Dalling and a street of the st

## Ladies' Neckwear

From the Lowenstein Stock All the very latest noveitles in fancy neckwear.

81,00 Neckwear at ..... 49¢ 50c Neckwear at ....... 25¢ \$1.50 Neckwear at ....... 75e

### New Veilings

From the Lowenstein Stock All the balance of the Fancy and Plain Mesh Veilings from this big purchase; stik veilings in all colors; regular 15c to 25c yard ..... 5c

THE RELIABLE STORE Opportunities to Save Money on Your Holiday Gift Buying Are Many

in This Big Sale.

It's just such sales as this-

THE RELIABLE STORE

Dally Ads, Except in Case of Hour Sales, Order Now.

### Handkerchiefs From the Lowenstein Stock

Saturday will be the big day on Ladies' and Children's Handkerchiefs, values from 5c to 50c; will go in Saturday's sale at, choice. 3%# 4%# 7%# 10c 12%e 19c and 25e

From the Lowenstein Stock

Biggest bargains and best assort-

### All the Ribbons

From the Lowenstein Stock 35c Ribbons 10c-Fancy Persian in a big line of patterns. Narrow Satin Ribbons, in 10yard tolts, at, yard ..... 1¢. No. 5 Silk Ribbons; in Satur-All Ribbons at Half.

### Ladies' and Children's Underwear and Furnishings.

From the Lowenstein Stock, the quality of the offerings makes the bargain prices double attractive.

Harvard Mills Underwear; Vests and Pants, all wool, part wool, regular and extra sizes, values to \$3.00 garment, choice, Children's Vellastick Vests and Pants-or 

\$2.00, Saturday .... \$1.50 and \$1.98 Ladies' Undervests or Pants—Fleece lined or ribbed, values to \$1.00— ues, at The entire sample line of Universal Brand Gowns, secured from Steiner & Sons, N.

(., at a big bargain, together with the purchase from Lowenstein Stock Gowns, worth to \$3.00, at ... 986 and \$1.45 Boys' \$1.00 Union Suits—at 49¢ | Ladles' 50c Hose—at... Children's \$1.30 Wool Union Suits | Cashmere, fine fleece lin boys and girls, at .... 98¢ Children's Outing Flannel Gowns -All sizes and colors, on sale,

Cashmere, fine fleece lined, fine cotton or heavy ribbed wool, per pair, at . Ladies \$2.00 Silk Hose-at . . 98c \$1.50 White Muslin Skirts 49¢

\$1.50 Coutil Corsets Saturday at 75c. A lot of fine new models, with heavy garters front and side, long hip and with draw tape in broast. 



Children's 75c Rompers—at 35¢
Boys' \$1.00 Waists—at . . . . 49¢
Children's 25c Quality Fleece ues, all colors, at 25¢ and 49¢
ues, all colors, at 25¢ and 49¢ Lined Stockings, pr., at. 12% SAMPLE SWEATERS AT HALF

Brass \$ 4 4 85

Beds ... I

—they include extra large sizes, at . . . . . \$4.95

such qualities, assortments, values—that bring the crowds every day to Hayden's. Our guarantee of sat isfaction is back of all our sales. Savings on every hand.

We Will Fill Mail Orders from

# Beautiful Street and Evening Dresses at Half

Just at the time when you need them most we have taken 500 beautiful dresses, suitable for street and evening wear, in elegant messalines, voiles, chiffons, etc., distinctive designs, all richest new colorings, and marked them at just half regular prices. Showing includes all sizes,

32 to 44-inch, both light and dark shades. \$15.00 Dresses at ...... \$7.50 \$20.00 Dresses at . . . . **\$10.00** \$35.00 Dresses at . . . . . **\$17.50** \$50.00 Dresses at ..... \$25.00

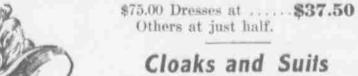
## Furs Furs Furs

The best values in fine furs to be found in any Omaha storecoats, sets, muffs and scarfs at less price than you expect to pay. French Coney Fur Sets-Large pillow muff, with cape \$7.50 collar, on sale at ...

Women's Persian Silk Waists-A beautiful line of the regular \$5 val., choice. \$2.98

Children's Bear Skin Coats-Sizes 6 to 14 years, not one 

Big Purchase of Dress Skirts-A choice line to select fromthey're all in the very newest styles and colors-voiles, serges, panamas-secured at 50c on the dollar-regular values to \$10.00



Long Black Cloak Coats-In kerseys and frieze, \$15.00 value, from the Lowenstein \$8.95 Long Caracul Cloth Coats-More

popular than ever this season, greatly underpriced; choice ...... Sealette and Velvet Coats-A swell new line just received,

matchless values at \$45, \$25 \$29.75 down to . . . . . . \$25 100 Rain and Auto Coats-From the Lowenstein stock, all colors and sizes, worth to \$20.00, at ..... \$8.95

Tailored Suits.

