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HAYDEN'S

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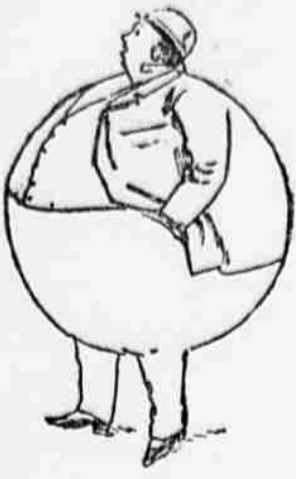
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FALL AND WINTER CLOTHING.

These cool evenings one really cannot be comfortable without a light-weight Fall Overcoat. If you have not bought one yet, come to Haydens for it.

For \$5.00, \$7.00 and \$10.00 we'll promise you more Overcoat style, more Overcoat quality and smaller Overcoat prices than would be possible at any other clothing store in Omaha.

Our new styles of gentlemen's Fall and Winter Suits and Fall and Winter Overcoats are now ready—a wonderfully fine and correct array of all that is stylish and desirable this season—the work of America's foremost wholesale tailors—and the prices throughout the stock very much lower than garments of a similar all-around excellence could possibly be procured elsewhere.

Our semi-annual introductory sale of new styles takes place this week, and extra special bargains have been prepared for it, as follows:

At \$5.00 we offer this week 400 gentlemen's all wool heavy black and fancy Cheviot Suits, cut and made in the latest styles, substantially lined and well tailored throughout—Suits the equal of which at any other clothing store in town would surely cost you \$8.50.

At \$7.50—a magnificent assortment of Men's Suits, in new and stylish heather mixed, fancy chevots—made of the very best qualities of all wool domestic wools—made up in single and double-breasted sack and frock suits—every Suit in the lot well worth \$12.00.

At \$5.00—a very noble and very choice assortment of brown melton and cassimeres, in sack, frock and double-breasted. We warrant these Suits to be equal, if not superior, to any you could buy at other stores for \$15.00.

At \$10.00, \$12.50, \$15.00, \$18.00 and \$20.00 Haydens' are prepared to show you a variety of assortments, a range of patterns and styles unlike anything ever seen in Omaha, all the latest novelties and all of them at prices that are fully 25 to 50 per cent below those of any other house in town.

Write for catalogue.

Hats—Gentlemen: We sell Crushers that you can roll up to put in your pocket; then unfold them and they retain their former shape.

These we sell for 40c—hat stores ask 75c and \$1.00. You can get them in all colors. Our 7c Hat gives your choice of any style Hat you wear, either stiff or soft.

We will give you a Hat at 96c selling elsewhere at \$1.50. Come in and see our Hats.

Men's Furnishings—Men's Handkerchiefs, worth 18c, go at 25c. Men's all linen Handkerchiefs, worth 20c, go at 12½c.

Men's black Silk Handkerchiefs, worth 25c, go at 12½c.

Unlaundered Shirts, linen bosom, reinforced back and front, worth 50c, go at 25c.

VISIT OUR MUSIC DEPARTMENT.

Hardware—Attention Carpenters—We have a large line of odds and ends in fine Locks, Butts and Builders' Hardware in general that we want to close out. This is a good time to buy for general repair. Prices about one-half value.

Weather Strips, per foot, ¼c. PINE TOOLS—We have a large lot of odds and ends in Tools, Saws, Bits, Chisels, Braces, Planes, Hammers, Carving Tools, Blacksmith Tools, Stone Cutters' Tools, Turning Chisels and Gauges, Machinists' Tools, etc., that must be sold. Will sell them less than factory prices.



STYLISH MILLINERY

Style, quality and becomingness are the three millinery essentials. The fashion fixers of Paris, London and the east have sent us their quotas of hats and bonnets—dainty and swell creations. The quality you can judge for yourself. We think if you will buy from us now you will buy again.

A becoming Hat can surely be selected from the great variety we offer. We show a pretty Hat for every pretty head.

See our Walking Hats and Sailors. All the fashionable Ribbons, Plumeage and Trimmings.

Jackets, Capes, Etc.—

Never before in the history of Omaha were such low prices quoted on new Jackets, new Capes and New Suits as we name. 500 ladies' medium weight Jackets, in colors and black, at \$2.25

250 Jackets, in black, blue and tan, Kersey and Covert Cloth, at 3.75

Beaver Jackets, box front, high button collar, new sleeve, new back, at 5.00

New Capes, single and double, military cut, full sweep, ¾ length, at 4.98

New Plush Capes, embroidered with jet and beads, lined throughout with fancy silk, a very handsome garment, at 10.50

New Walking Suits, English box front, lined throughout with farmer's satin, full pored skirt, in navy and black and mixtures at \$4.48 and \$5.98

New Brilliantine Skirts, ¾ yards wide, velvet bound, lined throughout with rustle percaleine, at 1.75

Figured Mohair Skirts, the most stylish and attractive patterns, 5½ yards wide, rustle taffeta lined, velvet bound, at the very low price of \$2.75

Notion Bargains—

500 ladies' hand embroidered initial handkerchiefs, hemstitched, only 44c each.

