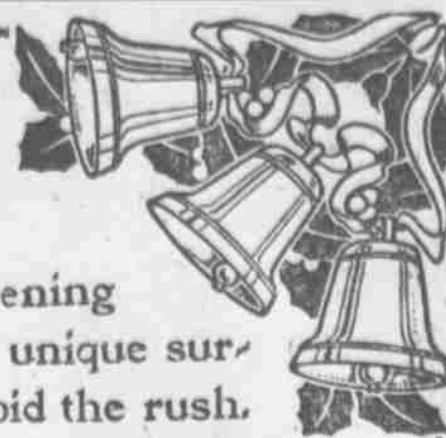




**HAYDEN'S**  
THE RELIABLE STORE

# Toy Land Now Open

**HAYDEN'S**  
THE RELIABLE STORE



Dear Old Santa Claus is here and extends a hearty welcome to every one to visit him in this, his principal Omaha store house, Monday. The enthusiastic reception on Saturday opening and children's day was a delight. Thousands thronged the aisles and young and old, alike, were more than pleased with the unique surprises Santa had in store for them. Do your Christmas shopping early in the week while the stocks are complete, and avoid the rush.

## A Wealth of Splendid Bargains Monday

Each Department throughout the big store is draped in Holiday tarray—Fairly Sparkling with Christmas gift thought.

- |  |  |   |  |
|--|--|---|--|
| Umbrellas,<br>Men's Furnishings,<br>Ladies' Furnishings,<br>Fancy Goods,<br>Pictures,<br>Pyrography Outfits,<br>Rings, | Furniture,<br>Pine Candles,<br>Nuts,<br>Fruits,<br>Linen,<br>Dress Goods,<br>Silverware, | Nickel ware,<br>Cutlery,<br>Slippers,<br>Shoes,<br>Jewelry,<br>Cut Glass,<br>Fine China,<br>Perfumes,<br>Toilet Articles, | Bric-a-Brac,<br>Watches,<br>Clocks,<br>Grips,<br>Suit Cases,<br>Smoking Jackets,<br>Fancy Vests,<br>Bath Robes,<br>Hats and Caps,<br>Furs,<br>Ladies' Suits,<br>Ladies' Coats,<br>Silks,<br>Laces, |
|--|--|---|--|

Linen, Dress Goods, Silver Ware, Nickel Ware, Cutlery, Slippers, Shoes. Thousands upon thousands of Gift Suggestions on every hand, so complete in variety, so attractive in quality and price that satisfactory selection is assured to the most particular purchaser.

Don't fail to visit Store before making your gift selections.

- China! China!** Before purchasing your Dinner ware for Christmas presents do not forget to visit our crockery and look over our large assortment of dinner sets.
- |   |   |
|---|---|
| 100-Piece White and Gold Haviland Dinner Sets, worth \$75.00, at <b>\$54.95</b> | 100-Piece Austrian China Dinner Sets, worth \$15.00, at <b>\$10.95</b>    |
| 100-Piece Decorated Haviland Dinner Sets, worth \$25.00, at <b>\$19.95</b>      | 100-Piece English Porcelain Dinner Sets, worth \$15.00, at <b>\$10.50</b> |
| 100-Piece Porcelain Dinner Sets, worth \$10.95, at <b>\$6.50</b>                |   |

## Holiday Gift Thoughts

**FANCY LEATHER GOODS, BILL BOOKS, CARD CASES, POCKET BOOKS, TOILET SETS, COLLAR AND CUFF BOXES, OPERA BAGS and TOILET SETS**

Sample line of the biggest New York manufacturer of this class of merchandise, Florence Manufacturing Co.

- At 60c on the Dollar**
- Over 1,000 sets to select from, all guaranteed absolutely perfect. Separate mirrors, hair brushes, cloth brushes, military sets, etc.
- Hair brushes worth 50c to \$1.25 on sale, at **25c, 35c, 49c, 59c and 65c**
- Military sets, worth \$1.00 to \$4.00 on sale at **49c, 69c, 79c, 98c to \$2.25**

## GRAND BOOK SALE

**CLOSING OUT OUR ENTIRE BOOK STOCK**

- All \$1.50 Copyright Books, at **98c** | All \$1.00 Copyright Books, at **43c**

**A Discount of 25% On All Sets**

- Gibbon's Rome, George Elliot's Works, Sets of Shakespeare, Macaulay's History of England Irving's Works, Works of Wm. Thackeray Hughes', Dickens', Bulwer's, Ruskin's*
- And Many Others 25% Discount to Close**

