

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 cheviots and etamine cheviots, 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 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
Women's peau de soie skirts, trimmed with 6 rows of ruffles, for, each 6.50
Women's silk underskirts, made of an excellent quality of taffeta, in all colors and black, for, each 5.00
Women's silk waists, regular \$5.00 quality, for, each 2.90
Women's plush capes for, each 2.98
Women's \$2.00 wrappers for 98c

FLANNEL DEPARTMENT.

Extra heavy shaker flannel, per yard 41c
All new patterns, 36-inch wide, extra good and heavy outing flannel, worth 15c per yard, Monday 61c
Our extra heavy Dornet or outing flannel flounced and embroidered ladies' unmade skirts, worth 65c each, Monday 25c
1/2 white wool flannel, regular 25c per yard 15c
11x4 full size, extra heavy grey, tan and white bed blankets, each 45c
Extra heavy, good size, tan, grey and white cotton bed blankets, per pair 55c
11x4 extra large, grey wool blankets, worth \$2.75, per pair 1.98
11x4 extra heavy, soft finish, long nap, tan and grey wool bed blankets, worth \$4.98, per pair 3.98
Extra large white honeycomb bed spreads, handsome Marseilles pattern, hemmed, ready for use, worth \$1.00, each 69c
Extra high grade white Marseilles bed spread, with beautiful raised patterns, large size, worth \$2.50, each 1.75

Extra Special Shoe Sale Monday.

Women's fine vicci kid, \$2.50 values 1.59
Men's fine vicci kid or box calf, \$3.00 values 1.96
Men's genuine imported horsehide enamel, \$4.00 value 2.98
Women's \$3.00 patent calf or vicci kid 1.96
25 styles in the ULTRA shoe, all leathers 3.50
Men's and women's 75c slippers 48c
Misses' \$1.00 Dongola lace shoes 79c
Child's and youth's \$1.00 Dongola lace shoes 69c
Infant's 35c soft soles, ALL COLORS 19c
Men's \$2.00 satin calf bala 1.29
Sole agents for the STETSON and CROSSETT shoes for MEN and the ULTRA and GROVER shoes for WOMEN.
If you are troubled with tender feet, one pair of the GROVER shoes will cure them.

WALL PAPER.

Never before have we shown such bargains as we are now showing in our wall paper department. Everything goes at one-half its actual value, to make room for new goods.
Fine white blanks at, per roll 3c
Fine white gills at, per roll 5c
Dark red and greens at, per roll 6c
Only two rooms to a customer at the above prices.

Paint Paint Paint

The best grade of ready-mixed paint on the market, only, gal. 98c
Electric wall paper cleaner, the best on the market, per can, only 20c
Varnish stains, enamels and brushes, all at greatly reduced prices.

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. ALL THE LATEST FALL STYLES AND ONLY A LITTLE MISUSED FROM CARRIAGE BY THE TRAVELING SALESMAN. You all well remember what grand bargain opportunities our former sales of sample bolts afforded. THIS SALE WILL BE BIGGER, BETTER and MORE SENSATIONAL THAN ANY PREVIOUS, and we would advise you all to be on hand as EARLY AS POSSIBLE MONDAY MORNING, for PROMPTLY AT 8 O'CLOCK THIS SALE WILL COMMENCE IN FULL FORCE. EXTRA SALEPEOPLE, so that all may be promptly waited upon.

SAMPLE BOLTS FANCY SILK—All colors, brocade taffetas and satin, Damissee, worth up to 75c 25c
SAMPLE BOLTS—Plain wash silk, plain taffetas, all colors—worth 50c, for 25c
SAMPLE BOLTS waist and dress silks, in all colors and designs, so many to choose from that all can be pleased—silks worth up to \$1.25—49c
SAMPLE BOLTS CREPE DE CHINE—finest quality ever shown at such a price—34-inch wide, all silk, black and all colors, worth up to \$1.25, for 69c
SAMPLE BOLTS BLACK GRENADINES—all silk, 45-inch wide, worth up to \$2, for 59c
SAMPLE BOLTS Egyptian, Persian and other oriental silks, worth \$1.50, on sale 59c
SAMPLE BOLTS waist and dress silks, \$1.50 styles, worth up to \$2.50, on sale for 98c
SAMPLE BOLTS high art novelties, worth \$2.50, \$5.00 and \$7.50—only 1.98
SAMPLE BOLTS OF BLACK SILKS—THOUSANDS UPON THOUSANDS OF YARDS ON SALE.
SAMPLE BOLTS yard wide black China all silk, worth 75c—39c
SAMPLE BOLTS all silk black peau de soie, \$1.00 grades—25 50c
BLACK PEAU DE SOIE—SAMPLE BOLT—27 inches wide, worth \$2.50, on sale 1.10
BLACK PEAU DE SOIE—SAMPLE BOLTS—36 inches wide, worth \$3.00, on sale 1.48
BLACK TAFFETA—SAMPLE BOLTS—27 inches wide—worth \$1.25, on sale 69c
BLACK TAFFETA—SAMPLE BOLTS—27 inches wide—worth \$1.50, on sale 75c
BLACK TAFFETA—SAMPLE BOLTS—36 inches wide—worth \$1.75, on sale 98c
BLACK TAFFETA—SAMPLE BOLTS—44 inches wide—worth \$2.50, on sale 1.15
BLACK TAFFETA—SAMPLE BOLTS—64 inches wide—worth \$3.00, on sale 1.59