100 of them, all samples, no two Tailored Suits-Up to \$20,00 values, newest styles, fabrics

choice ......\$10



Men's Furnishings and Underwear.

Sweater Coats-all | Men's Suspenders; all kinds and wool, all colors and weaves, valstyles, regular nes up to \$7.50; values to \$1.00choice ... \$1.98 Saturday prices, \$2.98 \$3.98 25¢ 39¢ 49¢

Men's and Boys' Gowns - Good | Men's Flannel Shirts All colors, quality outing flannel, to \$1.50 all styles, values to \$3.50-All colors, values to 50c-

fleeced, values to \$3.00at ...... 98¢ and \$1.45 Men's All Wool Shirts and Draw-ers—Regular values to \$2.50 

tens-Lined or unlined, worth to 

Men's Union Suits-All wool and | Men's Union Suits-Fine quality, all wool, regular \$5.00 values, on Union Suits-All colors, regular values to \$2.00, on sale

# Furniture Specials---Two Rousers for Saturday Solid Oak Drasser—Like cut, \$12.50 value, full size, 3 drawers, French bevel mirror 14x24, on sale....\$8,50

This Handsome Brass Bed with 2-in. posts, 1-in. fillers, full size or % size, \$18.50 value, Saturday, \$11.85

Quality Lump or Mut, per ton ... \$6.75 Domestic Lump or Mut, per ton ... \$6.50 We Eandle all Grades. Batisfaction and Weight Quaranteed

## Big Shoe Sale Saturday

This continued warm weather has not been what would be called GOOD shoe weather so we are going to unload some seasonable goods at prices that will move them quickly. Women's warm lined shoes, up from .......\$1.00 , Little gents' and youth's high cut shoes with 2 buckles Misses' and children's shoes, worth up to \$2.25, all leathers, in two big lots ..... \$1.50 and \$1.00 Stetson shoes for men, sell from \$6.00 to \$7.50; we sell Hayden guarantee \$2.50 Women's \$3.50 and \$4.00 shoes, all leathers, including the entire line, including all leathers ..... \$5.50 Grover and Queen Quality shoes for women; Stet-Suede and velvet button shoes, made with high Cuban

Chocolale Day

In Our Busy Candy Department, 

Drugs and Tollet Goods at 50 Per Cent Less Than Elsewhers.

25c Pond's Extract Cold or Vanishing | 10c William's Shaving Soap for ...

25c Witchhazel or Aimond Cream 125c | 2 bars for ...

25c Witchhazel or Aimond Cream 125c | 2 bars for ...

25c Say Pompeian Massage Cream 38c | 2 bars for ...

25c Nail Brushes and Flexible N Files, all go at ...

25c Say Pompeian Company Company for 10c specifies Figure Brush worth \$1.00.

son and Crossett shoes for the men who know.

New Scarfs

Very Latest Styles in Silk and Chiffon Searfs, each at.........79c to \$3.00



# Beautiful Fall & Winter Millinery

At Sweeping Price Reductions for Saturday

An opportunity to select from magnificent assortments of the very choicest designs at the most delightful bargain prices.

Trimmed Hats—worth to \$6.00 and \$7.00, at ..... \$ 795 Trimmed Hats, worth to \$8.50 and \$10.00, at ......

\$15.00, at .....

You can't afford to miss them.

## Extra Special Grocery Sale for Saturday

Don't

Forget

pays to trade at Mayden's, where can save from 25 per cent to 50 per you can save from as per cont on your houseseping expenses. 980 Bounds Best Gramulated Sugar. 980 10 lbs. Best Holled Breakfast Oatment. 25e Soap for 250 Soap for 250 Soap for 150 Soap

ins. best Hand Picked Navy Beans for 15c Package Macaroni 10c The Best Sods or Oyster Crackers, per lb. 76 The Best Crisp Pretsels, per lb. 56 Ib. 76
The Best Crisp Pretzels, per Ib. 56
Fancy Assorted Cookles, 40 varieties,
per Ib. 106

heels and short vamps .....\$2.50



# Parlor Brooms on Sale 25c

- The state of the second process of the sec

Galvanized Chamber Pails, only .. 350 Galvanized Chamber Palls, Only. 786
Galvanized Wash Boilers, only. 786
50-pound Japanned Flour Cans. 756
\$1.00 Axe, guaranteed, only. 786
\$1.25 Blued Steel Warranted Lip
Saws, Alkins' Make, close out price, at 52.08
at ...580
The Round American Washers, \$2.95

WASHBURN-CROSBY'S

GOLDMEDAL

**FLOUR** 

Brings

The

On

The

Loaf

Bloom

Standard Oil Co-Perfection Heaters \$5.00 size, \$3.49; next sizes, \$2.50 and \$2.50 Savs money, order from us, we are

