Send us your mail orders.

Good size cotton Bed Blankets, at per pair, 60c.

11-4 extra fine white Avondale Bed Blankets, made from the finest selected stock, regular \$7.00 blanket, \$4.75 per pair. 10-4 all wool white Kasota, extra heavy, fancy border, regular \$6.50 blanket, per pair, \$4.50. All wool gray, regular \$4.50 blanket, per pair, \$3.50.

Bed Comforters

At, each, 85c, \$1.00, \$1.10, \$1.50, \$2.00, \$2.50, \$2.75. Down comforters at \$4.25. Mail orders filled.

HAYDEN BROS.