

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, OCTOBER 4, 1896—TWENTY PAGES.

SINGLE COPY FIVE CENTS.

THIS TYPE TALK ABOUT A SLIGHT HINT

OF THE EXTRAORDINARY BARGAINS THE BIG STORE OFFERS

There's no questioning the fact that no other store shows equally great stocks. There's no questioning the fact that it isn't unusual to find the Hayden price 25 to 50 per cent less than you are charged for equal goods elsewhere.

WE ARE AGENTS FOR THE BUTTERICK PATTERNS

The Present Autumn Attractions Are the Greatest Ever Shown

Cloak Department

At our wonderful sale of cloaks Monday we will bring fine garments within the reach of all.

- New Empire Jackets 9.00
New Plush Capes, 5.98
150 Suits in plain and mixed novelty sitting at 4.98
250 Jackets, medium weight, worth \$3, at 2.25
100 Skirts, all wool, 95c
Ladies' Black Jersey Capes, 2 1/2 inches long, double or single, at 3.50
Ladies' Beaver Capes, double or single, trimmed, well lined, at 5.50



Silks, Silks.

When you've tried every place else for what you want, come to Hayden's. We show the largest line of silks west of New York.



Changeable Taffetas.

- All the new combinations... 59c
Corduroy's, 27-inch wide... 75c
Satin for Skirts
20-inch extra weight and quality... 75c
27-inch, a rare bargain... 98c
24-inch black Chinas, Monday... 29c
27-inch black Chinas, Monday... 39c
27-inch black Chinas, Monday... 49c

Prints and Calicos.

Of the most reliable makes; assortment includes almost everything in the market.

Fall and Winter Millinery.

Hundreds of Trimmed Hats and Bonnets in the newest fashions.

Wall Paper

A carload of Wall Paper for fall trade just received.

Carpets and Draperies

Brussels Tapestries at 45c to 70c.

House Furnishing Goods

- All size Flower Pots from 1c up
Preserve and Butter Jars... 5c
Gallon Milk Crocks... 3c
Clothes Baskets... 39c
Granite Iron Wash Basins... 15c
Dish Pans... 11c
Odds and ends in the Home Initial Flint Tumbler... 3c
Crystal Sugar Bowls, Spoon Holders and Creamers... 3c
Sauce Dishes, each... 15c
Stoneware Churns... 40c

Satisfactory Results

Are always to be had by plain, honest, straightforward dealings—OUR unchangeable motto.

Our Men's Hat Department.

Gentlemen—There is no use in paying but stores \$3.00 for hats you can positively get from us at \$1.75.

Pre-Election Bargains in Furniture.



- \$3.50 large Arm Rocker, cane seat, solid oak, \$2.45
\$2.25 Oak Rocker, cane seat, \$1.50
\$4.00 large Cobler Seat Rockers, in oak, birch or mahogany, \$2.50
\$5.00 6-foot Extension Table, square, solid and well made, \$3.75
\$1.25 Oak Chair, cane seat, braces, 35c
\$2.00 Oak Table, 21x24, \$1.50
\$1.00 Oak Iron, 5-foot, 50c
White Iron Bed, brass knobs, spring and good mattress, \$7.10 complete
\$8.00 Extension Table, 42x42 top, six legs, well made, \$5.00
Four-shelf oak Bookcase, \$1.95
Four styles Combination Cases, in oak and birch, at \$11.50, \$12.50, \$12.55
New, stylish Bed Room Suits, full size beds, at \$9.50, \$12.50, \$15.00 up to \$25.00
Every thing in Kitchen Cupboards, Tables and Chairs at a great saving
New line of Pictures and Wall Pocket-cases, ranging in price from 25c up to \$3.50

Special Sale of Men's Furnishings

10 cases of men's heavy fleeced shirts and drawers, all sizes, usually sold at 75c, a special drive at 35c each.

Dried Fruit Dept.

The new '96 crops of evaporated fruits are now here.

The Grocery Dept.

- 7 lbs whole coffee (Monday only)... \$1.00
20 lbs of standard fine sugar... \$1.00
Best Minnesota 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 pail Table Jelly... 35c
Large pail Table Syrup... 45c
1 lb King of the Mountains... 41c
1 lb King of the Mountains... 41c
Mustard Saucers, per doz... 25c
Condensed Milk, per can only... 15c
Imported Queen Olives, per quart... 25c
Imported Dill Pickles, per quart... 25c
3 lbs cans solid Tomatoes, only... 60c
New Sugar Cans, per can... 10c
Mustard Saucers, per doz... 25c
10 lbs Raisins, R-1 S. Almonds... 10c
10c pkg Cocoa Nut (Dulcians or Schupp)... 5c
Large pkg Breakfast Cocoa... 10c
10c cans pure Baking Powder... 10c
17 1/2 lb. Tapioca, Sumpkin, etc. 3 pkg... 10c
White Castle Soap, 5c bars... 24c
3 lb bars Pure Castle Soap, only... 10c

We Save You 50 Per Cent on Teas

We have just received a large invoice of extra choice new teas, including fancy Japanese, extra choice oolong, English breakfasts, gunpowders, assams, Ceylons, Congos and Young Hysons.

