ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, APRIL 22, 1900.

SINGLE COPY FIVE CENTS.

Our Entire Colossal Purchase from "The People's Store" Must All Be Closed Out by May First, According to Agreement

Send for Free

Clothing Catalog

Mail Orders Filled.

Monday the sensational letting down of prices begins, and will be kept up until every dollar's worth of "The People's Store's" tremendous lines of dry goods, groceries and shoes has been sold. "The People's" bought enough goods to supply a big trade for a whole season. Hayden Bros must sell these gigantic stocks in Just Seven Days. Hayden's spot cash secured them at a great sacrifice, and we can afford to put bankrupt prices on these fine new goods that will make them move fast. No matter what sales you have attended, no matter what bargains you have secured, this sale of the \$300,-000 stocks from "The People's Store," will eclipse them all. Four immense shoe stocks on sale. Great bargains in men's and ladies' ready-to-wear garments.

A NEW DEPARTMENT

We have secured the stock of Omaha Hair Bazar.

managed by the former proprietor, Dora Wakefield. This stock will be enlarged and the prices reduced, and will be made the ideal Hair Goods De-

Such Terrific Price Cutting will Astonish the Very closest Buyers.

Dress Goods Wholesale and Retail

ment. This week we will close out the PEOPLE'S STOCK of dress goods at prices less than half the cost of manufacturing them. Each day during the week we will have a special sale on a different line.

54-inch coverts, 50-inch venetians, 54-inch ! homespuns, 51-inch extra heavy tailor suiting, all colors; 52-inch meltons, etc., and several other weaves that sold several other weaves that sold 49C. People's store sold at 39c, our from \$1.25 to \$1.98; all will go flying Monday at 56-inch homespuns, double warp; 54-inch

cheviots, shrunk, sponged and finished; 46inch double warp silk, finished, German 50 cents; our price will be henrietta; 50-inch superfine French serges, only etc.; goods the People's sold 75c Monday at

tailor suiting, 56-inch extra fine Lupins be only cheviots, all colors (except black); 58-inch tailor sulting, and thousands of other weaves that sold up to \$3.00 per yard; all will go on this 98c

Landsdowne in 72 spring shades, for accordion pleating, for evening dresses, for waists, for linings, for tailor suitings, etc., strictly confined to us for Omaha.

CHALLIS.

All the Hosiery from the "People's" stock that sold

All the Fancy Hosiery that sold up to 50c, on sale

up to 20c, on sale at

All the corsets from the People's stock that sold for

SPECIAL SALE ON ALL MUSLIN UNDER WEAR-

All the Corsets that sold for \$1.50 and \$2.00, on sale at 98c

Ladies' 50c Drawers on sale at 25c

Ladies' 50c Corset Covers at 25c

Ladies' \$1.00 Gowns on sale at

All wool French challis in stripes, dots, figures, persians and all shades made for spring of 1900 and imported direct by us from

Silk stripes in floral designs, persians, etc.... Picot edge stripes, half-silk challis, in the finest colorings, and can't be found in Omaha only at

SPECIAL CORSET SALE-

BLACK DRESS GOODS

Black jacquards that the People's store sold at 39c, our 19c

Black dress goods in plain and figured that the People's sold at 25C

Black fancies in mohair and silk, fine 56-inch double warp homespuns for fine at 75c all over, our price will 39c Black pierolas, black crepons, black jac-

quards black serges, black henriettas and other goods that sold up to 98c, will go on this 49c sale at A splendid line of crepons, pierolas, fig-

ured, striped, plain, etc., goods that sold up to \$1.50 will go on 75C this sale at..... In this lot will be found high-grade crepons, fine English pierolas, French soufles, French cropes, French crope de chene and thousands of other 980

weaves, all on this sale at only Sam'l Courtaid's English crepe de chenes grenadines, silk fancies, all the high-grade of these goods 980 to 85c sa. \$3.50, \$4.50, \$6.50, up to \$10.00 yard manufactured, at 98c \$1.50,

Skirtings Hayden's Big Bleycle Covert loth, all colors, 10c yard

Wash Goods Dept.

The season is now far enough advanced to make shirt waists and cotton goods of a washable sort necessary, and where to buy and what to buy need give you no inconvenience. Hayden's big Wash Goods department is as good a place for variety, stylish fabrics and satisfying results as can be found in America.

