

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, SEPTEMBER 25, 1898.

SINGLE COPY FIVE CENTS.

HAYDEN'S ANOTHER WEEK OF MATCHLESS VALUE GIVING. HAYDEN'S

Bigger and better grow the values at the Big Store. The endless variety of new styles, patterns and fabrics draws thousands daily. The critical and the fastidious as well as the economical turn to "the greatest of the transmississippi stores"—sure of finding what they want in the vast assortments to be found there—and THERE ONLY.

The unprecedented buying for this Exposition year secured us great price concessions from manufacturers and we are enabled to sell the very choicest goods at less than ordinary wholesale figures. Take advantage of the special sales for this week. In men's clothing we are making prices full one-third to one-half less than regular figures. See the new fall millinery and ladies' ready-to-wear garments. Bundles checked free. Every accommodation free. Meet your friends at the "Big Store." Agents for the Butterick Patterns and Publications.

Exceptional offerings in ladies' Ready-to-wear Garments

A magnificent showing of authentic autumn fashions in Ladies' Cloaks, Jackets, Suits, Capes and Collarettes. A display pleasing and satisfying to the most critical. Choice productions of the most famous manufacturers in the world in an abundance and assortment never equalled. Exceptional care has been used in selecting the richest and newest. Exceptional in variety and in value our new stock is fully worthy of the rare reputation of our cloak department throughout the Transmississippi country.



For \$5.00 you can buy an excellent all wool tailor made suit, of cheviot, serge, silk lined and worth fully \$8.00. For \$10.50 you can select from 200 women's tailor-made suits in stylish mixtures, silk lined, fly front jackets, skirt lined with best percale and worth \$15.00.

For \$12.50 we are offering an elegant line of women's suits; regular \$17.50 values. All our finest \$22.00 suits will be on special sale Monday for \$15.00. LADIES' JACKETS—Worth \$6.00, in all the new fabrics and styles, on sale Monday at \$2.95.

Ladies' Fine Fur Collars

A splendid line of ladies' plush caps, two box pleats in back, elaborately beaded and braided; trimmed with fur, lined and interlined with silk, worth \$3.00, on sale at \$4.95.

Important Fall Millinery Event.

We have placed on exhibition hats from the leading fashion centers of Europe and America. London models, Berlin models, Paris models, New York models, Omaha models (the work of our own trained artists) in fact all that is absolutely correct and ultra-fashionable can be seen displayed Monday and all week and at Hayden prices. Trimmed and untrimmed hats, fancy feathers, ostrich tips and plumes—in fact everything in fashionable headwear for ladies and children at surprisingly low prices. Nowhere else can you find such an assortment of the new styles and nowhere can you be so sure of finding "YOUR HAT." Always remember that at Hayden's "the style is in the millinery—not in the prices."

FINE LINENS ON SALE.

Linens from Ireland, Linens from Scotland, from Flaudie leading European looms; Linens for beauty, Linens for service; all the best kinds of Linens. The prices are low because we bought direct for spot cash in great quantities. 25 pieces Bleached Table Damask, 60-in. wide, worth 40c, at 20c yard.

In Our Cracker Dept.

Two pound package nudarene flakes, 5c; 2-lb package quail oats, 7 1/2c; Pettijohn's breakfast food, 10c; wheated 10c cream of wheat, 12 1/2c; Pillsbury's vites, 12 1/2c; Granose flakes, 12 1/2c.

Sheet Music.

Special sale on sheet music during the Exposition. We are headquarters for sheet music. We carry all the very latest sheet music that is published, and sell it to you at half price. Some selections which give promise of a tremendous sale: "Dear College Chums," by Chas. K. Harris, composer of "Break the News to Mother"; "The greatest song hit of modern times, the song that has swept all other so called soldier songs into oblivion. Another star is, 'She Was Bred in Old Kentucky,' by Branford and Carter. A rural dream, a divine song, both in text and music comprising the same chaste thought and beautiful inspiration which made their famous 'Whisper Your Mother's Name' so popular. Another is a melancholy compass to fit the voice of almost every singer. Be sure and get a copy of our two coon songs, 'He certainly was 'Good to Me' and 'I want a Real Coon.' Both being sung, played and whistled from Maine to California. The prices of the above mentioned songs are 50c, our price 25c. Bear in mind we carry a complete line of 10c sheet music, thousands of different titles to select from, both vocal and instrumental, classic and popular.

