AVDEN'S A Half Price Sale at the Big Store Should Interest the Economical

The most remarkable money-saving opportunity ever made—high standard goods at half price. Why do we make such can't help ourselves. Season too far advanced—too large stocks staring us in the face. The only remedy to create quick selling is low price. Our counters must be cleared no matter what the loss. It is good business for us to close out winter stocks and get the tied up cash. You get the goods at your own prices. Mail orders filled. If you can get near the basement bargain counter, you will get the biggest and best bargains in America. Goods are being sold at 1-10 AGENTS FOR BUTTERICK PATTERNS. to 1-20th their value. New bargains every hour.



The Leading

Dress Goods House

West.

stores in Omaha combined.

First Importation of Spring Goods Just Arrived.

The celebrated CAY CHEVIOTS, made in Saltaire, England, extra Closing out Fancies, \$1.25 Plaids, \$1.25 Stripes, \$1.25 Checks, \$1.25 Novheavy for tailor Suitings-seven shades blue, brown, green and black-the swellest goods for spring wear.

CAMEL HAIR CHEVIOTS, English, also in all the leading spring shades. CAMEL HAIR SCOTCH CHEVIOTS, in all the leading spring shades. Extra heavy English Tailor Suiting, in all the blues, browns, mode, tan, etc., beavy enough to be made up without lining. Coverts, in all shades, at all the popular prices. Poplins, in all the new shades, at 50 per cent cheaper than other houses.

Clearing Sale of Winter Goods.

A few Mohair Top Crepons still left, in lengths of 2 yards, 3 yards, 3½ yards, etc., to be closed at only 98c.

A few patterns of Silk Crepons still left-the \$3.50 quality to be closed out at \$1.75. All Priestley's Black Jacquards and Novelties, 50-inch Clay Worsteds, worth \$1.75; 50-inch Cheviots, all colors, worth \$1.50 and \$1.75; extra heavy German and French Whitpcords, Coverts, Meltons, that sold at \$1.50, \$1.60, up to \$2.00 per yard, and 1.060 other weaves that must be seen to be appreciated, at only 98c.

All Wool English Jacquard that sold for 98c, Silk and Wool French Mixtures that sold for 28c, Coverts that sold at 75c, 54-inch extra heavy Ladles Cloth, 45-inch French Serge, worth 75c; French Plaids, extra weight, that sold for \$1.00, and a great variety of other weaves, worth up to \$1.00 for 49c Silk and Wool French Mixtures, 50-inch all wool Sackings, 40-inch new black extra heavy imported fancies, worth 75c; 38-inch half wool Fancy Plaids, for waists; 40-inch Black Henrietta and a thousand other weaves, worth 50c, for 25c.

Special in Basement. 1 new case Worsted Goods, all colors, 36-inch wide, worth 30c per yard,

Basement Dress Goods.

1 case Jacquards, English Cashmeres, Fancies, Mixtures, etc., all 36 inches wide and fully two-thirds wool, will go Monday morning, in basement, at only, per yd... 9c



Now is a Golden Opportunity to Buy a

Jacket

At Your Own Price.

Heavy Beaver Jacketshalf silk lined.....

All wool Jackets, in caterpillars and kerseys, nearly all silk lined throughout, worth \$8.00, for..... All our fine \$10 and \$12 Jackets, in kerseys and rough materials, in blues, blacks and tans, at.... \$4.98 Your choice of any Jacket in the house, goods that sold from \$25 to \$40, for..... 20 dozen Ladies' Underskirts, flannel lined throughout, the \$2.50 quality for 250 Children's Jackets, that sold for \$5.00, go at ... \$1.98 150 Children's Jackets, that sold for \$6 and \$7, go at \$2.98 Ladies' \$5.00 Silk Waists for..... \$2.75 Ladies' \$6.00 Silk Waists for..... \$3.75 25 dozen ladies' Flannel Wrappers, worth \$1.50, for 40 dozen ladies' Wrappers, in heavy flannelettes, trimmed with braid, the \$2.00 quality, for

75 ladies' Suits, Jackets, all silk lined, in all wool suitings, worth \$12, for..... \$4.98 Advance styles in ladies' Spring Suits, all the

new shades, at \$12.50

Jewelry Prices. Special Sale on Watches

Gent's Elgin or Waltham Watches in gun metal cases, screw back in front, at \$4.95. Ladies' and gents' filled hunting case watches, warranted to wear 10 years, with fine Elgin or Waltham works, \$8.95.

watches, with fine Elgin or Waltham sworks, at \$16.95. Gents' solid gold 14kt U. S. assay hunting

Ladies' 14kt solid gold hunting case

case watch, full jeweled, Elgin or Waltham movements, \$29.50. Sterling silver novelties in endless variety,

at half regular value. Rogers' Knives and Forks, 12 dwt., \$2.25

for set of 12 pieces. Rogers' Tea Spoons, 75c set of 6.

