

ESTABLISHED JUNE 19, 1871.

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SINGLE COPY FIVE CENTS.

NEW AS THE MORNING

BRIGHT AS THE SUN-KISSED FLOWERS

The big store is filled with new and beautiful stocks. They were bought as only Hayden's can buy them. They're being sold as only Hayden's can sell them.

WE SELL THE BUTTERICK PATTERNS AND PUBLICATIONS

Boys' School Suits

MEN'S FALL AND WINTER

Suits and Overcoats

THE Fall and Winter stock of '96 is complete. Hundreds of new styles in Men's Suits and Fall and Winter Overcoats—an assortment of Men's, Boys' and Children's stylish attire that has never before been equalled by any other store in America.

\$10.00, \$12.50, \$15.00, \$18.00 and \$20.

For they will recognize in them the very counterparts of the garments Omaha's best merchant tailors charge double these prices for.

We show the largest assortment of gentlemen's Fall and Winter Suits in America at

\$3.75, \$4.25, \$5, \$6.50, \$7.50 and \$9.00.

Compare any of these Suits or Overcoats with other stores Suits or Overcoats at from \$2.00 to \$5.00 more a garment.

Boys' School Suits

At 75c, 95c, \$1.25, \$1.50, \$1.75, \$2.50, \$3.50, \$4.00 and \$5.00—two-piece suits, styles double breasted Reefers and Juniors, choice fabrics, properly tailored and rightly worth double.

Boys' and Young Men's Stylish Suits

Ages 12 to 19 years, cut in single and double breasted sack styles, all the newest styles and patterns, far superior assortment ever shown here or elsewhere, at the prices,

\$3.75, \$4.50, \$5, \$6, \$6.50, \$7.50, \$8.50, \$9.00 and \$10.00.

A visit to our grand Clothing Department will convince you that we show the largest and most complete stock, newest styles and by far name the lowest possible prices.

All alterations made free of cost.

Ladies' Cloaks, Jackets and Skirts on Second Floor.

These are busy times in our cloak department. The September selling has opened with a vim betokening a successful season. Economical cloak buyers need not wait.

- 200 new Jackets—latest styles— \$4.98
1 lot of jackets in light colors, blue and black \$3.75
Ladies' 26-inch new box fly front, new materials, fancy silk linings at \$10 to \$6.00

- 500 handsome cloth capes in heavy English Melton, black and navy, 120 inch sweep, finished with 2 1/2 inch band of same cloth \$6.75
A Kersey Cape—a remarkable garment for the price, worth \$6.00 \$3.98
Black brilliantine skirts 4 1/2 yards wide, bound with velvet; you see them elsewhere at \$3 our price \$1.75
A figured black Mohair skirt, 5 1/2 yards wide, very stylish lined throughout, at \$2.95

- Children's Reefers— Sizes 2 to 16 years, in navy and red, with full sleeve, sailor collar, pearl buttons, at 98c

Cotton Goods for Sale.

Newest and nobbiest effects in every good cotton cloth. Piece Suiting, in the designs, 10c yard. Cotton Dress Plaids, 20 inches wide, 6 1/2c.

Ladies' Kid Gloves.

100 dozen ladies' kid gloves, 4 buttons, 75c per pair, worth \$1.00. Ladies' 2-button class, \$1.00, worth \$1.50.

House Furnishing Goods.

Big odd and end sale of crystalware, spooner, egg cups, creamers, sugars, tumblers, compots, sauce dishes, jelly stand, berry dishes, nickel dishes, syrups, ceteries, oils, etc., at 3c, 5c, 6c, 9c, 13c each.

Specials in Blankets

Mottled gray and brown blankets at 75c. Extra heavy gray blankets 95c. 6 lb. heavy gray blankets \$1.35. Heavy wool mixed blankets, \$1.25, \$1.50, \$1.75.

Furniture

Marriage made easy, or how to buy furniture. Read these prices, and then join the majority. Solid oak chair, cane seat, brace arm, 95c.

Hardware

Winter will soon be here, now is your time to fix up your houses for the cold weather and save coal bills. Weather strips, per foot, 5c.

Jewelry Department.

SILVERWARE SALE. Quadruple-plated hand engraved, gold lined tea pots, sugar bowls, cream pitchers, spoon holders, syrup pitchers, cake baskets, pickle castors, overy holders, bread trays, etc.

Table Linens

Special sale in remnants of table linens Monday. Linen crash at 4 1/2c. Linen towels at 5c.

Hayden Bros' Provision Department

Respectfully calls your attention to their bulletin. Butter and Eggs. Fine country butter, 7c, 9c and 11c.