Drug Department.

Hood's sarsaparilla, 75c; Lydia Pinkham's Compound, 75c; Kilmer's Swamp Root, large 75c; Kilmer's Swamp Root, small, 40c; Pierce's Medicines, 75c; Castoria, 25c; Wine of Cardui, 75c; Swift's Specific, 75c; Men-men's Borated Talcum, 15c; Woodbury's Facial Soap, 15c; Woodbury's Cream, 15c; Cuticura Soap, 25c; Packer's Tar Soap, 15c; Cudary's cocoa soap, per dozen, 10c.

A repetition of last week's bargains in newest Silks for Waists, Dresses and Trimmings

The finest silks that are made in all the latest colorings and designs from the most celebrated makers in the world. Our prices are the lowest—our styles are never. Reliable silks at away below regular prices. 50 pieces new gaulois silk, in changeable two-toned effects, all the latest stylish shadings, highest quality, made in France. Special on Monday LATEST IN STRIPES—Plain Taffeta grounds with one inch black satin cerise, turquoise, watermelon, helio and white, worth \$1.95—Special at 1.25

NEW PLAIDS—Hayden's are Plaid Headquarters—we show five times as many effects as any other Omaha store, we show the most exquisite combinations and color effects ever woven into a plaid, many of them most artistically barred with heavy satin stripes. Plaids more popular than ever. Price 98c, \$1.25, \$1.50, \$1.75, \$1.98, worth 50 per ct. more

BROCADES—Pretty designs on excellent grade of silk in two-tone effects—Special at 59c CANELLE STRIPES—They are new and nobby, the designing a most beautiful work—special at 75c SPECIAL IN FANCY SILKS—Brocades, Bayaderes, Plaids, Stripes, Checks, Moire, Satin, Bengaline, worth up to \$1.50—Special at 49c PLAIN COLORED TAFETAS—Cerise, Orange, Turquoise, Hunters' Green Cardinal, Array Blue and Royal Blue—our Taffetas are the best and this price for Monday, only 69c

In Black Silks We Lead Them All.

Special in Black Silks for Dress Purposes. BLACK GROS GRAIN, BLACK PEA DE SOI AND BLACK SATIN DUCHESSE—Silks of the most reliable kind, absolutely perfect and we guarantee every yard, all pure silk—We believe this to be the BEST SILK VALUE IN THE WORLD, every yard is warranted to wear, our Special price 1.00

Special in Black Silks at this price for Monday only

Plain Black Taffeta—good grade—Plain Black Gros Grain—Black Brocadee, Silk and Satin—All the very latest and special for Monday, only at 49c New Velvets—We place on sale Monday 150 pieces finest grade silk face velvets, in all the new fall shades, both dark and light, worth \$1.25—on sale at New Velvets—Finest quality, 21-inch wide, all colors, worth 75c—our price 50c MAIL ORDERS FILLED if sent in before Wednesday on Special sale silk-tintation guaranteed.

Flannels and Blankets

New lot all wool white embroidered flannel, at yard 40c, 50c, 60c, 65c and \$1.25. 5,000 yards Molliton Teazledown at yard, 12 1/2c. 100 pieces fancy plaid and striped wool flannel at yard, 25c. 600 all wool skirt patterns at 50c, 55c, \$1.00 and \$1.25 each. 500 Outing Flannel, extra heavy skirt patterns, 25c each. Fancy striped wool elderdown at yard, 30c.

Bed Blankets—Special for Monday

2 cases 11-4 fine carbonized wool Bed Blankets, finished like the old fashioned home-spun, non-shrinkable and serviceable, worth \$2.75, at pair, Monday, \$1.95. 2 cases 11-4 extra large white wool Blankets, neat striped border in different colors, a real special value at pair, Monday, \$2.25. 2 cases 10-4 all wool Blankets, strictly all wool, both wad and filling at pair Monday, \$2.50. 3 cases all wool grey or tan Davenport Blankets at Monday, \$3.50 and \$4.00. 1 case 11-4 extra heavy white Avondale Blankets, made from the finest selected stock—edges silk bound, fancy border, regular \$7.00 blankets, per pair, \$5.00.

