

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, DECEMBER 8, 1901.

SINGLE COPY FIVE CENTS.



HELIOGRAPH FROM SANTA CLAUS

The following message was heliographed by the aid of the northern lights from Santa Claus, in his castle at Utopia, North Pole, to his Trans-Mississippi Headquarters, Hayden Bros., Omaha:

HAYDEN BROS., Santa Claus Headquarters, Omaha: Will arrive Monday at your store, and will make my headquarters with you only. I find I can carry more pretty and useful gifts and distribute them better through you than anywhere else in the whole wide world. Have all the good children meet me Wednesday evening and Saturday afternoon. Be sure to tell the children to come to your store as I will not go anywhere else this season. SANTA CLAUS."

The Entire Main Floor Annex FORMERLY HAYDEN'S BARGAIN ROOM, DEVOTED TO TOYS AND HOLIDAY GOODS

To give Santa Claus plenty of room, we will devote the entire main floor annex to him and his special toys and gifts. Monday he will be here for the first time, and Monday will witness the first showing and sale of holiday goods, fancy goods, toys, dolls, etc., etc.

GRAND TOY OPENING SALE TUESDAY AND TUESDAY EVENING.

(To accommodate customers the Big Store will be open evenings until Christmas.)

Tuesday and Tuesday evening at Hayden Bros. will witness the grandest and most magnificent opening display and sale of toys and holiday goods ever attempted by any house in America. Carload after carload of the choicest and most beautiful novelties in Jewelry, Fancy Goods, Albums, Celluloid Goods, Fine China and Glassware, Toys of every imaginable kind and holiday goods for use and ornament, of every conceivable description. The entire Main Floor Annex being devoted to this sale, makes access easy. The large display gives thousands of suggestions and makes selection pleasing and satisfactory.

SANTA CLAUS' RECEPTION TO CHILDREN WEDNESDAY EVENING AND SATURDAY AFTERNOON.

Santa Claus wants to meet all the children, (see his message above), on Wednesday evening from 7 to 9, and on Saturday afternoon. He, "the only real live Santa Claus," will be here to greet them and to show them his beautiful Christmas goods, toys and especially for the Girls' Dolls—some as small as your little finger, others as high as a table. Be sure to remember that the real Santa Claus will be at Hayden Bros' only, and that his special receptions to the children will be held WEDNESDAY EVENING FROM 7 TO 9 AND ALL SATURDAY AFTERNOON. Don't miss this as Santa Claus has issued you a special invitation. SEND MAIL ORDERS AT ONCE. The entire Big Store is taking on that Christmas tone that makes holiday shopping so satisfactory.

Special Oriental Announcement

ON THIRD FLOOR.

A splendid and a complete line of Oriental rugs, bric-a-brac, embroideries and other rich art objects from the far Orient has been especially selected and the prices and the superiority of the goods will undoubtedly be the sensation of the hour.

This department is in charge of J. and M. Saily, native Orientals, and of many years experience in this line. People coming to this department will be extended all courtesies, whether they want to buy or not.

Great Sale on New Silks for Xmas.

The only Silk Department showing silks that are absolutely new for the holidays. In this big silk sale you will find the very best silks that money can buy. The fact that we are now showing the new spring of 1902 Foulard Dress Silks is evidence of our progressive methods and proves that we are ahead of date.

Silks are so appropriate for Christmas gifts, and so much appreciated by those that receive them, and it makes this department the liveliest in the store. This great Silk Department easily solves that great question—What to buy? and all are happily pleased.

NEW FOULARD SILKS—You all know the kinds we handle—the very best in the world. The choicest spring of 1902 styles and colorings, you know what a lovely gift it would make to some one that is dear to you. They are here just a little ahead of date for that very purpose, both satin and tulle, plain and brocade Foulards, at 75c, \$1.00 and \$1.50.

1000 WAIST PATTERNS OF 3 1/2 YARDS EACH ON SALE FOR CHRISTMAS PRESENTS—All kinds of styles that you can think of—the very latest fancy silks of every description—Roman Stripes, Persian Palles, Louisiana Fancies, Dresden, New Armure Brilliant, Granite Silk, Peau de Foule, La Etoilette, rich and elegant Brocade. You can easily make a choosing from among them. In lengths of 3 1/2 yards for \$2.95, worth up to \$6.00, and go on sale at \$1.95.