Sheet Music.

We carry all the very latest and most popular sheet music to be had. Our tremendous sellers at present are: "Just One Girl," waitz song, by Lynn Udall; "Because," by Horwitz, and Bower's "Darktown is Out ancluded in this lot.

\$5.00 and \$5.50.

If you need anything of this kind and can raise the cash you will save from \$3.00 to \$4.00 on any of these. We are still selling a lot of fine oak chairs, odds and ends, from one to six of a kind, at 65c, 75c, 85c,

New Spring Styles Already Arriving. We must reduce our present stock-Prices will be cut as never before. This is

an opportunity to secure some of the choicest Silk Stuffs from the largest silk department in the west. Sacrificed at ridiculous prices to accomplish our purpose, 5,000 yards Double Warp French Surah, best to wear and many shades Over 30,000 styles to select from to select from-special at -more dress goods than all other 3,000 yards Changeable Silk, extra wide, red and green, black and red, blue and red, green and black, and others, on sale at 1,000 pieces Plain Silk, 21 and 24-inch wide, in white, black and all colors, worth 50c and 75c, on sale at 1,000 pleces of Silk in odds and ends of all kinds-Plaids, Checks, Plain Taffetas, Gros Grain, Armures, and all weaves, worth up to \$2.00, on sale at

> elties, thousands of styles, all must go at Deep Cut in Black Silks.

\$1.00 Black Satin, \$1.00 Black Gros Grain, \$1.00 Peau de Soie, \$1.00 Armure, \$1.00 Taffeta, \$1.00 Black Brocades, 500 pieces on sale at We can now show you a complete line of shades in the WIDE WINSLOW TAFFE-TAS, this new and well wearing taffeta will soon be the only taffeta used in Omaha -as the narrow silks do not cut to good advantage.

100 pieces 19-inch Taffetas, all silk-to close out at Sensational Bargains in Basement Silk Department-1,000 bargains in Silks at 1714c, 19c, 25c and...... Mail orders solicited and satisfaction guaranteed, but no samples sent out of spe-

Flannel Department Special for Monday.

and plaids, at yard, 25c. 1,000 yards light and dark Outing Flannel. None better at any price, go Monday at vard, 84c.

cial sale silks.

8,000 Veloutine, fleeced Flannellette, at Full line of Cretonne, at yard, 10c and \$1.25. 121/4 C. Bed Ticking at yard, 5c, 71c, 10c, 121c, pair, \$4.50.

Shaker Flannel, at yard, 5c, 61/2c, 8c and Outing Flannel, at yard, 2%c. Hayden Bros. carry the largest stock of

Cotton fleeced Blankets, at pair, 59c and

suitable for wrappers, per pair, 75c.

Bed Blankets.

Bed Comforts.

sateen covered Bed Comforts, extra well Shirting, at yard, 5c, 61/2c, 81/2c, 10c, 121/2c | made and finest cotton filling, each \$1.98 and

We are Headquarters for Sheeting and Muslin Best quality 45-inch Pillow Case Muelin Cracker Dept. Heavy LL Muslin, 31/2c yard.

Fine quality soft finish bleached mus-Ready made bleached Sheets, size 81x90, torn not cut, 3-inch hem, at 3714c. Best quality 9-4 Bleached Sheeting at 16c Ready to use Slips, at 50.

down the prices on Linens

75c quality silver bleached all linen Gernan Damask, 421/2c. 55c quality silver bleached all linen Aus- mask, at \$1.19. rain damask, 3714c. 39c quality Cream Table Damask, at 25c. \$6.50. \$1.25 quality double Satin Damask, at 75c.