Laces at 1½c per yard. 10c fancy elastic at 5c yard. 10c purses at 5c. 10c toothbrushes at 5c. 15c hair pins at 5c. 75c table covers 48c.

Fancy novelty purses worth 50c to 75c, only 25c.

Volunteer skirt facing 10c for 4 yards, only 2½c per yard, for facing, worth 5c. New veillings just received at 10c, 15c, 25c and 50c per yard.

Carpets and Draperies—

Very special bargains to close out some lines of carpets. Tapestry Brussels at 40c. A good Ingrain at 25c. All wool Ingrain at 40c.

A n elegant line of upholstery goods in tapestries, plushes, valours and corduroys at greatly reduced prices.

Wall paper at 4c per roll. A splendid line of combinations at 5c & 6c per roll.

Pianos—

The only house in America where you can buy all the standard high grade Pianos, the leaders of the world—CHICKERING, STEINWAY, KNABE—along with other makes are always found on our floor. NEW PIANOS FOR RENT. WASHBURN MANDOLIN AND GUITARS. ON SPECIAL SALE—In consequence of the production of new styles of Washburn Guitars and Mandolins the makers of these famous instruments have given the dealers liberty to sell the styles mentioned below at their own prices. These prices hold good only until our present stock is exhausted:



DRESS GOODS HEADQUARTERS.

Ladies contemp'ting buying a Novelty Dress for the fall of '96 will consult their own interest, both as to style and price, by investigating what we have to offer in this department.

We have a handsome line of fancy Dress Goods, full 28 inches wide, at 25c.

We have a very choice collection of novelties in all wool and silk and wool at 25c.

In our line of 50c novelties we offer more patterns and styles than all the stores in Omaha combined.

We have just received some exclusive things to retail at 75c. They're a little late in coming, but they're handsome just the same.

Our \$1.00, \$1.25, \$1.50, \$1.75 novelties are unquestionably the best values ever offered by any house in America.

Black Dress Goods—

Here's where we excel.

We will sell Monday in this department a 44-inch Casich Cloth that used to sell for \$1.50 at 95c.

We will sell a Rough Cheviot, 49 inches wide, for \$1.35; the regular \$2.00 number.

We will sell 25 pieces Priestley's Novelties, the \$1.00, \$1.25 and \$1.39 numbers, for 75c per yard. These goods are guaranteed and stamped Priestley's in the board and in the selvage.

A 46-inch imported German Henrietta for 25c.

We will sell an all wool imported French Serge, full 35-inch, for 18c.

Our line of novelties in blacks is all that is new and correct.

Some of these special numbers we cannot cut samples of, but any open order entrusted to our care which is not perfectly satisfactory we will cheerfully refund money.

Wholesale prices on Fall Styles of

Printed Cottons

At the Biggest Retail Store.

Wm. Simpson's new fall percales, polka dots, in garnet and white, black and white, navy and white, 33 inches wide, 10c yard.

Garnet's fine percales, colors black, navy and garnet, with fancy white stripe—10c yard.

Newest effects in saten printed on both sides, is a perfect wool imitation, 31 inches wide and sells for 15c yard.

Largest assortment of the noblest styles in fleece lined suiting, 30 inches wide and fast color, 12½c yard.

Ginghams in apron checks, all standards, at 5c, 4½c and 3½c yard.

Calicos in fancy figures, fast colors, regular price 5c, selling at 3½c yard.

Standard calicos, Simpsons, Garner's, Merrimac, etc., all 5c yard.

Comfort calicos (Wm. Simpson's make) warranted fast colors, 6c yard.

Fancy satines, 36 inch wide, for draperies, cushion covers, etc., 18c yard.

AGENTS FOR BUTTERICK PATTERNS.

Guns and Ammunition—

Can sell you a fine Elbert Rifle, \$12.75. A fine Sporting Rifle, 22 short, \$22.75. A good double-barrel, breech-loading, blue steel barrel Shot Gun, \$6.25.



:- SILKS :-

We lead them all in Silks

The only place in Omaha where you can get anything and everything in the silk line. On some numbers we are overstocked and on Monday we will reduce these stocks by making prices.

