HAYDEN'S THE RELIABLE STORE

Public satisfaction is the foundation upon which we have built up our immense business.
TO GIVE BETTER QUALITY AT ANY PRICE, OR EQUAL QUALITY AT A LESS PRICE HAS BEEN OUR POLICY AND WILL CONTINUE TO BE THROUGHOUT THE FUTURE YEARS. YOU'LL FIND THIS POLICY STRONGLY EXEMPLIFIED IN SPECIAL SATURDAY SALE OFFERINGS.

HAYDEN'S THE RELIABLE STORE

Hand Bag Sale

$1 Hand Bags 49c—Come in plain and fancy leathers with black and colored linings, full size, regular $1 to $1.50 values.....**49c**

$2 Hand Bags, 98c—All leather, leather lined with purse, a regular $2 value..... **98c**

$3 Hand Bags at $1.48—A fine quality genuine goat seal bag, tan leather lined, with purse, a $3 value on sale.....**$1.48**

TWO OTHER GREAT LOTS:

$5.00 Hand Bags at.....**$2.98**
$8.00 Hand Bags at.....**$5.00**

Veils and Scarfs

$2.00 Automobile Veils 98c—A new line of full size hemstitched Auto Veils in all colors, regular $2.00 values, on sale.....**98c**

$2.00 Silk Scarfs.....**98c**
$3.00 Silk Scarfs...**$1.98**

A beautiful line of fancy Persian head Scarfs—charming bargains in Saturday's sale.

85c Silk Veilings 10c—A complete assortment of plain and fancy silk mesh veilings included in this lot; 25c and 35c values, at, yard.....**10c**

Butterick Patterns

Best of all Paper Patterns, also the December Delineator and Winter Fashion Books, all on sale in Pattern Dept. Nothing like Butterick Patterns for satisfaction.....**10c** and **25c**

Special Bargain Offerings in Women's Ready-to-Wear Outer Garments

That Will Surpass Your Highest Expectations in Both Beauty and Quality. Most Magnificent Bargain Offerings in Suits and Dresses Ever Known in Omaha. You Owe It to Yourself to See These Wonderful Values.

500 Tailored Suits in newest Styles, colors, fabrics, no one worth less than $18, and many worth $35. Choice of this big purchase Saturday as shown in the Windows. **$12.50**

ONE PIECE DRESSES in a big range of beautiful designs, Messalines, Taffetas, Serges, Broadcloths and Poplins, rich new colorings and worth up to $30. Greatest Bargain Ever.

In the Domestic Room Suit Dept. **200 Fall Tailor Suits** Regular Values to $20 to close **$7.95**

FURS! FURS! FURS!

Russian Pony Fur Coats, all samples, 50 of them in the lot, worth $75, choice in Saturday sale.**$49**

Long Aleutian Seal Coats, $100 values, secured by our buyer at a bargain, just 12 in the lot, choice **$69**

Long Seal Plush and Caricul Coats—regular values up to $30, Saturday **$19.50**

Long Black Kersey Coats, also fine novelty cloth coats, choice .**$10**

Children's Dresses, biggest assortment and best values shown in Omaha at.....**98c** to **$7.50**

Ladies' Wool Sweaters, good assortment and colors, in all sizes, Saturday morning special.**$1.95**

Children's Coats and Dresses

100 kersey and broadcloth military capes, in all colors, all sizes, 6 to 14 years, to $7.50 values, Saturday **$2.95**

Misses' dresses in Peter Thompson and other pretty styles, special bargains ....**$4.95** to **$12.50**

Children's Bear Skin Coats, sizes 1 to 6 years, regular values to $5, in Saturday's sale at....**$2.95**

Children's Coats, all sizes, 6 to 14 years, in kerseys, friezes, bear skins, very special values.**$4.95**

Saturday A. M.—Long crepe kimonos, values up to $4, all colors, morning only.....**$1.95**

Saturday A. M.—Misses' coney fur Scarfs, a very special bargain for these hours, at.....**$1.95**

Big Shoe Sale Saturday

Men's "Fidelity" $3.50 and $4.00 shoes, all leathers and styles; women's "Fidelity" $3.50 and $4.00 shoes, all leathers and styles, lace or button..... **$2.50**