\$1.00 quality Satin Damask, at 59c. \$2.00 quality extra heavy double Satin Da-Big line of napkins at 75c, 98c, \$1.25 up to

Special Spreads

Extra heavy crochet fringed Spreads at 98c \$1.00. Examine. Monday will sell you Large size crochet Spreads at 55c and 65c. genuine Satin Marseilles Spread, 11-4 size, 11-4 crochet Spread, made of 3-ply yarn, worth \$3.50, at ... 2.19. Examine. both warp and filling, worth \$1.50 Monday,

Big Sale in Towels and Toweling

All linen Bleached Crash, at yard..... 5c 10c Towels at 5c 16c Towels at 19c 18-inch Bleached Twilled Crash, at yd 8½c 20c Towels at 15c Extra heavy bleached all linen Crash Extra heavy bleached all linen Crash,

Carpet Department Prices 9x12 feet at \$4.60.

This is the time to buy. Never have we uoted such low prices: We will sell ten (only) fine Axminster Rugs, fringed, full room size, 9x101/2 feet, received for spring trade. We are selling

100 assorted rugs, full room sizes, special made sizes from 8x10 feet to 13x15 feet; price \$10.00 each, and up according to size. come Monday if you want your choice of

Bristol Mills Ingrain art squares-prices o sell them: 6x9 feet at \$2.25. 7½x9 feet at \$3.00.

50c underwear, 12%c. 100 dozen ladies' Jersey Ribbed Vests and Pants, worth 50c and 75c—on the basement

We have a few more of those fancy Percale Shirts, collars attached or detached, in all the latest styles, worth 75c to \$1.50—on the

50c Neckties, 5c. Tomorrow all the broken lots in neckties all styles and designs, will be put on

25c Hose, 5c.

25c Hose, 5c.

For tomorrow only a special lot ladies' fast black and brown hose, worth 25c—on the basement bargain counter, 5c.

00 yards Machine Thread.....

Notions worth from 5c to 15c at 1c.

and hundreds of other items
Notions worth from 15c to 50c for

Dress Facing, Curling Basting Thread, Pocket

basement bargain counter, 29c, 150 dozen Cellars, worth 12½c, 1c.

the basement bargain counter, 5c.

Package of Pins Package Needles

Chimble

Handkerchiefs

Basement Bargain

Bargain counter, 121/2c. \$1.50 Laundered Shirts, 29c.

Counter.

CARPET DEPARTMENT 3RD FLOOR.

We have received another invoice of sewing machines, fully guaranteed at \$16.85 each; drop head \$18.75 each.

drapery executed promptly.

oilcloth low as 15c yard.

While they last.

gain counter all broken lots in hats and

A new lot of Smyrna Rugs, all sizes, tust

We are headquarters for WINDOW

caps regardless of loss or profit-at prices that will sell them at once. Men's Stiff Hats, brown or black, 5c, 25c Caps, 5c.

A special lot of elegant Caps, worth 15c, 25c and 35c-your choice tomorrow on the basement bargain counter, 5c. Caps, worth 75c and 50c, at 10c.

Soft Felt Hats, the very best made, including some of the best known brands, worth from \$1.00 to \$4.00. On the basement bar gain counter, 25c.

Drug Prices Cut

Dr. Dix Tablets, 40c; large size 80c. Stuart's Dyspepsia Tablets 40c; Carter Liver Pills, 15c; Swift's Specific, large \$1.25; small, 75c; Ozomulsion, 80c; Scott Emulsion Cod Liver Oil, 75c; Pierce' Medical Discovery, 75c; Pierce's Fay prite Prescription, 75c; Lydia Pinkham Compound, 75e; Cuticura Soap, 20e; Whi Rose Glycerine, (4711), 15c; Packers' Ta

Big Sale on Flour.

Best rye flour, per sack..... 98c 2-lb pkgs. California buckwheat flour .. Stac 2-1b pkgs. California breakfast food 91/2c 2-lb pkgs. Wheatlett, the new break-20c pkgs. Cream of Wheat, only...... 12c

5c pkgs, yeast, all kinds..... 2c 15c pkgs. Hunter's cold water starch, only 7c 10c Silver Gloss starch, only..... 15c pkgs. Puddiene, all flavors...... 714c New California raisin-cured prunes.... 5c New California prunes, large, worth

Butter, Eggs and Cheese

Fresh sweet country butter, in rolls....1214c Extra fine sweet dairy butter, per pound, 14e to 16e No. 1 Separator Creamery butter, per Extra fancy spearator creamery, worth 25c, only 20c Strictly fresh guarantee eggs, per doz.. 15c Fancy full cream cheese, per lb......121/2c Domestic Swiss cheese, per lb...... 16c Imported Swiss Cheese, per lb...... 25c Neufchatel cream cheese, per pkg..... 3c Hand kase, imported 21/2c Sap sago cheese only..... Fancy limberger or brick cheese 121/2c We carry every kind of cheese made, either imported or domestic,