Meats

Salt pork, 12 1/2c. Corned beef, 3 1/2c. Pickle pork, 5c. California hams, 7c.

Cheese

Here is low prices for you. Brick cheese, 8c. Limburger cheese, 1c.

Lard

Once more we offer you the best lard made at 5c per pound in 50-pound cans.

Fruits and Fish

A full line of fruits and nuts on hand at a dime. Read our prices on fish. Codfish, 3 1/2c.

Bargains in the Grocery Department.

20 pounds Granulated Sugar for \$1.00. Pure Table Jelly, per gallon, \$1.25. Breakfast Oatmeal, per package, 5c.

We save you 50 per cent on Teas

Our Ambrosia Tea makes the finest iced tea you ever drank. 43c. Tea you pay 90c for, any kind, we sell for 45c.

Our Coffees Roasted Fresh Daily

High Grade Mocha and Java, special, 30c. Best Golden Rio, best grown, 25c.

Dress Goods Department.

Headquarters for Omaha and the West.

Buying Dress Goods in quantities equal to any jobbing ho use—Buying Dress Goods direct from manufacturers—Buying Dress Goods direct from importers—certainly entitles us to the privilege of claiming ourselves headquarters.

This we can demonstrate to any shrewd buyer of Dress Goods.

We quote in our Colored Dress Goods.

35-inch all wool novelties for 25c. A 38-inch all wool ladies' cloth in plain colors and mixtures at 25c a yard. We are daily receiving new additions to our 50c line and we show over 500 different patterns at the above price. For 30c per yard we claim the best value in Omaha.

Monday Morning Special

We will sell from 9 until 10:30 50 piece novelties 36-inches wide, 25c cloth for 17c.

Carpets and Draperies

Special reductions in Nottingham curtains from prices already its lowest. A fine \$2.00 curtains cut to \$1.50. The \$3.00 curtains reduced to \$2.00.

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Fall and Winter Millinery

AT HAYDEN'S

The fall and winter style hats and bonnets are ready. Everything that is new and nobby in Millinery is here. Patent hats, the swell creations of the London and Parisian millinery artists, the productions of the eastern style makers of America and hundreds of exquisite hats from the deft fingers of our own workers, embodying all the new ideas displayed.

Never before were we in a position to show such a varied and beautiful assortment of all the desirable hats, bonnets, dress shapes and trimmings.

Our Sailors are the acme of nobbiness and becomingness. We show, among many other shapes, the Niagara, the Osmond, the Atlanta, the Campana and the Winner.

Walking Hats

are in great demand. The favorites will be the Belmont, the Monica, the Overland, the Pembroke, the Tandem and the "Girl of the Period." We show them all.

The new fashionable Dress shapes are the Corona, the Mignon, the Progress and the Columbian. To be had here, of course.

Black and colored Aigrettes, Mercury Wings, Iridescent Quills, Paradise Plumage and all the fashionable trimmings are in profusion. All the new designs in Moire, Dresden and Taffeta Ribbons.



Men's Hats

Our men's hat department is stocked with a full line of neat, nobby and fashionable headwear. We can save you 50c to \$1.00 on each hat purchased. We invite you to inspect our special \$3.50 hat. This gives you an assortment of all colors, shapes and sizes. Men's soft hats at 35c, 50c, 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50 and up.

Notion Bargains

We are selling lace at 1 1/2c per yard. 10c fancy elastic at 5c yard. 10c purses at 5c. 10c toothbrushes at 5c. 15c hair pins at 5c. 500 dozen ladies' fancy hand embroidered initial handkerchiefs, hemstitched, only 4 1/2c each. 75c table covers, 45c.

THE GREATEST... Silk Department

... IN THE WEST. We have more silks in open stock than all the other Omaha houses combined. We buy our Silks direct from the mills for cash. We sell for cash. That is the reason you cannot afford to buy silks anywhere else. Prices on silks are always lower here than elsewhere. New Silks arriving daily. Goods cheerfully shown at all times.

Some Special Leaders in Colored Silks.

Changeable silks for cape lining, 24 in. wide, 25c a yard. Printed Jap silks in dark colors for fall, 25c a yard. Changeable surah silk, 22 in. wide, all silk, 35c a yard.

Some Special Leaders in White Silks.

Japanese wash silk in white, only 21 in. wide, 25c a yard. Yard wide, Jap wash silk, regular 75c value, for 35c a yard.

Black Silks.

Black India silk, 24 inches wide, extra quality, for 25c. Black Surah, extra heavy, 24 inches wide, worth 75c, for 35c. Black brocaded India silks, 21 inches wide, for only 45c.

Leaders in Velvet Department.

All colors in silk finish velvets for only 25c. Colored silk velvets, regular 75c grade, for only 50c.