

Superior Values in New Fall Merchandise Shown for the First Time Monday

High Grade Wash Goods Department

New flannelettes, new fall waists, new fall dress goods—new silk warp fall wash dress goods, etc.

Flannelettes at 10c
 Flannelettes at 12 1/2c
 Flannelettes at 15c
 Silk and Mercerized Waists at, per yard 50c
 Silk and Mercerized Waists at, per yard 39c
 Silk and Mercerized Waists at, per yard 25c
 Tartan Plaids, for school dresses, at, per yard 12 1/2c
 French Percales, at, yd. 12 1/2c
 Domestic Percales, at, yd. 10c
 New Fall Dress Gingham, 12 1/2c
 New Fall Dress Gingham, 19c
 New Fall Dress Gingham, 25c
 New Fall Satin Gingham, at a yard 25c, 15c and 10c

LINEN DEPARTMENT

All the newest fads in linings: Hedgeside, Heatherbloom, Gloria, Lustral, Anderson's Spun Glass, Overcoat Satins, Opera Satins, Silk Taffetas, Italian Sorges, Mercerized Tissue, and everything in tailors' and dressmakers' trimmings and bindings, at the very lowest prices.

High Grade Linen Department

The best equipped—the largest stock—the most popular priced—and the best grade of goods in this part of the country.

Pattern Cloths—2-yds. wide and 2 1/2 yds. long, pure bleached Irish linen, border all around, extra heavy satin finish, regular \$5.00 value, for Monday only \$3.75
 Bleached Table Linen—72-in. double satin finish, pure Irish linen, regular \$1.50 grade, at a yard 1.00
 Silver Bleached and Unbleached Table Linen—68-in. and 64-in. wide, German, Scotch and Irish linen, all our own importation, bright, new patterns at, a yard, 89c and 65c
 Napkins—To match all linens, in bleached and unbleached, 18x18 to 27x27-in., at a yard, \$5.50, \$4.50, \$2.75, \$2.25 and \$1.75

Sheets—81x90, bleached, seamless sheets, made from good heavy muslin, worth 85c a piece, at a piece 69c
 Pillow Cases—42x36-in. extra heavy, at piece 12 1/2c
 Towels—Extra heavy, hemstitched and fringed, huck and damask towels, 20x45-in., regular 50c value, at each 25c
 Bed Spreads—Fringed and plain, Marseilles and honeycomb patterns, extra large size, worth up to \$5.00, at \$2.75 and \$2.00
 Bed Spreads—Fringed honeycomb spread, large size, extra heavy, regular \$2.00 and \$2.75 value, at each 1.50
 Dollies and Center Pieces—All linen round thread, all sizes, up to 36x36, sold as high as 69c; to close at, each 25c

Silk Curtains and Draperies

Assortment and qualities unsurpassed and prices lower than you expect to pay—less than you will pay elsewhere for like qualities.

Bed Room Curtains, Ruffled Net Curtains, with Battengberg edge and insertion, at pair, \$1.98
 Ruffled Net Curtains with lace edge and insertion, in 3-yard length, at, pair, \$1.25 and 98c
 Ruffled Swiss Curtains, in stripes, dots and fringed designs, at, pair, \$1.75, \$1.50 and 98c
 Ruffled Swiss Curtains in neat designs, at, pair, 76c, 49c, 25c
 30-in. Grenadine, Scotch made, in beautiful bordered patterns, dainty wreaths and dots, very serviceable and especially nice for such curtains, at, yard, 18c
 Swisses in dots, stripes and figured, at, yard, 15c and 12 1/2c
 Parlor Curtains—Duchess point Lace Curtains, in full size, from \$15.00 a pair down to \$9.50
 Saxony Brussels Lace Curtains, in very neat patterns; also more elaborate designs, at from \$35.00 a pair down to \$12.50
 Italian Fillet Lace Curtains, from \$15.00 a pair down to \$7.00
 Dining Curtains—colored Irish point Lace Curtains, per pair, \$4.50
 Ecu Cable Net, 3 1/2 yards long, 54-in. wide, at from \$6.50 a pair down to \$2.98
 Cluny, Irish Point, Barnett, also Cable Net, in white, per pair, at \$2.98
 Just received shipment of Tapestry Portières, in all the new effects and colors. Prices range from \$19.00 a pair to \$25.00

AMSTERDAM'S

THE RELIABLE STORE.