3-lb cans extra quality tomatoes..... Heavy Wool Mixed Gray Blankets, at pair, 3-lb cans yellow table peaches......121/2c 3-tb cans yellow golden pumpkin..... 61/2c 11-4 all wool white California Blankets, at 3-lb cans Boston baked beans...... 61/20 1-lb cans Boston baked beans...... 31/2c 3-1b cans best apple butter..... 61/20 2-1b cans sweet sugar corn..... 61/20 3-1b cans raspberries in heavy syrup..124c Largest and best home made silkaline and 2-lb cans blueberries, gooseberries, blackberries, etc., regular price 15c per can, now..... 7½c 2-lb cans blood red salmon, only..... 10c

Monday's Prices in

The largest and most complete line of these goods in the west, and our prices are the lowest. Monday we will sell soda crackers, 51/2c; oyster crackers, 51/2c; 4 pounds ginger snaps, 25c; Newport flakes, 12c. Bremner's lunch, 10c; shredded whole wheat biscuit, 11c; animal crackers, 12%c; graham crackers, 10c; oatmeal crackers, 10c Vanilla wafers, 15c; lemon wafers, 15c; barrel of ginger snaps, 22c; Sultana fruit crackers, 15c; Manitou fancy wafers, 15c; cheese sandwich, 15c; Ralston's health biscuit, 22c; pretzels, 10c.

Books and Stationery.

Closing out all books at 1-3 regular price. Nicely bound books at 121/2c, 19c and 25c, in a great range of titles. 100 elegantly engraved visiting cards with plate, \$1.00. Closing out bibles at 25 per cent discount from our regular low prices.

Wall Paper

You will miss it if you don't call and see our new line of papers just received. You will be surprised at the low prices. notwithstanding the great advance in prices this year, we continue to sell at the same low figures as heretofore. In room mould good matting for 12c per yard. Floor ings, paints, stains, varnishes, enamels an brushes we lead them all. Examine.



The Lion's Share of the Trunk Business

all styles, all sizes and all prices. We save you fully one-third on Trunks, Valises, Telescopes, Satchels and everything in this line.

Meats and Lard

Best No. 1 Sugar Cured Hams	80
No. 1 California Hams	4%
Pickled Tripe	31/20
Pigs' Feet, per pound	50
Sweet Pickled Pork	60
No. 1 Sweet Bacon	834
Bologna Sausage	50
3-1b palls Peerless Lard	15
Fresh Pork Sausage	7
Chipped Beef	15
Fresh Pork	514
3-1b cans Lard, any brand	23
5-1b cans Lard, any brand	36
10-lb cans Lard, any brand	70

A clean sweep of all

Heavy weight clothing

a clean sweep from one end of our immense clothing department to the other. A great slaughter in proces is necessary to accomplish this. We make it a point not to carry a single garment from one season to another. Every heavy weight garment must now be disposed of regardless of cost. Customers who attend this sale will be fully convinced that we save them fully 50 per cent on each purchase. Do not delay. Do not let this opportunity to clothe up cheaply and well pass you by.

Here are a few of the slaughter prices that will clean up our heavy weight garments.

Men's Pants

Now is the time to piece out your coat and vest with a stylish all wool trousers at little cost. Over 5,000 pairs fine cassimere, cheviot and worsted pants, purchased at a discount of 50 per cent; also 1,500 pairs left from broken suits, sold at prices ranging from \$7.50 to \$25.00; go on sale without reserve, at 95c, \$1.25, \$1.50, \$1.75, \$2.25

Overcoats, Ulsters

To be sold out regardless of cost. It's hard to believe that such fine garments can be sold for so little money. This sale will break all records in Overcoat selling. Every coat in the house must be sold. Regular \$5.00 overcoats and ulsters will

pe closed out at \$3.95. Regular \$7.50 and \$10.00 overcoats and ulsters at \$5.00. Regular \$12.50 and \$15.00 overcoats and ulsters at \$9.00 and \$10.00. Regular \$18.00 and \$20.00 overcoats at

Boys' Suits

Boy's regular \$1.50 knee pants suits at Regular \$2.50 and \$3.00 suits at \$1.75 Regular \$3.50 and \$4.00 suits at \$2.25 and Vestee suits worth \$5.00, \$3.75 and \$2.50 and 75c. suits, closing out at \$3.75, \$2.50 and \$1.75. Latest styles in stiff bats, \$1.00, \$1.25, Heavy weight all wool knee pants at 25c. | \$1.50 and \$1.75.

