

Mountains of Merchandise

Never were stocks so large and prices so small.

The depression of the markets afforded us an opportunity to spend our ready

cash to advantage. We spent it freely, but not recklessly. There is more of style of elegance of newness in our goods than ever before, notwithstanding the unparalleled lowness of prices.

Mail orders are promptly filled.

THE BUTTERICK PATTERNS ARE THE BEST

We Lead Them all in Silk

Headquarters for Reliable Silks at Moderate Prices

Our Fall Assortment is now Complete in Every Respect. No matter what you wish in silks, look here before you buy and we will save you money.

A Magnificent Collection of

NEW EVENING SILKS

We have a beautiful quality of Changeable Satin Liberty, in six different colorings, full 22 inches wide, other houses call them cheap at 75c, our price is... 39c a yard. We show on large table in center aisle a grand collection of Brocaded and Printed Warp Taffeta Silks, in almost every staple coloring... 49c a yard. There is a great demand for Changeable Silks with rustic to them, for dress linings, petticoats, cape linings, etc. We show 25 different color combinations in a good quality of Taffeta that other houses will ask you 75c a yard for, and our price on them is only... 59c a yard. We have about 50 pieces of Cheney Bros' finest quality Printed India Silks, in dark colorings, full 21 inches wide, the regular \$1.00 quality; our price on these goods during fall week will be... 69c a yard. Our collection of Novelty Silks and Fancy Silks is by far the largest in the west. We show all the latest creations of the Silk manufacturers, in the newest styles and colorings, and you will find goods of equal quality and style that other houses ask \$1.50 a yard; here they will be only... 98c a yard. In the new Black Silks for skirts we are showing over 100 styles in Moltre effects, in the new Imperial design Gros Grains, Brocaded Satins, Brocaded Taffetas, Bengalines, Velours and Brocaded Armoures; the finest assortment we have ever had, and the price fair week is... 98c a yard. Our assortment of Velvets for fall is now complete in every particular. We make a great effort to have every desirable shade in stock, and for quality at equal price we lead them all. Other houses ask \$1.50 a yard for Velvets that we sell at... \$1.00 a yd. We unhesitatingly assert that each and every piece of above goods is perfect in weave and guaranteed to wear. Fortune enables us to guarantee the value.

Cotton Dress Goods Department.

Everybody's department. Jobbing prices for retail customers. Standard quality colored Calicos, dress and comfort styles, 3 1/2 yard. Standard make light Shirting Prints, 3 1/2 yard. Apron Check Gingham, good qualities, 3 1/2 yard. No seconds nor damaged pieces in these lots. New fall Washable Cotton Plaids, styles copied from the wool goods, 15c and 10c yard. Piece lined Persian Flannel for warm wrappers, etc., 12 1/2c and 10c yard. Wide Percaloes for shirts, waists, etc., best made, fast colors, 10c yard. Shirting Cloths, in extra heavy weight for fall, colors fast, 10c yard. Fall styles in Printed Satens, 31 inches wide, 15c yard. Nobbiest styles in newest Prints for fall, 7c yard. Simpson's, Garner's, Merrimack Prints, in every color and style, 5c yard.

House Furnishing Goods.

We are going to give you some drives in House Furnishing Goods that will be one of the special features of this week of Jollification. Read them all—don't miss one of them: A French shape decorated complete Tea Set, regular price \$10.00, our price \$2.95. A 100-piece Decorated Dinner Set, regular price \$15.00, our price \$5.87. A beautiful gilt finish Banquet Lamp, with center draught burner and twist standard, regular price \$5.00, our price \$1.49. 25c Jelly Stand, 10c. 50c engraved Fruit Stoners, 20c. 75c plain cut Vinegar Cruet, 15c. \$1.00 Granite Iron Cuspidors, 25c. 50c Granite Iron Wash Basin, 15c. A good 25c Dishpan for, 11c. A solid copper, nickel plated, Tea Kettle, regular price \$2.25, our price 95c. Fancy six-piece Crystal Cream Sets, the regular price is 75c, our price 25c. 100 per set Engraved Sauce Dishes, 25c. A \$4.50 Hanging Lamp, with patent spring extension, lacquered brass, \$1.89. Fine Flint Tumblers, engraved with Bryan or McKinley, per set, 50c.

