DEN'S RIGHT NOW IN THE HEART OF THE SEASON HA

When fashions are at their prettiest is when this store is at its best. There is a certainty that what we sell is correct and what you buy will please,

Cloak Department. The Busiest Cloak Department in Omaha.

Read the daily press and watch this department grow. The latest styles in suits, skirts and waists manufactured in the foreign countries, to be had in our enlarged cloak department.

SPECIAL OFFERS-WOMEN'S NEW FALL SUITS.

The very handsomest of the new fall suits will be seen at Hayden's this season. Choice and select styles, many of them exclusive to us, will form the basis of an exhibit which we shall strive to make unmatchable.

200 of the be	nendous	variety,	well worth
for	****	m Jun	9.90
Women's new	autumn	suits, m	ade of extra

One cheviots and fancy mixtures, jacket eatin lined and stylishiy cut, skirt well stitched and finished with buttons to correspond with jacket, worth fully 17.95

We are showing some very handsome tal-lored suits in fancy weaves, plain colors and fancy mixtures, jackets are all made latest lengths in fly front, corset and plaited effects, skirts are plaited and gored, prices range from

The New Fall Dress Skirts

SPECIAL SHOWING OF DESIRABLE

WOMEN'S WRAPS. nen's new fall wraps, in all the new bby styles, to be seen in our cloak

SPECIAL FOR MONDAY.

Fur Department

350 beautiful sample fur squrfs at \$7.50, \$5.00, \$2.98 and

Children's Garments



White mohair waists, with small dots, made in the new shirt waist styles, These come in cream, white blue, Royal, black and navy, regular 42.50 quality, for Monday

Grand Clean-up Sale of Sum-mer Waists

200 coats, made of all the new materials Women's white waists, made of opera and well worth \$12-

One lot of women's wash dress skirts, which sold as high as \$4.00-

Waist Department

...FALL...

Tomorrow and Tuesday

Testerday, the first day of our grand fall opening, will be a memorable one in the history of the retail millinery business of this city, as never before has there been such a vast throng of appreciative and epthusiastic ladies at a style exhibition 4s that which crowded our big Millinery Department throughout the entire day, fivery lady felt amply repaid for her visit, as the consensus of opinion shows that our display this season is beyond question the best ever made in the western millinery world. Come Monday or Tuesday and see the most exquisite assortment of choice millinery you ever inid your eyes upon.



BEAUTIFUL PARIS MODEL HATS

THREE HUNDRED IMPORTED MODEL HATS and New York ideas will be shown on Monday and Tuesday, representing the very cream of all that is fashionable for fall and winter wear, embracing all the new papal shadings, the new

\$6.00 DRESS HATS AT 4.98

At this price we show an inexhaustible array of the most beautiful designs, each Plain White Wool Flannel, good value, worth 25c per yard, inc.

20 cases 26-inch wide Outing Flannel, has a good nap and heavy corners, in fancy colors, worth 12½c per yard, 8½c.

40-inch wide Comforters, slikoline, worth 12½c per yard, 6½c.

Outing Flannel—has a good nap and heavy corners, in medium, light and dark colors, stripes and checks, width 27 inches, worth 10c, per yard, 5c.

23-inch wide extra heavy Shaker Flannel, worth 12½c per yard, 7½c.

White Honeycomb Bedspreads, handsome Marseilles patterns, hemmed, ready for use, each, 5c.

5.000 pairs sample blankets to select from, wool and all wool and all colors of cotton bed blankets on sale at half price. and every one being a reproduction of some great artistic ideas which cost ten times as much money to import. These hats are made up in the choicest materials and possess that charm and individuality so dear to women who love to dress somewhat differently than others—Monday... \$4.98

50c FEATHER POMPONS 15c ONE HUNDRED DOZEN Feather Pompoms-in black and white-sold everywhere for fifty cents-Monday

\$2.00 TRIMMED STREET HATS 98c Upwards of twelve ctyles of Street Hats-made of plain and shaggy felt and combinations of velvet-fully trimmed and tailored-a genuine \$2.00 value-for

Big Bankrupt Stock of School Shoes

from the Frank S. Woodbury stock in Beverly, Mass., on sale at 50 cents on the dollar, and the floor stocks of Nathan Newberg & Co. and Howard & Co., of MEN'S and WOMEN'S FINE Decorated Fismish Cuspidors, 10c.

Decorated Plates, dinner size, per set, 35c.

Fine China Decorated Chocolate Pots, 58r.