Bed Comforters

Worsted tied cotton Comforters, silklike covered, the sort the rest of the stores ask \$1.50 for at the Big Store, Monday, \$1.00. 25 doz. quilted Comforters well made extra heavy, lined with oil red calico, worth \$2.00, at Monday, \$1.50.

Hardware, Stoves and Housefurnishing Dept.

Have you seen that handsome decorated steel enamel ware? We have it in way and spotted patterns—in Blue, Green and Brown, white inside, at prices never before made on such ware. Come and see it, we have opened up 300 cases.



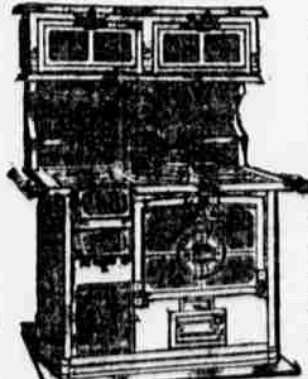
Stoves! Stoves! Stoves!

Three car loads to select from—Cooks, Ranges and Heaters.

The Prize Stewart

High grade, very handsome hot air flues, removable fire box, powerful heater, very heavy, nickel plated—regular \$45—our price... 24.95

We have all kinds of coal and wood heaters—hot blast, air tight for coal or wood, at prices never before made in Omaha, from \$2.25 up.



Oil Heaters

Will heat a room 20 feet square—the best oil stove on the market—our price... 3.95

The M. & D. Steel Range

Same style as cut 6 holes, large oven—regular \$45, our price... 33.95



The Leading Dress Goods House of the West.

Over 30,000 New Fall Styles to Select From...

A great many dress goods houses advertise special sales when they never reduce the price, but merely say that it is a special price. When we advertise Dress Goods we guarantee that everything is just as represented.

100 dress patterns, 7 yards each, 35 inches, half wool, neat, new, bright, two-toned Novelties and Jacquards, worth 25c per yard, on sale Monday morning (for entire pattern) 98c 500 pieces of Half Wool Novelties—good strong material, new from the Arlington mills and was manufactured to sell for 25c—on sale Monday at only, per yd Here is the greatest bargain of all—350 pieces of all wool Novelties, silk and wool Novelties, silk, wool and cotton Plaids, Stripes, etc., 24, 26, 28 inches wide—all new from the mills and were made to sell at 60c, 65c, 70c—all go on Monday—(for one day only—at the small figure of, per yard) 25c

Novelties—All our Novelties that sold at from 75c up to \$1.00 per yard will go on Monday's sale at 59c

Coverts—We have more Coverts than any three towns in Nebraska and defy any other house in or out of the state to give such value as we do. Our 55c Covert is as good as some are selling for \$1.00. Our 98c Covert is far superior to anything offered by other houses at \$1.50. Our \$1.25 Covert is sold here in Omaha by other houses at \$2.25. We have a \$2.25 Covert, but there is nothing to come up to it in this city, no matter what price they ask for theirs.

Tailor Suitings—We carry the real genuine Tailor Suiting, made in Bradford, England—such as up other house in this city carries. They are put up in single patterns, 60 inches wide and 5 yards to the pattern. They are worth from \$2.25 to \$7.00 per yard.

Poplins—Are very stylish. We have 14 different grades—150 shades—all colors in new blues and range in price from 75c up to \$3.50 per yard.

Broadcloths, Velours, Flannels, Cloakings and Astrakhans—We carry the largest stock of these west of Chicago. We import the foreign goods and buy the domestic cloths direct from the mills. We are one-third less than others on all these goods.

Black Dress Goods

We can truthfully claim that we have the largest, finest and the best stock of Black Dress Goods west of New York City—that we carry more brands of leading manufacturers than any house we know of. Come in and examine Priestly's, Walker's, Ercold's, Sir Edward Ripley's, Sir Titus Salt's, etc., Black Goods. 10c, 15c, 20c, 25c, 30c, 40c, 50c, 60c, 70c, 80c, up to \$7.50 per yard.