Monday we open the season with 250 | 500 pieces of the celebrated and thor- and will compare in appearance, and are sold everywhere from 1212 to 15c yard- beautiful designs, showing all the new col- silk-our price is 75c yard. our price will be 10c yard. 500 pieces of the prettiest designs in 25c yard-our price will be 15c yard.

orings, at 25c yard, French goods, mercerized, glossy as silk, styles, . M M a

pieces of genuine Bicycle or Covert Cloth, oughly reliable Imported Irish Dimity, in equally as handsome in effect as the \$2.50 Every fabric of consequence of a wash-Fouchaire Grenadines, in solid black and able sort can be had here and many novel-American made Dimity, positively the best black with colored stripes, are the finest of ties are shown which are our own exclusive fabric that could be offered and sold under French goods, mercerized, glossy as silk, styles,

Shirtings

Wm. Anderson's

50e Madras Cloth

29c yard

That Wash Goods Stock from the People's Store.

season's brightest and nobbiest styles in 25c imported Dimities from the People's, wash stuffs to be closed out and calico on Monday 9½c yard.

Prices will buy goods Monday which cost the 12½c Ginghams, in nest dress checks, the People's. People's Store twice what we will have from the People's, on Monday 51/2c yard.

People's, on Monday 3%c yard. Bargains in every piece of goods from

Linens and

Domestic Dept. Selling the people's stock at Hayden's mention a few for Monday: Yard-wide cambric, 5c yard; Lonsdale cambric, 10c yard; Lonsdale muslin, 5%c yard; Enore and Children's Hosiery yard; 42-inch pillow casing, bleached, 9c; brown sheeting, 17c; bleached, 19c yarc; ready-made pillow cases, a big line, 8c, 10c 1214c, 15c and 20c each; 8-4 bleached sheets, "Haydens," 60c each; 9-4 bleached sheets, 81x9314, "Haydens," only 65c each; 9-4 bleached sheets, "Pequot," 75c each. Last week of the big towel sale. No such towels were ever sold for so little money, but we are bound to clear out all the People's Store towels, besides a number of our own numbers. Look over our table of towels at from the medium to the very best. 15c each, 75c, 125c and 25c each; 18-inch wide all linen Scotch toweling, glass check oweling, bleached twilled toweling on Mon tay, 5c yard; 75c bleached table linen, 50c yard; 39c turkey red damask, 25c aud35c; cream damask, 19c yard. Special line of pattern cloths 2 yards long, \$2.00; 214 yard loths, \$2.50, and 3-yard long at \$3.00. These are special good value. Fringed napkins, 15c doz. Fair warning! This bargain on sale Monday morning. Full size white crochet bedspreads, fringed, at 75c each; extra large white crochet spreads, fringed, "The Monarch," worth all over the country \$1.50, on sale at Hayden's, \$1.00 each; \$1.50

pery Swiss, some very pretty patterns, &c,

10c, 121/2c and 15c yard; white India linon

from 5c to 50c a yard, full line: 40-inch

lawn, 15c. Special-Seven different num-

bers of long cloth, 81-3c to 25c yard; seven

makes of fine cambric, 5c to 15c yard; fine

59c to 85c. See our fancy imported white

goods at 35c and 50c yard. A new line of

reversible tapeatry table covers just opened.

Handsome designs, new patterns at Hay-

MEN'S 25C NECKWEAR AT 10C.

Special sale on white unlaundered shirts

our-ply, all linen bosoms, double back and

front, New York mills muslin, made to sell

The Blackstone shirt, made with short

or long besom, open front or back, the best

white unlaundered shirt made, every shirt

Big special sale on colored shirts. We

have on hand over one thousand dozen

colored laundered shirts that were bought

50c on the dollar; all go on sale Monday

100 dozen men's fine sample underwar

in balbriggan, shirts and drawers, that

varranted to fit perfect; price, 50c.

at 35c, 49c and 75c; worth up to \$1.50.

den's. Popular prices.

People's Store

at 75c, on sale Monday at 35c.