Men's and women's $3.00 shoes, all leathers and styles and every pair warranted to give you your money's worth in the wear and tear..... **$1.98**

Little gents and youths' $2.25 high cut shoes with strap and buckles. **$1.50**

Boys' and youths' $1.50 and $1.75 shoes, all sizes..... **$1.19**

Misses' and children's $1.50 and $1.75 Blucher cut shoes, all sizes, both vici kid and box calf; every pair guaranteed; choice..... **$1.00**

We are agents in Omaha for the **STETSON** and **CROSSETT** shoes for men and **QUEEN QUALITY** and **GROVER** Shoes for Women. We carry 39 styles of the **GROVER** Shoes in stock the year round, and can fit any foot with any style they make, both for the house or street, with the handturn soles or the welted soles. For the woman with tender feet, there is nothing that will give relief so quickly as a **GROVER**.

For Monday, November 7th We Announce

One of the biggest Silk Bargain Events ever known in the history of this store. See Sixteenth street Window Display. Be here early Monday.

Tremendous Savings on WINTER UNDERMUSLINS

Just at the time you need it we offer Winter Underwear of all kinds and qualities at prices which would prevail in the spring clearance season.

BUY NOW AND SAVE HALF.

Ladies' Undervests or Pants in fleeced or jersey ribbed, all sizes, to $1.00 values, on sale at..**25c, 39c, 49c**

Ladies' Harvard Mills Underwear, vests or pants, part wool and all wool, values to $2.00 garment, choice.....**75c** and **98c**

Ladies' $2.00 Union Suits, all colors and sizes, choice.....**98c**

Ladies' Union Suits, worth up to $5.00, silk and wool and all wool all sizes—at **$1.98, $2.98, $3.50**

Ladies' Outing Flannel and Cambric Gowns—Worth up to $2.00, at.....**49c** and **98c**

Outing Flannel Short Skirts—All colors, worth up to $1.00—at.....**25c 39c** and **49c**

Ladies' Knit Wool Skirts—Black, blue and fancies—$2.00 values—at **98c**

Children's Wool Union Suits—Values up to $2.00; in all sizes—Saturday at **98c**

Children's Union Suits—In Jersey ribbed or fleece lined, $1.00 values, at **49c**

Children's Undervests or Pants—Jersey ribbed and fleeced, regular 50c values at **25c**

Children's Outing Flannel Gowns—All sizes, $1.00 values, at **49c**

Children's Black Sateen Bloomers—All sizes, splendid bargains—Saturday at **39c**

Rousing Saturday Specials

$1.00 Ideal Hair Brushes.....**59c**
50c Bristle Hair Brushes **25c**
50c Cloth Brushes at **25c**
50c Fancy Neckwear **25c**
35c Silk Mitrons **12½c**
50c Pillow Tops and back, with six skeins of silk **25c**
$1.50 Center Pieces at.....**49c**
$1.00 Dresser Scarfs **49c**

New Hair Goods

An immense showing of all the new goods at saving prices.

A Special Lot of 20-inch Switches—Good qualities, values up to $3.00; choice **98c**

Drug and Toilet Goods Specials

25c size Witch Hazel Toilet Cream 15c
50c size Pompeian Massage Cream...26c
$1.00 size pure Hydrogen Peroxide 25c
50c size Dr. E. L. Graves' Tooth Powder 25c
25c Sanitol Tooth Powder 12c
10c Jap Rose or Palm-Olive Soap, two bars for 15c
10c Williams' Shaving Soap for..... 5c
25c cans of the new Shaving Powder for 15c
All the 50c and 75c per ounce Sachet Powders for, oz. 25c
50c Manicure Scissors go at 25c
$2.00 Royal Shoulder Braces for.. $1.39
RUBBER GOODS ARE COMING DOWN
$1.50 2-quart Comet Fountain Syringe for 89c
$1.25 2-quart Rapid Flow Fountain Syringe for 49c
$1.50 2-quart Hot Water Bottle for 69c
$2.00 Special Syringe and Bottle, guaranteed for one year, for $1.39
$3.00 Whirlpool Syringe Spray for..$1.89

Millinery

Elegant Dress Hats and High-Class Tailored Hats; regular $10 to $150; immense variety for selection

At Greatly Reduced Prices in Saturday's Big Sale.

