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SINGLE COPY FIVE CENTS.

concerning the greatest and most desirable goods in all lines for the

We always name the lowest prices. We fill mail orders promptly. We sell the Butterick Patterns and Publications.

# DEFIANCE SALE

# Of Men's, Boys' and Children's Fall and Winter

A prompt demonstration of the leadership of this house in up-to-date merchandise at decidedly the lowest prices. An universal challenge are now showing a new line with mirrors and without at \$12.50, \$16.50 and \$17.50. to all competitors.

#### At \$3.75

We offer this week 300 men's strictly stanially lined, satin piped and well tailored, suits the equal of which at any | for less than \$7.50. other clothing store in town would cost

#### At \$5.00

A magnificent assortment of men's lined and tailored, Suits, in new and stylish plaids and garment elsewhere. black and blue all wool Cheviots, made up in single and double-breasted sack styles. Every suit in the lot well worth \$8.50.

#### At \$7.50

A very fine assortment of Meltons, cassimeres and fine cheviots, made up in single and double-breasted sack and frock style. We warrant these suits to be equal if not superior to any you could buy at other stores for \$10.00.

#### At \$10.00

### At \$3.75

4 lots of men's fall and winter overall wool heavy brown cheviot Suits, coats, made of tan brown Oxford and cut and made in the latest style, sub- blue cheviot and chinchilla, garments that you cannot equal anywhere else

#### At \$5.00

Choice of 5 different styles of all wool kersey and freize ulsters and overcoats, lined and tailored, equal to any \$10.00

#### At \$7.50

A fine line of Melton kersey and beaver overcoats and all wool freize ulsters, in brown, gray and black, in extremely genteel styles; garments that elsewhere would fully warrant the price to be \$12.50.

#### At \$10.00

Choice of over fifteen different \$1.75.
Framed pictures, 25c, 50c, 75c, 95c, \$1.50 Choice of over liften under the styles of all wool kersey and patent beaver, lined with fine patent beaver, lined with fine of Oak easels, 50c; oak screens, 3 panel, silk sleeve lining, and they were never A very nobby and very choice assort-ment of stylish Suits in double and workmanship here or elsewhere for less \$\frac{18.00}{2}\$. single-breasted sack and frock styles. I than \$15.00 to \$18.00.

#### At \$1250, \$15.00, \$18.00 and \$20

Haydens are prepared to show you a variety of assortment, a range of patterns and styles, unlike anything ever seen in Omaha, in suits, overcoats and ulsters, and all of them at prices that are fully 25 to 35 per cent below those of any other house in town,

Children's junior suits at 95c to \$5.00. Children's reefer suits at \$1.95 to \$4.75. Boys' and children's double breasted knee pants suits, sizes 5 to 15, at

## Our Cloak Dept.

Astonished the natives last week and will do so again Monday and all this week.

#### New Goods Every Day.

Some of the greatest bargains ever offered in the west. We respectfully so-c licit your inspection before purchasing. English Corduroy Waists, with white linen collar and cuffs—the newest, thh latest, up-to-date and the most stylish garments, at \$5,00. Plush Capes, best standard plushes, Thibet trimmed, silk lined, 125 inc.

Capes-in kersey and beaver, full sweep and braid trimmed, at \$3.48

Tailor Made Capes-in imported kersey, 12 rows of stitching, full sweep, Ladies' Suits-in fancy mixtures, blue and black, at \$4.48.

Great combination sale of Boucle and Kersey Cheviot and Beaver Jackets-\$8.00 and \$10.00 values-at \$6.48. Fine Fly Front Jackets, tailor made from London modes, lined throughout

with fancy silk, at \$12.50. New Rough Cloth Jackets—in blue and black, lancy lined, at \$10.00. 300 Flannel Waists—with new sleeves, double yoke, large sailor collar, at 98c.

