

1887 **TWENTY-FIFTH ANNIVERSARY SALE** 1912  
**HAYDEN'S**  
 THE RELIABLE STORE

Fashion's Choicest Summer Fancies Priced at Less Than You'd Expect to Pay.

Better Assortments--Better Qualities at Any Give Price. The Best for Less.

**A Magnificent Showing of Beautiful Dresses** here this season from  
**Nat Goldston & Co.**  
 24-32 W. 17th St, New York  
 "The house of a thousand styles"

The Season's Most Artistic Creations for  
 Street, Afternoon, Evening and Outing Wear in  
 Silks, Pongees, Aeolians, Lingeries, Chiffon, Changeable Taffetas, etc.

**\$7.50 to \$100**

Distinctive designs, almost unlimited in assortment, workmanship that cannot be excelled.

Of all the beautiful styles which the season has brought forth none will be found more beautiful, more desirable than the grand showing from Nat Goldston & Co.

*Shown Exclusively in Omaha by Hayden Bros.*

**As an Anniversary Special We Are Offering:**  
 A most exquisite line of summer styles in Goldston & Co. dresses, \$15 to \$25 values, over 200 to select from while they last, at one price. . . . . **\$10**



**Leipzig & Rosenberg Styles Are Right**

We don't have to argue the question when you see Leipzig & Rosenberg garments. Customers see at a glance that Leipzig & Rosenberg garments are skillfully made and fit perfectly. It's a pleasure to sell them.

**Junior and Misses' Coats**  
**Junior and Misses' Suits**  
**Children's Coats**

Get acquainted with this "deserving of preference" line. None better shown.

**Leipzig & Rosenberg**  
 1519 W. 4th St. N. Y. City.

**Grace, Beauty, Dependability, Price and Economy**

are features which mark our big showing of summer

**Tailored Suits and Coats**

from  
**Altman & Ettenson**  
 16 W. 19th St., New York

In them you'll find a most diversified series of the season's most favored models.—

Combining graceful lines with artistic workmanship, quality of fabric and finish truly remarkable at such moderate prices.

**Coats \$7.50 to \$20.00**  
**Suits \$7.50 to \$20.00**

To judge by the prices is nothing short of a serious mistake—it's the exceptional beauty in style and quality in workmanship and material at the prices that makes them popular.

**As An Anniversary Special We're Showing**  
 238 tailored suits and 114 coats from Altman & Ettenson made to sell at \$15.00 to \$20.00 and splendid values at regular prices, at, choice. . . . . **\$10**



**Children's Coats**  
 of  
 Most Charming Design are shown from  
**Cass & Rosenthal**  
**Coats for the Baby Coats for the Older Ones**

In a range of most desirable styles, colors and fabrics that leaves nothing to be desired.

**See the garments**  
 You'll be surprised at the very reasonable prices.

For Daintiness, Quality and All Round Desirability None Can Surpass the



**AB. & A. FRANKLIN**  
**KIMONOS**

And Dressing Sacques of the Better Sort.

**Lawns, Silks and Fine Negligees**

in a wealth of beautiful designs and colorings that leave nothing to be desired by the most particular buyers.

Kimonos from \$1.00 up to \$25.00.  
 Dressing Sacques, 50c up to \$4.00.

Will be pleased to show you these exceptionally desirable new lines.

**Right Furs**  
 at  
**Right Prices**  
 Is the slogan of  
**Bonis & Co.**  
 Manufacturing and Importing  
**Furriers**  
 of  
 121-123 W. 27th Street, New York.

It's such dependable garments as their's that has been responsible for the rapid growth of our Fur Department.

You know you're safe in buying  
**Bonis Furs**

**You can't go wrong in buying Fancy Knit Goods & Sweaters**  
 If you buy the products of  
**A. Augstein & Co.**  
 590 Broadway, New York.

Nobby styles—qualities that insure good service. We carry a complete line at all times. They're worth asking for.

**Value Service Satisfaction**  
 is the motto of  
**Ritter Brothers**  
**Coat Specialists**  
 122-24 5th Ave., N. Y.

from whom we show an exclusive line of infants', children's, misses' and women's

**Good Coats at Moderate Prices**  
 The values speak for themselves. See them.


**The Daintiest Lingerie Dresses**  
 in magnificent assortment of beautiful designs—classy creations at most reasonable prices—shown from  
**Cohn Bros.**  
 The Well Known Makers at 136 W. 21st St., New York.

There's a clever, snappy distinctiveness of style to all these dresses which makes them very desirable and popular. We show them at . . . . . **\$2.50 to \$15.00**

**Both Exceptional Beauty in Design and Quality of Workmanship and Material**  
 Combine in the Splendid Showing of  
**Children's and Misses' Dresses from Tutelman Bros.**  
 "The Progressive House"  
 27 West 27th Street, New York.

A Wide Range of Clever Style Ideas Are Offered at **MOST MODERATE PRICES.**

Misses' Dresses in all the pretty summer styles shown at prices from . . . . . **95c to \$15.00**  
 Children's Dresses—The daintiest little garments you ever saw at the prices. . . . . **50c to \$5.00**  
 A Big Special Lot of Children's Wash Dresses, bought from Tutelman Bros., all colors, made to sell to \$1.00; Anniversary Sale price only . . . . . **49c**



**ROSE & SIEGMAN**  
**Fine Furs**  
 Are handled exclusively in Omaha by  
**Hayden Bros.**  
 Finest qualities and styles are backed by  
**A BINDING GUARANTEE**  
 Fall stocks will include an excellent showing of these Quality Furs.

It Pays **Try HAYDEN'S First** It Pays

**SHAWLS**  
**\$1.50 to \$15.00**  
 If there's any better values produced than the lines we show from  
**Samuel W. Haines & Co.**  
 1023 Filbert Street, Philadelphia,  
 Importers and Manufacturers of  
**Shawls, Auto & Steamer Rugs**  
 We've never seen them. It's because of our desire to show the best that we carry complete lines of  
**S. W. HAINES & CO.**  
**SHAWLS**

**If You Are Economically Inclined**  
 In other words, want to get the very best possible style and quality for a very moderate cash outlay,  
 We'll Show You a Line of **Suits and Coats** from  
**L. Silverblat & Co.**  
 New York.

that will fill your every requirement—they're  
**MODERATE IN PRICE**  
**\$8.95 to \$20.00**  
**THEY'RE WORTH MORE.**

**Thousands Upon Thousands of Women in Omaha and Vicinity Have Found Unbounded Satisfaction in the Possession of**  
**J. M. Brady & Co. Tailored Suits and Coats**

**Quality, Beauty, Satisfaction** is designed into every graceful line, stitched into every seam the most careful selection of materials and inspection of workmanship is assured.

We show extensive lines  
**Of Suits from \$12.50 to \$75.00**  
**Of Coats from \$10.00 to \$50.00**  
 Ask to see J. M. Brady & Co. Suits and Coats.

