

HAYDEN'S THE RELIABLE STORE OMAHA'S HOLIDAY SHOPPING CENTER

CHRISTMAS SPECIALS

HAYDEN'S THE RELIABLE STORE MAIL ORDERS FILLED FROM DAILY ADS

Gloves or Umbrellas Make Splendid Gifts

and our complete assortments leave nothing to be desired. Selection here means not only satisfaction but price saving.

- Ladies' Gloves, in fine quality lambskin, all colors and sizes, at .98c Ladies' Short Kid Gloves—Finest imported goods, all colors, excellent values, at \$1.00 \$1.50 and \$2.00 Ladies' Imported Cape Gloves—Special values in Saturday's sale— at \$1.50 \$1.25 and \$1.00 Ladies' Long Kid Gloves—Blacks and tans, best values in Omaha, worth regularly to \$3.50, at \$1.98 Ladies' Long Kid Gloves—Evening shades, regular \$5.00 values— at \$3.50 and \$3.98 Everything in Men's and Boys' Gloves— We're headquarters for the celebrated Adler gloves and mittens, nothing better produced, and are showing complete lines of fur, fur lined, fleece and silk lined goods at prices ranging from \$1.50 to \$15.00 Why Not an Umbrella for a Gift?—Never before has an opportunity been offered to select from assortments so complete. We want you to see our magnificent showing of men's and ladies' fine umbrellas, sterling silver and gold handles, finest silk covers, at \$5.00 to \$25.00 Sample Umbrellas at Special Bargain Prices—500 sample pieces secured from a prominent manufacturer, both men's and ladies' gold plated and sterling silver mounted handles, immense assortment for selection, values up to \$7.50, at \$3.50 \$2.50 \$1.98 and \$1.50



Our Jewelry Department Offers a Magnificent Assortment of Beautiful Gifts at Matchless Low Price.

Silverware, Cut Glass, Watches, Clocks, Jewelry, Opera Glasses, etc. Don't Miss Saturday's Special Offerings.

- Gold Filled Watch Fobs—\$6.00 to \$8.00 values, all guaranteed goods— at \$2.50 \$3 and \$4 Bracelets, solid gold and gold filled, all latest values, special values Saturday—\$1.50 to \$7.00 Rings, Necklaces, Beauty Pins, Bracelets, Etc., all newest styles, on sale in center aisle Saturday. At Just Half Price. You'll find them .25c to \$1.50 Solid Gold Cuff Links—An immense assortment of beautiful designs for selection, \$3 and \$4 values, on sale—\$1.75 and \$2.50

Toilet Sets, Manicure Sets, all kinds of Sterling Silver Novelties. The most complete line of souvenir spoons in Omaha, including a splendid assortment of Corn Show Souvenirs on sale at lowest possible prices.



Xmas Presents in China

China always makes a very acceptable Xmas present. In our China department you can not go amiss, both in selections and price.

- Chocolate Sets—\$2.50 to \$10.00 Berry Sets—\$1.75 to \$7.00 Fancy Vases—\$1.00 to \$2.50 Jardinieres, each—25c to \$5.00 Tea Sets—\$1.75 to \$5.00 Cream Sets—\$1.49 to \$5.00 Steins, Sets—\$4.50 to \$4.95 Fancy Plates, each—7c to \$3.00

Specials for Saturday

- 500 Bread and Butter Plates—worth 25c each, at 15c
- 500 Salt and Peppers—worth 15c each, at 10c

Suspenders, Neckwear, Handkerchiefs

A splendid line for selection at special bargain prices in Saturday's Sale.

- Men's Fancy Silk Suspenders put up in fancy box for gifts, values to \$1, at .25c 39c 50c Men's Suspenders, Hose Supporters and Sleeve Holders to match in fancy box, values to \$3.00, on sale, at .50c 98c 1.50 Men's Pure Linen Handkerchiefs, with hand-embroidered initial, 6 in box, on sale Saturday, per box—\$1.50 Neckwear of every style and color imaginable, matchless qualities, at 25c 50c 75c and \$1.00 Men's Linen Handkerchiefs—Values to 50c, on sale Saturday— at .25c 10c 15c and 10c Men's Bordered Handkerchiefs—Special bargain Saturday. at .3 1/2c 5c 7 1/2c and 10c

Holiday Books Less Than Half

Our great clearance sale of books offers our customers never before equaled on standard publications. All our principal lines go at 1/2 to 1/3 regular prices.