We will sell our \$1.25, \$1.49 Silk Fanels at 49c. These goods will be on the center table in the main aisle.

We will sell a 20-inch Gros Grain Silk, regular 98c quality, in plain colors only, at 55c.

For 98c yard we will offer Monday 100 pieces Novelty Silks, in everything that is new, noble and correct.

Changeable Taffetas, the new fad for waists. We have these in 50 different combinations of colors, and our price—50c—is, as usual, the lowest.

27-inch Black China for 35c. This speaks for itself.

The regular \$1.00 Black and Colored Velvets Monday 69c yard.

CORDUROYS—27-inch Corduroy Cloth, in all the leading colors, at 75c.

We have a superb line of plaids that are particularly adapted for cape linings. These goods we will offer on Monday for 95c. The quality is equal to any offered at \$2.00.

A 27-inch Black Satin, extra weight and quality, for 95c.

AGENTS FOR BUTTERICK PATTERNS.

Jewelry Dept.

OPERA GLASS SALE.

100 pairs pearl opera glasses, with fine achromatic lenses, worth \$7.00, sale price \$2.25.

100 black morocco leather opera glasses, with leather cases, worth \$3.00, sale price 98c.

200 solid gold set rings, worth \$2.00 each, sale price 98c.

Sterling silver teaspoons, worth \$6.00 per set, sale price \$3.95.

4-piece quadruple plated hand engraved, gold lined tea set, tea pot, sugar, spooner and creamer, \$3.98, worth \$10.00.

Rogers' 12 dwt. knives and forks, set for 6, Gents' gold plated watch chains in endless variety—48c up.

Hundreds of rolled plated watch charms in all the latest designs, choice 33c, worth \$1.00.

Ladies' Victoria Watch, worth \$3.00 and \$4.00, sale price 95c.

Ladies' long opera watch chains, 48c up. Gents' gold filled, open face, screw level stemwind watch, warranted to wear 15 years with first class Elgin or Waltham movements, \$5.95; positively worth \$15.00.

Gent's gold studded American made hunting case watches, \$3.48; worth double.

Gent's genuine Elgin or Waltham watches, stem wind and set, silver case, \$3.48; worth \$8.00.

Gent's gold filled stem and watches, warranted to wear 15 years, with the celebrated P. S. Bartlett full jeweled Waltham works, \$9.95, worth \$20.00.

Ladies' gold filled hunting 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 oak, 8-day clocks, 22 inches high, half hour strike and alarm, \$2.95, worth \$5.00.

First class nickel alarm clocks, 55c; worth \$1.00.

Watch and clock repairing at reduced prices.



TABLE LINENS

A chance to select your linens from a \$40,000.00 stock Some one loses money when goods are sold like this.

56-inch half bleached Table Linen at 25c per yard.

60-inch Turkey Red Damask at 25c per yard.

18-inch Linen Crash at 45c.

Largest Towel ever sold for 50c; size 18x24.

Remnants of Table Linen and White Goods in this great sale at next-to-nothing prices.

Special run on Pattern Cloths.

Sheeting Sale—

4-4 fire Bleached Muslin, 5c.

45-inch Bleached Sheeting, 7½c.

6-4 Unbleached Sheeting, 10c.

6-4, 7-4, 9-4 and 10-4 Unbleached Sheeting, in a heavy quality, from 10c to 15c.

AGENTS FOR BUTTERICK PATTERNS.

Blankets and Comforts—

Have you got your share of the unusual bargain-giving in this department? Some special items for Monday:

5,000 pairs of Blankets, the cleanest, cheapest and best in the market.

Silver gray Blankets at 50c.

Mottled gray and brown at 75c.

5-pound mottled gray and brown Blankets, actual size 72x84, at \$2.50 pair.

All wool red Blankets at \$2.50 pair.

All wool gray Blankets at \$2.50 pair.

Comforters at 75c, 85c, \$1.00 and \$1.25.

Pure white cotton filled home-made Comforters, material soft and woolly, at \$1.15 each.

Flannels and Shirts—

A visit to these departments will most certainly convince you that our stock is the largest and best assorted to be seen anywhere, and the prices the very lowest.

Blue and white checked and striped Shirts, 6½c.

Canton Flannels at 3½c, 5c, 6½c, 8c.

Specials in Outing Flannels, light and dark stripes and checks, 5c yard.

2,000 remnants Outing Flannel on our No. 2 bargain table.

All wool Shirting Flannels at 25c yard.

All wool Skirt Patterns at 60c yard.

All wool Red Flannel at 25c yard.

