

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, OCTOBER 18, 1903.

SINGLE COPY FIVE CENTS.

HAYDEN'S THE RELIABLE STORE.

WONDERFUL COUPON SALE

HAYDEN'S THE RELIABLE STORE.

COUPONS WITH EVERY PURCHASE. MOST LIBERAL AND VALUABLE TICKETS EVER GIVEN ABSOLUTELY FREE WITH EVERY PURCHASE

Cloak and Suit Department.

The Nobbiest and Newest Styles in Suits and Coats Have Now Arrived.

1,000 suits and 1,500 coats just received by express will be on sale Monday.



175 Women's high-class, tailor-made suits—made with the new back, long, graceful coats, lined with Skinner's satin, made to sell for \$35, Monday... 24.75

Women's suits, in fancy mixtures, Irish tweeds, Lymansville chevots and etamine chevots, in blues, browns, blacks, lined with the famous Winslow taffeta, made with the new back, \$27.50 values—for 18.50

Women's cheviot suits, trimmed with stitched bands of taffeta, satin lined, \$18.50 values, for, each... 12.00

100 beautiful sample suits, at, each, \$75, \$60, \$50, and... 35.00

WOMEN'S NEW COATS

The only house in the city showing a complete line of the new semi-tight fitting back coats—we have them in black, blue, brown, castor and red, in 27-inch and 40-inch length, made of kerseys, zibelines and fancy mixtures, lined with Skinner's satin, for \$20, \$18, \$13 and, each... 12.00



1,200 Women's new coats, made with the new tight-fitting back, in kerseys and zibelines, lined with the famous Skinner's satin—a world beater, at, each... 9.90

Table of jackets made of all wool zibelines, trimmed with stitched bands of kersey—silk lined, for each 4.95

WOMEN'S SKIRTS.

Women's zibeline skirts, trimmed with stitched bands of taffeta, beautiful hanging garments, for each, only... 12.50

Women's rainy-day skirts in 25 different styles, in plain colors and fancy mixtures, regular \$6.00 values, for, each... 3.95

EXTRA SPECIALS FOR MONDAY

Women's heavy vesting waists, \$5.00 quality, for... 2.95

FLANNEL DEPARTMENT.

Extra heavy shaker flannel, per yard... 41c

Extra Special Shoe Sale Monday.

Women's fine vicid kid, \$2.50 values... 1.59

WALL PAPER.

Never before have we shown such bargains as we are now showing in our wall paper department.

Paint Paint Paint

The best grade of ready-mixed paint on the market, only, gal. 98c

Great Sale of Sample Bolts of Fine Silks and Velvets.

The greatest purchase that we have made in years, the great and well known importing concern, Hart, Van Nestor & Co., New York City, sell at 33 1-3c on the dollar; over 2,000 pieces, all sample bolts of finest and highest class novelties in silk and velvets.

Table listing various sample bolts of silks and velvets with prices, such as 'SAMPLE BOLTS FANCY SILK—All colors, brocade taffetas and satin, Damissee, worth up to 75c... 25c'.

The Leading Dress Goods House of the West

Monday will be one of the greatest days in the history of our wool dress goods department. We will place on sale all neat, new fall 1903 imported goods (NOT GOODS 2 AND 3 YEARS OLD), but the very latest styles of France, Germany and England, in patterns of 6 YARDS EACH AT 59c PER YARD.

Other sales on dress goods at equally low prices in our high-grade department.

Ribbons Ribbons Ribbons

Do not fail to attend the big ribbon sale Monday morning at 8 o'clock; 100 boxes of ribbon in black, white and colors to be closed out.

EXTRA SPECIALS.

Table listing extra special items like 'Brooks' best silky crochet... 23c', 'Cotton tape, black or white... 1c', etc.

New Fall Hats for Men and Boys.

We desire to call attention to a new make of soft and stiff hats called the "Imperial," made expressly for and controlled by Hayden Bros.

School Caps for Boys and Girls.

Boy's fall and winter caps, in neat, assorted patterns, worth 50c; special price for Monday... 25c

Carpets and Rugs.

All wool ingrain carpets that have sold for 75c per yard, Monday at... 59c

RUGS RUGS RUGS

9x12 Axminster rugs that sold for \$27.50, Monday only... 21.75

CURTAINS.

300 pairs of fine sample curtains, made of the finest grades of Cable and Madras weaves—all matched pairs—the greatest curtain bargain ever offered, not a pair worth less than \$3.50 and up to \$6.00, Monday at, pair... 1.59

Hardware, Stoves and Housefurnishings

A COLD WAVE IS COMING Don't wait until it is here, but BUY NOW and see us before you do. We have over 75 different kinds and styles of Heaters to select from.

FURNITURE DEPARTMENT

Table listing furniture items like 'Parlor Suits, Couches, Bed Room Suits, Iron Beds, etc.' with prices.

DRUG SPECIALS

Rubber Complexion Brushes at... 5c

OPTICAL DEPARTMENT

SPECIAL CUT PRICES ALL WEEK. NO CHARGE FOR EXAMINATION.

F. PERE'S

ORIENTAL BEAUTIFIER gives a white or pink complexion superior to all powders.

TEMPTING MILLINERY

Values at Half Price and Less. Hats Trimmed Free of Charge.

\$20 and \$15 Model Hats \$8.50



Monday will be another day devoted to special value giving that will strongly assert our supremacy as low price leaders for artistic millinery.

\$7.00 FINEST QUALITY OSTRICH PLUMES \$3.95

This offer is for Monday only, and while sixty-five of them last. They are of the very finest stock—long, glossy, thick fibers—French curl—thick stems—20 inches long... 3.95

HATS TRIMMED FREE OF CHARGE.

\$8.00 BLACK TRIMMED HATS \$4.90

Beautiful black velvet and beaver hats—the season's most modish conceits, trimmed with large ostrich plumes, ornaments, ribbons and velvet foliage—No other store would think of asking less than \$8.00—Here Monday only... 4.95

75c LARGE JET AND STEEL ORNAMENTS... 19c

\$2 INFANTS' WHITE AND GRAY ANGORA HOODS... 1.25

\$5.00 SILK VELVET HATS \$3.00

Twenty dozen finest quality black silk velvet hats, large new crown shapes, faced with chiffon or taffeta—each worth \$5.00—Monday... 3.00

HATS TRIMMED FREE OF CHARGE.

Ladies' and Gent's Furnishings.

The Great Sale Will Begin Monday Morning at 8 a. m.

Table listing various ladies' and gentlemen's furnishings like 'Ladies' silk-lined golf gloves at... 75c', 'Ladies' keyser silk-lined gloves at \$1.00 and... 75c', etc.

Special Sale of Men's Underwear.

Men's \$1.50 and \$2, Underwear for \$1.00

300 dozen men's fine wool shirts and drawers, in plain and fancy colors, a sample line of one of the largest mills in the east, bought at 50c on the dollar and sold the same way.

Great Reliable Grocery Department

Every Article Guaranteed To Be Absolutely Pure

Table listing grocery items like '50 LBS. FINE GRANULATED SUGAR... \$1.50', '1-lb. pkg. imported macaroni... 75c', etc.

HAYDEN BROS.