Print Wrappers-in very desirable patterns in blue and white, and black and



#### Very Pretty Persian Waists

in the very newest patterns, linen collars and cuffs, at

#### \$1.50

Two hundred skirts, in blue, black, cardinal and even ng shades, worth \$8, \$10 and \$12, go on sale Monday at

\$3.75

#### Men's Hats.

Our sale of Pocket crushers at 40c still continues to be a drawing card for us as well as yourself. You can get a good every day hat for 75c from us. All colors and newest styles, in soft, tourist and stiff hats. You should see our 95c hats; also our leaders at \$1.25 and \$1.50, and understand we give you a hat at \$1.95 that you pay hatters \$3.00 for.

To be convinced you must pay a visit to this attrring department.

Sheeting for Monday. 4-4 Arrow brand ...... 45-in. Bleached Sheeting .. 7-4 Heavy Bleached.....

#### Linens. Linens.

Monday we put on sale a lot of fringed Cloths and Napkins to match—also a large To be convinced you must pay a visit to this attring department.

A batch of Men's Hats from 6% to 7%, all shapes, for 75c—absolutely reduced rom \$1.50.

#### Furniture.

Getting into close quarters for winter.





It pays to have a good warm mattress We carry all kinds. . A good wool top mat-

We carry all kinds. A good wool top mattress, \$1.75, any size; cutton top in the better grade of ticking, \$2.25. A first-class combination mattress, \$2.85; both sides can be used. Wool mattresses, \$3.50, \$4.50. All cotton, at \$5.00 and \$6.00.
6 foot square extension table, \$3.75.
Solid oak cane seat chair, 85c and 95c.
Solid oak rocker, \$1.50.
Large oak rocker, with arms, \$2.45.

Large oak rocker with arms. \$2.45. Oak center tables, \$1.00, \$1.25, \$1.50, \$1.75 and \$1.95. White iron beds, full size, \$3.85, \$5.85

Sideboards at \$8.50, \$12.50, \$15.00, \$17.00

#### Monday Specials.

For one day longer we will give free to every purchaser of 25c worth or over at our ribbon department, either a Bryan or McKinley badge free. Only one to a cus-

CAMPAIGN BADGES FREE. No. 3 satin and gros grain ribbons 2c yd No. 5 satin and gros grain ribbons 4c yd No. 7 satin and gros grain ribbons 5c yd satin and gros grain ribbons 7c yd No. 12 satin and gros grain ribbons 10c yd. Ladies' fancy garters, worth 25c to 50c, with elegant buckles and satin bows, special on Monday at 12½c per pair. The new velvet grip hose supporters 12-

PATTERN DEPARTMENT. We are sole agents in Omaha for the Butterick patterns, the best on earth. Butterick's Delineator. Butterick's Metropolitan Catalogue. Butterick's Dressmaker and Milliner

Butterick's Glass of Fashion, etc., etc. Always in stock. Call for a fashion

#### Blankets. Blankets.

Now is the time to buy blankets, and Hayden Bres. is the place where you can see the largest, best assorted and cheapest stock. We have them as low as 49c a pair up to \$15.00 a pair. We append a few lead-

10-4 silver gray blankets, at 49c. 10-4 gray and brown, at 75c. 11-4 silver gray blankets, at 98c.

11-4 extra large and heavy mottled gray and brown bianiets, only \$1.35 a pair. White, soft, fleecy blankets, 75c a pair. Heavy gray wool mixed, \$1.25. Blankets, very pretty border, \$1.75 a pair Pure all wool blankets, \$2.35, \$2.59. All wool, extra heavy and large gray and tan blankets only \$2.75 per pair.

Special line of 100 pairs white, wool blankets at only \$2.50 a pair.

Comforts at 75c, 85c, 95c, \$1.00.

Home made comforts, filled with pure white cotton, at \$1.75, \$1.75, \$2.50. white cotton, at \$1.35, \$1.75, \$2.50

#### Flannels.

White wool flannels, at 10c, 15c, 20c, 25c The celebrated linen warp finnel in all widths at popular prices. 7 oz, all wool red and navy blue flannels

All wool shirting flannel, at 25c, 29c, 35c All wool elderdown at 25c. Beautiful effects in eldedowns, at 35c. Good outing fiannels at 5c. Extra heavy outing fiannel at 71/20 Very best outing flannel in all the newest styles at 10c. 5,000 yards the bestsanitary flannel, in grays, brown and tan, at 8½c a yard. 100 dozen all wool skirt patterns, at 69c,

Skirt patterns at 19c each. Pure Australian wool in white and black, at \$1.50 per dozen sheets.