New Fur Trimming

Just received, everything new, in fancy fur trimmings and edgings.

Stoves, Stoves.

We have the W. Lyle Dickey & Co., the Lobek Merchandise Co. and Hobecker Stove Co., with our own, making the biggest stove stock in the west.

Hardware.

The cold weather will soon be with us; now is your time to fix up your home.

Notice

To the Ladies of Omaha and Vicinity: Having recently secured the service of one of the finest needle workers in the country.

Jewelry Dept.

Silverware Sale—100 quadruple plated, gold lined, hand engraved Tea Sets, worth \$10.00 per set, sale price, \$2.95.

Men's Suits and Overcoats.

500 men's fine black clay worsted suits, made of fine 20-oz. all wool soft and handsomely finished clay worsted material.

Omaha's Greatest and Grandest Provision

department calls your attention to its banner October sale:

MEATS.

- Salt pork, 3 1/2c
Pickled pork, 5c
Boneless ham, 8c
California ham, 6 1/2c
Wife's bacon, 7c
Sugar cured bacon, 8c
Cooked ham, 8 1/2c
Cooked hocks, 6c
Pigs feet, 4c
Tripe, 4c

BUTTER.

- Country butter, 7c
Country butter, 7c
Country butter, 11c
Beat country butter, 12 1/2c
Creamery, 15c, 17c
Waterloo separator, 19c
Finest country eggs on hand.

Now we give you a chance to buy lard cheap.

100-pound cans best lard, any brand, per pound, 5 1/2c.

DEFIANCE SALE

OF MEN'S, BOYS' AND CHILDREN'S SUITS AND OVERCOATS

EXTRA SPECIAL OFFERS

Boys' and Children's Suits. We place on sale Monday 800 boys doublebreasted knee pants suits, all sizes from 5 to 14 years, and 200 children's junior suits, sizes 3 to 8 years, suits that are worth and sold elsewhere for \$2. Monday at Hayden's for 95c.

Men's Suits and Overcoats.

A Great Wholesale Cost Sale.

500 men's fine black clay worsted suits, made of fine 20-oz. all wool soft and handsomely finished clay worsted material.

500 Auburn Melton Suits

Cut in double and single breasted and squarecut sock and 3-button cutaway frock styles, \$4 to 44 dark brown suits that are as stylish in a clothing store as sugar in a grocery—and are equal in every respect to \$15 melton suit elsewhere, at less than wholesale cost, \$7.50.

Dress Goods Dept. Dress Goods Dept

Our last Monday's sales demonstrated to us that low prices on first class goods will bring trade, no matter how dull the times.

We're going one better for next Monday—

- By offering a 35 inch all wool Novelty, worth 39c... 19c
By offering a 25 inch all wool Serge and Henrietta worth 39c... 19c
By offering a 40 inch American Novelty, worth 29c... 19c

Will buy Dress Goods that have retailed this season at from 30c to 48c, in both Novelties and Plain Weaves... 25c

We bought everything that was offered us to retail at this price and we say without fear of contradiction that it is the best line ever offered in Omaha... 50c

Brings us to lines of goods which are being quoted as bargains at \$1.25 and buys a dress for \$6.25 that would have cost \$12 a year ago... 75c

Novelties

In confined styles—goods that are not shown by any house in the west and only in pattern length by us. They cost \$7 to \$40 a pattern and are the production of the best makers in the world.

Black Dress Goods—Just a word—Headquarters.

- PRIESTLEY'S 42 inch Novelties—the 75c, 80c, 90c quality... 59c
PRIESTLEY'S 42 inch Novelties—the 90c, \$1.00, \$1.25 quality... 75c
Our 50 inch Lizard Suiting at 75c is the best value in the department... 50c
Our 48 inch Mohair Serge (warranted to wear) excellent... 89c
44 inch Cashmere and Cheviot weaves... \$1.00
We will sell 25 pieces of rough effects in the Cashmere and Cheviot and Crepe effect goods, worth up to \$2.25 per yard, Monday... \$1.00

Organs

Cleaning sale on second-hand organs which have been taken in exchange on pianos.

Campaign Badges

Either McKinley or Bryan badges Monday at 3c each.

Pianos

The largest stock, greatest variety, lowest price Chickering, Steinway, Knabe and all other high grade makes are always found in our music rooms at prices lower than you can buy the same makes anywhere else on earth.

Mandolins and Guitars

Washburn mandolin, \$12.00. Washburn guitars, \$12.00. Guitars and mandolins, \$3.75 and up. Everything in sheet music at reduced prices.

HAYDEN BROTHERS.