Fine China Decorated Cracker Jars, 49c.

Why pay 25c for mantles when we can give you the best mantle that is made for 10c. SHOES-all go on sale Monday. A few items that will con-

	vince you:	
1		Men's \$3 satin calf shoes, \$1.45 and
	Boys' and youths' \$1.55 and \$1.75 98c satin calf and dongota shoes 98c Women's 15c strap sandals at 98c Misses' box calf and dongota 98c shoes at	women's 43 and \$1.50 vici and box calf lace, at

OUR SILK DEPARTMENT

The finest and newest autumn silks are here in great abundance—the greatest stock of new fall silks ever seen in the city. That this is the silk shopping center of Omaha is evidenced by crowds that daily visit this great department. Special features for Monday-Grand showing of new all silks, special sale of the Pelgran & Meyer auction silk stock and sale of black taffeta from the Reliance Silk Manufacturing Company.

COLORED TAFFETAS-Pure slik and ex ceedingly strong, all colors and black, regular 75c taffeta, in every store full 10 inches wideon sale for . SWELL LINE OF CREPE DE CHINE-Pure silk, 24 inches wide, made by lead ing mill, 50 shades and blackactually worth \$1.00, on sale NEW FALL SILKS for waists and entir costumes, in the handsomest deplening and exquisite coloring. A collection a extensive as you will find in any of th large eastern cities. Every style ap proved by fashion is here for you t choose from, and at prices fully 25 p cent lower than any other store cent lower than any other store will show them for, \$1.50, \$1.25 and. THESE SILKS ARE REDUCED ES PECIALLY FOR MONDAY'S SALE. 50c pure silk, in white, cream and ivory, only 75c stripe taffetas, on sale, 85c crystal corded silk.

	is company.	
	\$1.00 motre velours and antiques, on sale	1
1	\$1.00 colored Louisinne slik. 690	,
	\$1.50 white and cream, yard wide satin	
	\$1.50 colored peau de slante, 98c	1
	\$1.50 white novelty trimming silk. 69c	1
	We show a complete line of colors in SKINNER'S SATIN for lining, just received, grays, tank, brown, white 1.50 cream and black, 36 inch	92
	SWELL LYONS BRCADES AND EVEN- ING SHADES—most elaborate designs in daintiest colorings, extra heavy. 2.50 worth \$5.00, for only	
	BLACK PEAU DE SOIE—from P. & M. stock, 20 inches wide—worth Toc. for only	3
	BLACK PEAU DE SOIE-from P. & M, stock; 20 inchés wide, werth \$1.50, for only	0

	PEAU DE			
\$1.75, fo	or only	*******		1.15
er stock	CAFFETA- c, 20 inches	wide-we	orth	190
BLACK	CAFFETA- k, 27 Inches	from P	Jeran &	Mey
er stock	CAFFETA- c, 36 inches	wide-we	orth d	386
	I-100 pieces			
	t and best			.25
YARD-W	IDE HEA	VY DO	UBLE :	FACI
	PEAU DI ., all silk ar r price-\$3,			

MAIL 'ORDERS FILLED. Send in at

BIG FURNITURE CLEARING SALE

Over 5,000 pieces of furniture consisting of Parlor, Library, Dining Room, Bed Room and Kitchen furniture. These must

be sold to make room for our fall and winter goods.

STATE OF THE PARTY OF THE PARTY

You cannot afford to miss this sale. Remember every piece of furniture is guaranteed to give perfect sat-





\$2.00 regular price. \$3.00 Roman Chairs, at \$2.25 \$7.00 All odd Parlor Chairs and Rockers at \$10.00 one-half regular price.

Monday in Domestic Room

Another immense purchase has been made by our cotton buyer, who has recently returned with about ten carloads of Cotton Dress Goods, Outing Flannels, Flannelettes, Quilts, Blankets, and everything that will be used for this fall, but at prices that will surprise even the most skeptical. Never in our long experience have we or any other house had such good, bright, seasonable merchandise to offer at these prices.

NOTE—A popular Wool Dress Goods Department has been added to this room.

A great purchase of Velvet Garpets, 5,000 yards of mill lengths of fine velvet bought at less than half the regular price and bought at less than half the regular price and per yard, Monday at 59c.

New and handsome Axminster carpets in delicate floral and rich oriental colorings with or without borders—regular price 80c.

New patterns in Frussels Carpets sold with or without borders—regular price 80c.

