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SINGLE COPY FIVE CENTS.

FOF 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 Glothes Baskets will bring fine garments within the reach of all. We say Dish Pans without fear of contradiction that this will be the most marvelous sale of Cloaks Omaba has ever witnesses. Every lady of O maha and vicinity is invited to visit a while in our cloak department.

New Empire Jackets fresh from the best markets in 9.00 New Plush Capes, 24 Inches long, fell sweep, fancy 5.98 150 Suits in plain and 4.98 mixed novelty suiting at. 250 Jackets, medium 2.25 weight; worth \$6, at .. 100 Skirts, all wool,

Ladies' Black Kersey Capes, 21 Inches long, double or 3.50 Ladies' Beaver Capes, double or single Thibet 5.50

Our double capes, of imported kersey, black or blue, at \$5.75.

200 imported kersey jackets, bought by us at a sacrifice, worth \$12.50, included in this sale at \$8.75.

New English corduroy waists at \$4.98.

New fancy checks skirts, \$2.50. New black mohair skirts, \$1.50. New kersey jackets at \$4.98. New mackintoshes at \$2.50. New Persian waists at \$1.48. New children's jackets, in plain and fancy mixtures, thibet trimmed, sizes 2 to



# 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 af New York,

Monday. 21-inch satin, the regular 48c quality, 25c. 22-inch silks, in plain colors, only

\$1—number 35. Extra Special.

50 pcs of this season's fancy silks, comprising all that's new and correct, which we will offer for just one day at 75c.



## Changeable Taffetas.

All the new combinations	59c 75c
Satine for Skirts	
26-inch extra weight and quality	75c
27-inch, a rare bargain	98c
Brocaded effects in the choicest of this season's offering, Mon-	
day at	98c

27-inch black Chinas. Monday...... 39c

### Prints and Calicos.

Of the most reliable makes; assortment includes almost everything in the Simpson's grays, blacks and whites, etc., all 5c yard.

American indigo blues, Hamilton fancy Indigo prints, etc., at 5c yard. Garner's and Simpson's newest and nobblest styles in dyed effects, finest prints ever produced, 614c yard. Light Shirting Calicos, stripes and fig-

ures 316e yard. Good Apron Ginghams, standard makes, 5c yard.

Our new dyed 33-inch Percales, in polka dots and stripes, are great values; colors, garnet, navy and black with white, all 10c yard.

### Wall Paper

A carload of Wall Paper for fall trade just received. Bought for cash at a remarkably low figure. Plain Papers at 4c per roll. Combinations at 5c. Gilt Papers at 71/2c.

## Fall and Winter

### Millinery.

Hundreds of Trimmed Hats and Bonnets in the newest fashions. Pattern Hats from the Parisian style fixers, Berthe, Rebeux, Vivot and Marcslot. Walking Hats and Sailors in all the leading shapes.

In Untrimmed Millinery we show every right and every stylish trimming. Bright velvets, laces, Russian roses, moire antique, the feathers of estrich and paradise birds, cut steel ornaments, flowers, velvet edged ribbons, felt and chenille braids and all the wanted adornments.

The extravagance has been crushed out of the prices. Real millinery elegance can be had at a low price.

## Carpets and Draperies

Brussels Tapestries at 45c to 70c. All Mattings at one-half price to close Nottingham Curtains at big reductions. Excellent values in Corduroys and upholstery goods. Get our prices.

#### House Furnishing Good Dried Fruit Dept. All size Flower Pots from . . . . . . 1e up

Preserve and Butter Jars..... Gallon Milk Crocks,..... Odds and ends in fine Blown Initial Flint Tumblers ....... Crystal Sugar Bowls, Spoon Holders and Creamers..... in the world, contains no grit or acids—tomorrow we will sell the Wash Boards Imported 56-piece Decorated Tea ....\$2.98 Decorated Bohemian Blown Glass Water Sets, worth

