

Every season we endeavor to offer you Better Assortments, Better Values, Cheerful, Pains-taking Service --- We're yours to command



We want you to see how splendidly equipped we are to supply your EVERY HOLIDAY GIFT WISH OF THIS SEASON

When in Doubt Give Jewelry or Silverware

Is an old saying and invariably a good rule, for you can always find something that will be an appropriate and lasting remembrance. Here are specials for Saturday that will crowd the Jewelry Section at an early hour—values we're confident you cannot duplicate.

- Solid Gold Cuff Links, regular values to \$4.00, at **\$1.95**
- Solid Gold Scarf Pins, values up to \$3.00, at **\$1.00**
- Solid Gold Baby Rings, regular \$1.50 values, special at **85¢**
- Solid Gold Rings, Signet or Fancy Set, up to \$5.00 values **\$1.50 and \$2.50**

- Mesh Bags, made to sell at \$2.00 and \$3.00, on sale at **\$1.00**
- Wrist Clocks, pretty patterns, made to sell at \$5.00, choice **\$2.45**
- Regular \$1.00 alarm clocks at **60¢**
- Regular \$1.00 watches at **75¢**
- Comb, Brush and Mirror Sets, silver plated, values up to \$4.00, at **\$1.75**
- Sterling Silver Baby Spoons **39¢**

Over 500 Different Articles in Jewelry, from 75¢ up to \$20.00 Values
Solid Gold Shell Rings, Solid Top Cuff Buttons, Beauty Pins, Bar Pins, Lavalieres, etc. **25¢** Sterling Silver Bracelets and Sterling Silver Hat Pins, together with scores of other items.
Specially fortunate purchases from manufacturers alone make such remarkable underpricings a possibility. Buy Saturday.

Rocker Specials

Several patterns large full spring Turkish rockers, best grade guaranteed leather, worth to \$70.00. Your choice **\$40**

Three patterns, full leather, solid mahogany frame rockers. Regular \$20 value, sale price **\$12.50**

Six patterns, all finishes, best grade leather, large, roomy rockers. Regular \$15 value, sale price **\$10**

A large size, guaranteed oak rocker, fumed finish, genuine leather, spring seat. Regular \$8.50 value, sale price **\$5.50**

Sewing rockers, in all finishes, at very special prices, up from **\$1.25**

Library Tables
Three patterns, golden and fumed oak, large mission tables. Regular \$20 and \$24.50 values. Sale price, **\$15**



Even the Grown-Ups Marvel at the Wonderful Pack Dear Old Santa Brought to Hayden's

This season. Direct from his big workshops in Toyland to the "Store of the Christmas Spirit." He wants to meet and greet all the little folks on 4th floor, Hayden's, Saturday. Wants you to make yourself at home and thoroughly enjoy the immense display of Toys, Dolls, Games, etc.

SPECIALS FOR SATURDAY THAT WILL INTEREST ALL

- Full Jointed Dolls, 22 inches tall, moving eyes, sewed wig, light and dark hair, regular \$1.98 dolls, on sale, choice **95¢**
- Mechanical Train, on Track, 75¢
- Seneca Spelling Blocks, **49¢**
- Iron Old Combination Toy Banks, each **25¢**
- Friction Street Cars, pay as you enter **95¢**
- 35c Doll Furniture, **25¢**
- Popular Fiction Works at 50¢
- Books that formerly sold at \$1.35. "Wall of Men," "Their Yesterday," "Aunt one of Kentucky," "The Secret Garden" and scores of other late books for selection.
- A Big Assortment of Prayer Books, Rosaries, Etc.



Give Her Gloves

She Never Had Too Many Gloves.
Never a nicer or better glove than she will have if you select Monarch Perrin or Racine Gloves. Complete lines here, special values \$1.25 to \$2.00 pair.

Real French Lambskin, also cape and doe skin gloves, \$1.50 values, at **\$1.00**

Children's lined kid gloves, velour, lined mocha and kid mittens with fur tops, on sale, pair **49¢**

Velour Mittens, worth 50¢, in tan or black, at **25¢**

Glove certificates sold in Glove department, entitles holder to personal selection of merchandise to specified amount at any time—Buy one.

Pricings on Women's Garments in December You Would Not Usually Expect Till January

30 days ahead of all, right at the very beginning of the real winter weather, we start a clearance on all lines that means unusual savings to all purchasers.

