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. Each department has its own bargain tale to unfold. The prices given are but hints of the vast values they represent. We insist that no such values ever passed over counters as the big store is offering now. We are selling thousands through the mails. Shall we send you samples or fill a trial order? . . . .



# WE SELL THE BUTTERICK PATTERNS AND PUBLICATIONS



# Boys' School Suits

MEN'S FALL AND WINTER

# Suits and Overcoats

HE Fail and Winter stock of 'g6 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. Stylish dressers-gentlemen who always get their clothes made to measure-will do well to see the exquisite Suits and Fall and Winter Overcoats that Hayden Bros. sell now for

# \$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

# \$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

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-

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

All of our light color and tan Capes go on sale

Monday at half price. 500 handsome cloth capes in heavy English Melton, black and navy, 120 inch sweep, finished with 21 inch band of same cloth ....

A Kersey Cape—a remarkable garment for the \$3.98 price, worth \$6.00 ..... Black brilliantine skirts 41 yards wide, bound

with velvet; you see them elsewhere at \$3 price A figured black Mohair skirt, 5½ yards wide, \$2.95 very stylish lined throughout, at .....

Children's Reefers-

Sizes 2 to 16 years, in navy and red, with full sleeve, sailor collar, pearl buttons, at ......

### Cotton Goods for Sale. Jewelry Department.

Newest and nobblest effects in every good Fleece Suiting, in fine designs, 10c yard.
Cotton Dress Blaids, 30 inches wide, 6½c.
New dark Percales, in black and white,
navy and white polka dots, 33 inches wide,
all fast colors, 10c yard. New fall styles in 3 distinct shades of Indigo, 5c yard. Good Dark Gingham, in checks and stripes,

Friest line of Cotton Dress Plaids, all new copied from silk and wool effects, 15c yard. Best light Shirting Prints, 3½c yard. 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.

House Furnishing

spooner, egg cups, creamers, sugars, tum-blers, comports, sauce dishes, jelly stand, berry dishes, pickle dishes, syrups, celeries, oils, etc., at 3c, 5c, 9c, 13c each.

Japanese KoBe O Saka cupsand saucers.

We bought an original package of 1,000 dozen
they are worth per cup and saucer in Japan about 1 tael—equal to \$1.40 of our
money. We bought them cheap, and Monday we sell them for 19c per cup and
saucer

Saucer.

French china shape tea sets.

Splendid decoration, \$2.98 per set.

Plain white china cups and saucers, ovid shape, 69c per set, worth \$1.50.

Gold finish banquet lamps, with center draft burner, \$1.49.

Spring extension hanging lamp, with P. S. Bartlett full prism band and dome shade, \$2.29; worth \$9.65, worth \$20.69.

Granite wash basin, 15c, worth 50c. Albeta metal tea spoons, 13c per set. Dish pans, 13c, Coffee and tea nots, 5c each. Biscuit and doughnut cutter, 1c. Fruit cans, 35c per dozen.

### Specials in Blankets

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

All wool gray blankets at \$2.35. 2 cases large size and heavy white wool blankets only \$2.50 per pair. Extra fine natural wool 11-4 blankets

Flannels

150 pieces all wool shirting flannels at 25c per yard. 7 oz. red and navy blue flannel at 25c. Furniture



Marriage made easy, or how to buy furni-

ture. Read these prices, and then join the majority. Solid oak chair, cane seat, brace arm, 95c. Oak rocker to match, size of seat, 18x1 height of back 43 inches, brace arm, \$1.50. Large arm rocker, oak, size of seat, 22x22, height of back 43 inches, arms rodded, \$2.45. 6-foot extension table, 26x40, size of top; a good, solid, well finished table, \$3.75. Another six-leg table, 40x40, top square, solid and well made, \$5.09.

Oak book case, 44 inches high, 24 wide.

