

Christmas Sales.

Are bringing bigger crowds than ever to Omaha's Holiday Shopping Center—Hayden Bros. It's more than mere low prices, more than superior assortments that bring them here. It's the confidence in dependable quality, the assurance of absolute satisfaction which our guarantee warrants, bargain prices, high quality, superior assortments—all pull to make Saturday the biggest day ever.



HAYDEN'S

RELIABLE STORE

Mail orders will be filled from daily ads, while the goods last. Fruits and vegetables will be sent only by express at owner's risk.

Holiday Handkerchiefs, Hand Bags, Toilet Sets

Greatly Underpriced in Saturday's Big Sale—Finest line of Ladies' and Children's Handkerchiefs shown in Omaha at 2 1/2c, 5c, 7 1/2c, 10c, 12 1/2c, 15c, 25c, 50c, 75c and Up.



Children's Handkerchiefs, 2 1/2c
Pure Linen Handkerchiefs, 7 1/2c
50c Hand Embroidered Handkerchiefs, very special bargains at only.....25c
Six 50c handkerchiefs in fancy box, Saturday for only.....\$2
\$2.00 Filled Hand Bags, \$1.00, biggest bargain of the season, all leather, tan leather lined with card case, purse and mirror, \$2 values, at.....\$1.00
Sample Toilet Sets at 33 one-third per cent price Discount.
Men's and Ladies Toilet sets, Traveling cases, etc., included.
Military Brush sets, at, up from.....\$1
Single Hand Mirrors, at, up from.....25c
Single Hair Brushes, at, up from.....19c
See Our Big Special 25c Bargain Table of Holiday Gift Suggestions. You Can't Afford to Pass It.

Meet Santa Claus Saturday in Toy Fairyland

He Wants to See All the Little Folks Among the Toys and Dolls

TOY DEPARTMENT

Bring in the kids; let them enjoy themselves. It's a treat to them and will be a pleasure to you.



Biggest stock of Toys, Dolls and Games Shown in Omaha. Everything for the little folks.

Special Prices that cannot help but crowd the department to its capacity Saturday—Values that should make this the biggest Toy Sales Day ever known in Omaha.

- \$6.00 Folding Go-Carts, with hood and rubber tires; Saturday at.....\$4.29
- \$2.25 Folding Go-Carts great snap; each.....\$1.25
- Boys' Tool Chests; 39c values; at, each.....23c
- \$1.50 Trains on Track.....98c
- \$2.50 Trains on Track.....\$1.98
- \$8.50 Kestner Kid Body Dolls; on sale at.....\$6.95
- \$6.00 Kestner Dolls.....\$4.95
- \$8.50 Kestner Dolls.....\$5.49
- 35c Kid Body Dolls.....25c
- \$2.50 Ball Jointed Dolls, 24 in. high, at.....\$1.49
- \$12.00 Electric Trains.....\$8.00
- All 35c Games at.....25c
- Chanteclair, the new 50c game, Saturday, at.....39c
- Velocipedes, \$1.75 to \$3 value, Saturday, at.....\$1.45
- \$125 Toy Dishes.....98c
- 98c Toy Dishes.....75c
- Drums, 25c up to.....\$15.00

Big Slipper and Shoe Sale Saturday

The entire floor stock of one of the largest slipper makers in Massachusetts on sale at just about what they cost to make. Made in all styles and leathers.