#### Satisfactory Results

\$5.00 French China Cups and Saucers,

per pair Granite Iron Cuspadores, worth

\$5.00

Satisfactory Results

Are always to be had by plain, honest, straightforward dealings—OUR unstraightforward dealings—OUR uns make), good assortment at 10c yard. 36-inch soft finish Percales, all good styles, fast colors, 10e yard, 32-inch woven striped Madras Cloths best styles to be bad, 15c yard. 32-inch imported Madras, can't be

### Our Men's

### Hat Department.

Gentlemen-There is no use in paying but stores \$3.00 for bats you can posttively get from us at \$1.75. You will have to pay \$3.50 elsewhere for the same hat we sell at \$2.50. You can save from 50c to \$1.00 on every bat you buy, which is something

Our bats are neat, nobby and stylish and the prices are positively at the lowest notch that men's hats can be sole

This department is on the second floor. Let us be your latter. We guarantee satisfaction to you.

#### Pre-Election Bargains in Furniture.



\$3.50 large Arm Rocker, cane seat \$2.25 Oak Rocker, cane seat, \$1.50.

\$4.00 large Cobbler 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,

\$2.00 Oak Table, 24x24, \$1.50. \$1.00 Oak Easel, 5-foot, 50c, White Iron Red, 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, \$12.85.

New, stylish Bed Room Suits, full size beds, at \$9.50, \$11.50, \$12.50, \$15.00 Everything in Kitchen Cupboards, Tables and Chairs at a great saving. New line of Pictures and Wall Pock-

sts, ranging in price from 25c up to We can make it an object for you to

#### buy Furniture here just at this time. Special Sale of Men's Furnishings

10 cases of men's heavy fleeced shirts and rawers, all sixes, usually sold at 75c, a special drive at 33c each.

5 cases of men's motteled fleeced shirts and drawers worth 75c, go at 50c each.

100 dozen men's fine Austraulian lambs wool shirts and drawers worth \$1.50, go at We will place on sale one thousand dozen

of children's underwear at less than manufacturers cost. 100 dozen of ladies' heavy fleeced Egyptian vests and pants 25c each, worth 50c. 100 dozen men's merino sox, 12½c per pair. 1,000 dozen men's fancy suspenders, worth e per pair, go at 25c.

The new '96 crops of evaporated fruits are now here. We are selling new California peaches New Californi a Apricots, worth 15e, 

Ib p'er Chilip ala Bre akfast Food ... fe Large bottle Snider's Toma to ...... \$1.10

10 bars Laundry Soap (Monday) ..... 25e Silver Gloss Starch, per pound. . . . . 5c 

#### New Fur Trimming

Just received, everything new, in fancy or trimmings and edgings. Belgium mink, only 15c yard. Black coney, only 9c yard. White coney, 9c yard. Grey coney, only 10c yard. Russian mink, only 23c yard. Norwich seal, only 23c yard. Chinese sable, only 23c yard. Alaska martin, only 47c yard. Chinchilla, only 20c yard. lolored and white angoras, 25c yard. Ermine, 38c yard. Fibbet, 48c yard.

#### Mexican swan, 20c yard. All other furs in proportion. 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 Heating and Cooking Stoves and we are going to sell the greater portion within 30 days. A No. 8 Cook Stove, full 18-inch oven, all improvements, \$7.90.

The same stove as above with a porcelain lined reservoir, \$10.50. A 6-hole range, 18-inch oven, with all improvements, \$10.50.
A splendid oak stove, will heat 2 to 3

A self-feeding base burner, full nickel, \$12.50. An air tight full nickel parlor heater, A mounted hard coal burner, full Russian body, \$4.89.

A round Connor with patent conduct, \$3.50.

### Hardware.

The cold weather will soon be with us; now is your time to fix up your house. Maybe your doors and windows need weather etrips. Look at our price. WEATHER STRIPS, PER 100 FEET, 621/20. Here are a few sample prices on useful articles needed in your general repair;

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

Large screw driver ...... 

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 \$8.00, for \$4.49.

A Winchester pump gun, lever or slide action, worth \$20.00, for \$16.25.

Gun cases 49c. Gun cases, 49c. Loaded shells, per 100, \$1.25.

### Notice

yard Monday.