## Our Immense Toy Department

**A Veritable Bower of Christmas Beauty**

Iron Toys, Mechanical Toys, Dolls, Teddy Bears, Wagons, Skates, Sleds, Drums, Foot Balls, Guns, Books, Doll Furniture, Doll Cabs, Games, Musical Instruments, Christmas Trees, Ornaments, Blocks

**A Real Live Teddy Bear** Is the delight of all visitors to the department, vying with Santa Claus in the admiration of the little tots. In unpacking the Teddy Bears we found this one, larger and somewhat different in general appearance and color. Thinking of the story of Johnny's Teds as depicted in the comic supplement of the papers, we proceeded to doctor it up, and, wonders of wonders, signs of life appeared and at present a living, breathing, mischievous Teddy entertains the children

**IN TOYLAND AT HAYDEN'S** SOUTH ROOM—GROUND FLOOR — NO STEPS TO CLIMB —



## Give Hosiery

Our Holiday Display comprises the most complete assortment of Fine Hosiery ever shown in Omaha. No matter what your preference, it can be readily supplied in this busy Department.

**SPECIAL MONDAY**

- Ladies' Silk Hose**—Hundreds of different styles and patterns to select from, in all desirable shades, including the very finest hand embroidered goods at **98c, \$1.50, \$1.98, to \$10.00**
- Ladies' Silk Lisle Hose**—Hand embroidered in the very newest colors and patterns, at **40c, 75c, 98c, \$1.50**
- The Celebrated Wayne Hosiery for men women and children, shown in complete assortment, at **25c, 35c, 50c**
- Entire Sample Line of Lord & Taylor's Onyx Hose**, secured at a Splendid Bargain. The Onyx hosiery is known the world over as the finest. Monday we place on sale this entire line, over 700 dozen pairs of men's and women's hose in finest Maco cottons, lisle and silk lisle, worth regularly to \$1.00 pair, at **19c, 29c**
- A Splendid Opportunity to Secure the Finest Hose at Less Than Half

## Men's and Ladies' Gloves

**The Most Complete Stock in the West. Make a Gift of Gloves**

or GLOVE CERTIFICATE, which entitles the holder to a pair of gloves which they may have fitted before or after Christmas.

- Ladies' Long Kid Gloves** very best assortment and values to be found, regular values to \$5.00, at **\$2.98 \$3.50 \$4.00**
- Ladies' Short Kid Gloves**, lined or unlined, all colors and sizes; special values **75c 98c and \$1.50**
- Ladies' Fur and Fur Lined Gloves and Mittens**, at **\$1.98 \$2.98 to \$5.00**
- Men's Kid Gloves**, such makes as Adler's, Irelands, etc., splendid values, at **98c \$1.25 \$1.50 and \$2.00**
- Men's and Boys' Fur Gloves and Mittens**, every imaginable kind, big values at prices **98c up to \$10.00**



## Grand Handkerchief Sale

Acceptable gifts for young and old alike. Buy your Handkerchiefs for Christmas now. Box of 6 All-White Initial Handkerchiefs, in Monday's sale, at **\$1.00**

- |  |   |
|--|---|
| 1st LOT—Children's Handkerchiefs, at <b>2 1/2c</b>                               | of all descriptions, on sale, at each   |
| 2d LOT—Ladies' Plain and Embroidered Handkerchiefs, at each                      | 5th LOT—Initial Handkerchiefs in pure linen, on sale at choice, each  |
| 3d LOT—Ladies' Plain Linen and Swiss Embroidered Handkerchiefs, at <b>7 1/2c</b> | 6th LOT—Embroidered Handkerchiefs in almost unlimited assortment, values up to 50c, choice, each <b>25c</b> |
| 4th LOT—Initial Handkerchiefs  |   |

Real Lace Handkerchiefs at About Half.

Holiday Ribbons, fancy and plain taffetas, narrow and wide satins and Holly Ribbons at Sweeping Price Reductions.

## High Grade Linen Department

We are now in position to make special prices on fine Linens for Christmas trade.