- Men's Slippers from \$2.25 down to 50c.
- Men's and Women's Fidelity Shoes, worth up to \$4.00, per pair.....\$2.50
- Women's Fur Trimmed Juliet Slippers, val-The Stetson Shoe for men who know, all kinds, per pair.....\$5.50
- Warm Slippers for men, women and children, actually worth 25c more, 39c and 25c.
- Queen Quality and Grover Shoes for women, any size or width, with the privilege of exchanging them after Christmas if the size is not right.
- tension tops, per pair.....\$1.00
- ues up to \$1.75, per pair.....\$1.00
- Women's Knit Slippers with collars or ex-Men's or Women's Slumber Slippers.....50c
- High Cut Shoes for the little men in the house, worth \$2.25, per pair.....\$1.50

A Pretty Picture as a Gift

is a lasting source of pleasure to the one receiving it, satisfying and home beautifying. We've an immense line of wanted subjects. Priced at much less than you'll find elsewhere. We want you to see these specials. You'll be very glad you did. Assortments are satisfying and price savers.

New French Prints, in antique frames; two delightful specials, at.....\$2.98 and \$2.25
Beautiful Pastels, in both light and dark frames, greatly underpriced, at.....\$2.50 to \$12
Novelty Pictures—A showing of 45 different subjects; splendid for inexpensive gifts, at.....75c and 49c
Heads, in oval and gilt frames; at special at.....59c and 69c

Cupid, Awake and Sleeping, largest line shown in Omaha of this popular subject; special prices for Saturday.
Passepartouts, in a big line of subjects; snaps at.....10c Up
Etchings— at.....98c \$1.98 \$2.75 Up
Fruit Pictures 39c 75c to \$25
Thousands of other Pictures at delightful Bargain Prices.

Special Offerings In Our Big Busy Suit Department

That will appeal strongly to all economical buyers Saturday. Dependable quality and absolutely correct style go hand in hand with the bargain prices every time at Hayden's.

HOW ABOUT FURS?

They're always acceptable gifts. Here's some extraordinary great values for Saturday's selling:

- Long French Coney Coats—Skinner satin lined; are worth \$50; Saturday, choice.....\$35
- XXXX Near Seal Coats, with beaver collar; \$75 values; Saturday, at.....\$49
- Jap Mink Fur Sets; \$40 values; with show collar, pillow or rug muff, on sale at.....\$25
- French Coney Fur Coat; 30 in. long; regular \$30 value; in Saturday's sale at.....\$19
- Imported Seal Plush Coats; Skinner satin lined; worth \$45; Saturday at.....\$25

A Fine Kimono is the Thing—A magnificent line for selection, in pongee, messaline, satins, alderdown, etc.....\$2.95 to \$30.00

SPECIAL HOLIDAY OFFERINGS IN CHILDREN'S DEPT.

- Children's Coats—Worth to \$6.00, sizes 1 to 5; in bearskins, velours, etc., at.....\$1.95
- Children's Coats, worth to \$7.50; sizes 2 to 14 years, at.....\$2.95
- Children's Coats, worth to \$10.00; sizes 6 to 14 years, bearskin, frieze, kerseys, etc., at.....\$3.95

Fine Russian Linx Sets, in black or brown; \$12.50 values; shawl collar, pillow muff; choice of 50 at.....\$6.75

Coat and Suit Special that insures a big crowd for Saturday.

Long Caricel Cloth Coats; lined throughout; regular \$20 value; in sale at.....\$12.50

\$30.00 Tailored Suits, \$10.00

225 of them in all newest style, colors and fabrics; the choicest bargain of the season.....\$10

Ladies' and Misses' Party Dresses, 100 of them, in chiffons and other pretty silks; regular value to \$35, at, choice.....\$19.50

All newest coloring and styles.

Buy her a pretty Dress Waist. We're showing a fine assortment at unusually attractive bargain prices.



