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SINGLE COPY FIVE CENTS.

# THE BIG STORE HAY DE

SAVING THEIR CUSTOMERS MORE MONEY EVER

This week we show all the needed Thanksgiving goods in the greatest varieties and at lower prices than ever before. You will find no trace of advanced prices here. Prices on best qualities were never lower, Agents for Butterick patterns

## Is It a Suit or Overcoat That's on Your Mind?

While you are waiting for cold weather to force you to buy your winter clothing, others are grasping the opportunity of getting the cream of selection. Never were we better prepared to clothe you than now-and at such small prices that will surprise you.



Suits \$6.75 **\$10.00** 



Overcoats

INVESTIGATION LEADS TO CONFIRMATION.

Our \$7.50 Overcoats

The tailoring and trimming of these Are positively the greatest values we have Sults are of a character altogether new—the Vitals' brand way of tulloring. Bright, catchy fabrics, real Italian cloth lining of fine quality, with French shoulder facings of the property of cassimere; the best because they have no equal; style, fit and firish perfect.

#### Our \$10.00 Suits

## Our \$10.00 Overcoats

We are showing the largeset, most exclusive and fashionable variety of Men's Suits standard and made from beautifully finished at this price in the city; tailoring of the kerseys (of long staple wools), silk velvet colfamous "Vitals" brand make, hand made collars, liberal satin sleeves, the tailoring the la s, hand made lapels, hand made button-holes, uniformity of finish and originality of design; the kind of exquisite talloring merchant tailors charge \$25.00 and \$30.00 for.

# Colored Wool Dress Goods.

Another big reduction in seasonable Wool Dress Goods for Thanksgiving Week.

worth \$5.00 per suit—our price for Thanks-giving week only \$2.98 per suit. No sam-yard.

7 yards of fine Novelty Wool and Silk and | shot effects, in the new winter shades, our Wool Dress Goods in all of the new winter stades, our tegular \$1.25 quality—our Thanksgiving ter colors and designs; these goods are warm and serviceable and up-to-date styles.

115 different designs to select from and are in all dark winter shades, our the new winter stades, our tegular \$1.25 quality—our Thanksgiving price 75c per yard.

36-inch All Wool Mixtures, 28-inch Two-toned Checks, 36-inch Stripes and Checks, in all dark winter shades, worth 29c per yard.

ples of this line cut.

40-inch Silk and Wool Novelties, in broken checks, fine silk stripes, brocades and over-

Headquarters for Black All Wool Dress Goods. Below we quote a few of our many big offers for Thanksgiving Week.

6 yards of 48-inch black all wool French Henrietta, 46 inches wide, very fine and soft, Serge, dust-proof, worth \$5.00, for \$2.98.
6 yards of 52-inch black all wool Storm
Serge, dust-proof, does not wrinkle, extra
heavy and firm, worth \$6.00, for \$3.50.
7 yards of slik finished black all wool only 75c per yard, our price now

All open mail orders filled for advertised goods and money refunded if goods are not

# Superb Table Linens

SPECIAL EXHIBIT FOR THANKSGIVING TRADE

Satin Damask Tea Sets-8-4x12-4-exquisite designs—napkins to match—% size—ready for table use—at

Satin Damask Fringed Tea Sets—size 18-4—\$3.85

Silver Bleached Table Cloths—with border all \$1.75

DAMASK BY THE YARD comes in dainty dots, coin dots and floral designs.

UNUSUAL VALUES-

 
 56-inch wide
 35c
 72-in. wide
 55c

 69 in. wide
 49c
 81-in. wide
 98c

 68-in. wide
 50c
 198-in. wide
 \$1

 19
 19
 19
 19
 NAPKIN SPECIALS-

TOWEL BARGAINS—

Huck Towels Damask Towels Turkish Towels

10c, 12c, 15c 19c and 25c

SPECIAL SALE ON

## Sheeting and Muslin

## remendous closing out of

Only five more weeks to Christmas, and then we invoice. We have too many sliks and they must be sold. The following prices will show you how we intend to do it. You cannot afford to miss this GRAND SILK SALE.

SILKS AT LESS THAN MANUFACTUR-FANCY SILKS—hundreds of styles hundreds of styles in fancy silk, in fancy silk, beautiful satins, brocade taffetas, fancy stripes and novelty silks.