Sample Suits, Silk Waists and Skirts. An advantageous investment can now be made with a cer-

tainty of style and quality. We have a number of Sample Suits recently purchased popular prices is drawing crowds daily to by our New York buyer at 50c on the dollar. They are beauthis department, odd lots not large enough ties, every one of them. They come in taffetas, homespuns,

Another lot of Suits in homespuns of all shades, venetians of all shades serges of all shades, all the new styles, silk lined LL, a good yard-wide brown sheeting, 4%c jackets, percoline skirts, worth up to \$15.00

Silk Waists.

500 Silk Waists bought from the Fashion Manufacturing Co., secured by our New York buyer at less than the cost of Women's Taffeta Waists in all the new shades, including

black, trimmed with jace, beautiful gar-ments, worth \$8.00 and \$9.00-for We have everything and anything you wish in Silk Waists

Wash Waists, Etc.

More wash waists on our counters and a larger assortment of patterns and sizes than all the houses in Omaha combined. 50 dozen wash waists with white emb roidered yoke; made up in the newest styles

Four tables white lawn waists, made up in the very prettiest styles, trimmed with lace and embroidery, go at \$1.00, \$1.50, \$2.00 and up to \$6.00. Ladies' Dressing Sacques in the new lawns at 75c, \$1.00 and \$1.50. 50 dozen ladles wrappers, worth \$2.00, at 98c. 25 dozen ladies' wrappers at' 39c

Furniture

For several years we have been selling mercerized Britanic mult, 47-inches wide, just added a large number of different de- \$10.00. signs, and finishes to our already large line | Over 300 very bandsomely trimmed hats can buy these beds elsewhere, but nowhere and \$2.50. as cheap as we sell them.

Over 70 styles of metal beds, ranging in price from \$2.50 up to \$36.50. Odd dressers in oak, white enamel, birdseye maple, mahogany, new designs, the best makes, dressers at \$7.85, \$8.50, \$9.50, \$10.50 up to \$35.00. Fine line of new extension tables, golden

oak, polish finish, tables at \$3.50, \$4.85. \$5.50, \$6.50 up to \$43.00. Sideboards, \$10.50, \$12.50, \$13.85 up to China closets, large and choice selection of the best Rockford makes, best glass

to \$28.00. Chairs, cane seats, golden finish, at 75c 85c, \$1.00, \$1.25, \$1.35 and \$1.50. Roll-top desks and office chairs, large asortment. Pictures and frames to suit everyone.

fronts and sides, at \$12.50, \$14.00, \$15.00 up

Easels, 50c; 3-pannel screenes, \$1.00; goearts, \$2.95; baby carriages, \$3.85; sleeper go-cart, \$5.00. If it is a matter of saving money you will

Draperies on Sale

Ruffled Swiss curtains, full ruffle, French eam, 98c pair. Ruffled Bobbinet Curtains, \$1.98, \$2.25, Brussels Net, attractive designs, \$3.75 and

Tapestry Portieres, \$1.98. Tapestry Portieres, in better qualities, Very heavy Ottoman weaves, deep knotted ver-fringe, new coloring, \$5.00 and \$6.00, Sash Curtain Rods, bc.

Stylish New Millinery

one make of metal bed, and having been you want and we will astonish you in price singing the maker's praise. We got this and prettiness. Our millinery has made an maker to send a display to the Omaha ex- immense hit this sca ion. It shows origin- their position and it opened the people's eyes, ality and taste which appeal to every stylish and they saw that the bed we carried was woman. If you want an elegant hat withreally the best. This bed is the "Adams out paying an extravagant price for it you & Westlake" you buy such a bed and you can please yourself by making your selechave something that will be a comfort to tion from the beautiful lines we have Ander you so long as you need a bed. We have marked at \$3.98, \$4.98, \$5.98, \$6.48, \$7.48 and serves

and ask you to see us before you buy. You in the new styles on sale Monday at \$1.95 We call special attention to our great showing of exquisite pattern hats at \$5.98 to \$35.96. They represent the very swellest Parisian creations and we are selling them at much below the import cost.

People's Specials

Best quality Corduroy Velveteen, 214c. 35c Leather Belts, 10c Big job 25c Belts, 5c. 25c Embroideries, 12%c. 50c Dresser Scarfs, 15c 50c Table Covers, 15c.

25c Tack Pullers, 5c.

15c Elastic, 5c. Rubber Button Hose Supporters, all sizes, babies', children's, misses' and women's Special sale on Lace and Embroidery All-Overs at half the People's prices.

