The Greatest Bargain Event of the Entire Season

HAYDEN'S

THE RELIABLE STORE.

Eclipses All Previous Efforts at Wholesale Bargain Giving

MONDAY, OCTOBER 2 | **GREAT CARNIVAL SALE** | SATURDAY, OCTOBER 7

An entire week of the most attractive bargain giving special sales; a week in which judicious buyers will make their dollars do double duty at the big store. Every day will see new bargain features offered from all departments. You can't afford to miss this greatest of all great money saving opportunities. Come early Monday.

The Leading Dress Goods House
OF THE WEST

Largest stock, greatest variety, lowest prices, highest grade goods.

BLACK DRESS GOODS

50 pieces Priestley's black dress goods, regular $1.25, $1.50 and $1.98 goods; on sale at, a yard..... **75c**

50 pieces of Lupin's cheviots, Lupin's Crepe de Paris, etc.; worth $1.50, $1.98 and $2.50, yard..... **98c**

50 pieces of black eoliennes, black silk warp Henrietta, black broadcloths, worth $2.00 to $3.00, yard..... **1.19**

EVENING SHADES

75c cream mohair..... **39c**
$1 cream mohair..... **50c**
$1 cream serge..... **59c**
$2 cream broadcloth..... **1.00**
$1 Sicilian silk warp..... **79c**
$2 cream voiles..... **75c**
$1 crepe de chine..... **59c**
75c all wool nun's veiling... **39c**

COLORED DRESS GOODS

$1 prunella..... **59c**
$1.25 prunella..... **75c**
$1.50 silk warp Henrietta..... **98c**
$1.50 eoliennes..... **98c**
$2.50 suitings..... **1.49**
$1.98 shadow spots..... **1.25**
$3.50 jacket cloth.. **2.39**
$1.98 jacket cloth... **1.25**
$1.98 drap d'ete..... **1.19**
$1.50 broadcloth..... **98c**
$1.25 broadcloth..... **85c**
$1.25 Crepe de Paris. **79c**
$1.50 shadow checks.. **98c**
$1.00 Henriettas..... **75c**
$1.00 tailor suiting... **50c**

BEAR SKIN OR CURLED MOHAIR.

Our $3.98 will be... **1.75** | Our $5.00 will be... **2.50** | Our $7.50 will be... **3.50**
Our $5.00 ermine will be..... **2.75**

Send for samples of Dress Goods, Wash Goods and Linings. Sent free.

LETTING DOWN THE PRICES

Monday morning we will begin the greatest price cutting sale of Notions, Laces, Embroideries, Dress Trimmings, Ribbons, Art Goods, Leather Goods, etc., ever known in Omaha. Don't miss it.

Letting Down Prices on Embroideries.

15c Trimming Embroideries, yd.... **5c**
35c Corset Cover Embrodieries, yd. **19c**
75c Corset Cover Embroideries, yd. **29c**
$1.50 Lace Collars, at..... **75c**
$1.00 Lace Collars, at..... **49c**

Letting Down Prices on Laces.

Fine Torchon Laces, yd..... **5c**
Best Wash Laces, yd..... **5c**
50c Venetian Laces, yd..... **15c**
All Over Laces, yd..... **19c to $1.00**
25 per cent discount on all Real Laces.

Grand Ribbon Sale.

1c per yd. for No. 1½ All Silk Ribbon.
1½c per yd. for No. 2 All Silk Ribbon.
2½c per yd. for No. 5 All Silk Ribbon.
3½c per yd. for No. 7 All Silk Ribbon.
4½c per yd. for No. 9 All Silk Ribbon.
5½c per yd. for No. 12 All Silk Ribbon
7½c per yd. for No. 16 All Silk Ribbon
8½c per yd. for No. 22 All Silk Ribbon
10c per yd. for No. 40 All Silk Ribbon
35c fancy Ribbons, per yard.... **12½c**

Notions.