Black Turbans and Small Draped Velvet Hats, to $7.50 values; hand made on wire and buckram frames; on sale Saturday **$2.50** and **$3.95**

$12 Trimmed Hats at $5.00

Stylish new modes, all new, clean, over 200 in the lot, values to $12.....**$5.00**

SHEET MUSIC Saturday 10c

Pussy-Cat-C Rag, Love Sick, Funny Mona, Tim's Fiddleba Love, Instead I Love You, Acushla Machree, The Garden of Idle Dreams, My Heart Has Learned to Love You, Now Don't Say Good-bye, Apple Blossom Time, King of the Wide, Wide World, Silver Cloud—Intermezzo, Plant a Watermelon on My Grave, That Italian Rag, Come On Love, Say Hella, Take Me With You Cutey, Cheer Up, Brothers, This Dreamy Italian Waltz, Rag-A-Tag Rag, Barcarolle, "Tales of Hoffmann," I'm Awfully Glad I'm Irish, At Sundown—Reverie, A Twentieth Century Woman, Someone Else, I Want To Say a Little Bit of Love, Gems of Love, Spooning Time In Moonlight, Garden of Roses, Just For a Girl, My Rose From My Garden, How'd You Like to be My Beau? Violets of Eden, When Everything Is Sunshine, Love Keeps the Whole World Young, My Cavalier, Blaze of Glory, Under the Yum, Yum Tree, Silver Bell, Any Little Girl, Barber Shop Chord, To End of the World With You, Good Bye Betty Brown, Shaky Eyes, Where the River Shannon Flows, Temptation Rag, Prat March, Carmena, Tell Me Once Again You Love Me, Love Beams (new), Clover Blossoms Rag, Down In Yucatan, Love Me Again (by Stolte).

ALL THE RAGE THAT ITALIAN RAG The Song That Won The Cup ASK TO HEAR IT

Also numbers featured at the American Music Hall this week. Anything in SHEET MUSIC here.

Gloves, Hosiery, Corsets, Umbrellas

Assortments so complete that your every wish can be readily and satisfactorily supplied. **Special values Saturday you'll not find duplicated in any other store.**

Sample Kid Gloves in silk lined mochas, glace suede and cape, $1 and $1.25 values at ..**49c**

Silk Lined Cashmere Gloves at.....**25c** and **50c**

Chamoisette Gloves, lined or unlined, on sale at.....**50c**

You'll find here complete lines of the **Rayners, Fownes** and **Virginia Gloves**, all the new shades, all the best styles, prices from.....**$1.00, $1.25** to **$2.00**

Our stock of Umbrellas for the Holidays is now complete, embracing the biggest range of styles and best values we have ever shown.....**$1.98** up to **$12.00**

Hosiery Specials—Ladies' Hosiery in black and colors, made to sell at 50c, on sale at.....**25c**

Ladies' regular 25c quality hose; on sale **12½c**

Ladies' Pure Silk Hose—Black and all colors, values to $2.50; on sale at .....**98c** and **$1.50**

Special bargains in Ladies' and Children's Cashmere Hose; Saturday at.....**25c** and **35c**

$1.50 C. B. A la Sprite Corsets—Long hip models with soft skirt, two pairs supporters **75c**

Sweater Coats and Fascinators—Biggest line in Omaha for selection at a price saving of about Half.

Ladies' Sweater Coats—All colors and styles, values up to $10.00—at...**$1.98 $2.98** to **$4.98**

Misses' Wool Sweater Coats, white and colors; $3.00 values **$1.50**

Boys' All Wool Sweater Coats—To $2.00 values; in all colors—at **98c**

Wool Fascinator Shawls.

Book Specials

In Saturday Sales

Tattlings of a Returned Politician, The Home Encyclopedia The San Francisco Disaster and Mount Vesuvius Horrors, neatly bound; values up to 75c—to close **10c**

Souvenirs of Omaha—32 different views, 25c values **5c**

Alger's, Henty's, Bertha Clay's books, big line, nicely bound—at **25c**

Popular Copyright Fiction, big range of styles, at 49c

Firing Line, Paid in Full, The Man in Lower Ten, Barrier, Red Rock, Yoke, 54-40 or Fight, Together, Infatuation, Yellow House, Million a Minute, Chip of the Flying U, Etc., Etc., at 49c