The Leading Dress Goods House of the West

We buy, sell and handle more wool dress goods than any town of 200,000 population in this western country. Our Dress Goods Department is divided into three divisions:

I.—High grade, from \$10.00 \$1
 to \$5.00 a yard down to \$1.25 25c

II.—Popular priced, from \$1.25 25c
 to \$1.00 10c

III.—Bargain goods, from \$1.00 10c
 to \$1.00 a yard down to \$1

High Grade Dress Goods Dept.
 Black Goods
 Priestley's English Black Goods, Armures' Powderetts, Gyp's Taffetas, Volles, Batistes, Roydes; Victoria's Panamas, Broadcloths, Cravenettes and other fancies, ranging in price from \$10.00 a yard down to \$1

Popular Priced Wool Dress Goods Department.
 Here can be found Henriettes, Serges, Dress Flannels, Wool Fancies, Wool Waists, Broadcloths, Tailor Suits and other domestic and foreign goods, from \$1.25 a yard 25c down to \$1.00 a yard 10c

Wool Dress Goods Bargain Department
 In Our Famous Domestic Room
 Thousands of odd lots of all wool and half wool Dress Goods, Henriettes, Serges, Broadcloths, Fancies and other goods that will be closed out daily at a trifle of their values. Prices ranging from \$1.00 a yard down to \$1.00 10c

MOST CAPTIVATING FALL SUIT STYLES

Our cloak buyer during his four weeks' stay in eastern markets secured an assortment of the most clever and popular designs in new Fall garments which we believe superior to any ever shown in Omaha so early in the season. Although in the suit styles the 30, 32 and 36-in. Jackets predominate, those who admire extremes have choice of 24 to 48-in. lengths. As usual we lead in showings of new style ideas and request your critical inspection of display Monday.



Beautiful New Tailor Suits—A magnificent line of the season's latest style creations, in all the leading materials and colors, charming values at our early prices, \$18.50, \$20, \$25, \$30, \$35, \$40, \$45, \$50, \$55, \$60, \$65, \$70, \$75, \$80, \$85, \$90, \$95, \$100, \$105, \$110, \$115, \$120, \$125, \$130, \$135, \$140, \$145, \$150

200 New Tailor Suits, several at a great bargain, made in chevots, broadcloths and other fine suitings, would sell regularly at \$20, choice of the lot Monday \$12.50
 Only Shirts, worth up to \$8, \$3.99
 Elegance New Skirts, in wools, pinna-mas, silks, fine serges, etc. most clever new designs shown for the first time at \$25, \$18, \$15, \$12, \$10 and \$7.50
 New Silks and Satin Rubberized Coats in plaids, checks and satin stripes, all colors and styles at \$35, \$20, \$15, \$10, \$5 and \$12.50

New Waists—All the very latest designs, materials and colors, an assortment second to none ever shown, \$5, \$3.98, \$2.98 and \$1.98
 New Coats—For early Fall wear, splendid variety for selection; coverts, broadcloths, etc., in most charming new styles, early prices, \$12.50, \$10, \$8.90, \$7.50 and \$5.98
 Children's \$2 Wash Dresses, to close Monday \$1.00, \$9c
 \$2.00 Moire and Sateen Underskirts, choice, Monday \$89c

A Great Purchase of New Silks

On Sale Monday at a Fraction of Real Value
 Our silk buyer has just returned from the eastern markets where he secured several lots of high grade silks at far less than real worth. Part of these goods are now here and will be offered Monday at bargain prices, which probably cannot be duplicated again this fall on goods of equal quality. All these 24-in. Peau de Ream, in plain colors or polka dots, 23-in. black twill Messalines and color Chiffon Falls, 19-in. Novelities, stripes, plaids and checks, and 19-in. black Taffetas displayed in our 16th St. window the past few days, at a yard 29c