Some Gift Suggestions From Ladies' Furnishing Department at Delightful Bargain Prices

- ### Hosiery Gift Suggestions.
- Ladies' Fine Embroidered Hose, \$1.00 quality at, pair.....49c
 - Ladies' Lisle and Mercerized Hose, 50c quality, black and colors, pair.....25c and 35c
 - Ladies' Pure Silk Hose, black and colors, worth to \$2.50, at 98c & \$1.50
 - Wood Pilewood or Cotton Hose, ladies or children's, values to 35c a pair, at.....12 1/2c and 17c
 - Women's All-Wool Sweaters, values to \$10.00, all colors— at.....\$2.45 \$3.50 \$4.50 \$5.98
 - Misses' Sweaters, worth to \$3.00, on sale at.....98c and \$1.50
 - Boys' Sweaters, worth to \$2.50, on sale at.....98c and \$1.50
 - \$1.00 for \$3.00 Price Saving to you here on Ladies and Men's Umbrellas; just get our prices on Saturday.
 - Silk Knit Shawls, values to \$7.50, at.....\$1.50 \$1.98 \$2.98
 - Women's Outing Flannel Gowns, to \$3.00 values.....98c and \$1.50



Ladies' Fine Underwear Suitable for Gifts

- Fine Pure Silk Vest, with hand-embroidered yokes, also silk lisle vests, all kinds and colors, at.....50c 75c 98c to \$3.00
- Ladies' Fine Silk and Wool or All-Wool Union Suits, prices, at.....\$1.98 \$2.98 to \$3.50
- Fine All-Wool Underwear, vests or pants, special bargain, at.....98c and \$1.50
- Fine Italian Silk Vests and Union Suits, beautifully hand-embroidered in colors or white, very special value, prices, \$1.50 \$1.98 \$2.98 to \$5
- Elegant Imported French Undermuslins, in almost endless assortment of beautiful styles at lowest prices.
- Women's Fine Kid Gloves, best assortment and values in Omaha, best brands— at.....\$1. \$1.50. \$2

A Charming Assortment of the Mid-Winter Millinery Styles

All the new ideas, including the nobby crush turban effects, in a variety bound to please the most exacting purchaser.

Here you can select from a clean, new stock and always at less price than you'll pay elsewhere for equal quality.

AS A SATURDAY SPECIAL

We have grouped 300 pretty Trimmed Hats that are worth regularly to \$12.50, all in two lots to close, at.....\$2.50 and \$1.00

Come early—they won't last at these prices. Marking all goods in plain figures; giving all, and even more, than we advertise has been responsible for this business doubling and tripling over every previous season. You're always sure of the best for the least in Hayden Millinery.



Special Sale of Tabourettes Saturday

- Biggest and best line shown in Omaha, at prices which insure a complete clearance. Tabourette, like cut, in early English finish; big value, 25c
- \$4.25 Solid Mahogany Tabourettes—Saturday, at.....\$2.50
 - \$3.50 Solid Mahogany Tabourettes—Saturday, at.....\$1.95
 - Quartered Oak Tabourettes—\$3.25 value, choice.....\$1.50
 - \$2.95 values, choice.....\$1.25
 - \$12.50 Cellerettes, in the Early English finish, at.....\$7.50
 - \$10.50 Cellerettes, in the Early English finish, at.....\$6.50
 - \$8.50 Cellerettes, in the Early English finish, at.....\$4.95
 - Dressing Tables, Shaving Cases, Desks, Music Cabinets, etc., at bargain prices.