# New Books

al for Cans, Funcy Sweet Sugar Corn

THE SINGE OF THE SEVEN SUITORS, by Meredith Nicholson; 401 pp.; \$1.20; Houghton-Mifflin Co. The scene of this story is a country

a young architect who makes a specialty of chimneys, is summoned there to correct certain flues and fireplaces which have an most inconvenient times. Throughout the the story told. book guns "Heseklah," the most bewitching girl whom Mr. Nicholson has yet created, an instigator of mystery and incurable mischief-maker for her sister's seven suitors and the staunchest of companions in tribu-

THE GOLD BRICK, by Brand Whit-lock, 363 pp.; \$1.50; Bobbs-Merrill Co. A dozen short stories go to make up this olume. Five of the stories have touches of femininity and while they are the richer for the women folk who figure in them, the purely political stories are more than sufficient in interest. Humor predominates, although there is not a little pathos, The author is alive to the absurdities inconsistencies of such persons.

THE SEA HAWK, by Balley Millard; laid in England. 25 pp.; \$1.00; Wessels & Blasell Co. A story that has the sweep of the open sea, and although it is pure romance, the copie in it are human and the here not a demi-god. The Yankee schooner master is dominated by his wife, the "Sea Hawk," and the quaint character of the woman-

captain is a novel feature of the story. THE BOAD TO PROVIDENCE, by Maria hompson Daviess; 275 pp.; \$1.50; Bobbs-

The chief character in this story is ing kind. Mother Mayberry, who is cousin to Miss Selina Ime, who, with her soap-box babies, made so many friends when she appeared on the pages of the author's previous story. variety of types-Deason Bostick and his fading wife, the numerous Pike family, Martin Luther Hathaway, the missionary's child whom Mother Mayberry takes under her wing temporarily-and a succession of diverting episodes add attraction to the

a weird coloring and a fascinating set- thetic listener. ting to this romance.

Moreowy March Marc

house just outside of New York. The hero, the reader till the tale has been spun, unaccountable way of smoking-at the knows there is a moral, so delightfully is creases as the tale proceeds.

> THO HANDICAP: by Robert E. Knowles; 886 pg; \$1.50; Fleming H. Revell A novel of pioneer life which tells the story of a life noble in spite of environment and heredity, and a struggle against odds which appeal to all who love the elements of strength in life. The handicap is the weight which both the appealing under, and, carrying which, they win.

The eternal search for the golden key of happiness, hidden at the end of the in the game of politics and brings out the rainbow, which is always in the next field, is the theme of this novel. It is a story of today, the scene being

> THE STEERING WHEEL; by Robert New Orleans.
> Merrill company. In spite of its title this book has nothing to do with motor cars. It is the story of a clever young man who brings two. The author in this book pictures her aidently winning himself a wife.

The book has many scenes full of humor, THE SPREAD EAGLE; by Gouverneur Morris; 27 pp. \$1.30, Charles Scribner's

A new book of short stories, fantastic.

McClung; 509 pp.; \$1.30; Doubleday Page

ful athletes, Clancy and Goodrich, were interesting for the action of the stories for the still stories. interesting for the skill with which they are written as well as the unexpectedness of Pearlie Watson, and she is the same "squabs" of the Young Men's Christian of their inspiration.

Juvenite. THE CHILD'S HARVEST OF VERSE, by Mary W. Flieston; 300 pp.; \$1.50; Little, Brown & Co.

ing people, together with the adventurous by Sonny's father, the good, old dactor and the incidents include foot ball, boating and lawless spirit of the Middle ages, lends friend of the family, a stient and sympa- and cricket matches; the adventures in an

EVERYBODY'S LONESOME; by Clara E. Laughlin; 121 pp; 75c; Fleming H. Revell company.

THE AUTOMOBILE BOYS OF LAKE-PORT, by Edward Stratemeyer; 315 pp; 51.25; Lothrop, Lee & Shepard company.

The author tells are because of the company. A charming story of mystery which holds lads of Lakeport got their big touring car, how they went on a long trip through the The transformation which the secret mountains, and how they won a great race. effects in the heroine's own little career Early in the atory a mystery of a most may have a moral, but if it does, no one peculiar nature is introduced, and this in-

OLD MOTHER WEST WIND, by Thornton Burgess; 169 pp; \$1; Little, Brown & Co. In this book the author has personified the winds and the various small animals, yet the latter retain their animal characteristics. Old Mother West Wind came down from the purple hills, opened a bag in which were all her children and they bebegan to spin around for very joy. The clever illustrations by George Kerr are as heroine and hero of this story bear up good as the stories, and the book will delight every little child.