11.00 Colla. Chiffon Voiles, 34-in. wide, at, yard 49c
 11.00 Plain and Changeable Taffetas, 27-in. wide, on sale at, a yard 69c
 20-in. Plain and Changeable Messalines; also Louisines, snap at, a yard 59c
 11.25 Novelities, Checks and Stripes, 36-in. wide, on sale at, a yard 79c
 36-in. Black Taffeta, handsome finish, limit of one pattern to a customer, at, a yard 79c

New Plaids for Waists, 98c values, at, a yard 69c
 11.25 Black Peau de Soie, 36-in. wide, great bargain at, 89c
 12.50 Black Peau de Soie, 36-in. wide, double faced, extra quality, at, a yard 1.39
 11.35 Black Taffeta, 36-in. wide, dress finish, at, a yard 95c
 27-in. Black Skirt and Dress Taffetas, fine for wear, at, yd. 69c
 The most complete stock of new Fall Silks ever shown in Omaha or the west.

Domestic Flannels, Blankets and General Cotton Piece Goods Department

This is the greatest domestic room in the west. A continuous array of bargains from morning till night.

8 1/2c Heavy Bleached Muslin 50c
 10c Heavy Unbleached Muslin 50c
 12c Heavy Unbleached Muslin 50c
 14c Heavy Unbleached Muslin 50c
 16c Heavy Unbleached Muslin 50c
 18c Heavy Unbleached Muslin 50c
 20c Heavy Unbleached Muslin 50c
 22c Heavy Unbleached Muslin 50c
 24c Heavy Unbleached Muslin 50c
 26c Heavy Unbleached Muslin 50c
 28c Heavy Unbleached Muslin 50c
 30c Heavy Unbleached Muslin 50c
 32c Heavy Unbleached Muslin 50c
 34c Heavy Unbleached Muslin 50c
 36c Heavy Unbleached Muslin 50c
 38c Heavy Unbleached Muslin 50c
 40c Heavy Unbleached Muslin 50c
 42c Heavy Unbleached Muslin 50c
 44c Heavy Unbleached Muslin 50c
 46c Heavy Unbleached Muslin 50c
 48c Heavy Unbleached Muslin 50c
 50c Heavy Unbleached Muslin 50c

Interesting Grocery Prices

Hayden's the Greatest Pure Food Center in the West
 12 bars best Family Laundry Soap 25c
 The best granulated Cornmeal, 30-lb. Bromelone, Jelly, 10-lb. Dzeria or Jell-O, per package 75c
 Peanut Butter, per jar 90c
 1-lb. can Baked Beans 35c
 Egg-O-See Breakfast Food, pk. 75c
 Fresh Crackles, per lb. 85c
 The best Soda Crackers, per lb. 40c
 The best crisp Ginger Snaps, lb. 50c
 Fresh Crackles, per lb. 85c
 Soused Mackerel, per can 12 1/2c
 Fancy, plain or stuffed Olives, per bottle 50c
 1-lb. cans fancy Red Alaska Salmon, at 15c
 Pure Fruit Jelly, per glass 10c
 The best Tea Siftings, per lb. 12 1/2c
 Fancy B. F. or Sun Dried Japan Tea, per pound 25c
 Fancy English Breakfast, Ceylon or Gunpowder Tea, per pound 25c
 Fancy Santos Coffee, per lb. 15c
 Fancy Porto Rico Blend Coffee, lb. 50c
 Fancy Antiochia Blend Coffee, lb. 25c
BUTTER AND CHEESE PRICES
 Fancy Dairy Butter, per pound 21c
 Choice Creamery Butter, lb. 25c
 Diadem Creamery Butter, lb. 25c
 Fancy Full Cream Cheese, lb. 12 1/2c