Pearl Buttons, per dozen..... **1c**
Best Gold Eye Needles, package.... **1c**
Black Darning Cotton, at..... **1c**
Machine Thread, per spool..... **1c**
Spool Silk, at..... **1c**

In Our Silk Department

The greatest silk offering of the year will be this week, during carnival. We are making extra special sales in silks to give all our out-of-town customers the greatest opportunity ever offered in the city. All we ask is a visit to our department and get our prices, as we will save you money. Our space here can give only a very few of our special bargains. In fact every piece of silk and velvet during this week will be sold at a discount. Remember Hayden Bros. for your fine guaranteed silks at the lowest prices.

Moire renaissance, moire antique in the new colors for elegant suits, also cream and black. Our prices are, yard, from $2.50 down to **69c**

Fancy silk for suits and waists on our bargain counter, showing all the new patterns and colors in chiffon, taffeta, louisene and messaline, also plain taffetas in 19-in. The entire lot at, yard **55c**

The best assortment, and finest line of handsome plaids in all the new combinations of colors, at $1.50, $1.25, 98c 85c and **69c**

New novelty silks in evening shades and for street suits, in crepe de chines, chiffon taffeta, messaline, louisenes and thais, also changeable messalines and plain thais, at, yard **89c**

27-in. taffetas in plain and change able, every yard recommended for hard wear, good value for $1.25, special at, yard..... **89c**

SPECIAL IN BLACK SILKS

27-in Peau de Sole, regular $1.35 a yard, at.....98c
27-in Peau de Sole, regular $1.65 a yard, at.....$1.25
36-in. Peau de Sole, regular $1.25 a yard, at.....89c
36-in. Peau de Sole, regular $1.75 a yard, at.....$1.35
36-in. Peau de Sole, regular $1.98 a yard, at.....$1.50
36-in. Peau de Sole, regular $2.50 a yard, at.....$1.85
27-in. black taffeta, regular 89c a yard, at.....69c
19-in. black taffeta, regular 75c a yard, at.....49c
27-in. black taffeta, regular $1.10 a yard, at.....85c
36-in. black taffeta, regular $1.35 a yard, at.....$1.00
36-in. black taffeta, regular $1.00 a yard, at.....79c

A Complete Embroidered Shirt Waist Pattern, regular price $1.75, during this sale at
59c

54, 56 and 58 inch Wool Suitings, Cloakings, Etc., in blacks, blues and browns; goods worth regularly from $1.00 to $2.00 per yard, sale price, per yd.
39c

Wil ton Velvet Carpets, regular 85c yd. quality dur ing this sale will go at yd.
65c

Odd Lace Curtains, worth regularly from $1.50 to $2.00 pair, during this sale your choice, each
25c & 50c

Our Corset Department

Offers to you the greatest variety of stylish models, all popular makes, to be found in the west.

We give special attention to fitting in the department.

Women's Rust Proof Corsets, in model like cut, long hip, hose supporters, comes in drab and white, at..... **1.00**

Special models for stout figures in all sizes, perfect fit guaranteed, at, up from..... **1.00**

A special invitation is extended to carnival visitors to inspect our stock. No trouble to show goods.

Main Wash Goods Dept. High Grade

Everything in this Department of the Finest Make and Material. Prices Very Low

Finest Silk Warp Organdies **50c**
Very fine Silk Organdies **39c**
Silk Warp Organdies.. **25c**
Silk Warp Eoliennes, 40 in. wide **59c**
Silk Warp Eoliennes.. **39c**
Silk Warp Batiste and French Lawns **25c**
The finest Flannelettes made **15c**
Arnold's Superfine Flannelettes **10c**
Extra heavy Fleece Down **12½c**
Washable Plaids, 19c grade **10c**
10c Plaids **5c**

Lining Dept.

Opera Satin, 36 in. wide, guaranteed for two seasons **$1.00**
Sampson's Silk, 75 shades **58c**
Messline, 50 shades... **59c**
Lustral **35c**
Gloria Silk **35c**
Manhattan **25c**

Everything in Tailor Trimmings at less than other dealers.

Cambric **3½c**

Send for Samples of Linings.