\$1.75. Oak book case, 56 inches high and 26 in Bed room suits, \$12.50, \$15.00, \$16.00, \$17.00

Mattresses with soft tops at \$1.75, \$2.25 Mattresses in fine ticking, both sides 4-foot, 6-inch oak easel, 50c; 5-foot, \$1.00. White enamel brass trimmings, 75c. Oak screenes, 3 pannel, at \$1.25, \$1.50, \$1.75

Fine large Bamboo music rack, \$1.95 and Jardinere stands, in Bamboo and oak, \$1.00, \$1.25, \$1.50 and \$1.95. 7 styles cobbler seat Rockers, in Mahogany Oak and Birch, at \$2.50 each; others get Center tables at 65c, \$1.00, \$1.50, \$2.00 and

New line of pictures in stylish frames at Hardware

Winter will soon be here, now is your time to fix up your houses for the cold weather and save coal bills. Door Bolts..... Sash Locks..... Hand Saws..... Good Butcher Knife..... A good Flobert Rifle .. A fine 32 Sporting Riffle.......\$5.25 A Pump Gun, Lever or Slide......\$16.25 

A fine 32 Double-acting Revolver..... A fine Blued Steel Hammerless Revol-

# SILVERWARE SALE.

Quadruple-plated hand cagraved, gold ned tea pots, sugar bowls, cream pitchers, spoon holders, syrup piteners, cake baskers, nickle castors, celery holders, bread trays, etc. Your choice, \$1.48, worth \$3.00; sterling silver tea spoons, \$3.35 per set of 6 worth \$6.00.

Sterling silver butter picks, clive forks, cream ladles, bon-bon spoons, sardine forks, ment forks, choice 58c, worth \$2.00; d-piece quadruple plated hand engraved, gold lined tea set, tea pot, sugar, spooner

gold lined tea set, tea pot, sugar, spooner and creamer, \$3.98, worth \$19.00.
Rogers' 12 dwt. knives and forks, ret of 12 pieces, at \$2.25, worth \$4.00.
1,000 solid gold set rings, regular \$2.00 style; choice 98c.
Babies' solid gold rings, 13c.
Genuine coal rings, solid gold settings, worth \$3.00; sale price \$1.48.
1,000 pairs ladies' and geats' dumb bell cuff buttons in heavy rolled gold plate and sterling silver, worth \$1.00 per pair; choice 35c.

Ladies' long opera chains, 48c, worth Stick pins in endless variety, 5c up, worth

500 silver plated frames; choice 25c, worth 50c and 75c.

Gents gold filled, open face, screw bevel Butter and E2gs stemwind watch, warranted to wear 15 years with first class Eigin or Waltham movements, \$6.95; positively worth \$15.00. Gent's gold stiffened American made hunt-

ing case watches, \$3.48; worth double. Gent's genuine Elgin or Waitham watches atem wind and set, silverine cases, \$3.48; worth \$8.00. Gent's gold filled stem wind watches, war. ranted to wear 15 years, with the celebrated P. S. Bartlett full jeweled Waltham works,

Ladies' gold filled bunting case watches, warranted to wear 20 years, fine Elgin or Waltham movements, \$11.45; worth \$25.00. Gent's 14Kt, solid gold watch, U. S. assay, with extra fine Elgin movement, \$34.50 worth \$60.00

Solid cak, 8-day clocks, 22 inches high, half hour strike and slarm, \$2.95, worth First class nickel alarm clocks, 55c Watch and clock repairing at reduced

# Music

The only place in Omaha where you will Lard find all the high grade Planes, CHICKER-ING, STEINWAY, KNABE and others. New pianos to rent, planos moved, tuned and repaired by experienced men.

MANDOLINS AND GUITARS-We have all the celebrated high grade makes, including the SUTORIOUS SPECIAL BAY STATE, WASHBURN and others. BANJOS-Stewart's, \$10 and up; Fairbank & Cele, \$17 and up.