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. Among these will be Lupin's volles, Priestley's blacks, English tailor-made suits, the regular \$1.50, \$2.50 and \$2.98 goods; all wool zibelines, worth from \$1.25 to \$3.00 yard; all the Franz Wertz French and German novelties up to \$3.00 per yard; 350 patterns in all, and 6 yards to pattern, DO NOT MISS THIS GIGANTIC SALE. All will go at one price, only, a yard 59c

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.
40c taffeta ribbon at, yard 71c
This is the cheapest lot of ribbon ever offered in this or any other market.
20c up-to-date ribbon for 71c

EXTRA SPECIALS.

Brooks' best silky crochet 50c hose supporters, with Foster pad 25c
Cotton tape, black or white 1c
25c hose supporters, made of inch-wide lisle loom elastic, pair 10c
6 pairs braided shoe laces 5c
25c novels, each 71c
Best quality nursery pins 31c
Special cut price on all copy-right books.
25c leather pocketbooks 39c
25c chatelaine bags for 19c
25c shopping bags only 19c

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. 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. Other exclusive lines in all the latest styles of soft and stiff hats at \$2.50, \$2.00, \$1.50 and... 1.00
We are Omaha's headquarters for the celebrated John B. Stetson hats.

School Caps for Boys and Girls.

Boy's fall and winter caps, in neat, assorted patterns, worth 50c; special price for Monday 25c
Boy's golf, yacht, automobile, brighton and yacht golf style caps, worth up to \$1.00, Monday 50c
Girl's automobile style caps, in plain and fancy colors, regular 50c quality, Monday at 25c
Girl's leather automobile caps, colors, white, tan and brown; sale price, only 35c
Children's stocking caps at 75c, 50c, 45c, 35c and 25c

Carpets and Rugs.

All wool ingrain carpets that have sold for 75c per yard, Monday at 59c
Extra grade of wool filled ingrain carpet that sold for 60c, Monday, yard 49c
Heavy 36-inch brusselsine, guaranteed fast colors, worth 40c per yard, Monday at 29c
Extra heavy quality velvet carpets, all colors, with or without border, worth \$1.35, Monday only 98c

RUGS RUGS RUGS

9x12 Axminster rugs that sold for \$27.50, Monday only 21.75
9x12 body brussels rugs at 25.00
9x12 seamless Oriental rugs, worth \$50.00, at 35.00

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. Carry nothing but Standard Makes, warranted direct from factory as well as from us.
The Handicraft and Best Double Heating Range Burner, THE REGAL UNIVERSAL, \$44.50.
The best, The Universal Oak, is the best on sale, up from \$14.50.
The price oak is a beauty, very handsome and perfectly air tight, up from \$11.50.
The Value Hot Blast has no equal and we have them up from \$12.50.
The American Hot Blast is a perfect heater and will give you perfect satisfaction, \$3.95.
The Dinky Oak a very nice air tight heater, up from \$14.50.
Air light wood heaters for \$1.95.
No. 1 two-hole laundry stove, \$2.15.
Pipe oven for laundry stove, \$2.15.
NOTE: PRICE—REASONABLE ARTICLES—NOTES PRICE
4-inch pipe 3c
30x30 stove boards 3c
No. 10 stove 3c
19-quart iron dish pan 25c
Jap dust pans 3c
Best oil heater made 3c
6-inch elbows 5c
Coal hods 3c
Coal shovels 3c
Japanned Foot Baths 3c
Dover Egg Beater 5c
AIR TIGHT HEATERS
THE STANDARD STEEL RANGE—none better—up from \$4.00.

FURNITURE DEPARTMENT

See number for the week in Parlor Suits, Couches, Bed Room Suits, Iron Beds, Chiffoniers, Odd Parlor Chairs and Rockers.
\$22.00 4-piece Parlor Suit for 122.50
\$28.00 5-piece Parlor Suit for 150.00
\$35.00 3-piece Parlor Suit for 112.50
\$30.00 2-piece Parlor Suit for 112.50
\$35.00 2-piece Parlor Suit for 122.50
\$20.00 Couch for 80.00
\$12.50 Couch for 50.00
\$12.50 Couch for 50.00
\$12.50 Bed Room Suit for 50.00
\$12.50 Bed Room Suit for 50.00
\$12.50 Bed Room Suit for 50.00
\$12.50 Iron Beds for 50.00
\$12.50 Iron Beds for 50.00
\$12.50 Chiffoniers for 50.00
\$12.50 Chiffoniers for 50.00
\$12.50 Parlor Chairs for 50.00
\$12.50 Parlor Chairs for 50.00
\$12.50 Sewing Rockers for 50.00
\$12.50 Sewing Rockers for 50.00
\$12.50 Arm Chairs for 50.00
\$12.50 Arm Chairs for 50.00