- NEARLY 1,000 HANDSOME WINTER COATS**
All the season's classic styles in the most wanted fabrics, in both plain colors and fancy weaves, in **Two Splendid Bargain Lots Saturday.**
\$15.00 AND \$18.00 COATS AT \$10.00
Nobby styles in plain colors and novelties, all colors and broad assortment of fabrics. Remarkable bargains.
- HANDSOME WINTER COATS, made to sell to \$25.00, your choice \$15.00**
In Zibelines, Sealettes, Chinchillas, Boucles, Novelty Cloths, etc. A remarkable showing.
- BEAUTIFUL WAISTS, made to sell up to \$5.00, choice Saturday \$1.95**
In Crepe de Chines, Flowered Chiffons and Lace Waists, etc. Dainty designs, all colors.
- Children's Coats, to \$7.50 values, at \$3.95** | **Children's Coats, to \$12 values, at \$6.95**
An Immense Showing of Silk Kimonos and Bath Robes for gifts \$2.95 up to \$20.00



NEARLY 300 FINE TAILORED SUITS AT JUST HALF PRICE.

- Our Winter season is practically over—yours just beginning. On account of very heavy stocks to be disposed of, we're deeply cutting prices on all lines.
- Tailored Suits worth \$15.00 at **\$7.50**
 - Tailored Suits worth \$20.00 at **\$10.00**
 - Tailored Suits worth \$25.00 at **\$12.50**
 - Tailored Suits worth \$35.00 at **\$17.50**
 - Tailored Suits worth \$45.00 at **\$22.50**
- HUNDREDS OF PRETTY DRESSES, made to sell up to \$25.00, at \$9.90**
- Broad assortment of charming designs for afternoon wear. Party and Dancing Dresses, variety of desirable colorings and fabrics almost unlimited.
- FURS MOST ATTRACTIVELY PRICED**
- Elegant Near Seal Coat **\$49.00, \$69.00 Up**
 - Hudson Seal Coats at **\$89.00, \$98.00 Up**
 - Genuine Mink Sets at **\$75.00 Up**
 - Genuine Marten Sets **\$50.00 to \$150.00**
 - Fine Fox Sets at **\$45.00 to \$98.00**
- Why Not Make a Gift of Furs?



Give Silk Hosiery

An extra pair is always acceptable to wife, daughter, sister or lady friend—We show complete lines of best makes.

Specials for Saturday
Women's \$2.50 Silk Stockings, pure thread silk with double garter tops, high spliced heel and double soles. In all colors, at pair **\$1.50**

Women's \$1.50 Silk Hose, with fancy tops or double Lisle tops, regular sizes, at pr. **95¢**

Wayne Knit Silk Hose to \$1.00 values, in black, white or tan. On sale **49¢ and 75¢**

Big Sale of Linoleum Monday

- COUNTER NO. 1 at 10¢**
Match Trays, Pin Cushions, Mirrors, Rattles, Fancy Wood Novelties, Brushes, etc., up to 25¢ values, at choice **10¢**
- COUNTER NO. 3 AT 50¢**
Including Desk Sets, Hand Mirrors, Sewing Baskets, Military Brushes, Briar Pipes, Beaded Bags, Silk Garters, Ink Wells, Jewel Boxes, Candle Sticks, etc., to \$1.00 values **50¢**

Four Special Counters of Holiday Gift Suggestions Saturday

- COUNTER NO. 2 AT 25¢**
Containing Work Baskets, Pin Cushions, Boxed Handkerchiefs, Sewing Set, Baskets, Ash Trays, Hand Mirrors, Combs, Brushes, Beaded Bags, etc., to 50¢ values, on sale at **25¢**
- COUNTER NO. 4 AT \$1.00**
Toilet Sets, Manicure Sets and Collar Bags, Work Boxes, Comb and Brush Sets, Dressing Sets, Smokers' Sets, etc., made to sell to \$2.00, on sale **\$1.00**



A NICE FUR CAP

makes a pleasing gift. We are showing a choice assortment in all Furs at prices ranging from **\$1.50 to \$10**

\$5 Near Seal Caps, special Saturday, at \$3.50

John B. Stetson Hats, in all newest styles, **\$3.50 to \$5**

Extra Special Values in Traveling Bags, all styles, all leathers, at **\$3.95, \$5.00, \$7.50 Up**

Sample Lines of HOLIDAY GIFTS

Saturday the Third Day of the Big Sales of Samples of **FLORENCE MANUFACTURING CO. AT HALF PRICE.**

The biggest opportunity yet to buy beautiful, up-to-date gifts at **HALF REGULAR RETAIL PRICES.**

Toilet Set, Dressing Cases, Manicure Sets, Brushes, Mirrors, Etc.

Hundreds upon hundreds of articles—no two alike—on sale at **JUST HALF PRICE.**

Some Christmas Suggestions in Toilet Goods, Urugs and Perfumes.

Toilet articles always make an acceptable Christmas gift. Our stock is large and we will pay you to try Hayden's first.

