EDITORIAL SHEET.

THE OMAHA DAILY BEE.

PAGES 11 TO 20.

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HAYDEN'S WONDERFUL COUPON SALE HAYDEN'S

THE RELIABLE STORE. THE RELIABLE STORE.

Coupons with Every Purchase. The most liberal and valuable tickets ever given absolutely free with every purchase.

To still further prove that these coupons are absolutely free, note the prices quoted for the following sales. No other house east or west can or will offer such values.

Bargains Saturday.
Ladies' New Neckwear.

Saturday we place on sale four lots. This is the finest line of Neckwear ever shown in Omaha.

FIRST LOT—

20c Ladies' Neckwear for 10c

This is a fine line of ladies' turn-over collars, worth 20c—on sale Saturday at, each **10c**

SECOND LOT—

35c Ladies' Neckwear at 15c

You must see this line to appreciate it. It is the finest line we have ever shown.

THIRD LOT—

50c Ladies' Neckwear at 25c

All colors and all styles—silk and mercerized goods—only **25c**

FOURTH LOT—

$1.00 Ladies' Neckwear at 59c

This is beyond doubt the most exquisite line of fine lace neckwear ever shown for less than $2.00—on sale for Saturday only at **59c**

Ladies' Neck Ruffs

OUR OPENING SALE ON LADIES' NECK RUFFS BEGINS SATURDAY—PRICES UP FROM..... **1.00**

Pianos Sold on Easy Payments.

We believe a comparison will show that we carry the most complete line of only strictly high grade pianos, and at prices below any kind of competition. It is our aim to market only the very finest instruments that are being manufactured. When we place a piano in your home, we want it to be a lasting and standing advertisement for us. Every instrument purchased by us is carefully selected before being shipped, and we can conscientiously say that our pianos and organs represent the highest standard of musical construction. This week we are offering some beautiful uprights at $85, $90, $95, $105, $110, $115, $125, $135. $145, $155, and upwards. Customers should not fail to look over the elegant line of Chickering, Fischer, Estey, Wegman, Decker, Franklin, Price & Teeple, Haines, Jacob Doll and several other good makes we carry. New pianos for rent. Pianos tuned, moved and repaired.

HAYDEN BROS.

Omaha's Reliable Piano House. Telephone, 1683.

HAYDEN'S

THE RELIABLE STORE.

Extra Specials in Shoes Saturday.

Men's and women's fine vici kid, in welts and turns, all $3.00 and $3.50 values $1.96
(This lot is from the Lynn & Whitman failures.)
Women's genuine hand turn vici, ALL STYLES $2.50
Boys' and youths' satin calf, warranted, $1.35 and $1.25
Little gents' $1.50 satin calf, warranted $1.00
Women's fine vici $1.50 2-strap sandal.. $1.00
Women's fine vici $2.50 4-strap sandal, beaded $2.00
50 styles of the Ultra, all leathers..... $3.50
1,000 pairs of a $2.50 women's fine vici kid lace, Cuban heels, all sizes..... $1.50
Sole agents for the STETSON and CROSSETT Shoes for MEN and the ULTRA and GROVER Shoes for WOMEN. In the Economy Room.
Boys' and youths' $1.50 school shoes.... 98c
Little gents' $1.00 school shoes..... 69c
Women's and men's 85c slippers..... 49c
Men's satin calf $2.00 lace shoes..... $1.29

Ladies' Underwear.

Ladies' vests and pants, fine jersey ribbed, fleece-lined, silver or ecru, worth 29c, at 25c
Ladies' jersey ribbed vests and pants, extra heavy fleece down back, worth 50c, for 39c
Ladies' fleece-lined combination suits, worth 75c, at 59c
Ladies' half wool combination suits, in white or gray, worth $1.50, at..... 98c
Ladies' silk and wool combination suits, hand crocheted finish, worth $5.00, for $3.00
Ladies' wool knit and heavy fleece-lined skirts, assorted colors, worth $1.50, for 98c
One lot of children's white and gray Angora hoods, on sale on main floor, at, each $1.00
Ladies' all wool sweaters and blouse jackets, single or double-breasted, all colors and sizes, worth $5.00, for..... $3.50
Misses' all wool sweaters, all sizes and colors, at $1.50 and..... $1.25

Carpets.