10c Eaton Tablets at 5c

Pens, all kinds, dozen 5c

Postal Albums, a new line just received, 15c, 25c, 49c up to $2.00

Fancy Japanese China

At Less Than Half

Big assortment of pretty pieces, priced for quick clearance Saturday, in two big lots—

Sugars and Creamers, Bon Bon Dishes, Tea Pots, Cups and Saucers, Bread and Butter Plates, Nut Bowls, Ash Trays, Etc., 15c to 50c values—at **10c**

Creamers, Cups and Saucers, Vases, Powder Boxes, Match Safes, Pin Trays, Sauce Dishes, Individual Nut Dishes, Candle Sticks, Plates, Etc., regular values to 20c, at **5c**

$1.00 Gas Stands, each 35c
Decorated Gas Globes at 5c

Candy Department Specials

Choice Qualities at Less Price.

Chocolates, the regular 40c quality, lb. 25c

Chocolates, the regular 20c quality, lb. 10c

Liquor Dept.

Maryland Rye and Tennessee White Corn Whiskey, 6 years old, per full quart, **75c**; per gallon **$2.50**

Guckenheimer, Overholt, Weldon Springs and Cedar Brook, all 8 years old, per full quart **$1.00**; per gallon.....**$3.50**

Golden Sheaf, Ller's Pure Rye and Winchester, bottled in bond; full quarts **$1.00**

Pure Home Made Grape Wine, red or white, per gallon **$1.00**

Read This For Saturday

And you will be convinced that you can save from 25 to 50 per cent by trading at Hayden's for groceries.

20 lbs. best Granulated sugar...**$1.00**
48 lb. sack best High Patent Flour at **$1.30**
The best White or Yellow Corn Meal, sack 15c
9 bars Diamond "C" or Beat 'Em All Soap 25c
E. C. Corn Flakes, pkg. 6½c
The best Soda or Oyster Crackers, per lb. 7c
The best crisp Pretzels, per lb. .. 8c
Fancy Assorted Cookies, per lb. 10c
Gallon cans Table Syrup 35c
½ gallon cans Table Syrup 20c
2½ lb. cans Table Syrup 10c
Bromangelon, Jellycon or Jell-O, per pkg. 7½c
2-lb. cans Early Prune Pears...$1.00
2 lb. cans Wax, String, Green or Lima Beans 7½c

BUTTER, CHEESE AND BUTTERINE.

Fancy No. 1 Creamery Butter....30c
Good Table Dairy Butter, lb... 26c
Fancy Full Cream New York Cheese, per lb. 20c
Full Cream Brick Cheese, lb..... 15c
2 lbs. good Butterine for.....25c
2 lb. rolls Table Butterine 35c
1-lb. prints fancy Table Butterine 25c

FOR FRESH VEGETABLES, IT'S HAYDEN'S, THE MARKET FOR THE PEOPLE.

Fresh Spinach, per peck 5c
4 bunches fresh hothouse Radishes 5c
4 heads fresh hothouse Leaf Lettuce for 5c
Fresh Beets, Carrots, Parsnips, Turnips or Winter Radishes, lb... 2½c
Large heads fresh Cabbage for .. 5c
2 bunches Salsify for 5c
Large Egg Plants, each 5c
Fancy Sweet Potatoes, per lb... 2½c
2 bunches fresh Parsley 5c
Hubbard Squash, each.....7½c
Fancy Tokay Grapes, 6 to 7 lbs. in basket 35c

LOOK OVER THESE ITEMS

Japanned Coal Hods, Each 19c

40c large Galvanized Open Coal Hods for 25c
60c large Galvanized Funnel Coal Hods 35c
75c Steel Furnace Shovels, fits inside door 45c
Parlor Brooms on sale for 25c
$1.25 Waffle Irons, best quality 79c
Genuine Savory Roasters, only.. 98c
65c guaranteed Germantown Hatchet for 25c
45c polished Pancake Griddles, at, only 29c
$1.00 Prisco Lanterns, on sale.. 79c
$1.25 Men's Handled Axes, only .69c
$1.25 blue steel 26 and 28 inch Saws, at 79c
98c Buck Saws, on sale 49c
$1.50 Enameled Roasters, one to customer 98c

Stoves, Ranges, Heaters, Pipes, Etc.