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New patterns to cover one or two rooms—regular price 81.10, Monday at \$10.0 yer yd.

New patterns to cover one or two rooms—regular price \$1.10, Monday at \$10.0 yer yd.

New patterns to cover one or two rooms—regular price \$1.10, Monday at \$10.0 y

been added to this room.

Extra fine French Percales, yard wide and assorted colors, in stripes and small fig-ures—the best American makes of fine Dress Flannelettes, silver gray, black and white and assorted colors—Cashmere

20c extra heavy Seersucker Ginghams-ir assorted colored stripes-

15 Extra Heavy French Flannelettes -all the new fall colorings-32-inch Book Fold Percales, great assertment of colors—chin black and fancy striped Sateons and Fancy Zephyrs—worth I5c— 12C

12 1-2c Scotch Royal Plaid Ginghams

Flannel Department.

China Department.

Decorated Flemish Cuspidors, 10c.

Quart Mason Fruit Jars, 3½c each.
Tin Top Jelly Glasses, 1½c each.
Decorated Cups and Saucers, 3c each.
Another lot of imported China samples,
ne decoration, with gold line finish, the
heapest piece in the lot is worth 25c—
very piece in the shipment goes at 10c
ach.

WOOL DRESS GOODS.

We have also opened up a popular Wool Dress Goods Department in our Domestic Room and will sell wool goods from 10c to 75c per yard. And every yard sold in this room we will guarantee to be worth nearly double what we ask for them. 75c, \$1 and \$1.25 Dress Goods 59c.

\$1.25 Dress Goods at 59c.

One case 48-inch extra heavy Imported Whipcord—the regular \$1.25 goods— 59c Monday \$1.50 English Black Percales 59c.

Other large lines of Dress Goods at- 10c -Royal Piques, in Navy blue and white and black and white, stripes and figures—heavy Flanelettes in dark colors and red, also yard wide extra heavy Per— sales—worth up to 12½c—Monday.....5c MAIL ORDERS filled from this department as long as the goods last. One case of half wool Waistings-regular price %c-will go Monday at-. 15c

Grand Special Notion Sale

Monday The success of our eige Notion Sales has

been unparalleled. 4½c seems an odd price, but see what 4½c will buy. IT WILL BUY 1 pair of 10c Corset steels. 1 combination Needle Book, worth 25c. I cabinet of Hair Pins, worth 10c. 1 Curling Iron worth fie. 1 Pin Cube, 100 count. worth 10c. 1 Coin Purse, worth, 10c. 1 Horn Comb, metal back, worth 15c. 1 Fine Comb, worth 15c. 1 Back Comb, worth 26c. 1 dozen Hair Pins, worth 15c. 1 gross Hooks and Eyes, worth 20c.

3 spools, 200-yard Machine Thread, worth 4 dozen Pearl Buttons, worth 20c. 1 Tooth Brush, worth 19c. 1 set Dress Stays, worth 15c. And several other articles worth from 10c. 2 25c.

Your choice Monday, 436c.

Curtains.

We have just received 25 cases of fine domestic and imported lace curtains all of which we will put on sale Monday at less than half price. Among these curtains are some of the very finest Arabians, linely corded cable nets, in white and Arabi. Cluny, Brussels, Irish Points, etc.

We will divide these curtains in 4 great lots as follows: We will divide these curtains in 4 great lots as follows:

Lot No. 1.—All curtains worth up to \$2.00, at \$1.35 per pair.

Lot No. 2.—All curtains worth up to \$4.25, at \$2.98 per pair.

Lot No. 3.—All curtains worth up to \$5.50, at \$3.25 per pair.

Lot No. 4.—All the very finest curtains in the lot at \$5.25, \$7.50 and \$5.25 per pair.

Cream Wool

Silk Laces

We have a complete line of these goods which are the most popular dress trimmings at the present time.

Prices, 25c, 35c, 50c, 75c, 31 and up to 35 per vard.