Special clearing sale of carpets and rugs for Saturday.
50 9x12 Axminster rugs, in choice designs and colors, worth $27.50, at... $21.75
8x3 tapestry rugs, in new oriental effects, worth $15.00, at..... $11.75
9x12 Wilton velvet rugs, worth $27.50, at $21.50
75c all wool ingrain carpets, guaranteed quality, at, yd..... 59c
45c extra heavy Brussells, 36 inches wide, fast colors, at, yd..... 29c
1½-yd. lengths of fine velvet carpet, worth $2.00, at, each..... 85c
All wool rug fringe at, yd., 10c and.. 5c

HAYDEN'S

THE RELIABLE STORE.

New Fall Hats for Men and Boys

Everything that is new and up-to-date in fall and winter hats for men and boys can be found here. Extraordinary preparations have been made by us this season to obtain absolutely the best and latest styles that the market produces. Our continuous effort is toward producing better hats for less money than anywhere else in the United States.

We have reached our aim—you will agree with us. Among the latest novelties that we show are the "Varsity" and the "Rosalia," with their low crown and flaring flange brim, also several new styles, all on sale at $3, $2.50, $2, $1.50 and....$1.00

We are sole agents for the "Imperial" $3.00 and the "Stetson" hats are the most perfect specimens in headwear in the world. That is why we have always on hand a complete line of "John B. Stetson" hats.

Gloves.

Ladies' and children's golf gloves at 50c, 39c and..... 25c
Ladies' silk cassimere-lined gloves at, pair 75c
Ladies' Mocha silk-lined gloves, in all colors, at $1.50
Ladies' regular $1.00 kid gloves, with pearl clasp, in all sizes and colors, at..... 50c
Ladies' kid gloves, in all sizes and colors, at..... $1.00

Curtains.

A few pairs of our immense factory closeout still left. Lace curtains that sold for not less than $3 and up to $6.00 pair all go Saturday at $1.49 pair.
Extra grade of fine tapestry portieres, all colors, worth $6.50, at, pair..... $3.75
New colorings in rope portiers at $2.00 and $1.95
1 solid case of 10c curtain Swiss, 40-inch wide, never sold for less than 10c, Saturday at, yd..... 5c
Heavy grade of Roman stripe tapestry couch cover, 50 inches wide, at, each $1.50

Visit Our Old Established Optical Dept

We are giving our customers CUT PRICES FOR THE BEST GOODS.
We make a SPECIAL FEATURE OF ACCURATE FITTING AND GUARANTEE OUR WORK.
EXPERT OPTICIAN IN CHARGE.

HAYDEN'S

THE RELIABLE STORE.

Cloak Department.

Bargains for Saturday that Will Coax You from Your Homes.

A manufacturer's stock of waists at one-third the cost of manufacture.

A stock of Furs at about half price; children's jackets at one-half price; and women's sample suits from four manufacturers at greatly reduced prices.

This lot of waists is far better than those of two weeks ago. Waists of all kinds—flannel waists, broadcloth, mercerized madras, henrietta waists and heavy vesting waists—all colors and black. We desire that every woman in Omaha should see them—it is an opportunity of a lifetime to get a waist cheap. They will be divided into two lots.

LOT 1—75 dozen waists, worth up to $2.50, at..... **89c**
LOT 2—Women's waists of every style and quality, worth up to $6, for..... **1.49**

SALE BEGINS AT 8 O'CLOCK A. M. COME EARLY.

CHILDREN'S COATS

MOTHERS AND CHILDREN MADE HAPPY ONCE AGAIN. A MANUFACTURER'S STOCK of Children's Coats for Saturday's selling at one-half price.

