ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, SEPTEMBER 20, 1903.

SINGLE COPY FIVE CENTS.

HAYDEN'S A FALL STORY. IT'S A TALE of NEW GOODS HAY

Telling of tasty things to wear, of new fashions and correct styles, placed within each price reach. Fall prices are smaller here than anywhere else.

A congress of the fashions of the world. In our spacious and beautiful Cloak Department you can find garments from London, materials from Ireland, styles from Paris, and some of the best garments in Germany.

They are gathered together after months of careful and scrutinising labor and at such medium prices that will picase you all. Early in the season we promised you that we would do the Suit and Cloak business if styles, low prices and good materials count for anything. The best proof that our efforts are appreciated is the fact that our Cloak Department is crowded every day with peaceful, contented and satisfied buyers.

For Monday. Another lot of new suits just received by express,

A choice lot of suits made of all the best and most desirable materials and in the latest Fall styles. Beautiful, perfect fitting garments made to sell for \$15.00 and \$30.00, Monday only \$9.90 each.

A large lot of New Fall Suits, made of Irish Tweeds, English Cheviots-the long graceful stylish garments made to sell for \$37.50-Monday only \$18.50 each.

Another lot of women's suits. This is as for \$35.00 for only \$24.50. with taffets and satin lined jackets, in the \$35.00, \$45.00, \$55.00 and \$100.00.



medium and extreme lengths, made to

all the new materials in the new styles, 175 new sample Coats, no two alike, for

Women's Rainy Day and Dress Skirts.

700 Women's rainy day skirts, as shown in | 75 Women's Silk Dress Skirts, lace trimour window, on sale Monday morning. med and perfect hanging garments, made Nearly all samples made by the best manufacturers in America-Made to sell at \$7.50, would be cheap at \$12.50-Monday only \$9.90 375 Women's skirts—the best that can be each.

made for the money, perfect in fit, hang and finish, worth \$10.00, for only \$5.50. worth up to \$5.00, for only \$2.98.

Women's Silk Underskirts.

and black, made of an excellent quality nel, trimmed with braid-worth \$3.00-Monof taffeta with a 15-inch flounce ruffled and day only \$1.75.

76 Women's Silk Underskirts. In colors | Women's Waists, made of French flan-

500 Women's Taffeta and Peau de Soie nicely trimmed-regular \$8.00 quality for Waists, made to sell for \$7.50-Monday only \$3.98.

ular value from \$20.00 to \$40.00. Women's Beaver Capes for which others Women's Fox Sourfs, worth \$10.0), for

only \$5.00 each. Women's opossum Sourfs at \$1.50 each. Women's Coats from the best manufacturers in the world. These are beautiful long graceful garments, perfect fit, hang and finish, for \$12.00, \$15.00, \$20.00 and \$30.00

We are showing the best coats in America for the price-Skinner's satin lined, made of sibeline and kerseys, for which others will ask you \$15.00-Our price only \$10.00, 500 Coats made of sibelines and kerseys, made to sell for \$13.00, for \$7.50 each. One lot of Misses' Coats for \$3.90 each.





Speaking of Millinery



Our handsome department yesterday presented a won-derful scene of activity. A perfect carnival of millnery selling derrul scene of activity. A perfect carnival of millinery seiling.

These sentences accurately describe the kaleidoscopic panorama of the ever moving throng of feminine life combined with a dazzling brilliancy of color showing which presented itself at the Hayden store on Saturday. People came afoot and they came in carriages, from early morning until late at night, the eager procession kept coming. However, we were in great shape for a rush and we behaved admirably. But my! wasn't our splendld selling organization thred at ten when the signal came for closing time. Saturday's receipts make more history for us. They were the largest by far of any Saturday in our long career, that we have a record of, but then you know we give an

Underselling Millinery Festival One of the kind we often give to demonstrate the power of our establishment as a

Millinery Money Saving Center

One hundred special features for tomorrow. Here are some of

HATS TRIMMED FREE OF CHARGE.