SPECIALS IN LIQUOR DEPARTMENT

- Maryland Rye and White Corn Whisky, 5 years old, per full quart.....75c
- Country, Buckshot, Overholt, Weldon Springs and Cedar Brook, 3 years old, per full quart.....\$1.00
- Per gallon.....\$1.00
- Home Made Grape Wine, white or red, per gallon.....\$1.00
- The best Mixed New Nuts for Christmas, two pounds for 30c
- 50 lbs. best Granulated sugar.....30c
- 10-lb. sack best High Patent Flour.....\$1.00
- 10-lb. sack best Flour King.....\$1.00
- 10-lb. sack best Flour Queen.....\$1.00
- The best Lemon, Orange or Citron Peel, per lb.....20c
- 1 lb. best Condensed Mince Meat.....25c
- 1 lb. best Golden Hot Macaroni.....25c
- Large bottle of Worcester Sauce, Pickle, assorted kinds, of pure Tomato Sauce, etc., for your Xmas.....\$1.00
- 12-lb. sack best Raisins.....\$1.00
- 10-lb. sack best Currants.....\$1.00
- Fancy Nut Peaches, lb.....10c
- Fancy California Cooking Plums, lb.....10c
- Fancy Seedling Raisins, pkg.....10c
- Fancy Chili seedless Raisins, lb.....10c
- 2-lb. can fancy sweet sugar Corn.....75c
- 2-lb. can Wax, String, Green or Lima Beans, for.....15c, 20c, 25c, 30c and 40c
- Hayden's—The Greatest Market in the West for Fresh Vegetables.
- 1-lb. boxes fancy home grown hot-house Mushrooms, for.....25c
- Three bunches fresh Besta, Carrots, Turnips, Shalots or Radishes.....10c
- Large heads Lettuce, each.....10c
- Three heads of fresh Hot-house Leaf Lettuce, for.....15c
- Two bunches Parsley.....10c
- Two bunches Fresh Celery.....10c
- Jersey Sweet Potatoes, lb.....10c
- Box Cigars, a Specialty for Xmas.

Sale of Pipes

A swell line of Brier and Meerschaum pipes, Smoker's Stands, Smoker's sets, Humidors, etc., at very special bargain prices in Saturday's big sale.

The Best Mixed New Nuts for Christmas, two pounds for 30c

Grand Ribbon Sale

- Buy Holiday Ribbons Saturday. Prices Mean a Big Saving.
- 25c Plain and Fancy Ribbons on sale, at per yard.....12 1/2c
 - 35c Plain and Fancy Ribbons on sale, at per yard.....19c
 - 50c Plain and Fancy Ribbons, on sale, at per yard.....25c
 - 75c Plain and Fancy Ribbons on sale, at per yard.....39c

Beginning Monday, Dec. 19th, this store will be open evenings till Christmas; big special bargains every day.

HAYDEN'S

THE RELIABLE STORE

Jewelry and Fancy Goods at About One-Half Price

Assortments unsurpassed; values you'll find it impossible to duplicate at Saturday's prices.

All Comb, Brush and Mirror Sets, sterling and German silver, fancy decorated, regular values from \$1.50 to \$15.00; in Saturday's sale at—

- JUST HALF PRICE.
- Misses' Genuine Silver Mesh Purse, regular \$1.00 value, on sale Saturday, at.....39c
 - \$7.50 Fruit Bowls, at.....\$3.00
 - \$6.00 Shaving Sets, at.....\$3.00
 - \$5.00 Smoking Sets, in brass, silver, etc., each.....\$2.50
 - \$1.50 Tobacco Jars, at.....75c
 - \$3.00 Brass Smoking Sets \$1.50
 - Four Piece Silver Tea Sets, nothing better manufactured; regular \$10 value; special.....\$3.50
 - Three Piece Burning Set, every piece guaranteed; regular \$6.00 value, in Saturday's sale at \$3
 - \$7.00 Gold Cuff Links.....\$5.00
 - \$5.00 Gold Cuff Links.....\$3.50
 - \$4.00 Gold Cuff Links.....\$1.98
 - Misses' Gold Necklaces, \$1.00 to \$5.00 values at Just Half Price
 - German Silver Vanity Purses, regular \$5.00 values, at \$2.50
 - Boys' Watches, \$1.00 values, guaranteed, at.....59c