Fancy Full Cream Brick Cheese, per pound 15c
 Fancy Full Cream Limburger Cheese, per pound 15c
 Sap Sago Cheese, per pound 15c
 Neufchatel Cheese, each 3c
FRESH FRUITS AND VEGETABLES
 Omaha's Greatest Market for the People
 Fresh Sweet Sugar Corn, dozen 50c
 Fancy slicing Cucumbers, each 10c
 Fresh Reddishes, per bunch 10c
 Fresh Leaf Lettuce, per head 10c
 Sweet Peppers, per dozen 25c
 Large heads Fresh Cabbage 25c
 Fresh Celery, per head 10c
 Fresh Cauliflower, each 10c
 Fresh Parsley, per bunch 10c
 Fresh Onions, per bunch 10c
 Fancy ripe Tomatoes, per lb. 25c
 Fresh Beets, Carrots or Turnips, per bunch 10c
 Large Grape Fruit, each 10c
 Large juicy Lemons, per dozen 20c
 Fresh roasted Peanuts, per qt. 10c
 Buy Your Crabsapples for Jelly while they last.
 Fresh ripe Tomatoes and Sweet Peppers for pickling in 1/2 bushel baskets at the lowest price, while they last.
 For Garbage Cans, see Hayden's first

Rug Sale Extraordinary

As a special inducement for an early visit to our enlarged carpet and rug department, we will offer Monday several hundred new rugs at remarkable bargain prices. Investigate our new credit system, you'll find it the most equitable proposition ever offered to you. Pay at your convenience.

\$25.00 Extra Axminster Rugs—Floral and oriental patterns, size 9x12, Monday at, choice \$21.98
 \$23.00 Extra Axminster Rugs—Floral and oriental patterns, size 8-6x10-6, choice \$17.98
 \$18.00 Extra Tapestry Brussels Rugs—Size 9x12, special Monday at \$13.95
 \$15.00 Extra Tapestry Brussels Rugs—Size 9x11, special Monday at \$11.75
\$85.00 AMSTERDAM BODY BRUSSELS RUGS—The biggest seller on the market, size 9x12, high standard in design, colorings and finish, a delightful bargain at Monday's special price \$27.50
 \$15.00 Smyrna Rugs—30x48, on special sale Monday at \$9.95
 \$2.00 Velvet Rugs—Size 27x64; special Monday \$1.29
 Window Shades—36-in. wide, 7 ft. long, good rollers, heavy shading; special \$3.00
 10c Brass Extension Curtain Rods—30x54 size, 5c
 Samples of All Wool Ingrain Carpets—Extra heavy quality, 1 yard long, worth 75c; while the last, at each \$29c

Big Tinware Sale Monday

No damaged or battered-up goods—all new and perfect pieces in this sale.

One quart Preserving cans, with index covers, 30
 All sizes Pie Plates, Measuring Cups, Funnel, etc., 20
 Cookie Cutters, Exquisite Bakers, A. B. C. Plates, Doughnut Cutters, Wire Coffee Strainers, Nutmeg Graters, Fruit Funnel, all worth less than \$1.00 each
 14-quart Tin Dish Pans, this sale, each 60
 1-quart Tin Dish Pans, this sale, each 30
 All sizes Pot Covers, worth up to 15c, 30
 1 and 2-quart Covered Buckets, 30
 One gallon Covered Tin Buckets, 30
 Large Colanders, regular size, nickle-plated tin, worth 15c only, 50
 Fruit Sieves, 3-quart, 50
 Bread Pans, all sizes, dippers, ladles, skimmers, cake moulds, wash basins, milk strainers, sprinkling cans, milk cans, etc., all worth 10c to 20c each, all so far 30
 1 and 2-quart Tea or Coffee Pots, only 30
 No. 8 Tea Kettles, only 12 1/2c
 It does not pay to buy battered-up or damaged tinware at any price; it is so cheap anyway that you might as well buy new goods.

FURNITURE.

ADVANCE SHOWING OF THE NEW FALL STYLES

We invite your inspection of the most complete assortment of up-to-date designs shown in the west.

Iron and Brass Beds, Dressers, Chiffoniers, Davenport Couches, Combination Box Cases and Desks, Library Tables and Cases, Dining and Center Tables, Sideboards, Buffets and China Cabinets. Chairs of every description, two, three and five-piece Parlor Suits, etc. Everything and anything in the furniture line that the most critical buyer could desire.