Crepons—Cutlery celebrated Crepons are made in Lyons, France, and lead the world—\$2.25, \$3.00, \$3.50, \$4.00, up to \$10.00 per yard. Special sale on Mahler's German Crepons—the \$3.50 grade at \$1.75 for Monday only. Crepons from 50c to \$10.00 per yard.

MAIL ORDERS—The Best Mail Order House in America. We send you samples free, and if the dress goods is not as you expected it, either exchange it or refund the money. Is there any fairer proposition?

37,321 Pounds Butter. The September Prize Contest at the Exposition.

Minnesota wins the prize in the contest the third time. The judges and experts declared that better butter could not be made. It was scored by W. D. Collier, from Chicago.

Haydens' Bought It All. You all know that this butter sent to the Exposition for the contest must be, and is the best butter that could be made. As it was impossible to award first prize to all of the contestants, the judges awarded diplomas to those nearest perfection only 50c. Snow white bonless codfish, 15c. Our buyers knowing the high quality of butter our trade demands purchased the entire lot, which will

Be on Sale Monday. and continue until all is sold. Fancy prize separator creamery, 16 1/2c, 17c, 19 1/2c and 21c. Good dairy butter, 10c, 12 1/2c, 14c and 15c. You don't have to pick it out, it is all good.

How It Was Done. Great care was taken in the selection of the cream. Nothing but the finest pure Jersey cream was used. The cows being fed on native bunch grass for a long time previous, insuring its superior quality. It was made in the most careful and scientific manner with the latest improved facilities for butter making, which guarantees its absolute supremacy over any other butter on the market. Now is your time to get good butter at a bargain.

Meat Day

at the Transmississippi Headquarters, package pork sausage 3c, 2 for 5c; good salt pork 5 1/2c; 3-lb. cans compound lard, 16c; short ribs corned beef, 5 1/2c; best lard, 3-lb. cans, any brand, 20c; 10-lb. cans best lard, any brand, 70c; pickled feet, 4c; the choicest small hams, 19c; good bacon, 7 1/2c; pickled tripe, 3 1/2c; best German sausage, 12 1/2c; Frankfort sausage, 7 1/2c; clipped dried beef, per pound, 15c; Boneless ham, per pound, 8 1/2c. Transmississippi tickets with every star ham as long as they last.

New Fish

We have just received a large shipment of new Holland herring in kegs, worth \$1.25, on sale at 75c. White hopper herring only 50c. Snow white bonless codfish, 15c. New Alaska salmon, blood red, 6 1/2c. New whole codfish, large white chunks, 10c. Smoked whitefish only 10c. Large fat Norway herring only 6c. 4 nice new whitefish for 5c. Mustard sardines, 6 1/2c. Oil sardines, 3 1/2c.

Cheese

We bought the entire lot of fancy full cream cheese from Nebraska, New York, Ohio and Wisconsin that was on exhibit at the Exposition Dairy Building, and it is now on sale in our cheese department. Fancy Wisconsin full cream cheese, 10c. Herkimer county double cream cheese 12 1/2c. Young America full cream cheese from Nebraska, 12 1/2c. Ohio Swiss cheese, full cream, 12 1/2c. Real imported Swiss (goat's milk), 29c. Extra fancy brick or Limburger, full cream, 12 1/2c. Imported Roquefort cheese, society brand, 50c. Edam cheese, finest made, worth \$1.25, 85c. Neuchatel cheese, only 3 1/2c.

China Dept.

75c blown, etched and engraved tumblers, per set 30c. Fine china after-dinner coffees 15c and 20c. 10-in. emerald vases 15c. Beautiful china sugar and cream, 25c. Pine crystal cream sets, 25c. Plain white cups and saucers, each 2c. Decorated oyster and milk sets, 5c. Fine decorated bread and milk sets, 25c. Solid nickel cups and saucers, per pair, 5c. Decorated revolving reflector night lamps, 25c. Fine line of Japanese Vases, from 63c up to \$25. Milk crocks, 1 gallon, 5c. Flower pots from 2c up.

HAYDEN BROS.