In lengths of 3 1/2 yards for waltz, worth up to \$10.00, and go on sale at \$3.95. Crepe de Chine in 50 new colors and black—fine grade 24-inch wide and pure silk, sold for \$1.00 and \$1.25, while they last at 75 cents.

THE LEADING DRESS GOODS HOUSE OF THE WEST Over 30,00 Styles Always on Hand.

The largest, the best assorted and the highest grade dress goods in the west—PRIESTLEY, THAT MADE HAYDEN BROS' DRESS GOODS FAMOUS—Lupin, the great French standard, strictly confined to us—Lansdowne, Botany and all the other great brands, found only with us. In order to reduce our stock we will give a flyer or two every day and a grand one Monday.

Black Dress Goods

Priestley, the grandest of them all. Priestley's \$2.50 Perolias, \$1.25. Priestley's \$2.50 Creponas, 75c. Priestley's \$2.50 Prunellas, \$1.25. Priestley's \$2.50 Cheviots, \$1.25. Lupin's \$4.98 Cheviots, \$2.98. Lupin's \$3.50 Cheviots, \$2.25.

Colored Dress Goods

All our \$2.50 Prunellas, \$1.25. All our \$2.50 Venetians, \$1.25. All our \$2.50 Cheviots, \$1.25. All our \$4.98 Venetians, \$2.98. All our \$3.50 Venetians, \$2.40.

Evening Shades

Silk Warp Deoline, regular \$2.95, at \$1.25. Seel Silk Warp Deoline, regular \$3.50 at \$1.50. Crepe Deoline, regular \$1.95, at \$1.25. Broadcloth finished Deokines, in all the evening shades, regular \$5.00 goods, will go at \$2.95. 7c Albatross, 49c. 11.00 Num's Veilings, 65c. We carry a large line of evening shades in all the leading cloths of the season.

Waistings

We are headquarters for all kinds of fancy waistings. On Monday we will sell all gros grain Romans, fine re-inforced double warp Royal Priestley's French Flannel, at 50c yard. All the finest plain and striped French Flannel will go at 50c.

Challis

In all the plain colors. In all the Persian and figures. In all the satin stripes. In all the finest side bands. At 50c, 75c, 95c and \$1.25 yard. Mail orders filled.

Great Furnishing Sale Monday.

Men's \$1.50 and \$2.00 underwear at 95c. All the men's fine underwear that sold up to \$2.00, sample lines and broken lots, but in all there are all sizes from 20 to 50 in this lot, and all colors, on sale at 95c. Men's \$1.50 lamb's wool fleeced-lined shirts and drawers, all sizes and colors, on sale at 49c.

Men's colored laundered shirts, in all the newest styles, worth up to \$1.50, on sale at 49c and 75c. Men's 50c wool golf gloves at 25c. Men's fur gloves at 95c, \$1.50 and \$2.00. Men's buck gloves at \$1.25 and \$1.50. Men's \$1.50 all wool sweaters at 95c.

Men's \$1.50 kid gloves, all lined or unlined, the best quality, at 95c. Children's cotton fleeced-lined combination suits, all sizes, at 50c. Ladies' extra heavy fleeced-lined combination suits, in small sizes, worth \$1.00, at 50c.

Ladies' half wool combination suits, worth \$1.50, at \$1.00. Ladies' silk combination suits, worth \$5.00, at \$2.98. Children's black wool tights, in all sizes, at 75c. Ladies' heavy black wool tights at \$1.00.

Ladies' silk and wool vests and pants, in white and colors, at \$1.50 each. Ladies' all wool sweaters, in all the new colors, at \$2.50. Ladies' opera shawls, in black, white and colors, at \$1.50 and \$1.98. Ladies' wool knit skirts, assorted colors, at \$1.25.

Ladies' fine fancy aprons, hemstitched and trimmed, at 25c. Ladies' fine fancy and bib aprons, worth 50c, at 25c. Ladies' fine fancy aprons in all the newest designs, at 50c, 75c and 95c. Ladies' outing flannel gowns, in all colors, at 50c. Ladies' extra heavy outing flannel gowns, fancy trimmed, worth \$2.00, at \$1.50.