To the Ladies of Omaha and Vicinity: Having recently secured the service of one of the finest needle workers in the country we will give to our patrous free one hour every day lessons in fancy needle and lace work from 3 to 4 every afternoon.

Do not hesitate to come in and bring your faces work your fancy work.

We sell Working Silks and Stamped Linen at bedrock prices.

## Odorless Dress shields

We will place on sale Monday 10 gross of the famous Oma dress shields, the finest dress shield in the world. No. 2-25c a pair.

### No. 3-30c a pair. No. 4-35c a pair. Special Elastic Sale

10,000 yards fancy loom elastic, worth 5c to 10c a yard, only 2½c a yard Monday. Fancy frili elastic, worth 15c, only 5c a

### Jewelry Dept.

Silverware Sale— 100 quadruple plated, gold lined, hand en-graved Tea Sets, worth \$10.00 per set, sale price, \$3.98. Quadruple plated Butter Dishes, Sugar Quadruple plated Butter Dishes, Sugar Bowls, Celery Dishes, Pickle Castors, Syrup Fitchers and Spoon Holders, worth \$3.00 each, sale price, \$1.48, 590 silver plated, gold lined, hand en-graved Drinking Cups, worth 50c each, sale

price, 25c. Quadrupled plated Baking Dish, with percelain lined center, worth \$6.00, sale

Ladica' solid Silver Watches, stem wind and set, \$2.98.

Beautiful enameled iron Parlor Clocks, Louis XIV. designs, half hour strike, cathedral gong, eight day, worth \$8.59, sale price, \$4.95.
Elegant solid oak, eight day, half hour strike and alarm, 22 inches high, worth \$5.00, sale price, \$2.95.
Nickel Alarm Clocks, 55c.
Watch and clock repairing at reduced prices.

### We Save You 50

We have just received a large invoice of extra choice new tess, including fancy Ja-pans, extra choice colongs, Engish break-fasts, gunpowders, assams, Ceylons, Con-gols and Young Hysons. These tess are strictly new and fancy, but we are not asking 31b bars Pure Castile Spap, only. .. 19c fancy prices Compare our prices and quality with others and see if we don't say HERE ARE A FEW QUOTATIONS: \$1.00 quality tea, any kind, 58c 80c quality tea, any kind, 48c. 60c quality ten, any kind, 35c, 50c quality ten, any kind, 28c. quality tea, any kind, 19c

No. 2 Rio, a good drink, 17c. Broken coffees, 12½c, 15c and 17½c. You save from 5c to 8c on every pound o office rou buy from us. Remember we handle nothing but strictly first-class coffees.

#### The finest and best that money can buy Omaha's Greatest and Grandest Provision

fepartment calls your attention to its banner October sale

MEATS. Salt pork, 3½c.
Pickled pork, 5c.
Boneless ham, 8c.
California hams, 6½c. Wide bacon, 7c. Sugar cured bacon, 8c. Cooked ham, 814 Cooked hocks, 6c. Pigs' feet, 4c. Tripe, 4c. BUTTER

Country butter, 7c. Country butter, 9c Country butter, 11c Best country butter, 121/2c Creamery, 15c, 17c. Waterloo separator, 19c. Finest country eggs on hand. CRACKERS.

Always on hand, a full supply of the finest goods made. Read our prices, Soda and oyster crackers, 5c. Ginger snaps, 75c. Lemon creams, 75c. Oatmeal and graham, 71/2c. Assorted cakes, 19c. Granmas' cookies, 10c.

LARD. Now we give you a chance to buy la cheap. 50-pound cans best lard, any brand, p pound, 5%c. 3-pound cans best lard, 19c.

5-pound cans best lard, 30c. 10-pound cans best lard, 57c. Rex, Calumet and Silver Leaf. CHEESE. Young America cheese, 71/2c. Wisconsin cheese, 75c.

Full cream brick, 10c. Full cream Limberger, 10c. Full cream Swiss, 10c. Sap Sago, 7c. Neufchatel, 3½c We carry all kinds of the finest chees FISH.