49c

BROCADE TAFFETAS in every color combination; handsome em-bossed salins, most beautiful stripes—in fact hundreds of new and nobby sliks for pretty walsts or gowns, closing out price only.. 75c

NEW STRIPED TAFFETAS-very pretty fancy stripes, in Chensy Bros.' taffeta—one of the best qualities made—also new Roman stripes, usually sold at \$1.25 and \$1.50—our price on this most ex-cellent silk only PLAIN SURAH and TAFFETAS-

PLAIN COLORED DRESS SILKS

-20 pleces plain silk in faille,
gro grain, armure, satins, moires,
many only in dress lengths—many
worth \$1.50 per yard—to close
them quick, all in one lot at only

49c

CHANGEABLE TAFFETAS - 50 pieces in every popular color com-bination—75c quality at only...... 59c

Our Black Silk Dept.

calls your attention to MOST REMARKABLE BARGAINS-FANCY BLACK SILK-A splendid quality in small, neat designs-our special closing price only.... 39c BLACK SATIN DUCHESSE-10

BLACK PEAU DE SOIE—An extra special number in this beautiful black dress silk, soft, beautiful finish, full 24 inches wide and guaranteed to wear—ask to see it 98c

-special price only ALL MAIL ORDERS on advertised silk promptly filled. Please state plainly what kind and color wanted. SATISFACTION GUARANTEED.

Special prices for Monday's selling in th

#### Wash Goods Dept.

Indigo blue standard prints, yd .... 3tc Fancy D K grained standard prints yd...... 3†c Simpson's best fancy prints, yd 5 c 50 pieces novelty double fold dress goods, yd...... 10c Get your cloth for fancy cushion

covers and drapes now from the large stock of drapery sateen-we are showing more styles than there will be later. Yd. .....12tc

#### Bargains

An elegant line of fine tapestry pillow tops, regular price 50c and 75c, on sale Monday at 25c

3 styles of 50c and 75c Hand bags

only 25c 4 packages of needles, 14 Darning needles, 5 hat and veil pins and 80 pins-this lot worth 25c, only 3:c Richardson's Silk on sale - The Delphine is a full 300 yard spool of Richardson's Best Black Silk thread Regular price 30c, on sale Monday, only 19c

100 Elegantly Engraved Call ng cards and plate, only \$1.00 i 100 cards from old plate 65c

Quovaes only 98c The very latest—The McKinley plaids in all widths of Ribbods, on sale Monday 9c up.
All colors, Silk floss, only ic per
skein, 6 for 5c Klinert's Suckinet Dress Shields

#### only 5c pair Sale on Men's

Furnishings. 50) dozen men's fine sample Shirts and Drawers, wool and wool fleeced, worth fl.0), at 50c.
50) dozen's men's Jersey ribbed fleece lined and fine merino Shirts and Drawers, worth 50c and Toc, at 80c.

100 dozen men's merino Shirts and Canton Plannel Brawers, worth 40c, at 20c.

We carry the largest assortinent of men's wool underwear this side of Chicago, and save you fic to 50c on each gainent. All our underwear we have in extra sizes up to 48, and can fit any one.

we have in extra sizes up to 43, and can nt any one.

19 cases of high grade all wool Shirts and Drawers, in motified brown, drah, gray and camel's hair, worth \$1.00 and \$1.25, at 75...

5 cases men's wool double-breasted Underwear, worth \$1.50, now \$11.90.

200 duten men's fine white unfaundered Shirts, reinforced front and back, made with all the latest improvements, worth \$26, go at 25c each.

100 duren men's white Laundered Shirts, 55c, 100 duren men's white Laundered Shirts, in all the latest colors, at 55c, 100 duren film's colored bosom Shirts, in all the latest colors, at 55c, 10 duren men's fine merino Half Hose, 174c pair. 10 cases men's fine all wool Half Hose, 17c cases mens' fine seamless black, tan and fancies at 125c pair.
500 ducen due outing flannel Night Shirts, in all

test patterns, at 45c. dozen men's Kid Gloves, for tops, wool ned, 10c.
10c.
10c dezer men's Kid Mits, wool lined, 50c.
10c dezen men's heavy wool Gloves, 25c.
10c dezen men's Issable Mitts, all wool, 25c.
10c dezen men's heavy Feit Mitts, 5c.
10c dezen men's Working Gloves, wool lined,

#### Blankets and Flanels.

It will be to your interest to examine the bargains placed on sale in this department

on Monkey.

10-4 Fleeced Blankets, in gray, 49c pair. 5-pound Wool Mixed Blankets at \$1.00 pair. 11-4 Silver Gray Blankets at \$1.25 and \$1.35

19-4 all wool Sanitary Blankets, \$1.95 pair. 10-4 White Blankets at \$2.35 and \$2.50 pair. 11-4 White Blankets at \$3.50, \$4.50 and \$5.50

10-4 all wool Red Blankets, \$2.50 pair.