- 10c Lacout Blossom Perfume, oz. **5¢**
- 50c-4711 Sachet Powder, assorted odors, per bottle **25¢**
- 50c Ebony Removable Chamomile Buffer, 4oz. **25¢**
- 1.00 5 1/2-in. Ivory Mirror, special **50¢**
- 1.00 Black Solid Back Military Brushes **50¢**
- 1.00 Ever Ready Safety Razor **50¢**
- Pignaud's Lilas de France Toilet Water **50¢**
- 1.50 Oriental Cream **85¢**

Big Sale of Linoleum Monday

- 1.50 Cello Metal Hot Water Bottle, 3 pints, guaranteed **95¢**
- 1.25 Jergens' bottle fancy Perfumes, special **75¢**
- 1-qt. Genuine Thermos Bottle **2.50**
- Fancy Holiday Perfumes, 2oz. up **1.00**
- 50c Gillette's Rice Powder **30¢**
- 10c 2oz. Royal Soap **5¢**
- 10c Grape Toilet Paper, 5 rolls for **25¢**
- 50c Bourgeois Java Rice **25¢**
- 50c Sloan's Lintiment **25¢**
- 10c Jergens' Benzoin and Almond Lotion **5¢**
- Hinkle's Cascara Pills, 100 **25¢**
- 1-gal. Aspirin Tablets, 50 **25¢**
- 1 dozen **25¢**

Men Always Need Ties and Handkerchiefs

Here's several specials at a saving of about **Half Usual Price.**

Men's All Silk Ties, newest style four-in-hands, in pretty gift boxes, values to \$1.50, on sale **at .25¢, 49¢ and 75¢**

Men's 25c Silk Ties, in separate boxes **12 1/2¢**

Box of 6 linen or mercerized handkerchiefs, \$1 to \$2.50 values, on sale Saturday, at **\$1.35 98¢ 75¢ 49¢**

Men's and Boys' Initial Handkerchiefs, regular 25¢ quality, on sale, 6 for **75¢**

Men's and Boys' 10c Hdks., 6 for **25¢**

Imperial or Crown Suspenders, up to \$2.00 values, in four lots **88¢, 75¢, 49¢, 25¢**



Boys' Suits at 1/2 Price

Choice of all Corduroy Suits at (1/2) half they are marked.

Saturday we offer choice of our entire stock of Boys' Corduroy Suits. All Colors and sizes. About half of them have two pairs of pants. Ages 3 years to 18 years. Russian double breasted and Norfolk style. Soft weave and close or coarse wale. Saturday, make your choice and pay (1/2) half what any suit is marked.

- \$5.00 Corduroy Suits **\$2.50**
- \$6.00 Corduroy Suits **\$3.00**
- \$6.50 Corduroy Suits **\$3.25**
- \$7.50 Corduroy Suits **\$3.75**

No Telephone Orders or C. O. D.'s
Boys' Mackinaws, Extra Values for Saturday **\$3.95, \$4.95, \$5.95**

Mackinaws for boys 6 to 15 years, all wool and heavy weights, Norfolk and Raglan cut. All the best plaid combinations; each piece is a special low price for Saturday

- at **\$3.95, \$4.95 and \$5.95**
- Chinchilla overcoats for boys, 2 1/2 to 8 years at **\$4.95**
- All wool chinchilla, gray blue and brown, satin yoke and wool plaid lined. **\$4.95**
- \$6.50 Chinchilla overcoats, Saturday **\$4.95**

SPECIAL SHOE SALE Saturday

- Christmas Shoes and Slippers for any member of the family would be the most proper present.
- Men's Shoes, Stetson make, **\$6 and \$5.50**
 - Crossett Shoes, all styles **\$4.00**
 - Brocktonbilt Shoes, all styles **\$3.00**
 - Men's Kid and Box Calf leather lined Shoes, good \$3.00 values, at **\$1.98**
 - Women's Patent Leather, fawn or toque tops, good \$4.00 values, all sizes, with cloth or leather quarters **\$3.50**
 - All kinds of men's Xmas Slippers, Opera, Everetta, Faunts or Romanos, tan or black **\$2.50, \$2, \$1.50 and \$1**
 - Men's or Women's warm house Slippers, all felt or leather sole and patches **50¢**
 - Women's Knit Slippers, fancy cuff tops. Values up to \$1.25, 75¢ and **39¢**
 - Child's fancy high top Shoes, \$1.50 values **\$1.00**
 - Grover and Queen Quality Shoes for Women.
 - Stetson and Crossett Shoes for Men.