TABLE NO. 1—Children's coats in red, blue, tan, green, and brown, lined and inter-lined, made with 12-inch cape and trimmed with braid, made of good quality broadcloth—manufacturer's pric $3.00—our price only **1.98**

TABLE NO. 2—Children's coats in brown, blue, red, and tan, sizes 4 to 14 years, made of wool kersey, zibelines, and well lined, nicely trimmed with braid—made in all the new styles, to sell at $6.00—our price only..... **2.98**

TABLE NO. 3—Children's coats, in velvets, corduroy, Irish frieze, zibeline, and kersey, full width sleeves, 15-inch capes—manufacturer's price $7.50—our price only **5.00**

TABLE NO. 4—Children's coats, fine novelties at $10.00, $20.00 and **7.50**

COME EARLY.

WOMEN'S SUITS

ANOTHER LOT OF NEW SUITS BY EXPRESS FOR SATURDAY'S SELLING.

Women's new, nobby and long stylish suits, very handsome garments, satin and taffeta lined—worth $18.00—for only..... **12.50**

Women's beautiful suits in brown, blue, and black, also fancy mixtures, taffeta lined coats—these would cost you $25.00 elsewhere—Hayden's price for Saturday only..... **17.50**

Women's suits, beautiful creations in finest zibelines, Lyman's wool cheviots and Irish tweeds. Customers all say they look as well as suits sold elsewhere for $25.00 and $35.00.

Extra Specials for Saturday

FROM 8:30 UNTIL 11:00 A. M. we will sell children's jackets worth $2.50, for **90c**

FROM 8:30 UNTIL 11:00 A. M. we will sell women's $5.00 silk waists, for **2.98**

Women's mercerized sateen underskirts—regular $1.50 quality—for **75c**

Women's Eiderdown and flannelette dressing sacques at **39c**

Saturday We Offer a Special Lot of Yard Wide Black Peau de Soie for Sale.

A special purchase of 25 pieces, and on sale for Saturday only—all pure silk, fine and perfect, warranted to wear, and full 36 inches wide, sells in the regular way for $2.50, to sell this special lot quickly we offer Saturday at **1.48**

A Few Snaps for Saturday. Look Here.

Furniture Department.

$32.50 5-piece parlor suite for	$21.50	$10.00 couch for	7.00
$38.75 5 piece parlor suite for	25.00	$15.00 couch for	10.50
$21.50 3-piece parlor suite for	14.50	$17.50 couch for	11.50
$29.85 3-piece parlor suite for	17.85	$21.75 couch for	17.50
$34.50 2-piece parlor suite for	23.50	$6.85 chiffoniere for	4.50
$28.00 2-piece parlor suite for	18.50	$7.50 chiffoniere for	4.95
$2.95 sewing rockers for	1.75	$8.50 chiffoniere, with glass, for	6.50
$2.75 cobler seat rocker for	1.85	$2.50 iron bed for	1.75
$3.50 cobler seat rocker for	2.50	$3.50 iron bed for	2.25
$2.25 sewing rockers at	1.50	$4.95 iron bed for	3.85
		$6.50 iron bed for	4.85

HAYDEN BROS.

HATS TRIMMED FREE OF CHARGE

A Saturday of Supreme Values in

MILLINERY

GRAND CONCERT BY BECKER'S ORCHESTRA AFTERNOON AND EVENING.

$1.50 Large Black Ostrich Pompoms 65 Cents

2.50, 2.00 and 1.50 Street Hats 25c

In the Economy Room on Main Floor.

1.50 and 1.00 Children's Hats 25c

3.00 Fine Quality Silk Velvet Hats - - - 1.69
1.25 Children's Imitation Beavers - - - 49c
2.00 Sixteen Inch Ostrich Plumes - -- - 95c

Ladies' 3.50 Trimmed Black Turbans 1.00

TWO HUNDRED AND FIFTY LADIES' TRIMMED BLACK TURBANS, SHAGGY FELT, WORTH 3.50 ..... **1.00**

Infant's and Children's Bonnets and Hoods 25c to $.500

Children's Underwear

Boys' extra heavy fleece-lined vests and drawres, French neck and pearl buttons, all sizes, worth 50c, at..... 25c
Children's vests, pants and drawers, in all sizes, heavy fleece lined, worth 25c to 35c, at 19c, 15c and..... 10c
Children's jersey ribbed fleece-lined combination suits, worth 29c, at..... 25c
Dr. Denton's knit sleeping garments for children, in all sizes—made of natural gray fine worsted—covers the whole body—cuffs for the hands and moccasins for the feet—recommended by physicians, worth $1.00, for only..... 50c