SOME HOLIDAY BARGAINS In the Jewelry Department. GRAND SPECIAL SALE OF ROGERS' SILVERPLATED WARE. Rogers' berry spoons, silver plated, with gold bowl; pie knives, salad forks, cream knives, cold meat forks, gravy ladles, jelly cutters, cake lifters, sugar shell and butter knife in set. All these fancy pieces come put up in silk lined boxes at only 75c each. Sterling silver table pieces, bonbon spoons, sugar spoons, pickle forks, salt forks, olive forks, sugar servers, meat sardine all gold bowl, at \$1 each. Cut glass syrup pitcher, with silver plated top, at only 95c. For \$1 amazing ring values; worth up to \$2.

3 and 4 stone set rings in rubies, turquoise, pearls, amethysts and emeralds. Ladies' heavy rolled plate chains, full length, with solid gold slide and stone settings; worth \$3, at \$1.45 and \$1.95. Silver chains at 60c. Ladies' and gents' watches, good American movements, in ten-year gold filled cases, \$6.75. We have the handsomest line of gold clocks ever shown in Omaha. On special sale Monday at \$4.50. Others ask \$7.00. A nice line of fancy clocks in the oxidized or special sale at \$2.95.

VISIT OUR OPTICAL DEPARTMENT. Eyes tested free. Special sale on opera and field glasses. Bed Blankets. 500 pair sample bed blankets to close out less than cost. 150 slumbering robes, each \$1.98. 3 cases 11-4 all-wool California white extra soft and fine blankets, per pair, \$3.98, \$4.25 and \$5.50. 200 pairs 11-4 all-wool gray bed blankets, per pair, \$3.98. 100 pairs all-wool gray blankets, per pair, \$2.50. Extra large home-made bed comforts, each, \$1.50, \$1.98 and \$1.75.

Furniture.



The enormous business we have done in this department during the last ten years, at this season of the year, must be attributed to some cause other than that the public love us. You may call it any plan you wish, either the old plan or the new plan. We believe it is the POWER OF PRICE. You can get here the article you want cheaper than you can get it elsewhere and the quality is the same in every case. If it is not so, what is the cause of our growth. COME AND SEE US. Music cabinets, \$3.95. Child's rockers, cane seats, with arms, \$1.00. Ladies' desk, \$4.50. Combination book cases, \$19.85. Rockers, \$1.85. Taborettes, 50c. India seats, 65c. China cabinets, \$10.50. Settees, \$5.85. Sideboards, \$10.85. Book cases, \$4.50. Flat racks, 95c. Send for catalogue.

Special Sale on Fine Shoes Monday. Buy your useful presents early. Nothing more acceptable than a pair of shoes or slippers. We have closed out the entire floor stock of these large factories in the east who make nothing but high-grade goods suitable for holiday trade. Women's felt slippers from 25 cents up to the finest felt slippers, in all colors, with and without fur trimming. A beautiful line of satin slippers with fur trimming for the babies as well as in the large sizes. Sole agents in Omaha for the Ultra shoes for ladies, a five-dollar shoe for three fifty, in all leather and made in the newest up-to-date style. A manish shoe for the ladies. A look at them will only take five minutes of your time. You can't make one fifty any quicker. Agents for the Stetson and Crossett shoes for men. Two of the best shoes manufactured.

Shoes in the bargain room: Men's satin calf balm, worth \$1.75, at \$1.10. Boys' of same, worth \$1.50, at 95c. Boys' of same, worth \$1.25, at 75c. Men's imitation alligator slippers, worth 85c, at 50c. Men's velvet slippers, worth 85c, at 50c. Women's felt slippers, the 75c kind, at 30c. Headquarters for all kinds rubber shoes and felt goods at prices that will appeal to your pocketbook.