Unequalled Bargains in Ladies' Garments

Our enlarged Cloak and Suit Department is crowded with newest things for fall and winter wear—Ladies' Cloaks, Suits, Waists, Skirts, Furs. All kinds of Children's and Misses' Garments—bought in large quantities for cash and sold at the very lowest margin of profit. Your money refunded if you are not satisfied with your purchase.

200 Ladies' Tailor Suits, in newest styles, with 46 and 48 inch coat, made to sell at $15.00; great bargain, at..... **8.90**

Handsome Tailor Suits, in newest colors and fabrics—copies of imported models—made to sell at $22.50; choice..... **14.90**

Swell Tailor Suits, in greens, browns, blues, plum, black and fancy mixtures, lined throughout with guaranteed taffeta, made to sell at $35.00; sale price..... **24.90**

Women's Coats—The largest and best assorted stock in the city—attractively priced, at $50.00 down to $25.00, $20.00, $18.50, $15.00, $12.50, $10.00 and..... **8.90**

MONDAY FUR SPECIALS

Women's Fox Scarfs, worth $7.00; sale price..... **3.98**
$5.00 Opossum and River Mink Scarfs; special..... **2.98**
Women's Coney Scarfs, at..... **69c**
Handsome Beaver Coats, worth $75.00, at..... **57.50**
STYLISH NEW WAISTS—In Sicilians, linens, nun's veiling, etc.; $4.00 values, in all colors, at..... **2.45**
$1.50 Percale Wrappers..... **98c**

EXQUISITE IMPORTED COSTUMES

A great variety of most elegant designs direct from Paris, Berlin and London—the greatest display ever seen in Omaha; prices, $245.00, $200.00, $175.00, $150.00, $100.00, $75.00 and..... **50.00**

HANDSOME OPERA CLOAKS—at $75.00 down to $30.00, $25.00 and..... **20.00**

LADIES' EVENING WAISTS—at $35.00 down to $20.00, $15.00 and..... **12.50**

Childrens' new Fall Dresses, splendid values, at $3.98, $2.98, $2.50, $2.00, $1.50 and..... **1.00**

$2.00 Moire Underskirts..... **$1.00**
Women's $5.00 Silk Underskirts, Monday..... **$2.98**

Sale of Infants' and Children's Dresses

300 dozen Children's dresses in ages up to 5 years. India Linons and fine Lawns, lace and embroidery trimmed in the very newest French styles, worth in a regular way up to $1.50. On sale Monday, while they last, at, choice,

25c-39c

Popular Priced Dress Goods
FOR SHIRTWAIST SUITS—WAISTINGS AND CHILDREN'S DRESSES.

58-in. Wool Suitings.. **49c**
75c French Plaids.... **39c**
59c Mohair Fancies.. **39c**
52-in. Sicilians **49c**
40-in. Black Dress Goods—the $1.00 grade.. **50c**
36-in. Worsted Suitings **25c**
Cotton Broadcloths, all colors **25c**
Cotton Suitings, in Worsted effects **19c**
Worsted Effects ... **12½c**
Washable Plaids..... **10c**
Tailor Suitings **50c**
Damask Cloth **12½c**
Henriettas **25c**
All-Wool Serges **39c**
French Flannels **25c**

WAISTINGS.

All-Wool Waistings... **35c**
French Checks **59c**
French Plaids **75c**
French Embroidered.. **98c**
French Challies **50c**
Printed Nuns Veiling. **50c**
Fancy Stripes **39c**
Silk Stripes **59c**

In this department will be found the most popular goods at the lowest prices.

Samples sent out on application.

35c All Linen and Damask Towels with knotted fringe, fancy borders, size 22x52 great snap at yd.
19c

Men's Fine Madras Shirts in good sizes and new fall patterns worth up to $1, at, choice
25c

Men's Suits and Overcoats Manufacturer's Surplus Stock worth up to $18, two lots, at $7.50 and
$10.00

Drop Head Sewing Machine, absolutely guaranteed in Carpet Dept. at $12.50 and
$15.00

A TABLE AND A PRICE

After visiting one of the largest table factories in Michigan we made a deal whereby we secured this table—by taking all on hand—at a very low price. They are now in and go on sale at once. This is a quartered oak table, polished finish, golden oak. Top is 45x45. The style is new and serviceable and as round tables are now in great demand we feel flattered in being able to offer **this table at the price.**

This handsome table in 6 foot lengths, goes at **12.85**

This handsome table in 8 foot lengths goes at **13.85**

Regular price of the 6 foot table $17.00.
Regular price of the 8 foot table $18.50.

