

# December Sale

## Decisive Price Reductions to Stimulate Early Gift Purchasing

Only 15 More Buying Days Till Christmas Do Your Christmas Buying Now You'll Save in Many Ways—Try It

Buying now gives you opportunity for deliberate selection and pricings in our December Sale offer large savings—Let our great Holiday Stocks help you to an early decision of what and where to buy—Make it a point to be here Saturday.



Mail Orders Filled from Daily Ads.



### Special Sale of Holiday Ribbons

Biggest and best assortment shown any place in Omaha.

Ribbons, yd., up from... 1¢  
Fancy Ribbons, special, per yd. 2¢. 3 1/2¢. 19¢. 25¢. 35¢  
Plain Taffeta Ribbons, per yd., at... 3 1/2¢. 10¢ and 19¢  
Ladies' Holiday Neckwear.

A complete line of all the very latest novelties, attractively priced. Five great special lots, 25¢ 49¢ 65¢ 75¢ 98¢

Lace Collars 25¢. 50¢. \$2  
Spanish Lace Scarves—The finest line ever shown in Omaha, special sale prices \$1.25, \$2.00, \$2.00 up to... \$6.50

Hand Bags and Leather Novelties of all descriptions, the most complete and best line ever shown. See these specials:

\$1.00 Hand Bags at... 49¢  
\$2.50 Hand Bags at... 98¢  
\$3.00 Pitted Hand Bags... \$1.49  
\$4.00 Hand Bags at... \$2.50  
\$7.00 Hand Bags at... \$4.98

### Holiday Handkerchiefs Greatly Underpriced

A great assortment of matchless values in Holiday Handkerchiefs shown Saturday—Make your selections now while stocks are complete—pricings never more attractive.

5c Hemstitched Handkerchiefs—now at... 2 1/2¢  
7c Fine Swiss Handkerchiefs, now at... 3 1/2¢  
10c Fine Swiss Handkerchiefs, now at... 5¢  
15c All Linen Handkerchiefs, now at... 7 1/2¢  
20c Fancy Embroidered Handkerchiefs, at... 10¢  
25c Fancy Embroidered Handkerchiefs, at... 15¢  
50c Lace Handkerchiefs, 35¢  
75c Lace Handkerchiefs, 35¢  
Six initialed handkerchiefs in a fancy box, 75c value... 39¢  
Four fine embroidered handkerchiefs in fancy box, \$1.25 value, at... 75¢  
Six hand embroidered linen handkerchiefs in box, \$2.00 value, at... \$1.25  
\$1 Lace Handkerchiefs... \$1  
\$2 Lace Handkerchiefs... \$1  
Real Duchess, Princess and Brude Lace Handkerchiefs at specially attractive bargain prices in Saturday's sale.

## Santa Claus Toy Kingdom Opens Saturday

Hurrah! Hurrah for Toy Kingdom; every boy and girl should come Saturday



Dear Old Santa will be there and will have a hummer for every little boy and girl. Come early and have a hummer of a time among the toys. Every conceivable thing that the inventive genius of the age has produced is shown, the varieties so amazing that the entire page could not begin to hold the list of the various articles. Dolls in great variety, the largest display ever shown in Omaha—Children's bureaus and dressers, coasters, express wagons, blackboards, tool chests, rocking horses and shoofties, trains and tracks, mechanical toys of all kinds, all marked at prices that have made this department famous.



See the Largest Doll in Omaha—It's a Model of a Real Baby Born in the South—Ask How You Can Get This for Your Very Own—Somebody is Going to Get it Xmas Eve

HERE'S SOME SATURDAY SPECIALS YOU SHOULD NOT MISS:

- Large Jointed Dolls 98¢—Beautiful 24-in. Dolls with shoes, stockings, moving eyes, light or dark hair, snap at... 98¢
- Kid Body Dolls 98¢—A fine large Doll with kid body, shoes, stockings and moving eyes, will go in this sale at... 98¢
- Silk Dressed Dolls \$1.00—A very handsome Doll; a regular \$1.50 value, daintily dressed, great snap—at... \$1.00

- 10c Tops 5c
  - Motion Picture Machine: large size with film—good length and large lamp, at... 39¢
  - Animals on Wheels—cat or dog; natural in appearance; well made—strong and durable, 85c value, on sale... 50¢
  - Tool Chests, 50¢—A mahogany finish, polished chest filled with good tools, for... 59¢
  - 10c Xmas Candles, 5c
- Bring the Little Folks—See Santa Claus in His Toyland Kingdom Saturday

Mail Orders Filled from Daily Ads.