Cutting the Prices on Mandolin and Guitar Folios. TO MANDOLIN AND GUITAR PLAYERS. Witmark folio No. 4, containing such popular pieces as "Sing Me a Song of the South," "Lass I Love," "Ma Blushing Rose," "Absence Makes the Heart Grow Fonder," etc., mandolin and guitar, 40c; by mail, 50c. Harris mandolin and guitar, No. 2, containing "One Night in June," "Mid the Green Fields of Virginia," "Break the News to Mother," "Will I Find My Mamma There," "Just Behind the Times," "Oregon Grinders' Serenade," etc. We have this book for mandolin and guitar or mandolin and piano at only 40c each; by mail, 50c. The mandolin and piano book can be used for violin and piano also. Brainerd's mandolin and guitar book No. 1, containing such pieces as "Fride of the Ball" waltz, "Waltz You Be My Sweetheart" waltz, "Annie Laurie," "Ben Bolt," "Carnival Capers" waltz, "Suwanee River," "A Dream of the Ball" waltz, etc. This is a fine collection of good dance music. We have it for mandolin and guitar, mandolin and piano and violin and piano. Monday we will place this book on sale at only 40c; mail, 50c.

SPECIAL SALES IN HAIR DEPARTMENT MONDAY.

Choice Fruits, Etc., for Christmas Cakes and Puddings.

Lemon peel, candied.....15 1/2c. Glace lemon peel.....25c. Orange peel.....15c. Selected orange peel.....20c. Glace candied orange peel.....25c. Cranberries.....10c. Safer dates.....5c. Khadramen dates.....7 1/2c. Hallow'een dates.....8 1/2c. Persian dates.....10c. Fard dates.....12 1/2c. CITRONS. Sole citron, plain Corsican.....17 1/2c. Sole citron, candied Corsican.....20c. Glace Corsican.....25c. Good Loughon citron.....35c. Finest Loughon.....40c.

CURRENTS. Patrus.....10c. Acropolis.....12 1/2c. No. 1 sugar cured California hams.....15c. Boneless bacon.....11c. 5-pound pails pure lard.....50c. Boneless corned beef.....6c. Best new Bologna.....6c. Boneless cottage hams.....11c. 3-pound pails pure lard.....37c.

RAISINS. Loose Muscatels.....10c. Standard.....12 1/2c. Imported.....15c. La France.....17 1/2c. Sultana raisins.....17 1/2c. Imported Sultana raisins.....20c.

Monday Meat Bargains. 10-pound pail pure lard.....\$1.02. No. 1 sugar cured California hams.....8c. Boneless bacon.....11c. 5-pound pails pure lard.....50c. Boneless corned beef.....6c. Best new Bologna.....6c. Boneless cottage hams.....11c. 3-pound pails pure lard.....37c.

GREAT FRUIT SALE. Florida sweet oranges.....12 1/2c. California figs, per pound.....8 1/2c. Large Turkish dates, per pound.....6c. Fancy large navel oranges.....45c. New crop, 1901, mixed nuts.....12 1/2c.

CHEESE BARGAINS. Imported Swiss cheese, per pound.....32c. Nebraska cream cheese, per pound.....30c. Sapsago or Switzer cheese, each.....17c. Iowa brick cheese.....14c.

FISH DEPARTMENT. Hamburg rolled mops.....15c. Russian surimi.....25c. Smoked white fish.....12 1/2c. Norwegian eels.....12 1/2c. Imported herring, each.....2c.

TEA AND COFFEE SALE. New tea siftings.....25c. Good whole coffee, two pounds for.....25c. Imperial Java coffee.....17 1/2c. Family Java and Mocha.....25c. Mandoling Java and Mocha.....33 1/2c. Fine drinking sun dried Japan.....38c. New crop English Breakfast.....30c. Basket dried Japan.....42c. Ceylon, Oolong and Young Hyson.....40c. One glass dish free with one pound of our tea coffee.

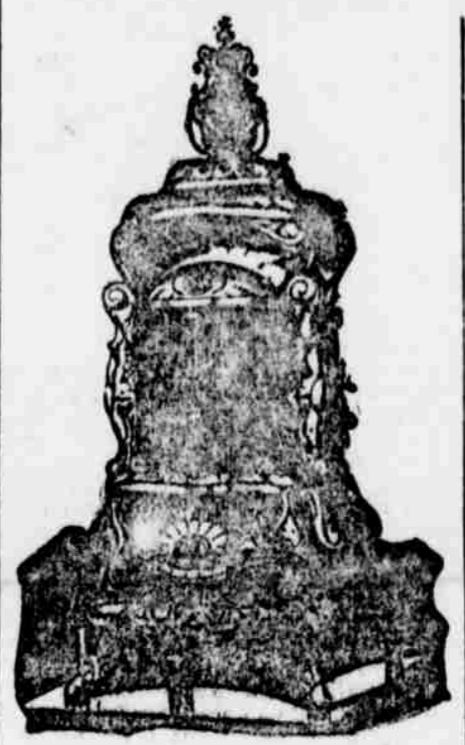
TOBACCO DEPARTMENT. Star pug chewing tobacco.....35c. Horseshoe pug chewing tobacco.....35c. Navy pug chewing tobacco.....35c. Newbury tobacco.....35c. Bull Durham smoking tobacco.....50c. Deek's Mixture.....35c. Mueschaum smoking tobacco.....35c. Uncle Tom smoking tobacco.....35c. Old Style smoking tobacco.....35c. Mail Pouch, per package.....9c.