All wool Medicated Red Flannel, 25c yard, All wool checked and striped flannels, 20c All wool Flannel Skirt Patterns, 48c each.
Plain colors in Wool Elderdown, 25c yard.
Fancy colored Lap Robes, \$1.25 each.
White Shaker Flannel, 3½c and 5c yard.
Cotton Flannel, 4c, 5c and 7c yard.

Heavy Storm Flannel, 714c, 10c and 1214c Reversible Eiderdown, 15c yard.

300 pieces of Outing Flannel will be put
en sale Monday morning at 5c, 8c and 10c
yard; each number a special bargain. The handsomest patterns, the greatest variety and the best grade ever displayed by any house in Omaha you will find at Hayden

Another line of those fine Comforters just received, at \$1.50, \$1.75, \$1.95, \$2.50 and \$2.75

#### Crockery, China and Glassware.

The largest Crockery department in the United States, occupying more floor space and showing a greater variety of goods.

Incandescent Lights, all complete, \$1.19.
GLASSWARE.
Big 13c assortment—every piece fire polished—close imitation of cut glass—every article worth from 35c to 75c. 35c Fire Polished Spoon Holders ...... 13c 50c Fire Polished Cake Plates ...... 13c 

Crockery. Cups and Saucers, each..... Tea Plates, each...... 3c Dinner Plates, each...... 41/2c Decorated Toilet Sets, from ......\$1.50 up

#### Ladies' Furnishings on Sale

Improved toe, worth 50c, at 25c.

3 cases children's Cushmere Hose, worth 3 cases ladies' black cotton fleece lined Hose, worth 17c, at 10c.
3 cases ladies' fleece lined cotton Hose, double heel and toe, worth 25c, at 1245c. 100 dozen ladies' black Cashmere Hose, double heel and toe, worth 25c, at 15c. 160 dozen ladies' Himaliya Cashmere Hose,

#### Ladies' Underwear Sale.

Ludies' fleece lined Vests and Pants, worth Ladica' fleece lined Vests and Pants, worth 75c, at 50c. Ladies' natural wool Vests and Pants, worth \$1.25, at 75c.
Lidies' extra fine camel's hair Vests and Pants, worth \$1.50, at \$1.00. Ladies' fine wool Combination Suits, worth \$2.00, at \$1.50.

Ladies' fine black and drub Corsets, worth \$1.00. at 49c. Ladies' outling flannel Gowns, all sizes, at Children's Muslin Drawers, all sizes, 124c. Children's black wool Mittens 5c. Lidies' 2-clasp Kid Gloves, 75c.

Ladies' extra quality Driving Gloves, 75c.

#### Millinery Sale.

An unequalled display of exquisite hats on sale. New Persian and eastern styles shown here. A becoming hat assured. The style is in the millinery, not in the price.

#### Sterling Silver

Novelties and Watches

Just received, the largest assortment of Stering Silver Novelties ever brought to Omaha, Hundreds of Nail Files, Shoe Hooks, Tooth Brushes, Shoe Hoths, Ladies' Dressing Combs, Seals, Domes, Faper Knives, etc., all warranted uterthing silver, 825-100 file, regular value \$1.00 each, eals price 49c.
Sterling Silver Hair Brushes, regular \$2.00 style, silic price \$2.49.
Sterling Silver Cloth Brushes, large size received.

Sterling Silver Blair Brushes, regular 15:00 style, silve prices 23:40.

Sterling Silver Cloth Brushes, large size, regular 15:00 style, rale prices 12:40.

Gents' gold filled flunting case Watch, warranted to wear 20 years, with 17-jeweled adjusted nickel works, regular 15:00 Watch—sale price \$15.75.

Gents' gold filled Open Face Watch, warranted to wear 15 years, with fine Elgin or Waltham onevenents, regular \$15.00 Watch; cale price \$2.55.

Gents' gold filled Hunting Case Watches, warranted to wear five years, with fine Waltham or. Elgin works, regular \$15.00 Watch—sale price \$2.55.

Gents' 14 kt. U. S. array with fine Waltham or.

Gents' 14 kt. U. S. asway solid gold Hunting Case Watch, full jeweled (nickel) Elgin or Wal-tham works, regular value 150,00-rale price 150,50 Gents' gold plated Hunting Case Watches, with American made nickel lever works, regular price \$1.00-sale price \$2.58.
Ladies' 14 kt. selld gold U. S. assay Hunting Case Watch, with one Elgin or Waltham works, regular price \$25.50-sale price \$15.75.
Ladies' gold filled Hunting Case Watch, warranted to wear 20 years with one Elgin or Waltham movements, regular price \$50.60-sale price \$15.50.