Closing Out Base Burners Regardless of Cost or Former Selling Price

"Renown" Base Burner, 15-inch fire pot, full nickel trimmed; regular price \$25.00, sale for price **\$15.00**

Brilliant Monograms, the best and handsomest base burner in Omaha when sold at our regular price of \$29.00; has 16-inch fire pot; sale price **\$18.00**

"Charming Universal" has 15-inch fire pot, nickel trimmed; a bargain when sold at our regular price of \$40.00, but sale price is **\$25.00**

Soft Coal Heaters

- Small Oak Heaters **\$4.95**
- 10.00 Oak Heaters **\$6.50**
- 12.00 Oak Heaters **\$8.75**
- 15.00 Oak Heaters **\$12.50**
- 18.00 Hot Blast Heaters **\$11.50**
- 16.00 Hot Blast Heaters **\$11.50**

Howard Heaters, your unrestricted choice of any Howard Heater in the house **\$14.95**

Roasters

Special Sale on this very seasonable article Saturday.

- "Brownie" Roasters, two-piece, self-heating, large enough for chickens and roasts **19¢**
- Large "Brownie" Roasters **39¢**
- Savory Roasters **59¢ and 99¢**
- Large genuine "Nick" Roaster **\$1.49**

"Renown" Base Burners, 17-inch fire pot, full nickel trimmed; latest pattern; extra large finest of steel; on sale Saturday at an unusually good base price **\$28.50** regular price \$37.50, sale price **\$28.50**

BEST FRESH DRESSED 1914 MILK FED SPRING CHICKENS, Lb., 11 3-4c

- 10 lbs. Best Leaf Lard **98¢**
 - LAMB-LAMB-LAMB**
 - First quality 1914 Spring Lamb hindquarters, lb. **19 1/2¢**
 - First quality 1914 Spring Lamb forequarters, lb. **18 1/2¢**
 - First quality fresh Pork Loin, lb. **13 1/2¢**
 - First quality Fresh Pork Roast, lb. **12 1/2¢**
 - 10 **10¢**
- Soft Coal Heaters**
- Small Oak Heaters **\$4.95**
 - 10.00 Oak Heaters **\$6.50**
 - 12.00 Oak Heaters **\$8.75**
 - 15.00 Oak Heaters **\$12.50**
 - 18.00 Hot Blast Heaters **\$11.50**
 - 16.00 Hot Blast Heaters **\$11.50**

READ THE BIG SPECIAL GROCERY, CANNED GOODS, DRIED FRUITS, BUTTER, CHEESE, CRACKERS AND VEGETABLE SALE FOR THE HOLIDAYS.

- We Make the Prices for the People, Not the Trusts.
- 15 lbs. Best Granulated Sugar **\$1.00**
 - 48-lb. sack Best High-Grade Diamond H Flour, nothing finer for your Xmas puddings, pies, etc. or cakes, per sack **\$1.40**
 - 10 lbs. Best White or Yellow Corn meal **19¢**
 - 2 lbs. Best Rolled White Breakfast Oatmeal **25¢**
 - 8-lb. 3c cans Condensed Milk **20¢**
 - 16-ounce cans Condensed Milk 7c
 - Parker House Catsup, bottle, 75c
 - Four Xmas puddings, pie, 6c
 - Large Bottles Worcester Sauce
 - Pickles, assorted kinds, or Mustard, bottle **1-1-2c**
 - 22-ounce jars Pure Fruit Preserves **25¢**
 - 15-ounce jars Pure Fruit Preserves **15¢**
 - The Best Domestic Macaroni, 5-lb. **75¢**
 - MacLaren's Patent Butter, lb. **13 1/2¢**
 - 2-lb. cans Fancy Sweet Sugar **75¢**
 - 2-lb. cans Wax String, Green or Lima Beans **75¢**
 - 2-lb. cans Early June Peas, 1-1-2c
 - 2-lb. cans Golden Pumpkin, Hominy, Squash, Bauer Kraut or Baked Beans **1-1-2c**
 - 2-lb. Choice Japan Rice, 10c
 - quality Fancy Japan Rice, 10c
 - 4-lb. Best Pudding Tapioca **10c**
 - 10c pkg. 12 C. Corn Flakes **10c**
 - Grape Nuts, pkg. **10c**
- Golden Instant Coffee, lb. **25¢**
- The Best Mixed Nuts for Christmas **25¢**
- Highland Rolled Oatmeal, the pride of California, for quality, per 50-lb. sack **25¢, 20¢ and 15¢**
- A-B New 1914 Stock**
- The Best Creamery Butter, carton or bulk, lb. **14¢**
 - The Best No. 1 Eggs, dozen **25¢**
 - Fancy Country Creamery Butter, 2-lb. Good Dairy Table Butter, lb. **20¢**
 - 1-lb. good Butter, 25¢
 - 1-lb. Good Lock Butter, 25¢
 - 10 lbs. best Red River Minnesota potatoes to the bush **20¢**
 - 12 lbs. Fancy Cooking Apples to the bush **20¢**
 - Demand your weight; the law requires it.

Try HAYDEN'S First