

A Hearty Welcome To All The Children From Their Dear Friend Santa Claus

Holiday Neckwear Sale
Our new lines of these goods are now on sale. See them. Beautiful New Jabots, 50c

Holiday Handkerchief Specials
2000 doz. Fancy Initial Handkerchiefs 2 1/2c

HAYDEN'S THE RELIABLE STORE.

Special Sale on CHRISTMAS LEATHER GOODS
50c Alligator Card Case

ENGRAVING
We are The Headquarters for fine card engraving in Omaha.

Wonderful Clearing Sale Ladies' Suit Dept.

Thousands of dollars worth of high grade garments at prices that quality considered, cannot be duplicated in the city.



FROM OUR Ladies' Suit Dept.
Your choice of any ladies' suit in the house, worth up to \$40.00, 8.90

Santa Claus is Here!

With a hearty welcome and a nice present for each little boy or girl who comes to see him Saturday accompanied by some older person. His Reign is Supreme in Toyland

VISIT HIM SATURDAY AT HAYDEN'S

SPECIALTY COUNTER NO. 1 CHOICE 25c
SPECIALTY COUNTER NO. 2 CHOICE 49c
SPECIALTY COUNTER NO. 3 CHOICE 99c

Furs and Coats for Christmas Gifts

Largest Stock—Best Values To Be Found.
Pretty River Mink Scarf, with six tails—special at 1.48

Suggestive Specials in Men's Furnishings

MEN'S FANCY HOSE—In wool or cotton, an immense line of wonderful values, at 12c, 19c, 25c and 39c

RUGS OF INDIA

A MOST ACCEPTABLE CHRISTMAS PRESENT.
Having Christmas in mind and the utility of Oriental Rugs for the Holiday Trade we have secured a large assortment of these in a great variety of styles and sizes.

Two Great Skirt Values
HANDSOME SKIRTS—In an immense variety of style and most elegant fabrics, regular \$10.00 values, at 4.98

GREAT SILK SALE SATURDAY
20 pieces Oriental Kimona Silk, 32 inches wide, 39c

Gift Suggestions from our Glove Dept.

LADIES' KID GLOVES in all the newest shades, Paris Point stitching at \$1.00
LADIES' KID GLOVES, newest, most stylish shades and fancy stitching and special at 1.50

Four Hosiery Items

LADIES' BLACK SILK HOSE—In drop stitch or plaid—make elegant Christmas gifts—special values—1.00

Three Corset Specials

60c Tape and Battiste Corsets, 39c
\$1.50 silk and mercerized Tape Corsets, with hose supporters attached, come in pink and blue, 98c

Big Sale of Christmas Shoes and Slippers.

Large tables piled high with shoes and slippers, at a big saving to you.
1,000 pair men's \$1.75 and \$2 slippers, 1.25

DON'T YOU FORGET

That our Hat, Trunk and Grip Department furnishes its full quota of gift suggestions.
A SUIT CASE makes a handsome present that is highly acceptable to all.

Groceries

EVERYTHING YOU NEED FOR CHRISTMAS. GRAND FRUIT OPENING SALE SATURDAY.

HAYDEN BROS.

MEATS MEATS MEATS
Highest quality, lowest price. The packers are putting on their wagons and we are putting down prices, giving the consumers the benefit.

WHAT TO BUY FOR THE MEN

Some Novelties in Christmas Gifts Appropriate to Masculine Taste.
ARTICLES OF PRACTICAL USEFULNESS
Jewels Rich and Rare, and Many Moderately Priced, Calculated to Please Bachelor, Benedict or Beau.

brush has a cylindrical silver case into which it fits when not in use. But apparatus of this extravagant sort is only for the very rich, and the average man would certainly prefer something a little less gorgeous and more practical.
A novelty is a silver-handled razor with a blade for each day in the week—the whole put in a handsome leather case.
Safety razors and blades for those who have never had the contrary patient may learn to scrape their faces with the proper instrument, are to be had with silver mountings, in leather or silver boxes.
For shaving mirrors, there are of many patterns. One kind has a disk-shaped glass which may be readily set at any angle while the handle is being held in the hand.

ing an earnest address to the empty pews. "Why, what are you doing?" we asked in surprise. "I am endeavoring," he answered with great dignity, "to practice what I preach."—Cleveland Leader.

Freight Car that Disappeared.
In the recent railroad accident on the Worcester, Nashua & Portland division of the Boston & Maine at East Barrington, N. H., when an extra freight from Nashua, crashed head on into an extra freight from Portland that was waiting there to meet it, a Boston & Maine car on the train standing still disappeared and for hours the efforts of the railroad men to find it were fruitless.

DR. WINSLOW'S SOOTHING SYRUP
Best made by Dr. J. C. Winslow, the best solution while holding for over fifty years. It cures colic, soothes the stomach and all pain, cures wind colic, and is the best.

Up to Date Advertising.
It is a surprise to find some of the newest methods of advertising in common practice in Russia. Indeed the tricks of the trade there are perfectly understood. A New York business man connected with one of the largest advertising agencies is authority for the following story. He was in St. Petersburg on a crowded street when his attention was attracted by a forlorn little man, ragged and apparently half starved, who was crying bitterly.

Omaha Loan & Building Association
1704 Farnam. Bee Building.
G. W. Loomis, Pres. G. M. Nettinger, Sec'y