### Sheet Music

Grand Sale of Sheet Music

Monday morning we will place on sale 10,000 copies of sheet music at 5c per copy. The selections contained in this lot are the regular editions of full size sheet music, printed on best music paper, from clear type of regular size, has cothing about it to indicate its remarkable cheapness, but is identical with that for which you are paying all the way from 25c up to \$1.25 per
copy; call and see for yourself. The following is a few which are from the lot:
Nocturne by Grieg, Moment-De-Valse by
Godard, Fifth Valse by Godard, Shepard
Boy, by Grieg, Sixth Nocturne by Leybach,
I'll Travators by Dorn, Song of the Brook I'll Trovatore by Dorn, Song of the Brook by Lack, Les Sylphes by Bachman, Grand Valse De Concert by Mattei, Grand Galop De Concert by Kelteres, Alpine Echoes by Karl Merz, and thousands of other selections mail them anywhere. Aside from this we carry an elegant line of all the very latest of music that is published, both classic and popular, vocal and instrumental, anything you may want in the way of piano studies, both vocal and instrumental, in fact we carry everything in the way of sheet music and books and sell it to you at just about half the price other dealers ask you for the Complete catalogues mailed free; mail

cent on Teas equally as good. We have a complete cata-logue of this lot and will be pleased to Choice Teas, any kind, for..... Good Teas, fine drinks ......

High Grade Mocha and Java, special .... 30c money back.

# Dress Goods Department. . Headquarters for

Omaha and the West.

ho use-Buying Dress Goods direct from manufacturers-Buy ing 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.

35-inch all wool novelties for 25c. A 38-inch all wool ladies' cloth in plain Our 50-inch novelties at 75c excite the admiration of all who see them.

For \$1.00 and \$1.25 we claim to show the handsomest line of noveltles ever offered.

### Special reductions in Nottingham curtains from prices already its lowest. All the \$2.00 curtains cut to \$1.50

Carpets and Draperies

The \$3.00 curtains reduced to \$2.00. Higher priced ones at corresponding re Great run on Brussel tapestries at 40c to

A splendid line of corduroys, and uphelstery goods of all kinds at very lov Window shades at 15c, 25c, 35c Closing out all our mattings for fall at great reduction.

### Table Linens

70c per yard.

Special sale in remnants of table line Monday. Linen crash at 4%c. Linen towels at 5c. Linen fringed cloths at 65c. Fringed napkins 25c.

### Hayden Bros,' Provision Department Respectfully calls your atten-

tion to their bulletin. Fine country butter, 7c, 9c and 11c. Very best country butter, 12½c, 35c. Creamery, 17c.

Ments Salt pork, 3120 Pickle pork, 5c. California hams, 7c. Boston hams, 61/2c. Fine bacon, 7c. No. 1 bacon, 9c. Bologna, 41/2c.

Crackers Soda erackers, 5c. Soda crackers, 5c.
Oyster crackers, 5c.
Ginger snaps, 7½c.
Lemon creams, 7½c.
Oatmeal crackers, 7½c.
Graham crackers, 7½c.
All fresh and nice. None but the best

Cheese

Here is low prices for you. Brick cheese, 8c. Limberger cheese, de. Swiss cheese, 10c. Full cream cheese, 71/2c. Young America, 10c

Once more we offer you the best lard made 5c pound in 50-pound cans. Fruits and Fish A full line of fruits and nuts on hand all times. Read our prices on fish. Codfish, 3%c.

# Salmon, 7½c. Whitefish, 5c. 10 fine herring, 25c. Holland herring, 75c. Bargains in the Grocery Department.

20 pounds Granulated Sugar for .....\$1.00 Pure Table Jelly, per pail .... New Evaporated Peaches, per pound .... Wheatel, the new breakfast food....... Imported Dill Pickles, per quart....... 
 3 pounds Japan Rice
 10c

 Tapioca, per pound
 3c

 Condensed Milk, per can, only
 7½c

# We save you 50 per

Our Ambrosia Tea makes the finest iced 

### Our Coffees Roasted Fresh Daily

Best Golden Rio, best grown ....... 25c
Best Java Mixture, delicious flavor..... 27c
No. 2 Rio, a good drink ....... 20c Guaranteed to please or your

Buying Dress Goods in quantities equal to any jobbing

Colored Dress Goods.

colors and mixtures at 25c a yard. We are \$1.25 quality for 75c.
daily receiving new additions to our 50c 42-inch silk warp

line and we show over 150 different pat-terns at the above price. For 39c per yard we claim the best value in Omaha. 48-inch Lizard novelties, the \$1.25 rioth

Monday Morning Special We will sell from 9 until 10:30 50 pieces 10 pieces of our \$1.90 number black or novelties 36-inches wide, 29c cloth for 17c. mere, in blue, black and jet Monday, 50c.