### Drugs, Toilet Goods and Drug Sundries

Try Hayden's First, It Pays

Four bars of Ivory or Wool Soap for... 15¢  
10c Williams' or Colgate's shaving soap for... 8¢  
10c Rhinola shoe polish for... 5¢  
Dioxogen or Peroxide of Hydrogen... 10¢  
11 size pure Hydrogen Peroxide for... 10¢  
1/2 water 50 Mule Team Bots, 9¢  
50c size bottle of bay rum for 19¢  
1 box of Aurea or La Trefle face powder for... 75¢  
1.00 bottle Aurea or La Trefle toilet water for... 75¢  
75c Pinard's or Huxar's toilet waters in fancy box for... 90¢  
Perfumes, all odors in Xmas boxes, from... 50¢ to \$2.00  
2c Williams' salicin powder, 10c  
3 for... 25¢  
15.00 pearl handle manicure sets... 80¢  
Imported hand mirrors, at... from... 50¢ to \$2.00  
Spotless hair brushes, worth \$2.00 water bottles for... \$1.00  
50c Hinds' honey and almond cream for... 90¢  
2c Essex's benzoin and silver lotion for... 15¢  
Williams' silver painted holiday sets, at... 50¢, 75¢ and \$1.00  
\$2 or \$3 Squirt Rapid Flow Fountain syringe for... 90¢  
11.50 and \$2.00 extra heavy hot water bottles for... \$2.00  
\$1.50 Wellington hot water bottles guaranteed for 5 years for \$1.50  
\$3.00 No. 2 combination syringe and bottle for... \$1.50

### Holiday Novelties at Half Worth

A big sample line of fine Christmas gifts bought at half will be offered here at half price Saturday.

- 50c Fancy Work Boxes... 25¢
- \$1 Fancy Work Boxes... 50¢
- \$2 Fancy Work Boxes... \$1
- 50c Novelty Pin Cushions... 25¢
- \$1 Novelty Pin Cushions... 50¢
- 50c Fancy Garters... 25¢
- 75c Fancy Garters... 35¢
- \$1 Fancy Garters... 50¢
- 50c Glove Boxes... 25¢
- \$2 Glove Boxes... \$1
- 50c Handkerchief Boxes... 25¢
- \$2 Shaving Sets... \$1.25
- \$3 Shaving Sets... \$1.98
- \$2 Collar and Cuff Boxes... now at... \$1.25
- \$2 Work Baskets... \$1.25
- \$1 Coat Hangers... 50¢
- \$1.50 Coat Hangers... \$1
- \$1 Auto Scarf... 49¢
- 60c Hair Bands... 25¢

Big Special Line of Thermus Bottles on Sale Saturday.

### DECEMBER SALE BED SPREADS

Hemmed, fringed or scalloped Bed Spreads, full size, \$1.50 value, each... \$1.00  
Hemmed, fringed or scalloped Bed Spreads, full size, \$1.75 value, each... \$1.25  
Scalloped or fringed Bed Spreads, full size, \$2.50 value, each... \$1.50

Scalloped or fringed Bed Spreads full size, \$1.25 value, each... \$2.50  
Imported Marseilles Bed Spreads full size, scalloped, \$3.00 value, each... \$3.75  
Imported Marseilles Bed Spreads, scalloped, full size, worth \$7.50, each... \$5.00

### Specials in Wash Goods Dept. Saturday

Fancy Silk Striped Poplins, in all the wanted colors... 25¢  
Beacon Bath Robe Flannels, good, heavy weights, fancy patterns; 39¢ values, for... 25¢  
Flannellettes, all fancy colors and patterns, good weights... 12 1/2¢  
Galatea Cloth, all good colors, stripes and figures, 18¢ values... 15¢

## Mid-Season Assortments at January and February Clearance Prices, is the Order of the Day in Our Busy Cloak and Suit Department



The wonderfully broad variety of styles and the matchlessly low prices quoted makes it doubly easy to make selection for gifts or for your own use.

Nearly 1,000 new coats just received from our New York resident buyer, go on sale Saturday in two immense bargain lots.