We are agents for the Garland, the Detroit Jewel and the famous Universal Stoves and Ranges. None better made.

6-hole Steel Range, large size, 18-inch oven **$35.00**

This range is sold everywhere for $35 to $45.

Two-burner Gas Plates, worth $2.50, only **$1.75**

Genuine Russian Iron Stove Pipe Joint 29c

Planished polished Stove Pipe .. 25c

Common Pipe, extra strong (worth 15c) 10c

Full nickeled Base Burner, 14-inch pot **$29.95**

Round Oak Heaters **$9.98, $4.98, $5.98**

Stove Boards, Mica, Etc. on sale now.

Don't Forget **Try HAYDEN'S First** It Pays

COING THE PACE THAT KILLS

Lessons and Reflections on Joy Rides of Various Kinds.

FRUITS OF CARELESS MOTORING

How the Speed Mania Helps to Fatten Cemeteries — Different Ways of Reaching the Finish.

Figures recently gathered by the federal census show that the automobile, from one point of view, is a very expensive invention. It is a great source of pleasure to multitudes of people, and an important aid to civilization, but the toll it takes of human life is nothing short of frightful.

As the motor car has grown more popular, it has naturally become more destructive. In the year 1906 automobiles killed 566 persons in this country. In 1907 they took 563 lives. In 1908 they wiped out 736 people.

These are the figures of the census, which estimates that, at a rough guess, 1,000 persons will be killed by motor cars in the United States during the twelve months of 1910. It would be close to the truth to say that the automobile, in this country, costs three lives a day. The tax is undeniably a heavy one.

In rural districts the chief sufferers are the automobilists themselves—the most common kind of accident they encounter being collisions with railroad and trolley trains. One might suppose that drivers of motor cars would be so on their guard against dangers of this particular sort that such happenings would be rare, but the fact is that they are of constant occurrence—as one may perceive by an attentive persual of the newspapers from day to day.

Tempting the Grim Reaper.

Nothing is more common than to hear of instances in which automobiles have deliberately raced with locomotives, the object in view being to get over the crossing before the arrival of the train at that point. It is literally a race with death, and must be extremely exciting; but most people would rather get their excitement in some less hazardous way.

On the other hand, most fatal automobile accidents in cities find their victims in foot-passengers, who are run over on the streets. During six weeks in October and November of last year, seventeen children were killed in this manner in Greater New York. Indeed, mortality from this cause in large centers of population is largely among boys and girls, a great majority of whom have no playgrounds other than the streets, and are obliged to take their chances with the motor cars, dodging them as they came along.

Sixty-eight persons were killed by automobiles in Greater New York in the year 1909, just about half of this number meeting their tragic fate on Manhattan island. In many of these cases where people were run over, the drivers of the cars were probably not to blame. It is difficult to run a gasoline-propelled vehicle through a city crowded with traffic on foot and on wheels. But who, a generation ago, could have imagined that the time would ever arrive when locomotives would be allowed to run on the streets—and not on rails, at that?

A custom long established among the prudent demands that before attempting to cross a railroad, one shall pause and look both ways, to make sure that no train is coming. If a train is seen approaching, even though it is a considerable distance away, one waits until it has passed. But in these days any important city street is more dangerous to cross than a railroad—especially in view of the circumstance that automobiles are not restricted to tracks. A motor car may even whisk unexpectedly around a corner at any moment, catching the wayfarer unawares. But people ordinarily do not wait; they simply take their chances, and dodge.

They do not always escape, however, as the mortality records show. But it is interesting to learn that, taking the whole country over, two out of every three automobile victims are occupants of the cars which suffer the accidents. Some are killed in collisions with locomotives, in the manner already described; others are upset while going at high speed (the vehicles often "turning turtle"); still others are run over embankments and yet others are blown up by explosions of gasoline. There are a good many ways of dying in a motor mishap.

It goes without saying that a great majority of the fatal accidents to people riding in automobiles are attributable to fast driving. Most persons who drive such vehicles have little or no knowledge of mechanics, and lack the special training which would enable them to do the right thing quickly and instinctively in a perilous emergency. The average man is elated by the ability to command superhuman speed by the touch of a finger. He uses this marvelous power recklessly, not realizing the danger, and it is not surprising that in frequent instances he should bring destruction upon himself and others.

Great Power in Ignorant Hands.