Machine Thread 1c Spool All the 200-yard machine threads from the

People's stock, le spool. fine embroideries, 16c yard. 35c valenciennes laces, 15c dozen yards. 25c tack pullers, 5c each. 25c ladies, leather belts, 10c each. 50c ribbons, 121/2c. 25c ribbons, 5c

Wall Paper and Paints

ing in carload lots and sell Wall Paper at less than the ordinary dealer paya whole-Rope Portieres, all styles, price from sale for his goods. Examine our exten-Ready Mixed Paints at 98c gallon.

Three Big Stocks on Sale Monday

the big shipments which have been coming in during the big sale of the People's Store Silks are now assorted, marked and will go at prices that will Remember, enough Silks in this lot alone to constitute an ordinary Omaha Silk department,

All the Silks from the People's Store.

Those beautiful Novelties, those rich, black Silks, those fine Evening Silks. most bought by the People's from Arnold Constable of New York, EVERY PIECE MUST GO AT NO MATTER WHAT PRICE in our big Silk depart-All the line Silks from the People's Store and the new Silk stock makes this the greatest Silk buying opportunity of all times,

NCV SILKS, BROCADES AND FIGS, PLAIN WHITE 10c	This great Sale
ORDED WASH SILKS, PLAIN CHINA RS, PLAIN INS. 25c	HEAVY TAFFETAS, black and all color many 24-in wide. Big sale. For
AIST SILKS all the beautiful and	heavy novelties, both for street and evening; worth up to \$2.00.
L wide, Fine Jap Foulards, h \$1.00.	BLACK SILKS, all kinds, all weave for dress, for lining, for waist or separate skirt. Big value at 49c, 69c and
process restriction to the contract of the con	and the same of th

A Winslow Taffeta Guessing Contest.

A SILK DRESS FREE OF THE FAMOUS WINSLOW TAFFETA. to the lady guessing nearest the total number of yards sold in the United States during the year 1899. The number is now sealed and in possession of this paper. Winslow Taffeta is sold in every strictly first-class silk department in the Unit d States. We sold during 1899, 27,462 yards of Winslow Taffeta. Contest will end on May 22, 1900. Every lady sending guess is requested to state opini n, if you have not used, then tell us what your neighbor thinks of it. All guesses should HAYDEN BROS., ¹Care of Silk Department, Omaha, Neb.

All Our Stock of Fancy Groceries from the People's Stor

Must Be C	losed Out.
thite Onions, in bottles, the People's price c, our price, three bottles	Chow Chow, Mixed Pickles, Plain Pickle Sweet Pickles, etc., etc., their price 20 our price now three bottles
ixed Pickles, in bottles, their price 20c.	for
r price three	Worsestershire Sauce, 25c bottles, now
OF Daniela C.	6 - 61 00

for	Dorties, now
25 Pounds St	igar for \$1.00
2-pound cans Sliced Peaches their price 25c, ours	Large cans Flat Red Salmon, their price 20c, our price
Horseradish Mustard, People's 81c	2-pound cans String or Wax Beans, their price 12½c, our price 83
Magnolia Condensed Milk, 15c 25c	2-pound cans Golden Pumpkin, People's price 15c, our price
98 per cent Pure Lye, People's 7 10	Quart cans Boston Baked Beans, with pe and tomato sauce, their price \$1 20c, our price
Cudahy's Diamond C Mince Meat, 10c packages	Chas, H. Plumer's Scouring Soap, People's price 10c, our price 32
75c bottles Extracts, Lemon, Vanilia, Strawberry, etc., our price only	Hunter Purified Corn Starch, their price Sc. our price
Burnham's Clam Boullion, \$1.25 bottles, our price	price
2-pound cans Little Neck Clams, 1210 their price 20c, our price	3-pound cans Maxwell's Grated or Slic Pineapple, their price 25c, our 12:
People's Imported Olive Oil and Olive Vierge, their price 75c, ours three for	Royal Ann Cherries, 2-pound cans, their price 20c, our price
Anderson's, Curtis Bros.', Eagle, etc., Preserves, in one pound cans, People's price 20c, our price	ple's price 15c, our price
Duponco's Sea Salt, solarized, 25c packages for	People's Superior Baking Powder, 1-pour
Large cans extra Preserved Strawberries for cream, worth 30c, our 121c	cans, their price 25c, our price
Horseradish Mustard, in glass bottles, People's price 17½c, our 81c	their price 9c, our price
2-pound cans Sunnyside Tomato Soup, their price 20c, our 1210c	People's price 23c, our price
Trout, People's price 29c, our 1210 C	price 74c, our price
Gallon cans New York Apples, their price 40 cents, our price	Jet Black French Prunes, People's price 15c, our price
1-pound can Lopez and Dunkate Barataria Shrimps, their price 40c, 172c	Extra fancy Italian Raisin Cured Prun People's price 17%c, our price