DRUG SPECIALS

Rubber Complexion Brushes at 50c
Rose of Lilac Toilet Cream, per bottle, 10c
Violet Talcum Powder, per bottle, 10c
Tallow's Complexion Powder, per box, 75c
Toilet Soap, per box, 75c

OPTICAL DEPARTMENT

SPECIAL CUT PRICES ALL WEEK. NO CHARGE FOR EXAMINATION.
Mountings of up-to-date Frames and Mountings.
Fine gold-filled Frames, all styles, 10-year guarantee—usual price \$2.50 at 1.69
Aluminum Frames with crystal 98c
Good Magnifying Glasses 21c

F. PERE'S

ORIENTAL BEAUTIFIER gives a white or pink complexion superior to all powders, \$1.00 a bottle. Monday, Tuesday and Wednesday generous sample, either color, for 10c, or by mail 3c. Drug Department, Hayden Bros.

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. Here are the most exquisite hats, expressing the maximum of beauty and design as well as the style dictates of the world's leading modistes. The values we offer on Monday are half and less than half of regular prices—\$20.00 and \$15.00 Imported Model 8.50

\$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—usually 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.

Ladies' silk-lined golf gloves at 75c
Ladies' Kayser silk-lined gloves at \$1.00 and 75c
Ladies' and children's golf gloves at 50c, 35c and 25c
Ladies' kid gloves, in all sizes and colors, at 1.00
Ladies' Mocha street gloves at 1.00
Ladies' Mocha silk-lined street gloves at 1.50
Ladies' all wool sweaters, in red, white and navy, all sizes, at \$5.00 and 3.50
Silk opera shawls at \$1.00 and up to 2.50
Wool fascinators at 25c and 98c
Wool opera shawls, from 98c to 1.98
Boy's sweaters at \$1.25 and 1.00
Boy's wool waists at 98c
Zephyr yarns at, skein 8c
Shetland floss at, skein 8c
Saxony yarn at, skein 6c
The Dr. Denton children's sleeping garments for children from 1 to 12 years of age. These garments are made of fine quality of material and sell for \$1.00; on sale Monday at 50c
Ladies' outing flannel gowns, in assorted colors, and worth \$1.00, for, each 50c
Ladies' outing flannel gowns, made of heavy quality of outing flannel, and fancy trimmed, worth \$1.25, for 75c
Ladies' extra heavy quality outing flannel gowns, in white and assorted colors, silk trimmed, worth \$2.00, at, each 1.50
Ladies' heavy knit skirts, in gray and assorted color borders, worth \$1.00, for, each 50c
Ladies' heavy fleece-lined and wool knit skirts, worth \$1.50, at 98c
Ladies' half wool combination suits, in white and gray, worth \$1.50, at 98c
Ladies' 1/2 wool combination suits, in extra heavy ribbed, gray or white, worth \$2.00, at 1.50
Ladies' fine medicated scarlet vests and pants, made of fine quality of wool, in all sizes, worth \$1.25, for 1.00
Children's jersey ribbed vests and drawers, fleece-lined, worth 25c, at 15c
Boy's extra heavy fleece-lined vests and drawers, in all sizes from 24 to 34, at 25c

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.
Men's heavy fleece-lined underwear at 25c
Men's wool fleece-lined underwear, in single or double-breasted style, at 45c
Men's 25c neckties, in all styles, at 10c
Men's canvas gloves and mittens at, pair 5c

Great Reliable Grocery Department

Every Article Guaranteed To Be Absolutely Pure

50 LBS. FINE GRANULATED SUGAR \$1.50
10 LBS. BEST LAUNDRY SOAP FOR 75c
1 1/2 lbs. hand-picked navy beans 30c
1 1/2 lbs. Breakfast Rolled Oats 30c
5 lbs. good Japan rice 40c
Tapioca, Pearl variety, Sago, Tapioca per lb. 5c
Hominy, etc., per lb. 5c
Force Breakfast Food, per pkg. 75c
Nestle's Breakfast Food, per pkg. 75c
Vigor Breakfast Food, per pkg. 75c
Vita Vita Breakfast Food, per pkg. 75c
Egg-Cakes Breakfast Food, per pkg. 75c
Pure home-made tomato catsup, per bottle 75c
Elastic, Electric, Celluloid or I X L starch, per pkg. 75c
1 1/2 lbs. imported macaroni 75c
1 1/2 lbs. best corn starch 75c
2 1/2 cans Boston baked beans 75c
2 1/2 cans Golden pumpkin 75c
Soda, oyster, butter or milk crackers, per lb. 5c
Force Breakfast Food, per pkg. 75c
Nestle's Breakfast Food, per pkg. 75c
Vigor Breakfast Food, per pkg. 75c
Vita Vita Breakfast Food, per pkg. 75c
Egg-Cakes Breakfast Food, per pkg. 75c
Malta Ceres Breakfast Food, per pkg. 75c

HAYDEN BROS.