- \$25 COATS, \$10  
A beautiful line of long plush, imported caracul, novelty cloth and fuzees, coats made to sell to 35¢, on sale at... \$10
- \$35 COATS, \$14.99  
Sealette plushes, plush coats trimmed with beaver cloth, caracul and 100 fine imported novelty coats, made to sell at 35¢ at... \$14.99

New Velour Coats and Velvet Coats—A big shipment of the newest models just received, at \$29.75, \$35, \$45

375 Elegant New Tailored Suits—Newest mid-winter styles, diagonals, serges, broadcloths, velvets, corduroys, etc., in all colors, made to sell regularly up to \$45, December sale price Saturday, at each... \$12.50

WHAT IS NICER THAN FURS FOR GIFTS?  
We are showing now one of the most complete and varied stocks of fur garments ever offered in the city, and prices are marked much below the actual worth.

Long Brook Mink, Marmot, Poney and Near Seal Coats—75 of them—quality that you'd regularly pay \$75 and \$85 for marked for Saturday selling, choice at... \$49.00

- Jap Mink Fur Sets, made to sell at 25¢ Saturday at... \$16.95
- Black Jap Lynx Set, great snaps at... \$2.95, \$4.95 and \$9.90
- Black Jap Lynx Set, great snaps at \$7.50, Saturday choice... \$2.95

Longoney Fur Coats, \$40 values, Skinner satin lined, on sale, at each... \$24.50  
American Mink Fur Sets, made to sell at \$75, December sale price, each... \$49

### In the Children's Garment Section

Children's coats, worth to \$8.50, plush, chinchillas, caracul, etc., all sizes 2 to 14 years, on sale at each... \$3.95  
Children's fur sets, splendid assortment for selection, priced from \$1.50, \$1.95, \$2.95 up to... \$5

Children's dresses; worth to \$5, in serges, Henriettes and Scotch plaids sizes 6 to 14 years, wonderful bargains, at choice... \$1.95  
Infants' caps and bonnets, regular 50¢ values, on sale at... 15¢

### SOME GIFT SUGGESTIONS

Women's bath and lounging robes, at priced at \$2.95, \$3.95 and... \$5  
Women's silk undershirts, priced at \$1.95, \$2.95 and... \$4.95  
\$10 scarfs and muffts... \$5

A beautiful line of waist specials, at \$2.95, \$3.95 and... \$4.95  
Marabou sets, scarf and muff, at half \$3 Marabou scarfs... \$1.50  
\$5.95 Marabou sets... \$2.95

## Big Sale Christmas Shoes and Slippers

Buy them early while the assortments are good

Men's Slippers, all kinds, up from... 50¢  
Women's, Misses' and Childs' fur trimmed Slippers, assorted colors—Childs'... 50¢ and 75¢  
Misses' and Women's, worth up to \$1.50... \$1.00  
Men's and Women's Shoes—\$4.50 and \$5.00 values, at... \$3.00  
Men's and Women's Shoes, worth up to \$4 a pair, at... \$2.50  
Stetson Shoes make a splendid present, all styles and sizes... \$5.50  
Crossett Shoes, all styles... \$4.00  
Boys', Youths' and Little Genis' Shoes, worth up to \$2.25, in two big lots, at... \$1.50 and \$1.00  
Warm slippers for men or women, all felt and felt with leather soles, two lots, at... 50¢ and 39¢  
Grover Shoes, 40 styles to choose from, priced up from... \$1.50  
Childs' Jockey Boots with red or black top patent cuff... \$1.00  
Misses' and Childs' plush, warm lined house slippers... 25¢



### What's Nicer Than Pretty Furniture for Gifts

A nice piece of furniture is a lasting and always appreciated remembrance—Many special offerings Saturday and all next week—BUY EARLY.

- Children's Rockers... 65¢ to \$3
- Smoking Stands, up from \$1.50
- Ladies' Desks, up from \$3.50
- Music Cabinets, up from \$6.50
- Large Rockers, up from \$4.50
- Odd Rockers, to close, each, up from... \$1.50
- Couches, Turkish Rockers, Chipa Cabinets, Cellarettes, Taborettes, Pedestals, Sectional Bookcases, etc., very best assortments and qualities. Most attractively priced. Will hold any purchase till such time as you order delivery made. Buy here and save.