Codfish, 3½c. White fish, 5c. Red Salmon, 7½c. 10 herring for 25c mackerel for 10c Holland herring in kegs, 75c. Russian sardines in kegs, 50c All kinds of spiced fish at lowest prices.

### New Belts

All the new Combination of Rob Roy and Corduroy belts 25c each. The new leather belt, with pattern bel-

### Optical Dept,

We again call your attention to the fact that we carry the finest Optical Goods. We sell them at the lowest prices, and the Glasses are fitted by a practical graduate optician. Satisfaction guaranteed.

OF MEN'S, BOYS' AND CHILDREN'S

An Universal Challenge to All Competitors.

## EXTRA SPECIAL OFFERS

Gents' Gold Stiffened Hunting Case
Watch, \$3,48.

Ladies' and Gents' elegant gold filled
Watch, warranted to wear 20 years, worth
\$25,00, sale price, \$12,50.

Gents' open face gold filled Watch, warranted to wear 20 years, worth
\$25,00, sale price, \$12,50.

Gents' Gold Stiffened Hunting Case
Watch, \$3,48.

Boys' and Children's Suits.

We place on sale Monday 800 boys'double b
pants suits, all sizes from 5 to 14 year
children's junior suits. sizes 3 to 8 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. Montay at Hayden's for 95c.

Second offer—About 2500 double breasted suits, reefer and junior suits, in sizes 3 to 15 years, suits that

are made to sell and are sold elsewhere for \$2.50 to \$0.50. on sale for Montay at \$1.25, \$1.75, \$2,50 and \$3.75. Third ofter—500 boys' long trouser suits, sizes 13 to 19 years, wool black, blue and gray. double and single breasted stylessuits we always sell for \$7,50, but which cost \$10 at other stores-for \$4.50

## Men's Suits and Overcoats. A Great Wholesale Cost Sale.

OUR COFFEES ROASTED FRESH DAILY.
High grade Mocha and Java, special, 20e.
Best Golden Rio, best grown, 25e.
No. 1, Santos, delicious flavor, 20e.

Wool soft and handsomely finished clay worsted material, cut in the latest style and contained to in the latest style sack and square cut, exquisitely tailored and trimmed, suits that Hayden's always sell for \$9, but which you absolutely cannoi equal elsewhere for less than \$12; now for

## 500 Auburn Melton Suits

Cut in double and single breasted and square cut sock and 3-button cutaway frock styles, s4 to 44 dark brown suits that are asstayle In a clothing store as sugar in a geocery—and are evual in every respect to \$15 melton suit elsewhere, at less than wholesale cost,. \$7.50.

Our last Monday's sa'es 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..... By offering a 36 inch all wool Serge and Henrietta worth 39c.....

By offering a 40 inch American Novelty, worth 29c..... 25Cyard Will buy Dress Goods that have retailed this season at from 39c to 48c, in both Noveltles and Plain Weaves....... 25Cyard

We bought everything that was offered us to retail at this price and we say without fear of

50C contradiction that it is the best line ever offered in Omaha

Brings us to lines of goods which are being quoted as bargains at \$1.25 and buys a dress for \$5,25 that would have cost \$12 a year ago. Novelties In confined styles—goods that are not shown by any house in the west and only in pattern leng the by us. They cost \$7 to \$40 a pattern and are the production of the best mak-

## Black Dress Goods—Just a word—Headquarters.

We've a large stock of Remnants in blacks, and we will put a price on them

### Monday that will make them go,

Corsets. 50 dezen of a regular \$1.00 corset, go at

#### 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 worked by the same at prices lower than Guitars, \$12.00. you can buy the same makes anywhere else

Clearing sale on second-hand organs which have been taken in exchange on planos. 1 Estey organ, \$10.00.
1 Kimball organ, \$18.00.
1 Burdette organ (nearly new), \$35.00.
1 Whitney & Holmes' organ (chapel),

## 1 Mason & Hamlin organ, \$35.00.

Washburn mandalin, \$12.00. Washburn guitars, \$12.00. Guitars and mandalins, \$3.75 and up. Everything in sheet music at reduced