Paris Model Hats, Special Price \$15

To add sest and seal to the opening sale, we shall sell a limited number of pattern hats at setual cost to import. If you admire artistic hats, if you like distinctiveness of style and exclusiveness, you should by all means see these hats—and, remember you save half what they'd sell for 15.00 clsswhere—here at

HATS TRIMMED FREE OF CHARGE

BATS TRIMMED PREE OF CHARGE. TRIMMED HATE \$5.50 AND \$5.50. Beautifully trimmed hats, made by our own milliners, after the latest dictates of fashion, in scores of distinctive styles—elegant combinations of materials and barmonies of color in trimmings, beauty and brightness permeating every hat and economy participating and saving you a third—opening prices \$4.50, \$5.40 and \$2.98.

HATS TRIMMED FREE OF CHARGE.

H. S. LADIES' BLACK TRIMMED HATS—11.56—Upwards of four hundred sensibly practical, black, shargy mobair felt turbans, tastely trimmed with black winges birds, silk ribbons, velvets, ornaments, etc., just the thing to put on for any occasion to find yourself well dressed—most most stores ask \$2.50 for inferior hats— Monday HATS TRIMMED PREE OF CHARGE.

HATS TRIMMED FREE OF CHARGE, COLORED BIRDS, Eo-Variagate: imported French birds, the kind that generally retails at To-Monday.....

Hats Trimmed Free of Charge

Magnificent Showing of New Silks

We lead them all in Silks.

FRANCE, ITALY, SWITZERLAND, JAPAN-the leading silk mills of the world, represented in this grand collection of new and stylish fall silks. ALL WHO HAVE Stock Of Silks VISITED THE BIG SILK DEPARTMENT IN THE PAST FEW DAYS WERE AMAZED AT THE BEAUTY, ELE-

GANCE AND HANDSOME STYLE DISPLAYED IN THESE NEW SILKS. MONDAY THE BIG SILK DEPARTMENT WILL BE A FASHION SHOWING ITSELF. EVERY LADY IS INVITED TO ATTEND THIS GREAT DISPLAY AND EXHIBIT OF NEK SILK. TO COMMEMORATE THIS IMPORTANT EVENT WE HAVE ARRANGED THE MOST EXTRAORDINARY SILK VALUES.

white waist slik, in neat figured designs, absolutely new ... 75c White, ivory and cream crepe de chine, special ... 98c Ivory and cream slik, white, 98c Ivory and cream ... 98c Ivory and cream ...

only

BLACK PEAU DE SOIE-Values that
beat the world. Every yard all silk and
strictly guaranteed. Black peau de soie, 27 in. wide, in this sale \$2.00 black peau de soie, 36 in. wide 98c 22.50 black peau de soie, 36 in. wide, in this sale \$2.50 black peau de soie, 36 in. wide, in this sale BLACK TAFFETA-Values that be equalled. Every piece reliable, Black taffeta, 27 in. wide, in this sale Black taffeta, 36 in. wide, in this sale Black taffeta, 44 in. wide, in this sale

The Leading Dress Goods of the West.

ZIBELINES—the leading fall fabrio—in 25 qualities and 150 shades, in long hair, close cut mirror carmel hair—Elkhorn, Buffalo weaves, and 15 or 20 more designs, the product of English, French, German and Austrian mills, as well as the leading mills of the world.

Zibelines, 38-6, 50c, 75c, \$1.00, \$1.50, \$2.00, \$3.00, \$4.00 and \$5.00 per yard.

We place two numbers of zibeline on sale for Monday at the following reduced prices, in blacks and colors.

Our \$1.98 world-beater, in zibeline, 54-in, wide, only one pattern to a customer, at \$1.39 a yard.

Our \$2.98 Lupin's world-beater, in blacks and colors, only one pattern to a customer, at \$1.50, \$2.00, \$2.00 per yard.

Wolles from 50c to \$3.98 a yard. CANVAS from 50c to \$5.00 per yard. You will so for wise for Monday only at \$1.40. Any \$2.80 volles, in black, or colors, and only one pattern to a customer, at \$1.50. Our \$1.98 world-beater, in zibeline, 54-in, wide, only one pattern to a customer, at \$1.50. Our \$1.98 world-beater, in blacks and colors, only one pattern to a customer, at \$1.50. Our \$1.98 world-beater, in blacks and evening ever shown in this city, from 50c to \$5.00 per yard.

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Our \$1.98 world-beater, in zibeline on pattern to a customer, at \$1.50. Our lines of high grade far surpasses and evening ever shown in this city, from 50c to \$5.00 per yard.

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Our EVENING SHADES for waistings and evening were shown in this city, from 50c to \$5.00 a yard.