FOUR GREAT SHOW ROOMS CROWDED FULL
 A veritable Furniture Exposition, including in its scope not only the neat, moderately priced styles, but the most elaborate productions of the very best manufacturers. We believe when you look over our line you'll agree that we excel in variety of showing and our low prices are unequalled.

INVESTIGATE OUR CREDIT SYSTEM—It provides for payments to suit the purchaser's convenience.

TRY HAYDEN'S FIRST

The hit of the season Fluffy Ruffles Hats shown here \$5

TRY HAYDEN'S FIRST

Gleanings from the Story Teller's Pack

Prepared for the Finish.

WH. MORROW of Findlay, O., a veteran of the civil war, is preparing all the details of his funeral. Several weeks ago he went to Cleveland and after inspecting the cemetery there arranged for cremation, paying for the service in advance.

The casket Morrow has bought for himself is lined with yellow satin and under the lid are draped two silk flags. There are six arm badges for the pallbearers made from the same material as that used in lining the casket. At the top of the badges, which are about eighteen inches long, are small silk flags.

A brass band has been engaged and black and white, the usual mourning colors, will be discarded.

Just as He Was.
 A Richmond minister not long ago was asked to perform a marriage ceremony by a young negro couple. As he had employed the groom for a year or two, he consented, knowing what prestige would come to the couple by reason of having been married by a white minister. At the appointed time the happy pair arrived and the ceremony proceeded.

"Do you take this man for better or for worse?" the minister asked.

"For all her shyness, the bride spoke up bravely.

"No, sah; ah don't," she said, "Ah'll take him jest like he is, if he was ter get any better I's fraid he'd die; an' if he was ter get any worse, ah'd kill him myself!"—Harper's Weekly.

The Literary Man's Chickens.
 An Indiana man tells of the efforts of an author belonging to the Hooster school of

of historical novelists to put in his leisure time as a "hen farmer" in that state. The literary person's venture afforded his agricultural neighbors no end of amusement.

During the first year the amateur farmer discovered that all his little chickens, which were confined in coops, were languishing at the point of death. The novelist went over his "hen literature" to locate the cause of the trouble, but to no avail.

Finally he called upon an old chap named Rawlins, to whom he put the question:

"What do you suppose is the matter with those chickens?"

"Well, I dunno," said Rawlins. "What do you feed 'em?"

"Feed 'em 'em!" exclaimed the novelist farmer. "Why, I don't feed them anything."

"Then how'd you suppose they was a-goin' to live?"

"I presumed," replied the literary person, "that the old hens had milk enough for them now."—Lippincott's Magazine.

Talking a Flyer.
 The secretary of an eastern company that some time ago was anxious to purchase a silver-lead mine in the northwest told of an amusing incident in the negotiations for its purchase.

As the ore assayed well and everything looked propitious, a mining expert was sent to examine the mine. His report was favorable, too favorable, in fact, and aroused the suspicions of the would-be purchaser; so it was determined to investigate more closely.

At this point a well known mining man of Butte recommended that a certain rough-and-ready genius should be sent to look at the mine. "You can depend on his

judgment," the mining man said. "You can trust to his report, which, in all probability, will be brief and very much to the point."

The advice was followed. As predicted the report was short and pithy. It read substantially as follows:

"Gents: I have made an examination of the X— mine, and report that the ore is there as represented; that it assays high; that it is there in plenty; but to get your supplies in and your ore out, you will need a pack train of bald eagles."—Harper's Weekly.

Needed Special Guidance.
 Edwin A. Halsey, late assistant charge d'affaires of the senate press gallery, who hails from Virginia, is responsible for the following story:

"An old dorky, who had not been to church for a long time, appeared one night at prayer meeting. His presence at the meeting was commented on by one of his brethren of the church. The conversation between the two was something like this:

"Say, Brother Johnson, I ain't saw you heah at de meetin' house for a considerable duration."

"Dat's so," replied Brother Johnson; "I's been very busy."

"Well, how come you heah tonight, Brother Johnson?"