Corsets

American Beauty straight front Princess hip corset, with hose supporters in front and on the side—regular price $1.50, special sale price only..... $1.00
Dr. Warner's rust proof corsets, in all the newest styles—with or without hose supporters, at $1.00 and up.
A large assortment of Kabo, W. C. C., G. D., Justrite and W. B. corsets, in all styles, at $1.00 and up.
The Nemo self-reducing corset for stout figures at $2.50
The La Marguerite corsets, in all the newest styles and fabrics, warranted whalebone filling, prices ranging from $2.50 to $10.00
Corsets fitted from $1.50 up.

Ladies' Hose

Ladies' plain black seamless hose at.. 10c
Ladies' plain black and gray mixed hose, fleece lined, at 12½c
Ladies' fine lisle thread hose, in plain black and fancy colors, at 25c and.... 25c
Ladies heavy fleece lined all wool hose at 50c, 35c and..... 25c
Children's heavy ribbed hose, double knee, at 15c and..... 10c
The celebrated Shawknit and pony brand hose for boys and girls, all sizes, at 25c

Neckties Neckties

Men's 25c Neckties for 10c

300 doz. men's fine silk neckties, in bows, four-in-hands and teck ties, all colors, on sale at 10c
All the new styles in men's $1.00 neckwear at 50c
Men's 50c suspenders, in all styles, leather and silk ends, at..... 25c
Men's 25c socks, in black and fancy colors, at 10c
Men's 50c socks, in plain and fancy colors, at 25c
Men's 25c handkerchiefs, in white and colored, at 10c

Men's $1.50 Underwear at $1.00

Men's fine wool shirts and drawers, in gray camel's hair or red, made in single or double-breasted style—all sizes, worth $1.50 per garment, at $1.00
Men's union suits, in wool, gray or blue, at $3.00, $2.50 and..... $2.00
Men's heavy fleece-lined shirts and drawers, regular 50c quality, at..... 35c
Men's $2.00 and $2.50 wool shirts and drawers at $1.50
Men's working gloves, either lined or unlined, at $1.00, 50c and..... 25c
Men's wool sweaters, in all colors, at $1.00, $1.50, $2.00 and up to..... $5.00
Boys' sweaters, in part wool, at..... 39c

School Caps for Boys and Girls

150 doz. of boys' and children's caps, in neat assorted patterns, worth up to 50c, on sale Saturday at..... 25c
Boys' Yacht, Brighton, Golf and Automobile caps, worth up to $1.00, Saturday only 50c
Girs' Automobile style caps, in plain and fancy colors, at 50c, 35c and.. 25c
Children's stocking caps at 75c, 65c, 50c, 45c, 35c and..... 25c

Meat Department

The Wonder is How We Sell so Cheap

Fresh dressed spring chickens, per lb. 9c
Veal roast, per lb..... 5c
Veal stew, per lb..... 4½c
Mutton stew, per lb..... 7½c
Mutton roast, per lb..... 6½c
Mutton leg, per lb..... 8c
Lamb legs, per lb..... 8c
Lamb chops, per lb..... 8½c
Rib roast, per lb..... 7½c and 8½c
Boil beef, per lb..... 5c
Shoulder steaks, 5 lbs. for..... 25c
Sirloin steak, 3 lbs. for..... 25c
Swift premium hams, per lb..... 13c
California hams, per lb..... 6c

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 Handsomest and Best Double Heating Base Burner, THE REGAL UNIVERSAL, $44.50.
The best, the Universal Oak, is the best on earth, up from $16.50.
The prize oak is a beauty, very handsome and perfectly air tight, up from $11.95.
The Vulcan Hot Blast has no equal and we have them up from $12.95.
The American Hot Blast is a perfect heater and will give you perfect satisfaction, $8.95.
The Daisy Oak, a very nice air tight heater, up from $4.95.
Air tight wood heaters for $1.95.
No. 8 two-hole laundry stoves, $3.19.
Pipe ovens for laundry stoves, $2.19.
NOTE PRICE—SEASONABLE ARTICLES—NOTE PRICE.