Our stock of volles, compared to t

AK-SAR-BEN.

The pride of Omaha is the Ak-Sar-Ben festivities. The pride of Hayden Bros. is their ability to supply the wants of their customers.

To illustrate:

Monday will be our opening day in our Lace and Dress Trimming department, and we will place on sale dress trimmings suitable for your Ak-Sar-Ben bail gown, as well as trimmings for the school girl's simplest dress.

First Lot-Fancy Embroidered Chiffon Dress Trimmings, 25c to \$10.00 per yard.

Second Lot-All Slik Dress Trimmings—black only—at 5c, 10c, 15c and 25c.

Fourth Lot—All Slik Dress Trimmings—black only—at 5c, 10c, 15c and 25c.

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Flannel Dept. Extra heavy light and dark outing flan-

nel per yard, Sc. 36-inch wide extra heavy outing flannel, worth 10c per yard, 7%c. Unmade fancy all wool flannel skirt pattern full size, 40x80, each 89c. 20 cases best grade yard-wide fancy stripes, outing flannel, worth 15c per yd.,

Extra good Shaker flannel, per yd., 4%c. Extra large and heavy home made bed comforts, filled with extra fine cotton and covered with best outing fiannel silkoline, regular quilting and sateen weights, from 61/2 to 9 lbs., each \$1.50, \$1.98, \$2.25, \$2.50 \$2.98.

19c Sheet Music

"Anona," the new Indian intermezzo, on the style of "Hiawatha." This beautiful intermezzo, written by Miss Mabel McKinley, favorite niece of the late president, listed at 60c. We have so much confidence in it that our first order was 1,000 copies. To introduce "Anona" we are going to put it on sale tomorrow and while they last the plece will be 19c; by mail, 20c. Visit our music department and ask our pianist to play "Anona." We will also include some other nice music in this sale, such as "Hiawatha," both vocal and instrumental; "Lily," very pretty walts song; "Wait "Till My Ship Comes In," a song of the sea; "Military Mollie," fine march song; "Bygone Days Are Best," very pa thetic ballad; "Dear Old Girl," very pretty gallad; "Sun Dance," by Friedmann; "Loughing Waters," fine twostep. On sale tomorrow at only 19c; by mail, 20c.

China Dept.

Fancy decorated Japanese cups and saucers. These cups and saucers are regular 50c values; on sale at 12%c each. Decorated cups, saucers and plates, 35

The handy cellar and barn lantern, He. Mason jars, the only pure red jar rubber ular \$20.00 stove in the city; per dosen, 10c. A genuine bargain-a 143-piece decorated dinner set-not common printed set, but filled in colors-sets reduced from \$15.00; on sale tomorrow at \$5.25. Our new line of table and parlor lamps

are fine. We can sell you a complete lamp \$15.00 stove; our from 15c up. Decorated oyster and soup bowls, 5c. Decorated cuspidor, 10c. Why pay 25c for mantles when we can

Optical Dept.

DON'T PAY FANCY PRICES. Call at our OLD ESTABLISHED Optical lepartment and have your eyes fitted in he most approved up-to-date manner by an expert optician. Examination free to



SELLS ON QUALITY. Hardware, Stoves and Housefurnishings. **Heating Stoves!** 3 carloads just received-special sale be

gins Monday. Come and see the handsomest and best double heating baseburner made in America, THE SWELLEST THING OUT-the NEW REGAL UNIVERSAL- 44.50 It's a beauty.... A very handsome, firstclass stove..... The handsomest oak stove made, perfectly

air tight, with cold-air flue taking the cold air from the floor and heating it as it goes up; extra heavy; can use cylinder for Get the genuine pure red rubber for your , hard coal, making it self-feeding; a reg-

The Star Oak, a hummer, 17 tnch; a regular \$18.00 stove; will heat 14.50 a hall; our price A VERY HANDSOME OAK-a regular

The Standard Steel Range, as good as the best, very durable and well made; very handsomely nickel trimmed, all asbestos lined, extra large size, gray iron top, warranted not to crock or warp; a regular \$37.00 range; our SEASONABLE GOODS.

Bix-inch pipe Polished fron pipe Coal hods Pipe collars, six inch. Six-inch albows 25x25 stove board . WE CARRY THE LARGEST LINE OF STOVES WEST OF CHICAGO,

Carpets for Monday.