- |  |  |
|--|--|
| 50 pieces full bleached Irish Damask, regular \$1.25 grade, Monday at <b>.89c</b>  | Forty all linen, hemstitched Linen Sets, including table cloths and napkins, per set <b>\$2.50</b>   |
| 100 dozen 24-inch Belfast all linen Napkins, our \$5.00 grade, at, per dozen <b>\$2.95</b>   | Special prices on fine, high grade White Goods—Persian Lawns, French Lawns, India Linons, Mulls, Nainsooks, Dimities, etc., yard, 10c, 12 1/2c, 15c, 19c, 25c, 30c, 40c and <b>59c</b> |
| A very large and beautiful selection of Throws, Scarfs and Tray Cloths, never sold for less than \$1.00 each, Monday, each <b>.48c</b> | 100 imported high grade Marseilles Bedspreads, fringed and cut corners, worth \$6.00 each; special Monday, each <b>\$3.50</b>  |
| 25 pieces fine Sheer Handkerchief Linen for fancy work, our regular \$1.00 a yard grade <b>.95c</b>                                    |  |

**Scores of Splendid Gift Ideas** Are revealed by a visit to our Big Cloak and Suit Department, Second Floor. Our great Manufacturer's Stock Sale offers hundreds of surprising bargain opportunities. Furs are always most acceptable as gifts, and a wealth of matchless values is displayed here in Monday's Great Sale.



- French Coney Coats**, well worth \$30.00, Skinner satin lined, at **\$19.90**
- XXXX Near Seal Coats**, blouse style, regular \$50.00 values, on sale, at **\$35.00**
- \$75.00 Siberian Squirrel Coats**, very handsome garments, at **\$59.00**
- \$90.00 Beaver Coats**, satin lined throughout, on sale, at **\$59.00**
- Handsome Mink Scarfs**, in great variety of newest styles, greatly underpriced, at **\$10.00 \$12.50 \$15.00 \$20.00 \$30.00 \$40.00 to \$75.00**
- Natural and Blended Squirrel Muffs and Scarfs**, priced at about two-thirds real value: **\$5.00 \$7.50 \$10.00 \$12.50 and \$15**
- Genuine Lynx Sets**, a splendid assortment of the very best qualities and styles. Special bargains at **\$40.00 \$50.00 \$75.00**
- Stylish Cloth Coats** in almost endless assortment of materials and colors, greatest bargain ever offered.
- Coats made to sell at from \$10.00 to \$12.50, choice **\$5.00**
- 100 Fine Tailor Suits**, just received from our N.Y. buyer, come in havys, browns, blacks and fancies, in very newest styles and materials, actual \$25.00 values while they last, choice **\$12.50**
- A Handsome line of Fancy Waists for Christmas selling. Values you don't find duplicates elsewhere.



## Beautify the Home

With a gift of a nice piece of Furniture. Nothing will give more lasting pleasure. Many special bargains in Monday's Sale.



- Music Cabinets, Smoking Stands, Jardinier Stands, Rockers, Center Tables, Dining Room and Parlor Furniture of all descriptions, everything and anything in the furniture line at most delightful bargain prices.
- Handsome Center Table, like cut, \$5.00 value, extra special Monday **\$3.00**
- \$5.75 oak rocker, a beauty, highly polished, Monday **\$3.00**
- Sweeping price reductions on all Framed Pictures, Pyrography Sets and Supplies, greatly underpriced.

## Give Silks for Christmas

All our Finest Silks greatly underpriced in Monday's Sale. Come Early.

- |   |  |
|---|--|
| \$1.98 Plaids, Novelties, at <b>\$1.25</b>  | \$1.39 Black Peau de Soie, 36 in. wide, sale price <b>\$1.00</b> |
| \$1.50 Black Taffetas, 36 in. wide, sale price <b>\$1.05</b>  | \$1.25 Black Taffeta, 36 in. wide, sale price <b>.89c</b>        |
| 75c Plain Taffetas, Louisiennes, Messalines, Novelties, Etc., the greatest lot of values ever shown in the city, at, sale price <b>.49c</b> |  |
- Mail Orders filled at these prices until Wednesday noon. Send at once.

## Leading Dress Goods

- HOUSE OF THE WEST**
- Pre-inventory Sale—will close out at less than cost all Dress Goods, Bearskins, etc.
- 50 pieces of Priestley's \$1.50 **.75c**
- 50 pieces of Priestley's \$2.00 **.95c**
- 50 pieces of Priestley's \$3.00 **\$1.39**
- 50 pieces of Priestley's \$4.00 **\$2.25**
- COLORS DRESS GOODS**
- 50 pieces of \$1.50, \$1.98 and \$2.50 **.85c**
- Novelties **.85c**
- 100 pieces of \$2.98, \$3.50 and \$5.00 **\$1.39**
- 75 pieces of Broadcloths, black and colors, \$1.00 grade **.79c** | \$3.00 grade **\$1.39**
- \$2.00 grade **.98c** | \$4.00 grade **\$2.19**
- BEARSKIN CLOTH**
- The Genuine Imported Article
- White and all colors **\$1.49** | \$5.00 grade **\$2.39**
- \$4.00 grade **\$1.98** | \$6.00 grade **\$2.58**
- All Astrakhan at exactly One-Half Price.