HOLIDAY DISPLAY IN OUR CHINA DEPARTMENT. The array of goods displayed in our china department is the finest and largest ever put on show in Omaha. Goods from France, Germany, England, Spain, Austria, China, Japan, Italy, Turkey, etc., in foreign makes, in domestic, the finest this country produces. To give a full description would fill this whole paper, so we cordially invite you to give it a personal inspection. On our 10c, 15c and 25c tables you will find articles that sell everywhere else from 25c to \$1.50.

DRUG PRICES. 2-qt. Combination Fountain Syringe, 85c; 5-qt. Combination Fountain Syringe, 95c; 2-qt. Hot Water Bottle, 65c; 3-qt. Hot Water Bottle, 75c; 1-qt. Old Cabinet Whisky for medicinal purposes, 75c; Perfume, 1 bottle in a box, for 10c; fancy Baskets and Perfume bottle, 15c; fancy Work Baskets and Perfume bottle, 25c.

Hardware, Stoves, Housefurnishings

THE FINES HOLIDAY GIFT ON RECORD. BUY ONE.



Our Universal Base Burners—THE REGAL—Beyond any doubt the handsomest, the finest made, the greatest heater, the most economical fuel user made; a regular \$35.00 stove; we sell them for \$27.50.

THE NEXT BEST GIFT would be one of our STANDARD Steel Ranges, extra large size, 6 holes, 19-inch oven, high warming closet, asbestos lined, full nickel plated, duplex grate; a regular \$37.50 range, for \$29.95.

500 Rubber Runners Skates, 25c. WE HAVE JUST RECEIVED 1,500 SKATES and have them in all styles and price up from 40c.

JUST RECEIVED 1,000 Sleds and Coasters, all styles, beautiful designs, handsomely painted, up from 12c.

WE HAVE THE LARGEST LINE OF FINE POCKET KNIVES in Omaha and can save you at least from 25 to 50 per cent on any and all styles.

ALSO FINE RAZORS and RAZOR STROPS. A regular \$1.50 Razor we can sell (warranted) for 85c.



1,500 Steel Wagons; all solid steel, almost indestructible; a regular \$1.75 wagon for \$1.10.

We have a full line of carving sets. Can save you a nice stag handled 2-piece set for 50c.

A very fine sterling ferrule stand handled 3-piece set that usually sells for \$2.50, for \$2.25.

CHAFFING DISHES AND FIVE O'CLOCK TEAS. We carry a full line of Sterman's fine goods. Can sell you a very nice chaffing dish for \$2.25.

Handsome brass table kettles with brass stands, usually sell for \$3.00; we sell them for \$1.69.

BUY YOUR BOY SOME GOOD TOOLS. We carry everything in small tools. Better buy something useful. Learn your boy how to use tools. It will do him good.

NICKEL PLATED WARE—We have just received a very handsome line of nickel plated tea and coffee pots, both the New Drip and plain pots; also all kinds of trays, crumb trays, cups, etc.

GUNS AND AMMUNITION—We carry a full line of Shotguns, Rifles, Revolvers, etc. Can sell you a good double barrel shotgun for \$9.95.

Grand Christmas Book and Stationery Sale

The most astonishing values ever put on sale. Make your selection now from full assortments. Get just what you want and save money. \$1.50 COPYRIGHT BOOKS. This includes many of the popular up-to-date books, such as "Graustark," "Richard Carvel," "In the Palace of the King," "When Knighthood Was in Flower" and "The Eternal City."