Hardware, Stoves, House Furnishings

Special Bargains in



SPECIAL SALE ON REFRIGERATORS. THREE CARLOADS TO SELECT FROM.

Will sell you an Ice Chest or small or large Refrigerator at the same price that it will cost your dealer in this sale. We have them from \$4.50 up. Come and see er send for price and catalogue.

Special sale on Gasoline Stoves Mon- Furnishings

SPECIALS IN HOUSE FURNIRHINGS.

ROTARY

WASHER

on Eearth



Wringers, like cut, for \$1.29

Crockery Dept.

Dinner size, regular fc, sale price 3c. Tea size, regular 514c, sale price 314c.

Ple size, regular 6c, sale price 4c.

Creamers, worth 15c, sale price 5c.

Complete. 39c

Poultry Netting, 100 square feet for ...

2-burner Gasoline Stoves.....\$2.59 65e Screen Wire .
 Garden Hose
 6½c
 Hard Wood Hose Reel
 49c

 Garden Rake
 17c
 Garden Hoe
 19c

9c 1-section Clothes Racks...... 39c | Feather Dusters Nails.... 314c SEND IN YOUR MAIL ORDERS. SPECEIAL SALE ON STEEL RANGES-Can sell you a six-hole Steel Range, with high shelf, low warming closet, large 18-inch square oven, worth \$33.00-this

price 41c per set.

After Dinner Cups and Saucere, latest decorations, regular price 45c, sale price 23c. Tumblers, flint, thin blown, either in Toilet Sets, full 12 pieces, underglazed plain or beaded, regular 45c per set, sale decorations, worth \$7.50, sale price \$3.65. Dinner Sets, 100 pieces, pretty under-Cups and Saucers, best semi-porcelain, glazed decorations on best English semidecorated, regular price per set 75c, sale percelain, worth \$10.00, sale price \$6.89.

Plates, semi-porcelain, pretty under-

glazed decorations, regular price 75c, sale

\$1.00 Wash Bowls and Pitchers, this sale

were made to sell at \$1.00, on sale at 45c. People's Store Flannels

All the fancy shirting, 30-inch wide, light and dark colors; People's price, 121/2c and 1%c lbc; our closing out, per yard, 614c. 1 lot fancy drapery cretonne, per yard, 5c People's price, 10c. 2 cases fancy feather ticking; People's price, 18c; our price, 124c. 1 lot extra heavy chaker flannel, pe vard, Sc. worth 854c. 2 cases embroidered flannel, beautiful pat terns, per yard, 55c, 60c and 65c. 1 lot 36-inch wide fancy denims, per yard

> BED COMFORTS. 15 dozen 72x90 home-made bed comforts,

The New Book "To Have and to Hold," By Mary Johnson. On Sale Monday Only

the age, full of historical facts; a masterpiece in plot and composition. Publisher's price, \$1.56, special Mon-

Clearing Up Books from the People's Stock

New 10c Novels....

25 sets Encyclopedias cheap.

Our Purity Butter and Cheese Dept

15c packages Imported Figs,

Good Table Butter, selected, per lb.... Fancy Creamery Butter, per 1b., 17c and 18c Hygeia or Elgin Creamery Butter, per Strictly New Laid Eggs, per doz..... 11e Fancy Full Cream Cheese, per th 12320 Imported Brick or Limberger Cheese, Neufchatel Cheese, Durham brand, not handle imitations.

	meats and Lard	
7	No. 1 Sugar Cured Hams	12c
- 1	5-pound pails best brand Lard	47c
	No. 1 California Hams	Se
10	Best Summer Saueage	100
10.	Fresh Pork Sausage	7%0
to:	Pickled Pigs Feet	Go
	No. 1 Cottage Hams	110