This is what is called the "speed mania." Put a great force in the hands of an ignorant person—a description applicable to very many motorists—and he will surely misuse it. If he himself were the only sufferer, one might be resigned; but he kills other people. Oh, yes; it happens every day. And is this dangerous individual punished? Not at all. He pays a small fine, perhaps, and goes on his way rejoicing. The law rarely makes any attempt to inflict a penalty for misdeeds of the kind.

In fact, jail sentences for such offenses are almost unknown. The court records everywhere show an amazing lack not only of convictions in cases of the sort, but even of indictments for automobile killings. They can hardly be said to be rated as anything so important as misdemeanors. No wonder, then, that they continue. Manslaughter by automobile is today the safest of all forms of crime—the term being not in the slightest degree inappropriate where, as so often happens, a deliberate indifference to putting others in peril is accountable for the fatality.

Any observant individual is in a position to notice that the average driver of an automobile is not accustomed to pause in order to avoid running over a foot passenger on the street. As a matter of fact, at crossings the foot passenger has the right of way, but to this the motorist pays no regard. He "honks" his horn, and, if the unfortunate pedestrain does not get out of the way, so much the worse for him. Only the other day an old man in the city of Washington was run down and killed in exactly this manner. He could not move fast enough, and so he died. Such things are constantly happening.

Assumes Too Much.

Why should the motorist consider that he always and under all circumstances has the right way? It is because he possesses the force majeure and nobody is in a position to dispute with him. By no means let it be said that a majority of automobile drivers are indifferent to the rights of others; but certain it is that a large percentage of them are so, the trait being most strikingly exhibited by the individual who, as the representatives of a type only too common, has come to be known as the "road hog." He cares for nobody. If he makes an "accidental" killing, his conscience does not trouble him in the least. What business had the idiot to be in the way? If practicable, he runs for it, leaving the victim to take his chances, and usually escapes.

Only a few weeks ago in the outskirts of Manhattan a couple of men in a touring car, accompanied by three or four women, after dark in the evening, going at great speed, ran through a group of four men, knocking them down and killing two. When a policeman, standing near by, tried to halt them, they kept right on, the women yelling back with jeers of derision. Of course, they got away, and were never caught or punished.

Drunk? Doubtless, yes. But this is one of the principal causes of automobile killings. People go out in automobiles for pleasure; they stop, quite as a matter of course, for drinks. The alcoholic refreshments they imbibe make them reckless, and, on their way home, the feeling on board is that it matters not whether school keeps or not. But it matters quite a good deal to the luckless victims whom they run over. This sort of thing is unquestionably accountable for a considerable percentage of the deaths from motor accidents.

Mania is Contagious.

Most remarkable it is, however, to observe how the sober and sane-minded everyday citizen is affected morally by the habit of driving an automobile. His customary caution, in many instances, gives way to a recklessness altogether astonishing. Ordinarily most considerate of other people, he becomes, as a motorist, grossly indifferent to the rights of his fellow beings. When his attention is called to an obvious violation of such rights by himself, he laughs, and looks upon it as a joke. When one is driving an automobile, one is too busy with the business of "getting there" to bother with ethical obstacles.

Well, he pays the price himself, to a large extent. For every person struck and killed by the motor car, two automobilists die. They perish in a great variety of ways—most of them through imprudence of one kind or another. One of these, not uncommon, is the practice of "rushing" road crossings which are more or less concealed from view. This saves much trouble as well as time which might be lost by slowing up to see if a wagon, a carriage or another car is coming. In a majority of instances the other vehicle is not there, and there is so much gained. But every now and then it happens that the wagon or car arrives at just the wrong moment and a collision results with a loss of one or more lives.

Another frequent cause of fatal accidents is turning at high speed. Of course it is a bore to slow up at a twist in the road, but to do so is only ordinary prudence. If this be not done the wheels are liable to slip—the process technically known as "skidding"—and all control over the direction of the vehicle's course is lost until the wheels grip the road again. Incidentally, it is more or less likely to upset.

Yet another way of getting into trouble is to coast down hill at full speed. If one wheel strikes a soft spot the car is likely to upset. There may be a patch of rain-washed sand near the bottom of the declivity, quite capable of causing the automobile to turn a somersault. Lots of folks are killed in such ways.—Brooklyn Eagle.