

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, FEBRUARY 11, 1900.

SINGLE COPY FIVE CENTS.

THE BIG SILK DEPT.

The New Waist Squares are here. The newest idea. We show them first. Three squares makes a waist. Best quality on sale at 69c per square.

The New Grenadines are here—the prettiest lot you ever saw—corded, dotted, beaded, chenille, crinkle ribbon stripes and many new and novel designs never before seen. These Grenadines are all 45 inches wide and sell at 75c, \$1, \$1.25, \$1.50, \$1.75, \$2.50, \$3.50, \$4 and \$5.

Just Received—100 pieces Rich Waist Silks in exclusive designs, new pastel shades, embroidered and applique effects, \$1.00, \$1.25 and \$1.50. The New Foulards are most handsome and are rapidly being sold to those who make early selections so as to secure choicest effects. Cheney's best qualities at 75c, 85c, \$1.00 and \$1.25.

75 pieces ALL SILK PLAIDS, in bright and pretty combinations, best silk value in the city—while they last all 75c. 200 pieces WASH CORDS, both plaids and stripes, in pinks, blues, Nile, heliotrope and all other popular shades—the whole lot goes on sale—49c. MONDAY'S SPECIAL IN 50 pieces yard wide WHITE WASH SILK, all pure silk and full 28 inches wide, fine even quality, on sale at 49c.

PLAIN SILK ON SALE—All shades of the rainbow, including black or white—while they last, 25c.

Monday 32-inch PONGEE SILKS, over 50 shades to select from; a good, strong and serviceable silk—48c.

To Buy the Genuine Winslow Taffeta You Must Buy it Here.

Many other dealers claim to have it for sale, when they unknowingly are showing you a silk much inferior. There is but one kind of WINSLOW TAFFETA and every piece is stamped WINSLOW TAFFETA on wrapper. Be sure and look for stamp.

Manufacturer's Stock of Black Silks at Prices to Force Out Quickly.

Plain Black China, on sale, 33c. Plain Black Japanese, on sale, 33c. Plain Black Falles, on sale, 49c. Plain Black Gros Grain, on sale, 50c. Plain Black Satin de Lyon, on sale, 82c. Plain Black Taffeta, 27 inches wide, 89c.

100 pieces of the FINEST BLACK JAPANESE SILK MADE, on special sale, 24 inches wide, worth 75c, for 49c—27 inches wide, worth \$1.00, for 59c—30 inches wide, worth \$1.25, for 75c.

SILK COUPON This Silk Coupon is issued for out-of-city trade and it cut out and sent to us with name and address we will send free a package of our newest spring silks. As quantity of packages is limited would advise to send early to secure same. The above special prices open until Thursday for out-of-city trade.

New Cloak Prices To Close Out Winter Goods.

We openly state that we will give the greatest bargains in JACKETS, SUITS, CAPES, SKIRTS AND WAISTS for the next few days that were ever offered by any house in western America. This is no idle boast, but a conscientious statement.

Another lot of 207 Jackets, in elegant materials, garments that would grace a queen—our American guests can buy them Monday at only \$2.98. A mixed lot of Jackets, worth \$3.90 and \$6.90, on sale at 88c.

375 Children's Jackets on hand and must be sold. Not one garment of any description will be carried over. All go in two lots: About an equal division of the regular price at \$1.98 and \$2.98.

Fine Cotton Dress Goods

Every lady in Omaha and the surrounding cities who has not seen the grandest Wash Goods collection for spring, 1900, as shown by Hayden's, should take this invitation to inspect this magnificent stock before any lines are broken.

Flannel Department Just received, ten cases Outing Flannel, all new patterns. Two cases dark and light Pansy Outing Flannel, per yard, 40c mill price, 5c.

Bed Blankets 50 pairs extra large size gray wool mixed blankets at \$1.50 pair.

10-Day Piano Sale Another record breaking sale in our Piano Department. This large department is now loaded to its utmost capacity.

Valentines The largest and best assorted stock in Omaha. Our prices cannot be duplicated.

HAYDEN'S It's What You Save THAT MAKES YOU RICH.

Attend this week the greatest bargain-giving sale ever inaugurated. Hayden Bros. are daily receiving and showing the advance spring styles. We are cutting the prices on this season's goods, without regard to value. We're Making Room Not Money.

Furniture Money Savers Linens and Domestic Furnishings

Oak Hall Tree, finished in good shape, fitted with a pattern French plate mirror and brass hooks, has receptacle for overcoats, etc., is six feet high, well worth \$10.00; our price \$2.25.

White Enamel Easel, \$1.50. Are you interested in Furniture at the present time? Going to be married? Be sure and look us over before you buy.

\$1.50 Copyright Books 25c

The last shipment of Capt. Chas. King, U. S. A. copyright books just received. His publisher F. Tennyson Neely, having placed his stock in the hands of the receiver, you get the benefit. NONE SOLD TO DEALERS.

Notions

Pure Linen Handkerchiefs, hemstitched, 15c values, 7 1/2c. Corduroy Velveteen Dress Binding, 2 1/2c.

Crockery Bargains

Tomorrow we surpass ourselves in value giving. We place on sale tomorrow superior Glassware at the prices of common goods.

Special Sale Fine Curtains

All old fine line Lace Curtains, consisting of 1, 2 and 3 pairs of a kind, on sale at one-half regular price.

Jewelry Department

Just received—a new line of goods. Closed out to us in lots by the factories—we can make prices less than half the usual figures.

Drug Prices

Lambert's Listerine, 50c. Syrup of Figs, 25c. Alcock's Porous Plasters, 10c.

The Leading Dress Goods House of the West.

Over 40,000 styles in stock this spring. Twice as many as all the dry goods houses of Omaha combined. Our Spring Dress Goods are arriving by the carload every day now and are being opened up for inspection as fast as they arrive.

500 DRESS PATTERNS, in all the new pastel shades in Liberty Cloth. 30 bolts of new Spring Venetians, in all the new grays, tans, castors, etc.

Cheap Dress Goods Dept.

Special sale for Monday only. Half Wool Plaids, 22 inches wide, worth 19c, 10c.

MAIL ORDER DEPARTMENT.

We sell goods at wholesale as well as a retail and will make closer prices to merchants than any jobber in the country.

Hardware, Stoves & House Furnishings

Special House Furnishing Goods Sale. A great surprise to posted people. Note prices: Granite Spoon, 14-inch, 7c. Granite Tea Kettle 43c. Granite Preserving Kettle 44-qt. 13c.

Prices Reduced on Groceries

NOW IS THE TIME TO BUY. 30-ounce glass jar fresh Fruit Preserves, only 12 1/2c—strawberry, guinea, raspberry, etc.

Cracker Department

New fresh Ginger Snaps, per pound 1c. Soda Crackers—A, B, C, 10c. Oatmeal and Graham Wafers, 8c.

Butter and Cheese Sale

Country Roll Butter, nicely wrapped, 17 1/2c per pound. Fresh Dairy Butter, 17c 1/2c and 18c.

Tea and Coffee Dept.

With every pound of our 50c Tea, Japan, English Breakfast or Gunpowder, we will give away free one beautiful gold edge cup, saucer and plate worth 30c.

HAYDEN BROS.