## A Great December Sale Men's, Women's and Children's Winter Underwear, Furnishings

In Broad Assortment of Best Makes, Best Styles, Perfect Goods, Splendid Qualities, Priced in Saturday's Sale at Much Below Retail Worth.

Women's \$2.00 and \$2.50 wool union suits, white or gray, regular and extra sizes, at... \$1.45 and 98¢  
Women's \$3.50 union suits, all wool, or silk and wool, all styles, white or gray, on sale at... \$1.98  
Women's Sterling union suits, finest silk and wool or silk and linen garments... \$3.50 and \$2.98  
Women's \$1 and \$1.50 union suits, fleeced or part wool, all sizes, at per garment... 69¢ and 49¢  
Women's all wool vests and pants, values up to \$2.50, on sale at garment... \$1.25 and 98¢  
Women's Jersey ribbed vests and pants heavy or medium weight, regular or extra sizes, to \$1 values, at per garment... 49¢, 35¢ and 25¢  
Children's \$1 union suits, medium and heavy weight, at... 49¢  
Boys' heavy fleece shirts or drawers, all sizes, 35¢ values, on sale... 19¢  
Infants' vests and pants, all wool or silk and wool, to 75¢ values, at garment... 25¢ and 50¢

### Most Interesting Men's Furnishing Bargains Saturday

Not on account of price alone, but on account of broad assortments, perfect goods and matchless qualities at the low prices:

- Men's Laundered Shirts—Made to sell at \$2.00 to \$3.00; on sale Saturday at... \$1.45 and 98¢
- Men's 25c to 40c Housewifery Cotton, sell at \$1.50; on sale at... 49¢
- Men's Blanket Bath Robes—Manufacturers' samples, to \$12.00 values, at \$2.45, \$2.95 up to \$2.95
- Men's and Boys' Outing Flannel Gowns—\$1.00 values, at... 49¢
- Men's Four-in-Hand Ties—All silk, 50¢ values, at... 29¢

### Why Not Give Gloves

Four splendid specials in Saturday's sale—see them.

- 16-button, lambskin gloves, \$3 value, white, black or tan, on sale at... \$1.98
- Ladies' \$1.25 kid gloves, white, black or tan, at pair... 69¢
- Ladies' Cape Gloves, regular \$1 values, for street wear, at the pair... 49¢
- Children's Gloves and Mitts—To \$1.00 values, lined or unlined 49¢

### CORSETS AND SWEATER COATS AT GREATLY REDUCED PRICES

\$1 and \$1.50 quality corsets, short and medium lengths, 1 big lot, at... 75¢  
De Bevois and B. & G. Brassiers, regular \$1.75 values, on sale at... 49¢  
Ladies' hand made sweater coats, plain and manish weaves and styles, values up to \$10, on sale at... \$5.98 and \$6.98  
Boys' and misses' wool sweater coats and Jerseys, all colors, big assortment of weaves, at... 98¢

Ladies' wool sweaters in immense assortment of weaves and styles, matchless values, on sale at... \$1.98 to \$7.50  
\$2 boys' and misses' sweater coats, Norfolk styles, with rough neck or military collar, at... \$1.45  
Juvenile sweaters, made to sell at \$1.25, on sale at... 69¢  
Ladies', misses' and children's toques, caps and hoods, greatly underpriced.

### Wines and Liquors

Satisfying Qualities—Saving Prices.

- Maryland Rye Whiskey, six years old—full quarts at... 75¢ per gallon... \$2.50
- Green Label Guckenheimer Rye Whiskey, 8 years old, full qts. \$1 1/2 pint... 25¢
- 1 pint... 50¢
- 1 gallon... \$3.50
- Cedar Brook, Weldon Springs, Jack Daw and Schenly Whiskies, 8 years old, full quarts... \$1.00
- 1 gallon, at... \$3.50
- "Sunkist" California Grape Wine—old and mellow, all varieties, per qt., at... 50¢

### Big Special Sacrifice Sale of Stoves

Our entire line of Renown, Garland, Jewel, Laurel, Banner and Fox Base Burners, Heaters and Ranges on sale Saturday and all next week—200 heaters and ranges must be sold during the week regardless of cost.