In the Hat Dept.

A nice good cool straw hat at almost your own price. A man can get a felt hat from 35c to \$4.00. All colors and styles. We will give you either a stiff hat or a soft hat, all colors, for \$1.50, worth \$3.00. Stiff hats at 25c up. All styles soft hats at 35c up. Men's caps at 20c, 40c, 50c, 75c, \$1.00. A big line of Children's and Ladies' Bicycle Caps and headwear at special prices.

Cheap Laces.

Big job lot Laces at 1c per yard. Clearing out 10c and 15c Laces at 2 1/2c yard. 5,000 yards fancy Laces at 5c. All kinds of Silk, Cotton and Linen Laces, 10c. Elegant Silk and Oriental Laces, 15c to 25c. CLOSING OUT EMBROIDERIES 5c yard, 9c yard and 15c yard for goods worth up to 50c yard.

Stamped Linen Sale.

Two stamped linen Dollies for 5c. Think of it, only 2 1/2c each. 18-inch stamped Centerpieces, on the very best cream and white duck, only 10c each. 36-inch full sized Table Covers, 10c each. The greatest bargain of all is a complete lined and fringed 36-inch Table Cover for 25c; worth 50c to 75c. The fringe alone is worth the price we ask for the complete cover. 50c for fancy silk embroidered Table Cover, worth 75c to \$1.00. Working Silks of all kinds, 3 skeins for 10 cents. Tailor Roman Etching, etc. Three-yard Embroidery Floss, 5c dozen. Job lot Embroidery Floss (Monday only), 1c dozen. Crochet Silk, 4 1/2c a spool.

Dress Trimmings.

Special sale of Jet Trimming, only 2 1/2c yard.

Bargains in the Grocery Department

20 pounds Granulated Sugar for \$1.00. Pure Table Jelly, per gallon, 12 1/2c. Breakfast Oatmeal, per package, 5c. Good Flour, per sack, 60c. High Patent Flour, Superfine, 85c. 9 bars Standard Laundry Soap, 25c. New Evaporated Peaches, per pound, 5c. Wheat, the new breakfast food, 7 1/2c. Imported Dill Pickles, per quart, 5c. 3 pounds Japan Rice, 10c. Tapioca, per pound, 3c. Condensed Milk, per can, only 7 1/2c.

Ladies' Kid Gloves.

100 dozen ladies' kid gloves, 4 buttons, 75c per pair, worth \$1.00. Ladies' 2-button clasp, \$1.00, worth \$1.50. 1,000 dozen of children's wool underwear at less than manufacturer's cost.

Great Millinery Sale.

Trimmings Hats at 45c, worth \$2.50. Others at 85c, \$1.48 up to \$10.00. Flowers and Trimmings at greatly reduced prices. Black Hat Shapes at 19c. Trimmings and Untrimmed Sallors, newest styles, at 25c.

A Rare Chance in Chairs and Rockers.

We have just received from Sheboygan, Wis., 1 car of Chairs and Rockers, and claim that we will sell them to you while they last below what all dealers pay for such goods. Now just come in and see if this is not so. Solid Oak Chairs, cane seat, brace arm, others' price, \$1.35; our price 95c. Solid Oak Chairs, cane seat, brace arm, others' price, \$1.50; our price, \$1.15. Solid Oak Rocker, regular price \$2.25; our price \$1.60. Large Oak Arm Rocker, regular price, \$3.50; our price \$2.45. Six styles of cobbler seat Rockers—new styles in mahogany, birch and oak at \$2.50. In all the years of our unparalleled furniture business we have never been able to place on our floors such genuine bargains in chairs and rockers AS NOW. Special sale on these chairs and rockers while they last.