- Geo. Eliot's Works—6 volumes, publisher's price \$4.50, special sale price \$2.25 Victor Hugo's Complete Works—In the De Luxe edition, half calf, gilt top and back, 8 volumes, publisher's price \$15, sale price \$5.00 French Revolution—By Carlyle, publisher's price \$3, at \$1.25 Memoirs of Napoleon Bonaparte—20 volumes, publisher's price \$2.50, sale price \$1.25 Count of Monte Cristo—3 volumes, gilt top, publisher's price \$3.00, sale price \$1.50 Little Frudy Stories—\$2.00 regular sale price \$1.00 All Pepper Books—\$1.50 regular sale price \$1.00 The Fairy Book—Regular \$1.50 volume, on sale \$1.00 All the Little Books—Regular \$1.00 volume, on sale 50c The Waldorf Library—Regular 75c volume, on sale 50c Louisa M. Alcott's Works—\$1.00 regular sale price \$0.50 Fairy Books, each—49c Some Made Things, by Clara Sorrenson, of Omaha, in His Name and The Best Bryan, by Richard Motcaife; Heart Song and Other Poems, by Daisy Higgins, of Omaha, on sale. All \$1.00 Copyright Fiction shown here at 50c \$1.75—New Vocal Scores—\$1.75. "Fair No. 52" by Clara Sorrenson, "Prima Donna" by Fritz Scher "Algeria" Three Twins by V. Herbert

CHRISTMAS CARDS OF ALL KINDS AT 50c You can easily save 50 per cent on Holiday Books. Come early. Mail Orders will be filled while they last.

25c Fancy Veilings 12 1/2

A fine new line of fancy and plain Mesh Veilings, regular 25c and 35c values, on sale Saturday at, yard 12 1/2c

Special Christmas Prices on Drugs

- 2 doz. 2-gr. Quinine Capsules, .10c 1 doz. 3-gr. Quinine Capsules, .10c 1 doz. Laxative Tablets (Cascara), .10c 100 Carcinic Comp. Pills (Dr. Hinkle's), .25c For 100 Comp. Carcinic Pills, .25c 1 gal. genuine Olive Oil, imported, .42 1 qt. Kendall Club Whisky, .50c 1 qt. Duroy's Port Wine, .50c 4 sizes Peroxide, .5c, 10c, 30c, 35c 1 bot. Mother's Friend, .50c 1 bot. Lydia Pinkham's, .50c 1 bot. Pierce's Favorite Prescrip., .50c
- TOOTH POWDERS. 25c Colgate's, .15c 25c Pond's, .15c 25c Lyons', .15c 25c Gray's, .15c
- MASSAGE AND COLD CREAMS. \$1.00 Pompana, .60c 75c Pompana, .40c 50c Pompana, .25c 50c Eastman's, .15c 50c Eastman's, .15c 50c Eastman's, .15c 50c Eastman's, .15c

HAYDEN'S Store Open Evenings Till Christmas



Only Five More Days in which to Fill the Stockings. Don't delay, but prepare for it now—while stocks are most complete.

You'll find just what you want at less. Bring the children to see Santa Claus.