#### We SaveYou 50 Per Cent on Teas-

Our Ambrosia Tea makes the finest ten you ever drank ...... Teas you pay 60c for, any kind, we sell 

#### Neckwear.

We show all the latest novelties in band bows, club house four-in-hands and tecks, in the latest Dresden and Persian patterns, at 25c and 50c.



A hat need not cost you much to be stylish and becoming. We show some chie and elegant pattern hats from Paris and Lon-A great variety to choose from in stylish

trimmed hats, the popular sailors and the much favored walking hats. The styles are new and pretty. Every hat the creation of an artist. No extravagance, however,

#### Slashing Piano Prices.

There never was a time when a dollar would go as far on the purchase of a piano as it will today.

We carry all the high grade pianos, in-cluding the CHICKERING, STEINWAY, KNABE, and others. Special bargains in second hard pianes. Uprights as low as \$75.09. Squares as low as \$35.00. New Pianes to rent. SHEET MUSIC-Everything at cut prices

#### Special Sale of Men's Underwear,

Men's camels' hair shirts and drawers worth 75c, on sale at 50c, Men's natural undyed Australian wool shirts and drawers, worth 90c, on sale Men's Electric Blue Australian Wool

Shirts and Drawers, worth \$1.00, on sale at 75e Special sale on Men's Flannel Over shirts at 50c, 75c and \$1.00, worth 75c \$1.00 and \$1.25. Men's Wool Sox, worth 17e, at 121/ge, Men's Wool Sox, worth 25c, at 17c,

Men's Wool Sox, worth 40c, at 25c.

## Dried Fruit Dept.

The new '96 crops of evaporated fruits are now here. We are selling new California peaches for ......6+c

New California Prunes, worth 15c, 

New California Apricots, worth 15c, for..... 6 New California Apricots, only......740 New California Raisins, only ........56 New California Raspberries ...... 19c

#### The Grocery Dept-

7 lbs whole coffee (Monday only)...\$1.0 20 lbs of standard fine sugar. .... \$1.00 Best Minnes ta flour, cream brand . 90c High patent flour, warranted ...... 85c 101bs Breakfast Oatmeal for ......25c erelf-rising Pancake Flour only... 4 1-6c lb pkg Ca lifornia Breakfast Food .. 5c Large bottle Smder's Tomato

Catsup ...... 171c Quart cans Saiders Tomato Soup. . . . 174c 10 bars Laundry Soap (Monday) ..... 25c WEATHER STRIPS, PER 100 FEET, 624c Silver Gloss Starch, per pound,.....5c Pure Cornstarch, per pkg ......32c Wheatell, the new breakfast food ... . 74c Imported Queen Olives, per quart... 25c Imported Dill Pickles, per quart ....5c 3 lb cans solid Tomatoes, only .....6ic Mustard Sardines, per can ...... . 5c pound pure Red Salm a.... 10e

10c pkg Cocoanut (Dunhams or Large pkg Breakfast Cocoa ......10c Pound cans pure Baking Powder....10c 1776, Pearline, Soapine, etc. 3 pkg ...10c White Castile Soap, 5c bars ......24c 31b bars Pure Castile Soap, only .... 19c

#### An Economical Index.

A practical statement below of the best possible values for the careful and considerate purchasers' information. Shirting Calicos, all fast colors, 31/2c yard. Apron ginghams, 34c yard. Dark calleds, good quality, fast colors,

3½c yard. Staple figured calleos of every color and description of the best manufacturers' make, 5c yard. Standard quality apron ginghams, full range of checks, 5c yard.

Dark percales of the neatest styles and all fast colors, 10c yard.

Heavy fleece sulting for house dresses and \$1.00 qualities, wrappers, 10c yard. Neat styles and combinations in washable plaid cottons, 632c yard.