A complete assortment of fine Brussels, velvet and Axminster carpets on sale at \$1.00 per yard; every one worth \$1.35 and \$1.50; Monday at \$1.00 Extra grade of Brussels carpet, worth 85c per yard, on sale Monday at 65c. \$12.48 for a \$x12 Brussels rug; regular price, \$17.50; Monday at \$12.48. \$22.48 for a 9x12 Axminster rug, all new, day at \$22.48.

bright patterns, worth \$27.50; special Mon-98c for a 20x60 smyrna rug; Monday, 98c \$3.75 for a 36x72 Axminster rug, worth \$6.00; Monday at \$3.75.

Drapery Dept.

The entire surplus stock of a large rope portiere and trimming mill on sale Monday. Extra heavy rope valance for single or double doors, all colors, made to sell for \$2.00; Monday only 98c. Rope portieres made of heavy rough

cord, any color, made to sell at \$3.50; Monday only \$2.48. Heavy solid and soft velour per pair, at \$5.00, \$4.50, \$3.98, \$3.48 and \$2.66. Heavy pillow cord at 7c per yard. Cotton fringe at 5c per yard. Silk fringe at 10c per yard.

Silk fringe at 18c per yard. Rug fringe at 5c per yard.

Tapestry portieres, good quality tapestry cutains, 50 inches wide, all colors, worth \$3.75; Monday at \$2.48. Others at \$3.50, \$3.98 and \$4.50 and \$5.00, worth double these

New Fall Hats for Men and Boys.



Everything new in hats will be shown

Reliable Grocery Dept. All Goods Fresh and Up-to-date.

Whole Wheat Flour-per sack

Dried Fruit Specials.

Fresh Fruit Specials.

Tea and Coffee Specials.

SOME SPECIALS FOR MONDA

to 75c, for only 35c, 25c and 19c. Ladies' fine liste hose, in fancy colors and

at 1214c and 10c. Children's ribbed hose at 25c, 19c, 125c and

Ladies' full French gored corsets, with Worth \$4.50, at \$3. short hips and princess style, at 49c. Dr. Warner's rust-proof corset, especially adapted to stout figures-sizes 20 to 36-for

A full line of W. C. C. Kabo, G. D. and W. B. in all the latest styles, with and without hose supporters attached, at \$1 and

Ladles' extra heavy knit skirts, in all colors, assorted striped borders, worth \$1. In medium weight, part wool, in grey and for only 50c.

colors, also fancy striped borders, worth sale Monday, at 45c. \$1.50, for only 98c. 75c, for only 50c.

n all sizes and embroidery trimmed, worth separate cuffs, at 50c. Children's extra heavy fleece lined under- ther, and silk ends, at 25c. eavy fleece lined, worth 39c, at 25c.

Ladies' fine black liste lace hose worth up : Ladies' heavy ribbed combination suits fleece lined, worth The, at 50c.

Ladies' fine part wool combination suits. embroidered, worth up to \$1, at only 39c perfect fitting garments, worth \$1.50, at 98c. Ladles' extra heavy quality wool mixed Ladies' plain black and fancy colored hose combination suits, in gray and white, worth \$2, at \$1.50.

Ladies' silk and wool combination suits. hand crocheted finished and perfect fitting, Ladles' Kayser silk lined gloves at \$1

Ladies' Kayser cassimere gloves, at 25c. Ladies' golf gloves, in white, black and fancy colors, at 50c, 29c and 25c. Ladies' kid gloves, regular \$1 quality, for

Men's 75c Underwear at 45c

camel's hair colors, also extra heavy Ladies' fine wool knit skirts, in plain fleece lined in plain and fancy colors, on Men's heavy wool shirts and drawers, in Ladies' outing fiannel gowns, in all colors natural grey camel's hair, in all sizes, at

and nice quality of outing flannel, worth \$1.50, \$1.25, \$1 and 75c, worth double these Ladies' extra heavy outing flannel gowns | Men's \$1 colored laundered shirts with

Men's 50c suspenders, all kinds of leawear, extra fine finish, from 10c to 25c. Men's half hose, in plain and fancy colors, Ladies' jersey ribbed vests and pants, aff kinds liste and cotton, worth up to 50c, at 25c, 15c and 10ca

\$2.00 Napkins, \$1.49.