ORANGES, NUTS, FRESH VEGETABLES, CANDY GROCERIES, BUTTER, CHEESE AND CRACKERS

- Fancy Canned Citron Peel, lb., .20c Fancy Canned Orange Peel, lb., .15c Fancy Canned Lemon Peel, lb., .12c Fancy Canned Cooking Raisins, per lb., .50c Fancy English Canned Currants, per lb., .50c Fancy More Park Apples, lb., .12c Fancy Plain or Stuffed Olives, per lb., .50c Large bottle Worcester Sauce, Tomato Catsup or Pickles, assorted kinds, 4 holes and a full 30-inch square, 10c Fancy Imported Sardines, can., 4c 1/2c Oil or Domestic Sardines, can., 4c The best Soda or Oyster Crackers, per lb., .50c The best Domestic Macaroni, per lb., .50c Fresh, Prkg. Potato Chips, lb., .20c Fancy Golden Santos Coffee, lb., .15c Fancy Puerto Rico Blend, lb., .20c Fancy Angola Blend, lb., .25c For your Christmas puddings, Pies and cakes try a sack of our Highest Patent Flour, per sack—\$1.25
- BUTTER, CHEESE AND CRACKERS Fancy No. 1 Country Creamery Butter, 2 1/2 lb. size, per dozen, .20c Fancy full cream Cheese, per lb., 15c Fancy full cream Limberg Cheese, per lb., 15c Fancy full cream Domestic Cheese, per lb., 15c 1/2 wheel Cheddar Cheese, each, .50c
- NUTS, NUTS, NUTS The best Mixed Nuts for Xmas, per lb., .50c
- ORANGES, ORANGES, ORANGES A special car of the Highland Navels for Xmas. These are the finest, richest flavored and sweetest oranges ever shipped to Omaha. They are shipped to you direct. For this sale we will sell— Regular 2 1/2 size, per dozen, .25c Regular 3 1/2 size, per dozen, .30c Regular 3 1/2 size, per dozen, .25c Large Grape Fruit, each, .50c Fresh Roasted Peanuts, quart, 10c Black Walnuts, per quart, .30c Hickory Nuts, per quart, .30c
- FRESH VEGETABLES Fresh Beets, Carrots, Turnips or Onions, 2 heads fresh hothouse Lettuce—5c 3 bunches fresh Radishes, .50c Fresh Wax or Green Beans, quart, 10c Large head Lettuce, .50c
- CANDY, CANDY The largest line in the city. We make all our own—over 40 different kinds, per lb.

Stove Department

Here is a chance to cook your Christmas Turkey in a New Range. A solid steel, asbestos-lined, full nickel plated Range, with burnished iron high warming stove top. Stands on solid base, with combination coal or wood grate. The regular price of such a range is from \$40.00 to \$50.00—Our price for this week, \$24.95. Gas Plates made of nickelized steel—ideal burners—.95c Steel and cast iron square Cook Stoves, four 8-inch lids and large oven, \$7.98 Gas Radiators, with 4x8 cylinders, cast tops and bottom wheels, at \$2.45 and \$2.85

Current Literature

Among the interesting articles in the December Technical World magazine is one entitled "Cheer, Cheer, the Gang's All Here," which exemplifies the true American spirit of pluck. The scenes are laid in Minnesota, near Duluth, in that district swept by the destructive forest fires. The author says: "See the numerous small settlements and homesteads that were destroyed if you would know the 'spirit of the range,' the indomitable will power of the brave men and women who, in many cases lost all, yet who in twenty-four hours were cheering each other, and planning new homes as they stood in ashes still warm from the fire."

Current Literature

and track events. In the present volume they not only go camping, but they box, wheel, motor, play jokes, plan strange inventions and systematically seek for health. All boys and girls who take an interest in school athletics will wish to read further exploits of Jack Lorimer and his friends, as they stand out as fine examples of all around American high school boys and girls. L. C. Page & Co. is the publisher.

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Why Not Silk Hose?

You can't miss it on them for a gift. You have almost unlimited assortment here for selection. Look them over.

- Ladies' \$1.50 quality Silk Hose, in black, white or colors, double heel and toe; special Saturday... 98c Silk Hose of highest quality, all colors, plain, fancy and embroidered. Largest stock in Omaha for selection, at prices from \$1.98 to \$10.00 Fine Lisle Hose, hand embroidered, values to 98c at 49c Ladies' 50c quality Lisle Hose, black and colors... 25c