CAST RANGES

- \$52.50 Jewel Cast Range, \$39.50
- \$47.50 Garland Cast Range \$39.50
- \$46 Garland Cast Range, \$35.00
- \$30.00 Banner Cast Range, \$24.50
- \$45 Black Nickel Renown, \$37.50

STEEL RANGES

- \$40.00 Garland, at... \$28.50
- \$39.50 Fox, at... \$28.50
- \$50.00 Laurel, at... \$39.50
- \$55.00 Laurel, at... \$42.50

OAK HEATERS

- \$57.50, size 11, Oak Heaters, \$4.00
- \$75.00, size 13, Oak Heaters, \$5.50
- \$115.00, size 15, Oak Heaters, \$8
- \$130.00 Laurel, at... \$10.50
- \$18.75, size 19, Oak Heaters, \$15

BASE BURNERS

- \$55.00 Renown, at... \$45.00
- \$50.00 Globe, at... \$45.00
- \$30.00 Garland, at... \$28.50
- \$60.00 Laurel, at... \$52.50

Saturday and all next week. Don't overlook the big stove sale.

### By Trading at Hayden's for Groceries You Get the Best and Pay Least.

- Saving 25 to 50 per cent on Your Housekeeping Expenses.
- 20 lbs. Best Granulated Sugar, \$1.00
  - 10 lbs. Best-Em-All, Diamond C or Lenox Soap... 25¢
  - 4-lb. packs Best High Grade Diamond Flour, nothing finer for bread, pies or cakes, sack... 35¢
  - Peter's Breakfast Cocoa, lb... 40¢
  - The best bulk Peanut Butter, per lb... 19 1/2¢
  - 16 lbs. Best White or Yellow Corn meal for... 17 1/2¢
  - 7 lbs. Best Bulk Laundry Starch... 50¢
  - The best Domestic Macaroni, Vermicelli or Spaghetti, pkg... 7 1/2¢
  - Jell-O or Jellyroll, pkg... 7 1/2¢
  - 4-lb. cakes, Haskins Chocolates... 45¢
  - 4 lbs. best Fancy Japan Rice, Tapioca—Pine or Pearl... 85¢
  - 2 cans Oil or Mustard Sardines... 10¢
  - Fancy Assorted Cookies, lb... 10¢
  - Grape Nuts, pkg... 10¢
  - Corn Flakes, Breakfast Food... per pkg... 14¢
  - 2-lb. can Fancy Sweet Sugar Corn—now at... 6 1/2¢
  - 2-lb. can Solid Packed Tomatoes—now at... 10¢
- DRY FRUIT SALE SPECIAL
- Choice California Prunes, lb... 7 1/2¢
  - Choice California Peaches, lb... 7 1/2¢
  - 3-crown Raisins, lb... 7 1/2¢
  - Fancy California Muir Peaches—per lb. at... 10¢
  - Fancy Cleaned Currants, lb... 10¢
  - Fancy Seedless Raisins, lb... \$1.25
  - Fancy Moor Park Appricots, lb... 15¢
  - Fancy California Cooking Figs—per lb. at... 7 1/2¢
  - The Best Lemon, Orange or Citron Peel, per lb... 20¢
  - New Honey, pint jars... 30¢
  - Eggs, Butter, Cheese and Butterine. The best No. 1 Eggs, doz... 25¢
  - The best Creamery Butter, carton or bulk, lb... 30¢
  - The best No. 1 Dairy Butter, lb... 30¢
  - Pull Cream, Young America, New York White or Wisconsin Full Cream Cheese, per lb... 25¢
  - Butter, per lb... 30¢
  - Neufchatel Cheese, each... 25¢
  - The Good Butterine... 25¢
- FANCY CHINA
- Salads, plates, tea sets, berry sets, to-bacco jars, steins, jardiniere, vases, extra special, each... \$1.00
  - Vases, sugar and creamers, plates, saucers, bon bon dishes, hair receivers, powder boxes, tea pots, big values... 50¢
  - Candlesticks, plates, spoon trays, hair receivers, powder boxes, each... 25¢

### Christmas Suggestions in Crockery Department

Don't fail to see our beautiful display of dinner ware.

- Porcelain sets, set... \$6 to \$20
- China Sets, set... \$19 to \$200
- All patterns carried in open stock.
- Practical Gifts in Gas and Electrical Appliances, complete... \$4 to \$50

IT PAYS TRY HAYDEN'S FIRST IT PAYS