Stoves and Ranges.

We have on hand about 2,000 Ranges, Cook and Heating Stoves from the following world renowned manufacturers: Fuller-Warren & Co., Detroit Stove Works, Sill's Stove Works, Mason & Davis Stove Co., Back Stove Co., Duffy, Trobridge & Co., Rock Island Stove Co., Peoria Stove Co., Buckwalter Stove Co., Jos. Bell Stove Co., Indiana Range Co., Cleveland Range Co., Purinton Stove Co., etc. We bought these Stoves and Ranges at a bargain from Wm. Lytle Dickey and Hohrecker, wholesale stove dealers, and can sell them for about half as much as any firm in Omaha can. Here are a few of the leaders: An A 1 Cook Stove, with a porcelain lined reservoir, full 18-inch oven, a regular \$18.00 Stove, this stove we sell at \$9.50. Same Stove as above described, without reservoir, a regular \$15.00 Stove, we will sell at \$7.50. A fine top 18-inch oven Range, with all improvements, this stove sells regular for \$20.00, our price \$7.85. An A 1 Oak Stove, with all improvements, sells regular at \$12.00; this stove we sell at \$4.20. An A 1 self-feeding hard coal burner, full nickel and all improvements, a regular \$25.00; we sell this stove at \$12.50.

Hardware.

NAILS. 10 to 60 D Wire Nails, 3 1/2c. 8 D Wire Nails, 3 1/2c. 6 D Wire Nails, 3 1/2c. 4 D Wire Nails, 3 1/2c. 3 D Wire Nails, 3 1/2c. Rim or Morrice Locks, 12 1/2c. Moving Window Bolts, per dozen, 9c. A fine Bronze Lock, in set, 29c. Doe's Sash Locks, 4c. A fine Front Door Lock, 49c. Transom Lifts, 3-foot, 10c. Double Wire Coil Hook, per dozen, 9c. Florentine Bronzed 3 1/2x3 1/2 Butts, 17c. Bronzed Steel Door Bolts, 7c. Special prices on Guns this week.

TOOLS.

A set of six fine Chisels, 95c. A fine 26-inch Hand Saw, 45c. A good Steel Hammer, 25c. A good 50-foot Tape Line, 35c. A large Screw Driver, 7c. A fine Buck Saw and Frame, 39c. A set of six Bits, with dozen, 9c. A fine Spring Brace, 39c. 2-foot Rules, 3c. A fine Bailey Drawing Knife, 29c. Iron Planes, 10c. Loaded Shells, 100 for \$1.25.

Provisions.

Cast your eye over this bulletin and see for yourselves that Hayden Bros' is the only place in Omaha to buy what you want.

MEATS AND LARD.

Salt Pork, 3 1/2c. Pickle Pig Pork, 5c. Cured Beef, 3c. Wild Bacon, 5 1/2c. Boneless Ham, 7 1/2c. California Hams, 6 1/2c. Pig Feet, 4c. Bologna, 5c. Very best brands of Lard, in 50-pound cans, only 5c.

CHEESE.

Full Cream Cheese, 7c. Young America Cheese, 5c. Swiss Cheese, 10c. Brick Cheese, 9c. Limberger Cheese, 9c. Sap Sago Cheese, 7c. Neufchatel Cheese, 3 1/2c.

FISH.

Ten fine Herring for, 25c. Red Salmon, per pound, 7 1/2c. White Fish, 5c. Cod Fish, 3 1/2c. Holland Herrings, in kegs, 75c. Russian Sardines, 10c. Mackerel, 10c, 12 1/2c and 15c. Spiced Herring of all kinds.

BUTTER AND EGGS.

Country Butter, Te, 9c, 11c, 12 1/2c. Creamery, 15c. Strictly fresh Eggs on hand always. Try our fancy Waterloo Separator Creamery Butter.