Men's Suits All heavy weight suits must be closed out. 25 patterns to select from. They consist of frocks, single and double breasted sacks. trimmings and workmanship guaranteed throughout.

Closing out all \$7.50 and \$10.00 suits at All regular \$12.50 and \$15.00 suits at \$7.50. All regular \$18.00 and \$22.50 suits at

Men's Furnishing Goods Men's \$1.00 and \$1.50 shirts at 50c. These

are the newest spring styles. Men's 35c and 50c Suspenders at 17c. Men's 50c and 75c Underwear at 35c. Men's 15c and 25c handkerchiefs at 10c.

Great Bargains in Hats and Caps.

Our hat department is bristling with big bargains. You need only to examine carefully the style and quality of our goods to be convinced that we save you at least 33 1-3 per cent on your investment. We are closing out broken lines of men's

all wool cloth Caps at 25c and 35c that are regular 50c and 75c values. Derby and Fedora hats at 75c and \$1.00 that sold at \$1.50 and \$2.00. Odds and ends in boys' Caps, latest shapes and colors, at 25c; regular price 35c , 50c

1 gallon Oil Cans 9c

Hardware, Stoves and Housefurnishing Dept. Great pick-ups for Monday.

After involcing finds us with all kinds of odds and ends in every line. Come and see. If we have anything you can use make price to satisfy regardless of value or



All Willow Clothes Baskets 37c or square, \$2.49. Come and see our 5c counter.

You will find Dover Egg Beaters, Leatherette Lunch Boxes, Stew Pans, handled; large Milk Pans, Pott's Iron Handles, large Scrub Brushes, Double Mincing Knives and hundreds of 10c and 15c articles.

Stoves Stoves Stoves

We sell Heating Stoves almost at your own price, they must be sold. Now is the time to buy. You need one up-to-date. We sell the celebrated M. & D. Solid Steel Range, the BEST ON EARTH, 6-hole high shelf, round fire box, large oven, weight about 625 pounds-The best made, finest finished Steel Range on the market sell all over the U. S. for \$45.90, our price \$31.95.

Then we can sell you a very fine Steel Range, with high shelf, low warming closet, arge oven, with reservior, nicely pickel plated, warranted, for \$27.75. Nice 2-hole No. 8 Laundry Stove, \$2.75. No. 8 Square Cook, fine baker, \$7.95.

ound Heating Stoves from \$4.49 up. The Prize Stewart Base Burner, to close out, \$25.50. Send us your mail orders.

Genuine Western Washer, round

PIANOS.

We now have on hand our 1899 stock of pianos-the largest and best assortment in the west.

We can sell you pianos CHEAPER than any other house -either new or slightly used. Note a few of the following

Pianos at \$50, \$75, \$95, \$125, \$135, \$150, \$170. \$180, \$195 and upwards.

We are the only house in Omaha that handles the famous Chickering piano. Also carry a large line of Steinway, Fisher, Lester, Knabe, Ivers & Pond, Emerson and Vose & Son

Pianos tuned, moved and repaired. New pianos for rent.

Tonight." "Who Say Chicken in Dis Crowd?" These four songs are selling by the thousands, in fact they are among the largest sellers we have known. Monday we will sell these at 25c, regular price 50c. All sheet music 4 price. We have a miscellaneous lot of sheet music we are selling out at 3c per copy, vocal, instrumental, mandolin and guitar, violin, piano and cornet 95c and \$1.00 each.



Chiffoniers at factory cost. You are now placed on the same footing as all retail Furniture dealers and can purchase a Chiffonier at the same price they pay for such goods. You can verify this statement. You can use a Chiffonier in the Bedroom for clothes, or in the office for papers, blanks, etc. These Chiffoniers are all Oak, polish finish, have five drawers and two of the styles have French bevel plate mirrors. Four etyles of Chiffoniers at \$4.50, \$4.85,

Furniture



Hair Nets, Hair Curlers, Safety pins, Corset Stays, Braid, Whisk Brooms, Darning Cot-