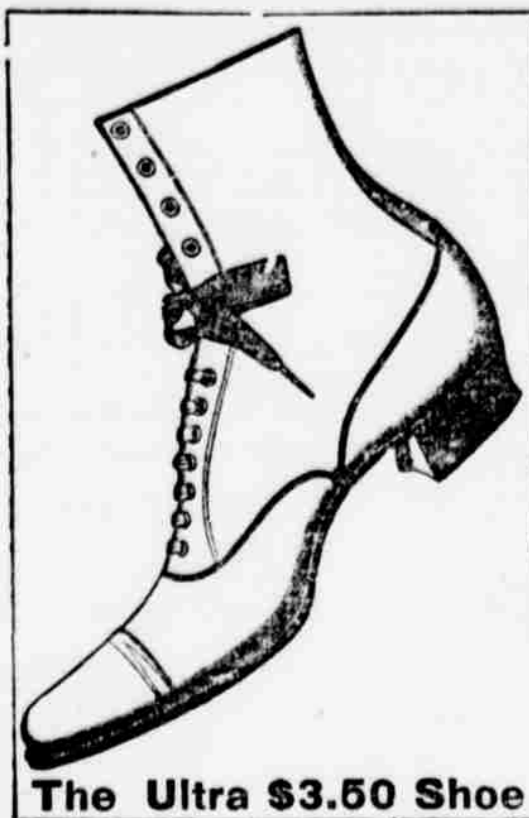


HAYDEN'S Making Room for "People's" \$300,000 Stocks HAYDEN'S

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The great rooms filled with reserved stocks of Clothing, Cloaks, Hats, Wall Paper, Carpets, Furniture, Crockery, Drugs, Etc., Etc., must be emptied to make room for the colossal purchases amounting to over a quarter of a million dollars, from the "People's Store." These tremendous assortments of finest merchandise will be placed on our sales floors, and sold at prices that will astonish the closest buyers. Not a city in America ever experienced such genuine values and competition, overwhelming bargains, as Hayden Brothers, the Big Store, offer their customers, in this the greatest sale ever held in America.



The Ultra \$3.50 Shoe

Colossal Shoe Sale Monday, Tomorrow, Monday.

4 Immense Shoe Stocks on Sale.

Over 40,000 Pairs Finest Shoes Made

More Shoes than all the other stores in Omaha combined,

Consisting of the entire big shoe stock of the "People's Store." Omaha, the Naylor, Crooker & Young stock, the French, Shriner & Urner stock, and the Underwriter's Salvage Co., of New York, stocks.

All bought at spot cash at only a fraction of their worth, and will be on sale at about half the cost of making. Every one of these big shoe stocks consists of the best makes of fine shoes manufactured. Such as M. N. Arnold & Co, P. Sullivan & Co., Kohn, Flescheimer & Co., Bering & Co., Rochester Shoe Co. and French, Shriner & Urner, etc. Selling such standard makes of fine shoes as these at half the cost of making will be the greatest shoe sensation in America, and be the sensation of Omaha and surrounding country for weeks.

ALL ON IMMENSE BARGAIN TABLES IN SIZES YOU CAN SELECT EASY.



Men's Shoes

Fine patent leather and vici kid, hand welt, \$4.80 and \$5 shoes, your choice at

\$1.97

Ladies' Shoes

Finest vici kid hand turned and welt, \$4, \$4.50 and \$5 shoes, in this sale

\$1.89

Ladies' Oxfords

In the finest vici kid, hand turned, black and tan, worth \$2.50 and \$3, on sale at

\$1.38

Men's Shoes

In fine vici kid and box calf, made to sell for \$3 and \$4—at

\$1.46

Misses' Shoes

Fine kid and cloth top, lace and button, \$1.75, \$2 and \$2.50 shoes, in this sale, at

\$1.13

Boys' Shoes

Fine kid and calf lace, \$2.25 shoes—with full double fair stitched soles,

\$1.28

GRAND MILLINERY SALE

We place on sale Monday and every day next week, the most select line of up-to-date Millinery ever shown in the city of Omaha. Extreme pattern hats in all the beautiful pastel shades, made to fit the head and give a stunning effect, from

\$4.98 to \$25.00

A choice selection of trimmed hats from our own artistic milliners at \$1.98, \$2.95, \$3.95 and \$5.00. These are all trimmed in the newest effects, and include the popular short back sailor, box turban and pompador.