CRACKERS.

Soda Crackers, 5c. Oyster Crackers, 7 1/2c. Graham Crackers, 7 1/2c. Sugar Cookies, 7 1/2c. Peppermint Soda, 7 1/2c. Ginger Soaps, 7 1/2c. All our goods are fresh and nice.

FRUITS.

Fresh Figs, 10c. Peaches, 10c. Pears, 12 1/2c. Plums, 7 1/2c. Walnuts, 15c. Almonds, 15c. All kinds of Fruits and Nuts.

Clothing Dept.

Let the Boys go to School Neatly Clad in a New Suit of Clothes.

Let the Parents be Wise and Buy the Suits at Hayden's.

It Means Dollars Saved.

The question of School Suits is an important one—where to go for the best looking, best wearing suits, at the least possible outlay of money. To a great many people Hayden Bros. will suggest themselves with any question of clothes. To others let us suggest this store. It is the best store in Omaha for boys' clothing—largest selection—very best of style—most dependable workmanship—lowest of prices—all point towards Hayden Bros. for boys' school suits. Day after day the new stocks are coming in—suits for the boys that we are proud to show—suits any store may be proud to show, for they combine greater beauty—greater wearing quality—with smaller prices than any other store has yet succeeded in furnishing.

Extra Special Prices for Monday and All the Week:

2000 Boys' Knee Pants Suits—

Agos 3 to 15 years—made of cheviot, worsted and cassimeres, fabrics in exquisite colors and patterns made up in junior, reser and double breasted styles, will go on sale Monday at 75c, 95c, \$1.25, \$1.75, \$2.50 and up to \$5.00 worth double

Boys' and Young Men's Long Trousers Suits—

In all the latest fabrics and styles, at the very lowest prices. We sell a first class well made cheviot suit at \$3.75. Finer grades at \$4.50, \$5.00, \$7.50, \$8.50, \$10.00 and \$12.50

Men's Clothing—

Largest assortment, lowest prices, latest styles—fit 99 men in 100. Investigate.

Fall and Winter Clothing Catalogue ready for mailing—Your name please.

Dress Goods Dept.

Our sales the past week beat all previous records in our Dress Goods Department. Monday will be no exception to our cutting—

We will offer on Monday a superb collection of novelties, 42 inches wide, strictly all wool, for 39c. We will offer a 48, 49 inch Imported Mohair Serge in all colors and black at 50c—this Cloth would be cheap at 75c. A 40-inch Damasse Suiting in a choice collection of colorings at 39c. We show a very choice line of novelties at 75c. We show a line of Novelties—equal to anything shown in the west—at \$1.00 and up to \$1.25. We have about fifty exclusive patterns which are triumphs of beauty. There are no two of these alike and we guarantee to control every one of them for this market. Prices are \$15 to \$40.

Plain Dress Goods

40-inch Henriettas in colors and black, strictly all wool for 25c. 46-inch Henriettas, all colors, 50c. 50-inch extra fine quality French Serge, 50c.

Blue Serges

We have more Blue Serges than all the houses in Omaha combined. Over 12 different colors and prices. We can match any blue serge shown us; as we are recognized headquarters on these goods it is unnecessary to go into detail. Ladies will consult their interest by visiting this department.

MUSIC

The only place in Omaha where you can buy all the

LEADING PIANOS OF THE WORLD.

CHICKERING, STEINWAY, KNABE, New Pianos to Rent.

Pianos moved, tuned and repaired by experienced men. Everything in the very latest of sheet music to be had—both classic and popular, vocal and instrumental. Call and see the music we can sell you at 5c per copy—over 10,000 titles to select from.