Hardware, Stoves and Housefurnishings

THREE CARS OF HEATING STOVES
WILL ARRIVE THIS WEEK. WATCH
FOR SPECIAL SALE. BVERYTHING IN
SUMMER GOODS MUST GO. Special cut
on all REFRIGERATORS, ICE CHESTS.
GASOLINE STOVES. HOSE, LAWN
MOWERS, POULTRY NETTING, SCREEN,
CLOTH, WINDOW SCREENS, GAS
STOVES AND OVENS.
A FEW ODDS AND ENDS AT PRICES
THAT CAN'T BE DUPLICATED:
Gasoline Stoves, up from \$2.09.
Two-hole Laundry Stoves, \$3.20.
Japanese Foot Bath, 39c.
Kitchen Meat Saw, 19c.
Gallon Glass Oil Cans, 19c.
Tin Water Pails, 9c.
17-quart Granite Dish Pans, 59c.
Tin Water Pails, 9c.
17-quart Granite Dish Pans, 59c.
Tin Wash Basins, 5e.
\$2.00 Folding Ironing Boards, 56c.
14x2 Plate Holder, 7c.
Set Knives and Forks, 38c.
11-Gauge Loaded Shells, \$1.90.
Gun Cases, 49c.
Gas Ovens, 31.59.
Wood Frame Wringer, \$1.19.
No. 8 Copper-Nickel Kettle, 78c.
Crumb Tray and Scraper, 3c.
70-in. Wash Baskets, 29c.
Carpet Brooms, 19c.
Two Large Boxes Tooth Picks, 5c.
5 spools of Belding Bros' silk worth 10c.
Four-Side Gas Toasters, 26c.
Occupance Loaded Shells, \$1.70.
Dover Egg Besters, 5c.
Set Tip Table Spoons, 13c.
Jointed Fishing Rods, 10c.
THE ANCHOR SHOE POLISHER.
Adjustable in any shape, Makes' shoe

THE ANCHOR SHOE POLISHER. Adjustable in any shape. Makes shoe shining a pleasure, regular \$1.50; special, 75c.

We are now prepared to show Omaha and surrounding country the finest line of wool dress goods that was ever shown in Omaha. Nothing less than 50c and nothing over \$10.00 per yard

The Leading Dress Goods House of

GOODS SEE DOMESTIC ROOM. In order to set the ball rolling we will make the following Manday on these high grade classes of goods:

in the high grade department. FOR POPULAR WOOL DRESS

ide classes of good
Any \$3.98 zibeline bros other new fall dress g will go for Monday or
Any \$5.00 zibeline nov black or colors, will go at
No mail orders filled dealers sold to at these
Samples of all dress orders promptly filled.

beline broadcloth, novelty fall dress goods, Monday only ... 2.98 ibeline novelty or suiting. rders filled at these prices. No to at these prices. of all dress goods free. Mail

Big Linen and Domestic Department Special Prices fo Monday*

40c Table Linen, 25c. 60-inch bleached union table damask -40c value, Monday, at, yard 50c Table Linen, 29c. Extra heavy cream Scotch damask, dot and floral designs, 50c value, Monday, at, yard 75c Table Lines, 55c. Extra heavy silver bleached German da-mask, pretty patterns, all pure 155c lines, 75c quality, Monday, yard..... 55c \$1.49 Table Linen, \$1.00
72-inch wide double satin damask, all the new up-to-date patterns, wide open borders, \$1.49 quality, Monday, at, yard \$2.50 Table Linen, \$1.69.

Extra heavy double damask, 2 yards wide, no better goods on the market, pretty patterns, \$2.50 quality. \$2.50 Napkins, \$1.79. Full bleached satin damask napkins, 21x21—the \$2.50 value, Monday, at, dozen . \$2.25 Napkins, \$1.65. All linen bleached damask napkins 20x20—the \$2.25 value, Monday, at, dozen

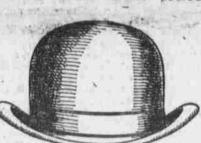
Bleached all linen napkins, fast size 20x20, the \$2.00 quality— Monday, at, dozen \$1.50 Napkins, 98c. \$3.50 Table Cloths, \$2.49. Hemstitched silver bleached German table cloth with open work, 2 yards wide, 24 yards long, guaranteed all linen 2.49 19c Towels, 12 1-2c. 10 Yards Cambrie, \$1.00.

\$2.00 Napkins, \$1,40.

12 Yards Euglish Long Cloth, \$1.08. 10 Yards Bl. Sheeting, \$1.08. Extra heavy Bl. sheeting, 81 inches 25c value—Monday 10 yards for.

Optical Department

Men's New Fall Hats.



We desire to direct attention to a new make of soft and stiff hats called "The Imperial," which is made for and controlled by Hayden Bros.

These are unquestionably the best hats ever offered at a popular price and our written guarantee goes with every purchase. Any style at \$3.00.