White Wool Flannel at 15c.

10,000 yards Sanitary Flannel at 8½c.

AGENTS FOR BUTTERICK PATTERNS.

House Furnishing Goods

Odds and ends in Crystal Ware at enormous reductions.

Spoons at 3c.

Creamers at 3c.

Sugars at 3c.

Comports at 3c.

Sauce Dishes at 15c.

Jelly Stands at 10c.

Pickie Dishes at 5c.

Car load Stone Ware and Flower Pots.

Milk Crock, one gallon, 2c.

Butter Jars at 5c.

Flower Pots, from 15c up.

Feather Dusters at 10c.

Dish Pans at 13c.

Coffee Pots at 9c.

Tin Pails at 5c.

Granite Wash Basins, 15c.

Fruit Cans, per dozen, 15c.

Alberta Metal Spoons, per set, 15c.

Wash Boards at 9c.

Gold finish Banquet Lamp, center draft burner \$1.49.

Spring Extension Hanging Lamp \$1.74.



LADIES' FINE FURNISHINGS.

Ladies' Kid Gloves, worth \$1.00, go at 50c.

Ladies' Dog Skin Gloves, worth \$1.25, go at 75c.

Ladies' Dog Skin Gloves, worth \$1.50, go at \$1.00.

Ladies' Fleeced and Cotton Hose, worth 10c, go at 12½c.

Children's Hose, double toe, sole and heel, worth 10c, go at 12½c.

Agents for Butterick's patterns.

The Grocery Dept—

7 lbs whole coffee (Monday only) \$1.00

20 lbs of standard fine sugar, \$1.00

Best Minnesa flour, cream brand, 90c

High patent flour, warranted, 85c

10 lbs Navy Beans for, 25c

8 lbs Whole Rice for, 25c

10 lbs Breakfast Oatmeal for, 25c

Large roll Table Jelly, 35c

Large roll Table Syrup, 45c

Self-rising Pancake Flour only, 41-6c

2 lb pkg California Breakfast Food, 5c

Large bottle Snider's Tomato Catsup, 17c

Quart cans Salders Tomato Soup, 17c

10 bars Laundry Soap (Monday), 25c

Silver Gloss Starch, per pound, 5c

Pure Cornstarch, per pkg, 3c

Wheatell, the new breakfast food, 7c

Condensed Milk, per can only, 7c

Imported Queen Olives, per quart, 25c

Imported Dill Pickles, per quart, 5c

3 lb cans solid Tomatoes, only 6c

New Sugar Corn, per can, 5c

Mustard Sardines, per can, 5c

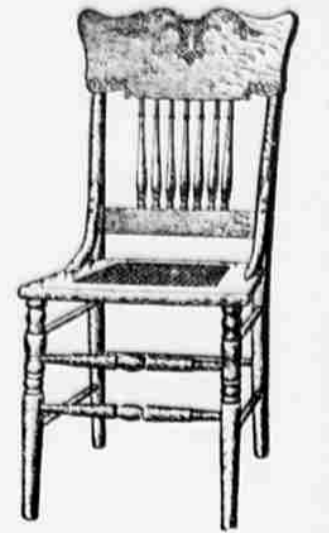
1 pound pure Red Salmon, 10c

10c pkg Cocomut (Dunhams or Schpp), 5c

Large pkg Breakfast Cocoa, 10c

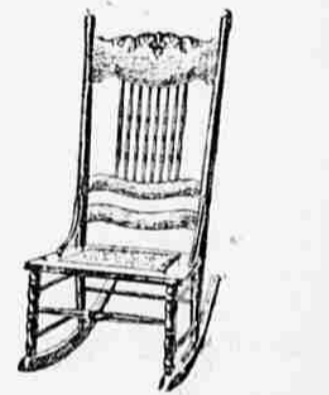
Pound cans pure Baking Powder, 10c

17½c, Pearlina, Soapine, etc, 3 pkg, 10c



SOLD OUT.

One of the best Chair Factories in Sheboygan, Wis., sells us an entire lot of Chairs and Rockers, far below the regular price. The above new style oak chair, cane seat, exactly like cut, brace arm, whole posts, costs all dealers \$1.25 each, you can buy them from us at 95c each.



Here is a Rocker that will give you satisfaction—new style, all oak, brace arms, cane seat. This Rocker sells to all dealers at \$1.75 each; they ask \$2.25 for them. We have just five dozen for you at \$1.50 each.

We are showing new things in Bed Room Suits, Iron Beds, Odd Pieces, Jardiniere Stands, Easels, Screens, Extension Tables, Sideboards, etc., etc., and you will find the price on each and all low for even these times.