Dress shapes in black and colors from 25c to \$5.00.

We have a complete line of nobby street effects and ready to wear hats, such as the Lady Goldsmith, University, Duchess and Oom Paul.

Children's hats trimmed in maline rosettes, flowers and fancy ribbons, at 98c, \$1.45, \$1.95 and \$2.50.

Everything desirable in flowers, ornaments and trimming effects can be found in our millinery parlors at prices that defy competition. A careful inspection is earnestly requested whether you buy or not.

SUITS, SKIRTS and WAISTS

Unpacked and brought down from the stock rooms to make space for the enormous quantities of dry goods, shoes, etc., closed out to us by "the People's Store." The biggest and best line of ladies' and misses' spring garments, will go on sale at the most ridiculously low prices ever named. Others may shout "bargains" till they're black in the face, but Hayden's have the goods and make the prices,

Carpets and Draperies

Sweeping reductions to make room for "the People's" immense stocks. The reserve stock must be closed out at any sacrifice.

Axminster, Moquette and Velvet Carpets, regular value \$1.25—making room price.....	69c
BRUSSELS CARPET—was 75c—making room price.....	48c
\$1.00 Quality Brussels Carpet—making room price.....	65c
26-inch Smyrna Rugs—worth \$1.50—making room price.....	98c
27x50 Axminster Rugs—worth \$2.50—making room price.....	1.98
26x72 Smyrna Rugs—worth \$4.25— at.....	2.98
Floor Oil Cloth—per yard.....	15c
Mattings—per yard.....	10c
Choice of \$1.00 TAPESTRY PORTIERES.....	1.98
Choice of \$5.00 line of Tapes try Portieres, some slightly soiled, at.....	3.85
\$1.00 COUCH COVERS.....	2.25
Choice of \$2.50 CHENILLE CURTAINS.....	1.65
Choice of \$4.50 CHENILLE CURTAINS.....	2.50
ALL ODD PAIRS AT 1/4 REGULAR PRICE.....	
60-inch wide full length LACE CURTAINS.....	1.25
Ruffled muslin curtains 65c pair. Special reduction on all fine lace curtains.	
SILK-LINE—per yard.....	5c
FRINGE.....	1c
DRAPERY.....	1c
CORD.....	1c

Wall Paper and Paints

Grand making room sale. The stock rooms are needed for the dry goods, from the People's Store. Our sales rooms are already overcrowded and we have cut the prices to the lowest notch.

You will never again get such a bargain opportunity in paints and wall paper, and just at the right season.

CUT IN CROCKERY

To make room for other stocks we are compelled to move our enormous reserve stock at once. These are bright, new goods just received for spring trade and will be sold at less than cost. Note this tremendous cut in prices:

CUPS AND SAUCERS.	
Plain white, handled, regular price 5c—tomorrow, each.....	2c
Decorated on best English Porcelain, undegized, regular price per set 6c—tomorrow.....	45c
PLATES.	
Decorated, best semi-porcelain, dinner size—worth 6c set—tomorrow.....	39c
Plain white, regular price 5c—tomorrow.....	3c
Tea—plain white, regular price 7 1/2c—tomorrow.....	3c
Dinner—plain white, regular price 10c—tomorrow.....	4c
OATMEAL BOWLS.	
Best porcelain, undegized, floral decorations—regular 10c—tomorrow.....	4c
FRUIT DISHES.	
Best semi-porcelain, very pretty decorations, regular price 10c—tomorrow.....	4c
SALAD DISHES.	
Choice undegized decorations on renowned Dresden china, worth 75c—tomorrow.....	25c
TUMBLERS.	
Thin blown, fine polished—worth 10c—tomorrow.....	3c
WATER PITCHERS.	
Crystal, 1/2-gallon size, regular 25c—tomorrow.....	8c
Salt and Pepper Shakers, regular 10c—tomorrow.....	3c
BERRY DISH.	
8-inch crystal, regular price 15c—tomorrow.....	7c
CAKE STANDS.	
Footed, 9-inch crystal, worth 35c—tomorrow.....	19c
ORANGE BOWLS.	
10-inch size, very close imitation cut glass, highly polished, worth 65c—tomorrow.....	23c

MAKING ROOM CLOTHING PRICES

Our immense reserve lines of men's, boys' and children's spring clothing held in our store rooms must be brought down and sold to make room for the one-quarter of a million purchases from "The People's Store."