We have also received a large consignment of other tables ranging in price from $35.00 down to **4.50**

See Our Dodge Street Windows.

Look at the sideboards we are offering below factory cost.

A FEW SPECIALS—Oak chairs, cane seat, at..... **85c**
Oak arm rocker, cobbler seat, at **$1.95**
Oak sideboards, at **$9.85**
Carpet Hassocks, at..... **25c**
White enamel stool, at..... **25c**
Paper holder, white, at..... **15c and 25c**

MILLINERY BARGAINS for CARNIVAL WEEK

Our Millinery Section on the Second Floor was thronged with admirers last week. We wish every out-of-town guest to see the most beautiful array of artistic millinery ever asembled in Omaha.

Special Sale Pattern Hats for Carnival Week.

We bought from a New York designer 200 Pattern Hats and place them on sale Monday at about half their original price. Among these goods are some of the most exquisite creations which are now the reigning styles in the east—should be priced at $15.00 and $18.00—Monday they will go on sale at $10.00 and.. **8.50**

The Famous "Knowlton" $4.98 Trimmed Hat.

500 hats to select from—black and all the prevailing shades of the season. These hats should commend the attention of every lady who wants to be economical in her dress and still have that same style and appearance as you find in the more expensive hats and are sold in most stores at double our figures. Monday..... **4.98**

Ladies' Trimmed Hats $1.98 and $2.98

1,000 neatly trimmed hats with all silk and velvet trimming, novelties in all of this season's most desirable shapes. Monday, $2.98 and..... **1.98**

Trimmed Street Hats..... 98c
50c Silk Velvet Roses and Foliages..... 25c
$1.00 fine Ostrich Tips..... 49c
75c Buster Brown Caps..... 50c
$1.50 Black Silk Hand Made Hats..... 89c

A BIG CARNIVAL SHOE SALE MONDAY

On new seasonable, up-to-date goods. We are showing the nicest line of shoes ever carried by any firm in Omaha, shoes that are sold by THE BEST shoe stores all over the East and West.

Women's $3.50 patent colt, button Goodyear welt, at **2.50**

Closing out several lines of the celebrated $3.50 **Ultra** shoes in all leathers, at..... **1.96**

Misses and Children's $2 and $1.50 school shoes, every pair warranted, $1.50 and.. / Boys', Youths' and Men's $1.50 satin calf, lace shoes, at..... **98c**

Child's $1 hand turned tan or black lace shoes at.. **69c**

Infant's 85c and 75c patent and vici kid lace or button shoes, at..... **48c**

Infants' 50c soft sole shoes, at..... **29c**

26 styles of the **Grover** soft shoes for tender feet carried in stock. Agents in Omaha for the **Stetson** and **Crossett** shoes for Men.

Carnival Sale Bargains

On Table Linens, Fancy Linens and Towels.

50c Mercerized Damask—special sale price, at, per yard **39c**
98c Satin Damask Table Linen, 66-inches wide, special, at, per yard **69c**
$1.25 Satin Damask Table Linen, 72 inches wide, at, per yard **90c**
$1 German Table Linen, extra heavy silver bleached, special, per yard **75c**
85c Silver Bleached German Table Linen, will go at, per yard **60c**
$3 All Linen Pattern Table Cloths 2½ yards long, with border, special at **1.98**
$2.00 Hemstitched Table Cloths, 2½ yards long—special, at **1.19**
$3.00 Pattern Table Cloths, 2 yards long, great bargain, at **1.98**
$6.00 Pattern Table Cloths, 2½ yards wide, 2½ yards long, at **3.98**
$6.50 Hemstitched Damask Table Cloths and 1 dozen napkins to match, per set **4.49**
$8.00 Damask Napkins, 27 inches square, at, dozen **4.98**
$2.75 Satin Damask Napkins, ¾ size, at per dozen **1.98**
$3.50 Satin Damask Napkins, ¾ size, at, per dozen **2.35**
$2.00 Satin Damask Napkins, great snap, at, per dozen..... **1.40**
$1.50 Satin Damask Napkins, 20x20 size, at, per dozen **98c**
39c All Linen Huck Towels, special value, at **25c**
35c Damask Towels, at **19c**
18c Huck Towels, at **10c**
10c Huck Towels, at **6½c**
7½c Huck Towels, at **5c**
13½c All Linen Crash, at, per yard **8½c**
6½c Heavy Twilled Cotton Crash, at, per yard **3½c**
7½c Linen Finish Glass Toweling, at, per yard **4½c**