## Sheetings, Muslins,

- Linens, Etc., in Our Famous Domestic Room**
- Yard wide Unbleached Muslin **.45c**
- 4 1/2c Yard wide Unbleached Muslin **.60**
- 10c Muslin **.85c**
- Hopdale Muslin **.90c**
- Fruit of the Loom Muslin **.95c**
- Lockwood 3-4 Bleached Muslin **.28 1/2c**
- Lockwood 10-4 Bleached Muslin **.50c**
- \$13.90 Standard Sheets **.30c**
- \$13.90 Crescent Sheets **.40c**
- 12x30 Crescent Sheets **.30c**
- Best blue Apron Checks made **.60c**
- 7 1/2c Shaker Flannel **.85c**
- 10c Shaker Flannel **.90c**
- 12 1/2c Flannel **.95c**
- 10c Flannel **.85c**
- 11c Flannel **.85c**
- 11c Linen, 27 in. wide, bleached **.50c**
- 30c Lipen, 68 in. wide, bleached **.40c**
- 10c all Linen Towels **.75c**
- 12 1/2c Comfortables **\$1.75**
- 12 1/2c Comfortables **\$2.50**
- 12 1/2c Blankets **.30c**
- 12 1/2c Blankets **.35c**
- 12 1/2c Blankets **.35c**

## Buy Your Christmas Supplies at Hayden's, the Greatest Pure Food Department in the West

- |   |  |
|---|--|
| 21 lb. best pure cane Granulated Sugar <b>\$1.00</b>                              | 12 1/2 lb. sack best family High Patent Flour <b>\$1.25</b>      |
| 12 1/2 lb. sack best Buckwheat Flour <b>.85c</b>                                  | 10-lb. sack best granulated white or yellow Cornmeal <b>.85c</b> |
| The best Condensed Mince-meat, per pkg. <b>.85c</b>                               | Large bottle pure Tomato Catsup <b>.10c</b>                      |
| Fancy plain or stuffed Olives, per bottle <b>.30c</b>                             | Large bottle Worcester Sauce <b>.85c</b>                         |
| Large bottle Pickles, assorted kinds <b>.85c</b>                                  | Large bottle Pickles, assorted kinds <b>.85c</b>                 |
| 1-lb. pkg. Macaroni <b>.85c</b>   | 1-lb. pkg. Cornstarch <b>.85c</b>                                |
| 4-lb. sack Golden Pumpkin, Hominy, Squash, Sauer Kraut or Baked Beans <b>.85c</b> | Peany Seeded Raisins, per pkg. <b>.10c</b>                       |
| Peany Seeded Raisins, per pkg. <b>.10c</b>  | Choice California Prunes, per lb. <b>.85c</b>                    |
| Choice California Prunes, per lb. <b>.85c</b>                                     | English Cleaned Currants, per lb. <b>.12 1/2c</b>                |
| Fancy Virginia Cleaned Currants, per lb. <b>.12 1/2c</b>                          | Fancy Pitted Raisins, per lb. <b>.12 1/2c</b>                    |
| Fancy Pitted Raisins, per lb. <b>.12 1/2c</b>                                     | Fancy Silver Prunes, per lb. <b>.10c</b>                         |
| Fancy California Raisins, per lb. <b>.10c</b>                                     | Fancy Lemon or Orange Peel, per lb. <b>.17 1/2c</b>              |
| Fancy Lemon or Orange Peel, per lb. <b>.17 1/2c</b>                               |  |
- BUTTER AND CHEESE FOR XMAS.**
- EXTRA FANCY RICHELLE HAVEL GRAYES
- Fancy No. 1 Dairy Butter, per lb. **.25c**
- Fancy No. 1 Dairy Butter, per lb. **.25c**
- Fancy Country Roll Butter, per lb. **.25c**
- Fancy Full Cream New York Cheese, per lb. **.15c**
- Fancy Full Cream Wisconsin Cheese, per lb. **.15c**
- Fancy Full Cream Brick or Limburger Cheese, per lb. **.15c**
- Neufchatel Cheese, each **.15c**
- Fancy Sage Cheese, per lb. **.18c**
- The very best mixed raw Nuts, nothing finer, don't pay more—our price, per lb. **.15c**
- EXTRA FANCY RICHELLE HAVEL GRAYES.**
- 150 size—for our Xmas trade, per dozen **.25c**
- 200 size—for our Xmas trade, per dozen **.25c**
- 250 size—for our Xmas trade, per dozen **.25c**
- 258 size—for our Xmas trade, per dozen **.25c**
- New Half-crown Smymna Rugs, per lb. **.10c**
- New Arabian Fard Dates, per lb. **.12 1/2c**
- Fresh Roasted Peanuts, per quart **.50c**
- Fresh Hickory Nuts, per bushel **.50c**
- Two heads fresh Hothouse Lettuce, each **.50c**
- Two bunches fresh Hothouse Radishes, each **.50c**
- Large fresh Hothouse Cucumbers, each **.10c**