Large variety of stripes and figured percales for boys' waists, etc. 10c yard. The newest and nobblest styles in fancy dress prints, 6½c.
Extra heavy quality and finish black sateen, guaranteed not to fade or crack,

#### House Furnishing Goods Flower pot, from 1c up.

Gallon milk crocks, 3c French China cups and saucer in plain white ovid shape, 13c. China gold band fruit plate and B and B plater, 5c. Fine China gold handled cream jugs, 10 Crystal sauce dish, 2c. Preserve jars, with tops, 9c. Dish pans, 13c. Pint cups, 2c. Coffee pots, 9c.

Tea kettles, 15c.
Complete French shape tea set, splendid decoration, \$2.98.
100-piece dinner set, \$5.95.
Spring extension hanging lamp, \$1.87. Gilt finish center draft banquet lamps with patent lighting device, \$1.49. Granite iron wash basins, 15c. Enameled parlor cuspidors, 25c. Full line of banquet lamps shades fro

Stove polish, le per package.

#### The Great Day to Buy is Monday.

The Home of Bargains makes some start BUTTER AND EGGS.

Country butter, 7c.
Fine country butter, 9c, 11c and 12½c.
Fancy creamery, 15c and 17c.
Waterloo Separator, 19c.
MEATS.
Selt pers. 4

Salt pork, 4c. Corned beef, 3c. Pickled pork, 5c. Sugar cured California hams, 61/2c. Wide baccn, 7c. Boneless ham, 736c. Pigs' feet and tripe, 4c. Cooked ham. 8½c. Cooked hocks, 6c. CHEESE.

Young America cheese, 7½c. Wisconsin Cream, 7½c. Brick cheese, 9c. Limburger cheese, 9c. Swiss cheese, 10c. Neufchatel cheese, 314c. Sap sago cheese, Tc. Edam, Club House, Roquefort and all ancy cheese on hand.

LARD. 3-pound cans best lard, 19c. 5-pound cans best lard, 39c. 10-pound cans best lard, 57c In 50-pound cans, 5c pound. CRACKERS.

Soda crackers, 5c. Oyster crackers, 5c. Butter crackers, 5c. Ginger snaps, 71/2c. Lemon cresms, 71/2c. Datmeal craceers, 7%c. Graham crackers, 71/c. Grandma's cookies,

Cod fish, 3½c. White fish, 5c. Salmon, 7½c. Trout, 7½c. 3 Mackerel, 10c. 10 herring for 25c. Holland herring, 75c Russian sardines, 50c.

#### Stoves. Stoves.

We have the W. Lyle Dickey & Co., the Lobeck Merchandise Co. and Hobecker Stove Co., with our own, making the biggest stove stock in the west. We have over 2,000 Heat ing and Cooking Stoves and we are going to sell the greater portion within 39 days. A No. 8 Cook Stove, full 18-inch oven all improvements, \$7.90. The same stove as above with a porcelair lined reservoir, \$10.50 A 6-hole range, 18-inch oven, with all improvements, \$10.50,
A splendid oak stove, will heat 2 to A self-feeding base burner, full nickel, \$12.50. An air tight full nickel parlor heater, \$9.80.

Hardware. The cold weather will soon be with us; low is your time to fix up your hous Maybe your doors and windows need weather strips. Look at our price. Here are a few sample prices on useful

A mounted hard coal burner, full Russian body, \$4.80,

A round Connor with patent conduct, \$3.50

Bench Screws ..... Steel hammer Hollow handles (10 tool set) 

GUNS AND AMMUNITION A fine Flobert rifle, worth \$3.00, for \$1.69. A fine sporting rifle, 22 short, \$2.49. A very fine 32 rifle, worth \$5.00, for \$4.49. A Winchester pump gun, lever or slide acion, worth \$20.00, for \$16.25. Loaded shells, per 100, \$1.25.

## Dress Goods--

For Monday. We will begin at 8 a. m. to cut out a f cw lines of which we have a surplus.