6-inch pipe 9c
30x30 stove boards..... 39c
Ash sieves 10c
10-quart iron dish pan..... 29c
Jap dust pans..... 5c
Best oil heater made..... $3.49
6-inch elbows 5c
Coal hods 15c
Coal shovels 3c
Japanned Foot Baths..... 29c
Dover Egg Beater..... 5c
10-quart water pail..... 9c
THE STANDARD STEEL RANGE—none better—up from $24.00.

Grocery Dept.

The crop of 1903 of California new peaches and all dried fruit this year is very fine and cheap.

DRIED FRUIT SALE.

One pound of dried fruit will go far as two or three-pound cans of the same fruit canned.

Fancy Muir peaches, new 1903 crop, per lb. 12½c
Fancy Crawford peaches, new 1903 crop, per lb. 11½c
Golden Eagle new 1903 crop, per lb..... 10c
Fancy Michigan new 1903 crop, per lb... 8c
Fancy Maryland peaches, new 1903 crop, per lb. 7½c
Fancy Colorado peaches, new 1903 crop, per lb. 6c
Choice Salway peaches, new 1903 crop, per lb. 5c
Evaporated apricots, 1903 crop, per lb.. 10c
Choice evaporated apricots, per lb.....12½c

TEA AND COFFEE.

A bargain in coffee..... 10c
Golden bean coffee..... 12c
Santos coffee 13c
Government stand Mocha and Java coffee 15c
Golden crown Mocha and Java..... 23c
Ping Suey tea, per lb..... 25c
Formosa Oolong tea, per lb..... 25c
Imperial tea, per lb..... 25c
Green Japan tea, per lb..... 25c
Sun-dried Japan tea, per lb..... 25c
English breakfast tea, per lb..... 25c
Young Hyson tea, per lb..... 25c
Basket-fired tea 25c

EVERY ARTICLE GUARANTEED TO BE ABSOLUTELY PURE.

20 lbs. fine granulated sugar for..$1.00

10 bars of best laundry soap for..... 25c
5 lbs. hand-picked navy beans for..... 19c
5 lbs. breakfast rolled oats for..... 19c
5 lbs. good Japan rice for..... 19c
Tapioca, Pearl barley, sago, hominy, etc., per lb..... 5c
Quart cans of fancy table syrup for.. 7½c
Half gal. cans table syrup for..... 15c
1 gal. cans table syrup for..... 30c
Pure home-made tomatoe catsup, per bottle 7½c
Elastic, Electric, Celluloid or I X L starch, per pkg..... 7½c
1-lb. pkg. imported macaroni..... 7½c
1-lb. pkg. corn starch..... 5½c
2-lb. cans Boston baked beans..... 8½c
2-lb. cans Golden pumpkin..... 5c
Soda, oyster, butter or milk crackers, per lb. 5c
Force breakfast food, per pkg..... 7½c
Neutrita breakfast food, per pkg..... 7½c
Vigor breakfast food, per pkg..... 7½c
Vim breakfast food, per pkg..... 7½c
Malta Vita breakfast food, per pkg..... 7½c
Egg-O-See breakfast food, per pkg..... 7½c
Malta Ceres breakfast food, per pkg... 7½c

A BIG CANDY SPECIAL.

Cream mixed candy, per lb..... 15c
Burnt peanuts, per lb..... 15c
Chocolate creams, per lb..... 35c
Gum drops, per lb..... 5c
Choice mixed candy, per lb..... 8½c
Salted peanuts, per lb..... 15c
Fancy cream caramels, per lb..... 35c
Cream wafers, per lb..... 35c
Almond or maple fudge, per lb..... 15c

The combination of plug tobacco is broken.

We sell Star plug tobacco for..... 35c
Horse Shoe plug tobacco..... 35c