Labor movements, regular price to be watch warstates' gold filled Hunting Case Watch warstated five years with fine r-jeweed American
movements, Icquiar price 110.05-zale price \$5.75.
Bager three, 1847 12 dwt. Knives or rorks,
strictly first quality-11.25 for set of 6.
Hogers' A 1 Tea Spoons-75: for 6.
Rogers' A 1 Table Spoons-81.50 for 6.
Pirst class nickel Alarm Clocks-55c such.

## The Transmississippi Headquarters at it Again Monday

Butter and Eggs

Our Fancy Separator Creamery goes 

The Finest Cracker Department in the West.

We carry all kinds of health foods at bottom prices. Soda and Oyster Crackers ..... Newport Flakes ...... 10c Bremner's Lunch We have all kinds of fancy cakes, such as High Teas, Brownies, Cheese Biscuit and Fancy Home-Made Wafers, Don't fall to see our new Cracker department,

Our Fruits and Candies

We have everything in Fresh Fruits and Nuts, Oranges, Apples, Grapes, Pears, Peaches, etc. All our candles are fresh-made every thirty minutes. Come in any-time and see us make it.

# The Model Cheese Dept.

Imported Swiss . Edam Cheese ... Nowhere else can you get the finest butter made at such prices, only at the Big Store.

The Finest Cracker

#### A Dim Date

A Bi	g Dr	ive	011	Me	ats
Salt Pork			400000		
Pickle For Corned Be	CI save				
Sugar Cur	TA CALL	rorma	HART	Stevens	
Fine Baco Pigs' Feet	and T	ripe			
Chipped D	ried Be	er			
Boiled Har Finest Bre	akfost	Sausa	ge-		7
Sugar Cur	ed No.	1 Har	ms		
Sugar Cur Bologna H	ead C	heese	and I	lver	Sau-
Burge	*******		****	09018-0900	CONTRACT

#### Turkeys and Chickens for Thanksgiving

We will have a full supply of Turkeys and Chickens. Come early and make your selection. A big turkey sale Tuesday and Wednesday.

#### Furniture



If you want to save money on furniture

you will have to come here. We are showing a larger and better line and a more varied assortment than ever. Look us over before you buy.

Down Sofa Pillows, in good muslin covers, 30c; you have paid more for the same goods. Iron Beds, full size, \$2.60. Mattresses, any size, faced on one side,

Springs, any size, 95c.

3-foot Iron Bed, 6 feet long, with good sup-Oak Center Tables, \$1.00, \$1.25, \$1.50 and

Oak Chairs, cane scat, 65c, 80c, 85c and

Oak Rockers, \$1.25, \$1.50, \$1.75, \$2.00. Large Arm Rockers, cane seats, \$1.75, \$1.95,

\$2.25, \$2.50, \$2.75. Large assortment of Children's Chairs Rockers and Tables.

We are showing beyond question the finest line of really first class Oak Extension Tables. You have 34 styles to choose from. They are all new styles, all first class work, all heavy fine tibles. Tables at \$3.25, \$3.85, \$4.50, \$5.50, \$6.50, \$7.85 and \$8.85.

Picture Frames at 25c, 35c, 45c, 85c, \$1.25, Just received, a large shipment of Coca Matting for churches, calls and restaurants, at 30c per yard.

#### Stoves Stoves Stoves

Our Stove Department is loaded. Do you need a cook stove?—can sell you a good square cook stove, sold regu-We have the largest stock of Steel Ran-

#### Thanksgiving prices-"nuf sed"

#### Groceries .

Very best Minnesota Patent (warranted), per sack ... \$1.25

New Pearl Cracked Hominy, per pound 3c

Pint bottle best Pickeled Onions (English style), only ... 19c

New Holland Sauer Kraut, per quart ... 5c

3-pound cans Snider's Tomato Soup at .124c

10 bars best Laundry Soap ... 25c

Rolled Oats, per package ... 4c

Mustard Sardines at ... 5c only
Newsboy Tobacco Queen Olives (in original brine), sold in bulk.

#### Poultry Seasoning (just in), per can ... 9c **Dried Fruits**

Pitted Plums, fancy, per pound ....... Choice Prunes at. Aiden Evaporated Rapsberies at..... New Virgiania Blackberries at...... New Fresno Ruisins at .....