We offer other fine grades of exclusive Fall Hats at \$2.50, \$2.00 and \$1.50. We are Omaha's headquarters for the world renowned John B. Stetson Hats.

an expert optician. Examination free to **New Laces**

DON'T PAY FANCY PRICES.

Call at our OLD ESTABLISHED Optical

department and have your eyes fitted in the most approved up-to-date manner by

Remember we have the most complete up-to-date Lace Department in the city of Omaha, and for this reason alone we have been made the sole selling agents for the been made the sole selling agents for the products of the "Zion Cliy Lace Industrie," the largest lace factory in the world, These goods reach the customer free of duty. This means a saving of 60 per cent, or in other words, 60c buys \$1 worth of lace. A special line of these goods will be placed on sale MONDAY.

10c Laces for 5c.
20c Laces for 19c.
25c Laces for 19c.
50c Laces for 20c.

FURNISHING GOODS

American Beauty corsets, straight front, full bias, gored, dip hip, with hose supporters attached side and front, at \$1.00. The Nemo self reducing, for stout figures, size 20 to 36 at

Straight Front corests and tape girdles, in all sizes and colors, at 49c. Ladies' plain black and fancy colored hose worth up to \$1.00,

at 39e, 25e, 19c, 15c and 10c. Boys' heavy ribbed school hose, 35c quality, at 19c.

Children's and misses' hose in all weights at 25c, 15c and 10c. Ladies' fine muslin night gowns, embroidery trimmed, at 49c. Ladies' trimmed corset covers, at 25c and 15c.

Ladies' fine cambric drawers, tucked and hemstitched, at 25c.
Ladies' fine lisle thread vests, at 25c, 15c and 10c.
Ladies' fine lisle thread drawers, closed knee and umbrella styles, at 25c.
Men's 75c underwear, at 25c.
Men's medium weight jersey ribbed shirts and drawers, in ecru and plain blue, all sizes, worth 75c, on sale Monday at 25c.
Men's 15.00 colored laundered shirts, with separate cuffs, in all new patterns, on sale at 50c.
Men's 25.00 dozen men's lisie and cotton socks, in plain and fancy and fancy colores, worth up to 31.00, on sale at 39c, 25c, 15c and 10c, Men's 50c suspenders, in all kinds, at 25c.
Men's 50c underwear, in all styles, at 25c.
Ladies' Kayser silk kid gloves at 31.00, 75c and 25c.
Ladies' Kayser cassimere gloves, at 50c and 25c.
Ladies' kid gloves, at 50c and 25c.
Ladies' kid gloves, in all colors, regular 31.00 value, at 65c.

Grocery Specials.

Monday will be another grand opening day for low prices on groceries for fall trade. Read the following:

Large sacks of white or yellow cornmeal, Force, Vigor, Vim. Neutrita, Egg-O-Sec, Malta Vita, etc., any kind you want, 71/40 10 pound sacks of Graham flour, 19c.

10 pound sacks of Graham flour, 19c.

15 pound sacks of rye flour, whole wheat, 19c.

16 pound sacks of rye flour, whole wheat, 19c.

17 Tall cans fancy Alaska salmon, 9c can.

18 July 19c.

18 pound sacks of Graham flour, 19c.

19 per package.

19 Tall cans fancy table apricots, peaches, pears or plums, in heavy syrup, 12½c can.

20 July 19c.

20 July 19c.

21 July 19c.

22 July 23 July 24 July 25 July 26 July 26 July 26 July 26 July 27 July

Fresh Fruit Specials

Fancy Colorado peaches, 124c a dozen. Sweet Mediterrranean oranges, lo cach. Fancy fard dates, 5c a pound.

Dried Fruit Specials

Choice evaporated California peaches, 1-3c a pound.
Fancy Muir peaches, 3 1-3c a pound.
Extra fancy Crawford peaches, 10c a pound.
Choice Santa Clara prunes, 4c a pound.
Large Italian prunes, 6c a pound.

Fancy Prench black sweet prunes, 1-3c a pound.
Fancy new Virginia red raspberries, 23c a pound.
Choice Michigan apples, 8 1-3c a pound.
Fancy New York state apples, 10c pound.

Tea and Coffee Specials

Tea Siftings, only 124c per pound.

New Crop Ceylon, 25c per pound.

Imperial Tea, a good drink, 35c per pound.

Good Coffee, 94c per pound.

Tea Siftings, only 124c per pound.

H. B. C. Special Mocha and Java Coffee, 26c per pound.

Old Ceylon Java and Mocha Coffee, 26c per pound.