42-inch all wool Persian Novelty, worth 69c, 40-in, Goods, imported to sell at 89c, 40-in. Boucle and Bourette effects,

40-in. Plaids, a beautiful selection, worth 48c, 41-in. Novelty effects, perfect imitation of the 75c and

38-in, all wool Ladies' Cloth, 75c ( At this price we will sell some effects that are quoted as high as \$1.75. We will put

In this lot over 100 pieces of this season's choicest collection.

Our line off exclusive dress patterns, ranging from \$10.90 to \$40.00 is unquestionably the best line in Omaha.

## Black Dress Goods--

Headquarters for Omaha and the West.

Monday we will quote a few specials. quality ..... 750

#### Serges--

Henriettas--46-in. the regular \$1.00 quality, Monday, 50c | 46-in. the regular \$1.25 quality, Monday, 75c

Canish Cloth and Rough Cheviots-

SILKS The only department in Omaha where you can supply all your wants at prices which we have demonstrated for years are the lowest,

21 inch Taffetas, the \$1.25, \$1.50, \$1.75 num- 75c On the center table in main aisle we will place 50 pieces of silk that retails at \$1 to \$1.39 at, per yard A regular \$1,00 quality Grosgrain Silk, in all 35c We will sell 22-inch Glace Taffetas in all the 59c Striped Taffetas, correct thing for skirts and OSC All the Persian effects in printed warp goods 98c

#### SATINS

An extra quality, 24 inch black satin 75c A very heavy quality, 27 inches wide 98c

#### BLACK TAFFETAS

Rich, rustling quality, 21 inches wide. Black 59c 20-21 inches lining velvets have been retail- 25c ing from 39c to 48c, Monday at .....

The correct thing for fall for lining capes, cloaks, etc., is plaid silks. We have an excellent line of these goods in effects that are slupply beautiful. Our price on the e goods Monday will be 98c for your choice. They measure 22 inches wide and some of them are worth \$2.00 per yard.

#### Our Coffees Roasted Fresh Daily-

High Grade Mocha and Java, special .... 30s Best Golden Rio, best grown ....... No. 2 Rio, better than package coffee. You save from 5 to 8c on every pound of coffe you buy of us.

FREE! FREE!

We are still giving beautiful presents

Campaign Badges Given Away Monday.

FANCY ELASTIC SALE MONDAY. 50 gross fancy loom clastic, worth 5c, to 0c yard, only 24c per yard Monday. Job lot fancy filled web 5c yard, worth 10c. Job lot fancy silk web 5c yard, worth 20c. TINTED TABLE COVERS.

We will place on sale Monday 5 gross, almost 800 fancy timed and fringed full sized table covers, worth from 50c to 75c, at 25c each. The fringe alone cost 20c. 3 gross farcy tinted table covers, with linen fringe worked in fast color silks, com-plete, only 48c.

This cover retails from 78c to \$1.00 Ladies' hand bags 25c. Only 25c for your hoice of eight styles of elegant 50c hand purses and combination pocket books only 25c. Ladies' 75c and 98c combination pocket books only 50c.

### Jewelry Department.

Ladies' elegant 14k gold filled hunting case Watches, warranted to wear 20 years, with fine Elgin or Waltham movement, \$12.50, worth \$25.99. Ladies' Coin Silver Chatelaine Watch, stem wind and set, \$2.98, worth \$5.00, Gents' Gold Stiffened Hunting Case

Watches, American lever movement, at \$2.98, worth \$7.00. Gent's genaine Elgin or Waltham watches. stem 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, \$9.95, worth \$20.00. 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. Beautiful enameled Iron Clocks, 8-day and

half-hour strike with cathedral gong, Louis XVI design, trimmed in gold, \$4.95 worth Solid Oak Eight Day Clocks, half hour strike and alarm, 22 inches high, at \$2.95,

Nickel Alarm Clocks, 55c each. 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 \$10.60.
Rogers' 12 dwt. knives and forks, ret of 12 pieces, at \$2.25, worth \$4.00. 12 pieces, at \$2.25, worth \$4.00. Gents' gold plated watch chains in end-less variety—48c up.

Hundreds of roll plated watch chains in all the latest designs, choice 33c, worth Watch and clock repairing at reduced

# HAYDEN BROTHERS.