## Why Not a Nice Rug?

- If you agree, these Special Bargains will interest you.
- \$8.50 Bundahr Wilton Rugs,** 36x63 size, special **\$6.98**
- \$12.00 French Wilton Rugs,** 36x63 size, special **\$9.48**
- \$10 Dagostan Wilton Rugs,** 36x63 size, special **\$7.98**
- \$10.00 Arlington Wilton Rugs,** size 36x63, special **\$7.95**
- \$5.00 extra Axminster Rugs,** size 36x72, special **\$3.49**
- \$4.50 Smith Velvet Rugs,** size 36x72, special **\$3.25**
- \$6.50 Diglow Electra Rugs,** size 36x72, special **\$3.98**
- \$2.50 Body Brussels Rug,** size 27x54, on sale **\$1.98**
- \$2.00 Sample Rugs,** 54 inches long, great values, at **\$1.25**
- \$1.50 Reversible Smyrna Rugs,** size 30x60, special **.98c**

## Cutting the Prices on Xmas Goods

- in Hardware Monday**
- 12 1/2 Foot Balls, on sale now **.69c**
- 12 1/2 Boys' Boxing Gloves **.69c**
- Sidewalk Skates, Just the Thing **.29c**
- Enterprise Food Chopper, worth \$1.25 **.59c**
- 50c Steamers on sale, for **.15c**
- 40c Coal Hoop, on sale **.15c**
- Big Cut on nickel plated Chafing Dish, Tea Kettles, Coffee Pots, Etc., tomorrow. Buy them now. Don't wait.
- \$4.50 Chafing Dish, only **\$2.69**
- Solid Nickel Plated Copper Tea Kettle, only **.85c**
- Parlor Brooms, on sale, for **.15c**
- Solid Copper Boilers, worth \$2.50 **\$1.98**
- Heavy Copper Bottom Boilers, worth \$1.50, for **.98c**
- 95c Savory Roasters, only **.59c**
- Mrs. Pott's Sad Irons, 5-piece sets **.99c**
- 25c Large Chopping Bowls **.19c**
- 60c Enamel Coffee Pots, only **.25c**
- BUY A WASH MACHINE FOR XMAS**
- It may seem funny to give a washing machine for an Xmas present—but it will bring much happiness to the one who receives it. It is no fun to do a hard washing with no assistance.
- Try a Rotary Washer, worth \$7.00, on sale, for **\$4.98**
- Other Rotary Washers for **\$4.50 to \$4.95**
- The Western Washer sold for **\$5.00**, only **\$2.50**
- 95c Galvanized Wash Tubs, only **.69c**
- 12-quart Galvanized Water Pails **.35c**
- O. K. Washing Machines, at **\$4.50**

## CURTAINS AND DRAPERIES

- Gift Suggestions**
- Irish Point Lace Curtains, elaborate border design, very special, pr. **\$7.50**
- Irish Point Lace Curtains, very pretty designs, Splendid bargains **\$3.50**
- Fine Cable Net Curtains, specially priced at **\$2.98**
- Silk and Linen Table Covers, \$2.98 to \$10.00
- Shades, at pair **\$12.50, \$15.00 and \$10.00**
- Rope and Leather Portiers, great assortment, at **\$4.98 to \$15.00**
- Duplex Tapestries, Portiers, red or green, at pair **\$10.00**
- Couch Covers, **\$3.98 to \$8.50**



## Popular Priced Wool Dress Goods Dept.

- Everything Must Go. No Matter What the Price.
- All \$1.25 Broadcloths **.85c**
- All \$1.50 Plaids **.50c**
- All \$1.00 Plaids **.50c**
- All 75c Plaids **.49c**
- 50c strictly all wool Sattings **.25c**
- 50c Fancies, to close **.25c**
- \$2.00 Fancies, to close **.95c**
- \$1.00 all wool Challis **.49c**
- 30c half wool Challis **.25c**
- 75c Waistings **.39c**
- All 59c Plaids **.39c**
- 75c strictly all wool Sattings, 54-inch **.39c**
- \$1.50 Fancies, to close **.75c**
- \$1.00 Waistings **.59c**
- \$1.25 Waistings **.75c**
- Silk Mixed Waistings **.25c**

## TRY HAYDEN'S FIRST