These are the very newest and best styles and fabrics. The prices will be let down to the very bottom notch.

Hats, Caps, Trunks and Valises

Biggest bargains ever known—to make room.

150 dozen SOFT HATS in black, brown and pearl, in Fedora, railroad and colonel shapes, regular \$1.50 value—making room price.....	50c
All the \$2.00 and \$2.25 hats in all the stylish colors on sale at.....	\$1.00, \$1.25
MEN'S STIFF HATS in all colors on sale at.....	\$1.125, \$1.50 and \$1.75
A big lot of CRUSHER and DERBY HATS—worth 75c to \$2.00—will be closed out.....	25c
We carry the latest colors in the GOLF Hats.	

MAKING ROOM DRUG PRICES

Pathe's Celery Compound.....	69c
Hood's Sarsaparilla.....	69c
Pinkham's Compound.....	69c
Peruna.....	75c
Syrup of Figs.....	29c
Malvina Cream.....	35c
Swamp Root.....	75c
40c and.....	75c
Borax—in lb. pack.....	10c
Grandpa's Tar Soap—cake.....	5c
White Castle Soap—3-lb. bar.....	19c
H. H. Soap—per bar.....	10c

PIANOS WILL GO

with the rest. Every one guaranteed personally and by manufacturers. We handle no piano we cannot recommend. The world famous Chickering, full of volume, clear, round wonderful tone—inviting and defying any and all competitors. What other than the great Fischer can claim the manufacture of over 111,000 pianos?—all in use and satisfactory. Also included in our great assortment are the popular Lester, Jacob Doll, Franklin, and many others—all of which we will for this great sale cut the prices to the very bottom. Now is your opportunity. You cannot afford to pass it. Pianos, prices and terms will please you. Tuning, moving, repairing—always given immediate and best attention.

Hardware, Stoves and Housefurnishing Dept.

\$50.00 M. & D. range, the best on earth, with six holes, high shelf, large oven with water front all complete to couple up, for.....	37.50
\$35.00 steel range, 6 holes, large 18-inch oven, high shelf, low warming closet, full nickel, warranted throughout.....	26.95
\$15.00 cook stove, four 8-inch holes, 18-inch oven, a very good, honest made plain stove, for.....	10.49
A \$15 Lustrro, a very handsome cook, large 18-inch oven, nicely nickel plated, the finest baker made, warranted in every way, for.....	12.25
\$15.00 cast range, 6 holes, large 20-inch oven with cast white enamel reservoir, fine baker.....	13.95
\$25.00 Medallion cook, a very fine, large size, first-class cook, large 20-inch oven with white enamel reservoir, a hummer, for.....	18.25

Just Received Two Cars of Jewel Refrigerators.

Making Room—Prices in Housefurnishings.	
GARDEN HOSE, regular 10c.....	
12-line rakes.....	19c
20-pound Japaned Flour.....	63c
Fine water pails.....	21c
Nickel plated teakettles.....	49c
5-quart granite dishpans.....	33c
1 set steel knives and forks.....	39c
50 sectional dinner pails.....	15c
Solid steel frame wringers.....	1.09
A CAR OF SCREEN WIRE CLOTH JUST RECEIVED.....	11c
Will receive this week a car of National Insurance Gasoline Stoves. Best on earth. Come and see; something new and absolutely safe; self lighters, giant burners.	

Furniture

How are the babies? We had to give up part of our stock room to the dry goods, etc., bought from the "People's" This made it necessary for us to open up and put on the floor a lot of goods we otherwise would have left for the present in the stock room. All of this makes it necessary to lower our prices to move the goods.

Go-Carts.....	\$2.95
Baby Carriages, full size, 3.85 5.00 steel wheels.....	
Two styles of rockers.....	1.50
Cane seat chairs.....	75c 85c
Also a lot of oak 5-drawer chiffoniers, at each.....	6.85
Do you need anything in the furniture line? Come and see us first. We have the goods and can make you the price.	

HAYDEN BROS.