# Black Dress Goods.

SPECIAL FOR MONDAY-25 pieces Priestley's novelties, the 98c quality, the 42-Inch silk warp Henrietta, 75c.

52-inch \$1.25 extra fine and extra heav; serge, 75c. 40-inch German jacquar. I novelties, 50c. 51-inch imported serge, 39c.

46-inch Frisse cloth worth \$1.50, for 98c The correct thing for skirt and capes. 10 pieces of our \$1.90 number black cash-

# 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. Pattern 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

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,

and beautiful assortment of all the desirable hats, bonnets,

# the Campania 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. We will be glad to have you come in and see our Millinery. The selections

have all been made by experienced and tasteful milliners; every touch has been given by skilled fingers. The styles are new and elegant. The great variety we show will enable you to find a becoming hat or bonnet. The style has been put in the Millinery-not in the prices. The extravagance has been squeezed out of the figures. Purchasing directly and placing large orders, we secured the best values. We name by far the lowest prices on

# Men's Hats

new Fall and Winter Millinery.

on each hat purchased. We invite you to

Our men's hat department is stocked with you an assortment of all colors, shapes and a full line of neat, nobby and fashionable sizes. Men's soft hats at 35c, 50c, 75c, \$1.60, headwear. We can save you 50c to \$1.50 \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50 and up. We have also a big assortment of boys' inspect our special \$ .50 hat. This gives hats; also ladies' caps and Tam O'Shauters.

Fancy novelty purses, worth 10c to 75c,

# Notion Bargains

We are selling laces at 11/4c per yard.

10c fancy elastic at 5c yerd.

10c purses at 5c. 10c toothbrushes at 5c. 15c hair pins at 5c.

500 dozen ladies' fancy hand embroidered initial handkerchiefs, hemstitched, only 41/2c 75c table covers, 45c.

Big job lot paper novels, worth 25c, 35c

only 25c.

and 50c; your choice at 10c each. Velveteen skirt facing, 10c for 4 yards, Only 214c per yard for facing worth Sc. New veilings just received, at 10c, 15c, 25c and 50c yard. Pattern veils 25c and 50c each.

Ladies' 3 pocket purses, 152 each.

# 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 e'sa. 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 inide, 25c a yard. Printed Jap silks in dark colors for fall, Changeable surah silk, 22 in. wide, all silk, Solid color gros grain silks, all colors, for 49c a yard. Brocaded taffeta silks for waists, regular \$1.00 a yard, 49c a yard. Changeable taffeta silks, all new combinations, 59c a yard.
Drapery silks, 32 in. wide, 50 new designs, Chency Bros. 24 in printed Indias, worth 75c, for 49c a yard. Black and white check taffeta silks, 59c a yard. Fancy waist silks, an endless variety, for

### 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 39c a yard.
White taffeta silk for iluings, 21 in, wide, for 49c a yard. for 49c a yard. Brocaded, white silks, 24 in. wide, for only

### Black Silks.

Black India sllk, 24 inches wide, extra uality, for 29c. Black Surah, extra heavy, 24 inches wide, worth 75c, for 39c.
Black brocaded India silks, 21 inches wide, Black taffeta silks for skirts or linings, 49c. Black Taffeta silk, extra heavy, rustling quality, 59c.
Black brocaded taffeta silk, 24 inches Black peau de sole dress silk, worth \$1.00 Black brocaded satins, large designs, for Black brocaded Gros Grains, new designs,

# Leaders in

Velvet Department. All colors in silk finish velvetas for only foc. Colored silk velvets, regular 750 grade. The best silk velvets, in all colors, for the price in this country, \$1.00 a yard.

AN ELEGANT ASSORTMENT OF SPECIAL PATTERNS IN EVENING SILKS FOR DRESSES.

HAYDEN BROTHERS.