Special bargains in ready-to-use sheets and pillow cases.

Great Carnival Grocery Opening

SUGAR! SUGAR! SUGAR!

The trusts are fighting on sugar while the freight rate is down. We have taken advantage of this and laid in a big supply. The freight rate will be restored October 7th and sugar will go much higher. Lay in your supply now. **20 Pounds Pure Cane Granulated Sugar for** **1.00**

6-pound sack Fancy High Patent Minnesota Flour.. $1.25
10 bars best brands Laundry Soap 25c
6 pounds hand picked Navy Beans 25c
6 pounds best Pearl Tapioca, Sago, Barley or Farina..... 25c
6 pounds choice Japan Rice.. 25c
1-pound package Best Macaroni 8½c
1-pound can fancy Alaska Salmon 9c
1-pound package Corn Starch.. 4c
2-pound can Boston Baked Beans 7½c
2-pound can Golden Table Syrup 7½c
Deviled Ham, per can..... 2½c
Oil or Mustard Sardines, per can 3½c
The best Soda or Oyster Crackers 6½c
Xcelo Breakfast Food, per package 7½c
Jellycon, Jell-O or Advo Jell, per package..... 7½c
Fancy Golden Santos Coffee, pound 15c
Choice Tea Siftings, per lb... 10c
New York White Cheese, per pound 15c
Fancy Wisconsin Cream Cheese, per pound 15c
Fancy Wisconsin Brick Cheese, per pound 15c

FRUIT. FRUIT. FRUIT.

Fancy Bellflower Apples, per dozen 15c
Fancy Eating Pears, per dozen 15c
Fancy Peaches, per dozen... 15c
3 measures Fresh Roasted Peanuts 10c
Pure Colorado Honey, per rack 19c
Fancy Cooking Figs, per lb.. 7½c
Large Juicy Lemons, per doz. 25c
Large Ripe Bananas, per doz. 15c

Hardware, Stoves, Housefurnishings
SPECIAL AK-SAR-BEN STOVE SALE.

One Car of Base Burners and One Car of Steel Ranges Just Received—Special Ten Day Sale—The Regal Universal, the finest, the best, the most economical, the greatest heater made, without doubt the handsomest double heating base burner on the American market. Our price is at least $5.00 less than similar stoves are sold anywhere else in Omaha. Can sell you a good large size for..... **$44.50**

An elegant large size Splendid for..... **$36.50**

The Lillian Base Burner **$22.50**

The Kendall Patent Air Burner—The only base heating stove using soft coal with magazine feed. Warm floors guaranteed. Something new. Smoke and gas consumer **$25.50**

Nice Plain Nickel Trimmed Oak Heaters.

13-inch fire pot..... **$4.95** 15-inch fire pot..... **$5.95**
17-inch fire pot..... **$7.95** 19-inch fire pot..... **$8.95**

25 Styles of Steel Ranges to Select From—All Standard makes, such as the M. & D., the Buck, the Never Fail, the Universal, the Jewel, the Globe. We carry the largest line in Omaha and our prices are from $5.00 to $10.00 lower than like quality is sold for anywhere else in this city. Can sell you a nice steel range, 18-inch oven, high warming closet, asbestos lined, nicely nickel plated, warranted, for..... **$24.50**