Nayden's Big Linen and Domestic Dopartments

Our stock is by far the largest and most complete of any house west of Chicago, and the prices we are making you for Monday are the lowest ever made by any house.

40c Table Linen, 22 1-2c Yd, 60-inch bleached and cream-bleached table linen, 40c value; Monday at 2210 walue; Monday at dozen 1. 50c Table Linen, 29c Yd. Extra heavy, cream Scotch table linen, floral and polka dot designs, 50c value; Monday, at, vard 65c Table Linen, 45c. 75e Table Lines, 50c.

\$1.00 Table Lines, 75c. 72-inch heavy Scotch damask, pretty patterns, all pure linen, \$1.00 value; \$1.50 Table Linen, \$1.00. 72-inch wide double satin damask, all the latest patterns, wide open borders, \$1.50 value; Monday, at, yard \$2.00 Table Lines, \$1.49. \$2.50 Napkins, \$1.79.

\$1.50 Napkins, \$1.00. Full bleached, all linen napkins, fast edges, % size, \$1.50 value; \$1.00 Special sale on Turkish and damask towels all day in linen department. 10 Yds. Blue Sheeting, \$1.95. 10 Yds. Finest Cambrie, \$1.00. Snow white cambric, yard wide, 150 va. Monday, at 10 yards 750 13 Yds. Finest Blenched Muslin, \$1.00. 65c Seamless Sheets, 52 1-2c.

Extra fine double satin damask, heavy quality, all the up-to-date patterns, 72 inches wide, \$2 value; Monday at, yard Monday 121-2c Slips, 10c. 12 1-2c Slips, 10c. Full bleached satin damask napkins, 21x 21 size, 25c quality; Monday, 1.79 Bleached pillow slips, size 45x36, value; Monday, at.

Hayden Bros' Great Bankrupt Shoe Sale

Men's and women's velvet
and 2-point alippers
Child's \$1.00 and \$1.25 lace
and button shoes
Men's \$2.00 satin calf and
and kid shoes



.98c Extra special women's fine

In Omaha's Greatest Domestic Room.

Here is the greatest emporium of fine fall merchandise, not only in Omaha but in all this western country. Here is where the economical can make 50 cents go farther than \$1.00 will go in any other store. We give here only a few items as an index of the 1,001 good things to be found in this room.

cases (100 pieces) of a fine 27-inch fian-nelette, all dark colors and sold in any We will sell full standard prints, all dark other place in America for 16c; our price will be

cases (150 pieces) of vicuna flannelettes, beautiful fall colors, strictly firsts, our price will be only, a yard..... it is now an universally conceded fact that Arnold's Eclipse fiannelettes, 28 inches wide, perfectly fast colors, leads

19c per yard; you can buy all you want from us at, a yard cases of the great heavy imported fastcolored Mulhausen and French Lauretta flannelettes for wrappers, kimonas, lounging robes etc., and is always sold at 25c a yard; our price Monday will be only

Extra Specials. No mail orders filled on extra specials,

as all goods will be closed Monday. Flat cambric linings, in brown and drab, from 9 to 12 a. m., and only 16 yards to a customer, at, a yard 32-inch wide extra heavy German blue callco, the 10c grade, only 10

from 1 to 8 p. m., at

colors, regular price 56 yard. only 10 yards to a customer,

71c Popular Priced Wool

A new department recently opened up all others in styles, finish and dura- in the domestic room, and it is a hummer. bility, and is sold by some houses at HERE THEY ARE:

10C SLES DRESS GOODS FOR SEC-46-inch strictly all-wool whipcords, all plain colors, extra weight, the finest wool fabrics known for children's school dresses, ladies' dresses, wrappers, kimonas, etc.; match it if you can dies' dresses, wrappers, kimo-

for \$1.25; Monday 53-inch extra heavy, strictly all woo ladies' cloth and sacking, in all the ne mixtures and plaid colors; it is sold in this town every day at \$1.00 yard; our price for Monday 590 will be

Our new lines of 28-inch sibelines, Scotc mixtures, French silk and wool plaids and other goods, all nest, new styles; best goods ever offered, at, a yard.....

Monday, worsted goods at 5c, 10c, 124c, 630 10c. 25c, 28c, and 28c per times to goods are worth from two to four times the money.