## "Tea and Coffee's"

1 pound Nebraska Chicory only...... 8c Broken Java and Mocha.....1216c and 15c Oolong Blossom Tea only...... 42c

#### Hardware, Stoves and Housefurnishing Dept.

Have you looked through this department since we have moved into its new quarters? Well, it is immense in sizes, its variety is without number, and prices that would tickle the greatest miser on earth. Machine Oil, bottle Large No. 8 Granite Tea Kettle...... 590 Granite Cups ..... Large square Dinner Palls, with tray and We have the largest stock of Steel Ranges west of Chicago and can sell you a very fine 4-hole steel range, including water front, for \$21.95 Elbows 5c Pipe, per joint, 715c Key Hole Saw 39c Key Hole Saw 32c

## The Most Phenomenal Cloak Selling

Ever experienced by any house in the west has been in our Cloak department since the bona fide Chicago cash purchase. Ladies, misses Children's and Infants' Cloaks at prices that make our competitors

CHICAGO NOVELTY CLOAK CO., Manufacturers of Cloaks, 50 to 98 Market St .....

CHICAGO, Nov. 19, 1897. Mesers, Hayden Bres., Omaha, Neb. Dear Sirs: We have accepted your offer of \$21,000 for our stock, comprising ladies', misses' and children's Jackets and Capes, and will for-ward the goods by first freight this evening. The prices that you own the goods at now are in most instances less than half of their real value, and hope that the garments will prove big money makers to you. Yours truly, CHICAGO NOVELTY CLOAK CO .- M.

Ladies Jackets, made of good quality cheviot, embroidered on front, back and collar, at .....

wool boucle, Persian wool and cheviot and friezes, lined with chargeable or taffeta silk, high or tailor collar, cloths, lined with Roman stripe and taffeta silk, in different shades, trim-

med handsomely with heavy silk braids, an elegant tailor made gar-Ladies' single or double wool Beaver Capes, braid and fur trimmed, velvet 

Ladies' all wool imported Boucle Capes, lined throughout with best black satin, edged with genuine marten or thibet fur, 36 inches long, full sweep, at ..... Ladies' Seal Plush Capes, silk lined and wadded, embroidered with jet and and braid, at ......\$4.98 Ladies' Silk Plush Capes, 33 inches long,

edged with marten or thibet fur, lined and wadded, full sweep. . . . . . . \$7.98 LADIES' DRESS SKIRTS & WRAPPERS. Ladies' Separate Dress Skirts, in fig-ured Mohair, all colors and black, at \$1.29 Ladies' Dress Skirts, in all wool brilliantine, in plain or figured designs, well made and lined, perfect hang.

at .....\$2.75 Ladies' Pure Silk Dress Skirts at .....\$3.98 Ladies' Wrappers, in fancy dark print, trimmed with braid, at ...... 75e Flesce Lined Wrappers, trimmed elaborately, extra wide skirts, finished seams, at ......\$1.00

MISSES' AND INFANTS CLOAKS. Infants' Eiderdown Cloaks, lined and in-cardinal, tan end white trimmed with angora, ages I to 5, at. Misses' Jackets, in plain and fancy all wool cloaking, reefer and Empire style, beautifully trimmed with braid.

ages 4 to 14, at......\$2.98

Big Carpet Sale. Fine quality 3-ply all wool ingrain Carpeta at 70c pard, regular price \$1.15.

in small quantities, from 10 to 25 yards, will be closed out at a big reduction. Very finest all wool Ingrain Carpets made. standard makes, newest potterns, at 60c yard.

Curtains and Upholstery Goods. We can give you the best values in Tapestry Portieres ever offered. They are not odd lots, but a full line of colors to select from. You can't afford to miss this sale if

Full width double fringe Tapestry Cur-tains, pair \$1.58.

Full with double fringe satin Snish Tapes-

you are looking for bargains.

try Curtains, \$2.96 pair.

New fancy Ottoman weave Tapestry Curtains, \$3.50 pair.

Special in Tinsel Effect Curtains, \$3.75. Hope Portieres, an unequalled assortment,

A late shipments of Lace Curtains on sale Monday. The latest things in Nottinghim Curtains, Irish Points, Brussels and Fancy Goods and prices will interest you if you will come and look.

Special Sale on Wall Paper. These are the lowest prices ever quoted.

All Papers warranted full length and latest designs and best colors. Best White Blanks at, per roll ...... 21/20 Boat 9-inch Color Border, per yard ..... 2c Best 18-inch Color Border, per yard ... 

A great many patterns of Brussels Carpet,