Big Holiday Sale of Books

\$1.08 Copyright Fiction Big List of 49c

All Handsomely Bound—Many Beautifully Illustrated

- The Man from Broadway, 49c
- Lavender and Old Lace, 49c
- Range Dwellers, The Climax, 49c
- Firing Line, Right Princess, 49c
- Little Shepherds of Kingdom Come, Shepherd of the Hills, Nedra, That Girl, Montana, Little Brothers of the Rice, and hundreds of other popular titles here for your selection.
- CHILDREN'S BOOKS AT 25c
- Alger and Henty Books, Oliver Optic, Miss Mullock, Rosa N. Carey, Castleman, Ellis, Ewing, Mrs. Burnett, Mrs. L. G. Meade and many other popular authors included in our immense showing.
- \$1.00 PADDED POETS, AT 69c
- Regular size, gilt edge; including the works of all the great poets; a great bargain at this extraordinary low price, at.....69c
- 25% Discount on all Sets of Books
- Prayer Books, Rosaries, Bibles, etc., at Greatly Reduced Prices. Fancy Writing Papers, Holiday Boxes, Christmas Cards, Seal, at sweeping reductions for the next few days, to close.



What to Buy the Men

A Few Suggestions Sure to Be Acceptable at Special Prices that Will Please You.

- Fine Blanket Bath Robes—in all best colors, made to sell up to \$15, special at \$2.45, \$3.00, \$3.50, and up to.....\$6
- Men's and Boy's Fur Gauntlet Gloves—All kinds and values to \$5, special to close at 98c, \$1.50 and.....\$2
- Fine all Wool Sweater and Sweater Coats, values up to \$10, all cool, at \$2.50, \$2.98, \$3.50.....\$3.98
- Men's Outing Flannel Pyjamas and gowns, big assortment of values to \$2, at.....75c and 98c
- GIFTS PUT UP IN FANCY CHRISTMAS BOXES
- Silk Ties and Socks to match, made to sell at 75c, set.....25c
- Men's Silk Lisle Socks—All Colors 4 pairs in fancy box for.....\$1
- Men's Pure Linen Handkerchiefs with or without initial, 25c values, at.....12 1/2c
- Suspenders, Hose Supporters and Arm band sets, \$1.00 values, Saturday only.....49c
- Men's 50c Suspenders and Four-hand Silk Ties, in separate box, special, at each.....25c
- 50c Silk Handkerchiefs 25c
- Men's and Boy's Gloe values to \$1.25, at per pair.....49c

A Piece of Fine China Is

Suitable, Serviceable and Economical as a Gift. You have here almost unlimited assortment from which to select at prices you'll find matchlessly low.

- Fancy Vases, Cracker Jars, Smoking Sets, Berry Sets, Salad Steins, Fancy Plates, Sugar and Creamers, Comb and Brush Trays, Celery 98c
- Trays, for only.....25c
- At 49c Nut Sets, Sugar and Creamers, Rose Jars, Tobacco Jars, Powder Boxes, Fancy Jugs, Hair Receivers, etc. All delightful bargains.
- Plates, Sugar and Creamers, Mustard Bowls, Hat Pin Holders, Steins, Fruit Dishes, Powder Boxes, Hair Receivers and score of other articles for only.....25c
- 6-Pint, Nickel-plated Coffee Pots, only.....49c
- No. 8 Nickel-plated Tea Kettle, only.....98c
- No. 8 Aluminum Tea Kettles, only.....\$2.49
- 3-Quart Aluminum Saucepans or Kettles.....59c
- Baking Dishes, Enamelled Pan inside, only.....98c and \$1.49
- \$4.00 Aluminum Percolator, 6-cup, only.....\$2.50
- 6-Pint, Nickel-plated Coffee Pots, only.....49c
- No. 8 Nickel-plated Tea Kettle, only.....98c
- No. 8 Aluminum Tea Kettles, only.....\$2.49
- 3-Quart Aluminum Saucepans or Kettles.....59c
- 6-Cup Coffee Machines, worth \$7 to \$9.....\$3.65
- 3-Pint Chafing Dishes, worth \$8 to \$8.....\$3.98
- BARNEY & BERRY OR WINE
- LOW ICE SKATES, at.....49c

Buy Them Now for Christmas

Don't TRY HAYDEN'S FIRST 11 pays