\$1.50 LEATHER PADDED POETICAL WORKS, 75c. This lot contains the works of Whittier, Longfellow, Scott, Moore, Bryant, Bryant, Tennyson and all the leading books in the market that retail regularly for \$1.50; on sale Saturday at 75c.

EXTRA SPECIALS. \$15.00 copy of Webster's Unabridged Dictionary, \$7.50. \$50.00 set of Rippath's History of the World, in partial payments, \$26.00. \$2.00 down and books delivered; \$3.00 monthly payments till completed. \$1.00 COPYRIGHT BOOKS ONLY 30c. This lot contains such books as "Via Crucis," "Caleb West," "Sorrows of Satan," "Prisoner of Zenda," "Lady of Quality," "Dr. Willoughby," "Clair," "Gentleman Player," "Philip Winwood," etc.

EXTRA SPECIALS. This lot contains the works of Oliver Optic, J. M. Barrie, Bacon, Kipling, Ian MacLaren, Doyle, Irving, Browning, Anthony Hope, Lord Lytton, Byron, Dickens, Marvel, Drummond, Milton, Poe, Ruskin, Johnson (Dr. Samuel), Curtis, Hawthorne, Emerson, Stowe, Stevenson, etc.

SPECIAL BOX PAPER SALE. \$1.00 fancy holiday box Paperettes, 25c. \$1.00 box Paperettes, 5c. \$1.00 fancy box Paperettes, 5c. \$1.00 FANCY STATIONERY, 25c AND 50c. Bicycle playing cards, 15c package.

Bed Spreads. 200 full size extra heavy crocheted bed spreads, each 85c; worth \$1.25. 200 extra large spreads, each, 60c; worth \$1.00. 175 extra large and heavy spreads, regular price, \$1.75; each, \$1.00. 100 full size Marseilles bed spreads, beautiful patterns, each, \$1.95; regular price, \$2.98.

Specials. Bleached table linen, 55-inch, 35c. 60-inch bleached table linen, 55c. 72-inch bleached table linen, 60c. 17x36 all linen fringed towels, 12 1/2c each. 18x36 buck towels go for 12 1/2c. All linen fringed towels, 24x48, at 22 1/2c. We have also odd lots of napkins and remnants of table linen.

Prayer books, 75c up. New romances, 5c to \$2.00 each. 25c PAPER NOVELS, 5c. Mrs. Holmes' works, 15c. Mrs. Southworth's works, 15c. One Read's works, 15c. All copyright books 50c per cent off publisher's price.

CIGARS. We have purchased a shipment of extra fine cigars refused by the original purchaser on account of the shipment being overdue. These goods are specially put up and selected for the trade. We bought them at a big sacrifice. There are 10,000 cigars in this lot, put up 25 in each box. Havana Jewels, per box of 25 cigars, \$1.25. Havana Seedlings, per box of 25 cigars, \$1.00. Havana Twin Sisters, per box of 25 cigars, \$1.00. Havana Lady Rose, per box of 25 cigars, \$1.50. Queen of All, extra choice, per box of 25 cigars, \$1.00. None sold to dealers. Limited to two boxes to each customer. 50c FANCY TOILET SOAP, PER BOX.

HOLIDAY GOODS. 50c pocketbooks, 25c. 100c pocketbooks, 50c. 75c belts, each, 25c. \$1.00 chateaux bags, 50c. SPECIAL SALE ON STEEL BAGS. SALE SALE MONDAY.

Linen and Muslin Sale. Extra heavy brown muslin, 35c. 4-4 bleached muslin, 15 yards for \$1.00. 42-inch bleached pillow casing, 10c. 46-inch bleached pillow casing, 11c. 8-4 brown sheeting, 15c. 7-4 brown sheeting, 16c. 8-4 bleached sheeting, 16c. 9-4 bleached sheeting, 15c. 72x90 bleached sheeting, 37 1/2c. 81x90 bleached sheeting, 45c. 42x36 pillow cases, 1c a pair.

Drapery. Rope curtains suitable for 5-foot door, \$1.00, \$1.50 and \$2.00. Tapestry curtains, \$3.25, \$4.25 and \$4.85. RUGS FOR THE HOLIDAYS, all kinds and sizes, nothing makes a more useful present. 36-inch Axminster rugs, \$2.00.

HAYDEN BROS.