THE END OF THE RAINBOW; by THE WHITE RAFT, by Lewis B. Miller; stella M. During; MI pp; \$1.50; J. H. Lippincott company.

The scene of this tale is laid in the Mis-The scene of this tale is laid in the Mississippi valley more than half a century ago, when the river steamer, flatboats and rafts were the principal means of communication throughout that section. The story describes a logging trip into the flooded forests of Arkansas, followed by an eventful raft voyage down the great river to

warring capitalists to their knees and school days in Memphis. The visit to New effects a reconciliation between them, in- Orleans was an actual occurrence; and somebody did pack bananas in a borrowed satchel, and did leave out her new spring and plenty of fun of a distinctly refresh- garments to make the necessary room. The of the Walnut Hill Methodist church was there were real tears shed in the denouement thereof.

The author here writes a further account

neart thross of a conquered and vanish- Father." The chapters are all monologues, ing greatly from those of American schools, ascent of Mount Snowdon, and the rescue by the boys of some shipwrecked persons from a floundering brig.

> Illness of Japanese Girl Delays Long Trip Is to Accompany Miss Elizabeth Russell Back to Far Off

> > Japan.

Pheumonia has very much upset the plans of Miss Elizabeth Russell, a missionary from the Methodist Episcopal church to Japan. Miss Russell stopped in Omaha in October for a brief visit with her brother, John W. Russell. She was acompanied by a young Japanese girl, whom she had adopted when a baby and who for fifteen years had been a student in this country, just recently completing her studies at the Ohio Wesleyan university. Miss Russell and her adopted daughter planned to sail November 1 for Japan, Miss Russell to resume her missionary work and the young Japanese student to take up her work of teaching. But the illness of the Japanese girl interrupted, and the young weman, who has been ill since October 28 with a severe case of pneumonia, is now at the Omaba hospital recovering slowly, and plans are again being made for the return

BOYS' CLUB HAS JOLLY TIME

Church Spends Evening with

Sports and Games.

The opening night of the Boys' slub ing. Twenty-minute halves were played. luggage was checked and left behind, and a complete success. The drill by the younger boys was well executed and well received by the large attendance. Over 100 were present. The tumbling and "strong man" stunts of the two youth-

The basket ball game between the comical, honest and altogether delightful association and the Crescent five of the little Irish girl. Her bright experiences as Walnut Hill church was the main event she grows to young womanhood, and the The teams were very well matched, havway in which she makes the numerous ing played two practice games and each THE CHILD'S HARVEST OF VERSE, by Mary W. Fileston; 200 pp.; fl.20; Little, if the water man turned off has been and the control of the success of the numerous team winding one. The same, though one the same though one that the matter to finish. Every man on the Crescent five played two finish. Every man on the Crescent five played two finish. Every man on the Crescent were Fellers, Paul Hosman and Hudson. The score was is to 9 in favor of the Crescents were Fellers, Paul Hosman and Hudson. The score was is to 9 in favor of the Crescents. The same though one was an the deep tender, will not the same timp and the same though one that the matter of thish. Births and Deaths.

Births and Co.

Births C. Channon; Is in payed two choics and eac

Club of the Wainut Hill Methodist center. Pay Hosman, right guard and down into place. Not so the coffee pot. manager; Frank Thomas, left guard; Hen as referee, while Hughes did the umpir-

Gold :

OF MEDALE S

PLOUP.

GOLD MEDAL FLOUR

TURKEY JUMPS FROM STOVE Mrs. Marshall was scalded slightly by Small Explosion Causes National Bird However, the Marshalls happily have a to Perform Strange Antics gas range also, and though the dinner was While Cooking.

Turkeys took a phenomenal rise during the weeks before Thankagiving day, yet it is safe to venture that the turkey which is never written of those who cure coughs adorned the table of Sergoant Marshall of and colds with Dr. King's New Discovery. the Omalia police force yesterday after. Guaranteed, 50c and \$1.00. For sale by noon rose higher than ever any turkey did Beaton Drug Co. pefore or since. The sergeant has a water back stove. The water man turned off

which went sailing over the sergeant's head and alighted in the corner. "For awhile," said Sergeant Marshall "that stove fooked like a young Vesuvius, spouting ashes, steam and soot."

"Died of Pneumonia"

the boiling water spurted out by the stove.

belated, it tasted better for the wait.

### "Just Say" HORLICK'S It Means

40 W. W 2 W H 411

PRAKER WALLER

Original and Genuine MALTED MILK The Food-drink for All Ages.

More healthful than Tea or Coffee.

Agrees with the weakest digestion.

Delicious, invigorating and nutritious. Rich milk, malted grain, powder form. A quick lunch prepared in a miunte, Take no substitute. Ask for HORLICK'S. Others are imitations.

*TWENTIETH CENTURY FARMER* 

One Dollar Per Year.