Jewelry--

Sterling Silver—925-1,000 fine—Meat Forks, Olive Forks, Olive Spoons, S rdine Forks, Sugar Spoons, Butter Picks, at 98c each—worth \$2.00. Special sale on ladies and gents' watches. Gents' gold filled, open face, screw bevel stemwind watch, warranted to wear 15 years, with first class Elgin or Waltham movements, \$6.95; positively worth \$15.00. Gents' gold stiffened American made hunting case watches, \$3.48; worth double. Gents' genuine Elgin or Waltham watches, stem wind and set, silverline cases, \$3.48, worth \$5.00. Gents' gold filled stem wind watches, warranted to wear 15 years, with the celebrated P. S. Bartlett full jeweled Waltham works, \$2.95, worth \$5.00. Ladies' gold filled hunting case watches, warranted to wear 20 years, fine Elgin or Waltham movements, \$1.45, worth \$25.00. Gents' 14Kt. solid gold watch, U. S. assay, with extra fine Elgin movement, \$34.50, worth \$60.00.

Watch and Clock Repairing at Reduced Prices.

Special Bargains in Table Linens for Monday.

Satin damask at 25c. Red table linen at 15c. Red spreads at \$3.00 and \$10.00. 1/2 size napkins at 95c, worth \$1.25. 3/4 size napkins at \$1.00, reduced from \$1.50. Only a few of these left.

SPECIAL TOWEL SALE.

All linen towels at 5c, 7 1/2c, 10c, 12 1/2c, 15c, 19c and 25c.

CHILDREN'S AND MISSES' JACKETS.

Jackets in ages 2 to 16, reefer and box front styles, large sailor collars, elaborately trimmed with braid and small pearl buttons, colors navy, red and tan, at 95c, \$1.48 and \$2.00.

NEW DRESS SKIRTS.

Of latest fall fabrics at less than you can buy the materials; shaped after Paris fashions, 5 1/2 yards wide, at \$8.00 and \$10.00.

LADIES' FALL AND WINTER COSTUMES.

Ladies' fall and winter costumes, new shaped skirts, new sleeves, Monday at \$4.48. The latest walking costume in the new black and blue twill cheviot, English box front two-button jackets, lined throughout, new shaped skirt, 5 1/2 yards wide, on special sale at \$5.98 and \$6.98. Visit this department.

Special Sale of Men's Furnishing Goods

We are now showing one of the largest lines of men's Shirts and Drawers in this city. During the next 10 days we will show extra values at 50c, 75c and \$1.00 each. Men's Natural Wool Sox, 12 1/2c per pair. We are showing special values in men's Leather Gloves at 50c.

Sheeting Sale.

4-4 Arrow brand, 5c. 45-inch bleached sheeting, 7 1/2c. 9-4 bleached sheeting, 15c. 45-inch unbleached sheeting 8c. 6-4 unbleached sheeting, 10c. 9-4 unbleached sheeting, 14c.

Blanket and Flannel Department.

These departments are full of good, warm bargains. Our stock of new goods is immense and the best assorted to be found anywhere in the world. Come in and see the finest, cheapest and best display of blankets and flannels ever shown. Heavy mottled blankets at 75c pair. Extra large size natural colored blankets at \$1.00. Heavy all wool blankets, \$2.25. Large size, pure wool, gray and tan blankets at \$2.75 pair. Pure white wool blankets, \$2.50 pair. 200 pieces all wool, figured and striped flannels, only 25c yard. All wool red flannel at 12 1/2c yard. Specials in shaker and outing flannels at 6c, 6 1/2c, 7 1/2c and 10c. 100 dozen all wool skirt patterns at 69c a pattern. 50 pieces all wool shirting flannel at 25c. Remnants of Hickory shirting at 6 1/2c yard. Best Ameskeag shirting at 10c.

Nothing Better Than Perfect Eyesight.

When it comes to getting a better fit in spectacles or eyeglasses there is nothing equal to the strongest test by our scientific optician. Eyes tested free. Satisfaction guaranteed. Prices less than half.

HAYDEN BROTHERS.