"Well, you see, it's like dis, Brother Jackson, I's repairing a chicken coop for some white gentlemen, and I've got a situation putting a fence round a watermelon patch for another gentlemen, and I needs special guidance from temptation."—Washington Post.

Chief Justice Figures in Joke.
 They are having a perfectly jolly time at the national capital these days over a story in which Chief Justice Fuller figures. The

Some Quaint and Curious Features of Life

Blasphemy Strained Joy.
 HE following amusing birth notice appeared in a recent issue of the Dredner Anseiger. "To our seven hearty boys there came today, in God's early morning, the wished-for little daughter, but in compensation, a pair of fine boys. We judge by this elementary event that these strenuous times demand more men than blossoms of the gentler sex, and console ourselves with thoughts of our fatherland, to which we call:
 Hurrh! hurrh! Now there are nine. Firm stand and true the watch on the Rhine!"

"To all dear friends and acquaintances and to whom else the joyous tidings may be of interest, we give this notice—the last of its kind.—Edouard Rost and wife."

Freak of a Tornado.
 Attending the story of every cyclone there is something of the nature of a freak to be related. During the small twister in the Highland district recently, relates the White City (Kan.) Register, the almost incredible happened. But we must believe the story, for it was told by truthful men. Between two cornerstones of a barn (Mr. Rutledge's barn, we believe) the feathers and perhaps the foot of a chicken protruded. The stones were intact and showed no sign of ever having been disturbed by man or the power of the elements. But the chicken was blown in between those large stones by the tury of the storm in some manner. It was a chicken without a doubt, though pressed as thin as an onion peel. How did it get there? The theory shared by nearly all who witnessed the phenomenon is that during the storm and a sudden gust of

Some Quaint and Curious Features of Life

Girl Sleeps 156 Hours.
 Physicians are puzzled over the case of Miss Ethel Madaris, 15 years old, an orphan, who has just awakened from a sleep lasting 156 hours. Miss Madaris suffered no ill effects from her lapse of consciousness and could hardly be made to believe she had slept longer than a night. During the long sleep her weight decreased eleven pounds. Physicians report her health excellent.

While visiting the home of a relative, Frank Harlan, in Beardstown, the girl passed into a cataleptic state and could not be awakened. She was removed in a carriage to the residence of Ira B. Harlan, a railway employe, by whom she is being nursed, and continued efforts to arouse her were futile until after the sixth day.

Hair Cut Cost Him Home.
 The swimming pool of the Missouri Athletic club in St. Louis is in charge of "The Two Macks." McCarthy is the director of swimming in the daytime and McIntosh has charge at night. The two Macks look very much alike and are often mistaken for one another. Monday morning McCarthy had his hair cut and his head shaved. When McIntosh came to relieve him that night he admired the shaved head and the coolness of it and followed suit. Then he remembered that his wife particularly admired his long hair and he feared to go home and meet her. He had his picture taken upon a postal card and mailed it

to her. When she received the card she called him up and said:

"Mac, you needn't come home. I won't have such a looking thing around the house."

Medical Test of Sobriety.
 Accused of being drunk on his own premises, a Winton (Eng.) licensed victualler called Dr. Blacklock to give evidence before the Cumberland Justices in his defense. The doctor said that immediately after the police visited the house the defendant called at his surgery and asked to be tested for sobriety. In his presence the man walked perfectly along a straight line, stood upon one leg for three-quarters of a minute, repeated the word "hippopotamus" quickly and distinctly, and told the time by a watch to a quarter of a minute. The magistrate dismissed the case.

Catch Shark by Tail.
 The prowess of Fletcher Davis, an athletic young man from Oklahoma City, Okl., is a subject of much wonderment and the cause of no little excitement at Virginia Beach, Md.

Davis was enjoying a swim, when he saw a good-sized shark coming through the breakers some distance beyond the ropes. Without more ado Davis set out for the shark, rounded him up and drove him within the ropes, causing a panic among the bathers.

The swimmer then caught the shark by the tail and dragged him to the shore.

The daring exploit of Mr. Davis was a thrilling spectacle to the great crowd present. The monster, which weighed over 100 pounds, was photographed.

The Bee Want Ads Are the Best Business Boosters.