Christmas Gift Suggestions

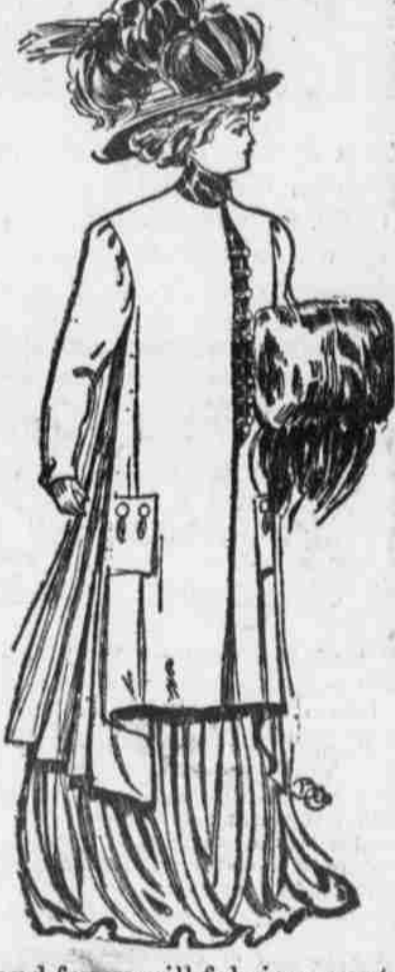
In fancy Leather Goods, Bags, Pocket Books, Toilet and Dressing Cases, etc., were never before shown in such prolific assortments or at such delightful money saving prices.

- Genuine Alligator Hand Bags at Half—Greatest showing and best values ever offered in Omaha, entire stock of a prominent manufacturer; values from \$5.00 to \$20.00; priced at from \$2.98 to \$10.00 Genuine Seal Leather Hand Bags, \$2.00 values, on sale \$2.98 \$2.00 Shopping Bags, large sizes, on sale, choice... 95c \$2.00 Fancy Vanity Purse, greatest values ever... 95c Gentlemen's Collar Cases, regular \$1.00 values, at... 50c

Matchless Garment Bargains Saturday

We bought for cash at 42 1/2c on the dollar the entire stock, including piece goods and fixtures of the well known New York manufacturers, SHAFF & SILBERMANS, who lately retired from business. The result is the greatest bargain-giving sale of Women's Coat Suits and Skirts ever held in Omaha; 2,700 Coats, 475 Suits and over 1,100 Skirts offered at less than actual cost of production.

- \$12.00 Coats on sale at \$4.95—Stylish garments, all full 52-in. length, lined, all sizes; values to \$12.00, choice... \$4.95 \$18.00 Coats, Sale Price \$7.50—Over 700 garments in the lot, satin lined throughout, all colors, all sizes; values to \$18.00, at \$7.50 Satin Lined Coats in great assortment, colors, styles and fabrics; \$20.00 values at \$10.00 Coats, Worth to \$30.00, on Sale at \$14.95—Finest materials, beautifully tailored, a choice lot of up-to-date styles... \$14.95 Beautiful Tailored Suits—High class sample garments, no two alike, actual values to \$50.00, choice... \$25.00 A Swell Line of Eiderdown Bath Robes, greatly underpriced at... \$2.98 to \$7.50 \$7.50 and \$10.00 Skirts \$5.00—An elegant line for selection, in voiles, panamas, serges and fancy mill fabrics; greatest bargains of the season—at \$5.00 \$7.50 Long Silk Kimonos \$3.95—Over 100 garments in the lot, a rousing bargain, \$3.95



Special Bargains in Childrens Garments

- Children's Dresses—Actual values to \$7.50— at \$1.98, \$2.98, \$3.98 Children's Coats, all sizes 6 to 14 years, regular values to \$5.00, at \$1.98 Children's Coats, worth up to \$15.00, all nobiest new styles and fabrics, \$4.95, \$7.50 \$5.00 Curly Bearskin Coats—All colors, sizes 1 to 6 years, at \$1.98

Don't Forget Try Hayden's First Pays

duction in photogravure of Mr. Arthur J. Easley's "Pick-a-Back." The Christmas number of Pears' Annual is devoted almost exclusively to a very interesting account of "Old Christmas," by Washington Irving, with numerous illustrations by Frank Dadd, R. L. two of them being in color. There are three presentation plates given with this magazine, entitled, "The Old, Old Story," "A Winter's Morning," and "A Winter's Evening."

Stop it! Why cough? Stop it! Stop coughing! Coughing rasps and tears. Stop it! Coughing prepares the throat and lungs for more trouble. Stop it! There is nothing so bad for a cough as coughing. Stop it! Ayer's Cherry Pectoral is a medicine for coughs and colds, a regular doctor's medicine. Use it! Ask your doctor if this is not good advice.