

1887

TWENTY-FIFTH ANNIVERSARY SALE

HAYDEN'S

1912

Furnishings of the Highest Quality

THE RELIABLE STORE

Furnishings at Lowest Possible Prices

Ideal

Shirts for Men and Women

"Ideal" Shirts are made right here in Omaha. The factories are big, bright, clean and cheerful. The operators are healthful, skilled, well paid and happy. The shirts are perfect. We say it advisedly—they are perfect.

"Ideal" Shirts fit. The patterns used have been in process of perfecting for over twenty-five years. They require the use of six to seven more yards of cloth, per dozen, than is usually cut.

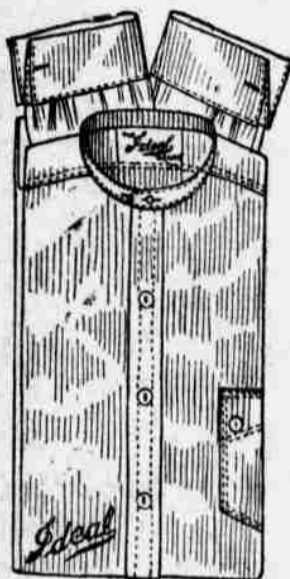
The armholes are big and roomy—so are the arms. The skirt is amply long. There's a comforting fullness in the chest and shoulders.

You'll be glad you bought an "Ideal" Shirt, the first five minutes you wear it. The longer you wear

them, the more you will be pleased with them.

It is impossible to buy better cloth than goes into them. It is impossible to sew seams more perfectly; to work buttonholes better or to give more attention to those little details that make the perfect garment.

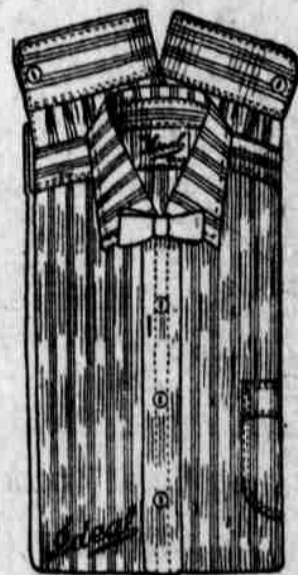
You can get them in all styles—the soft collar negligee; the detachable soft military collar; the plain band with attached cuffs; the band shirt with improved French cuffs.



"Ideal"

Neckband or Golf Shirts

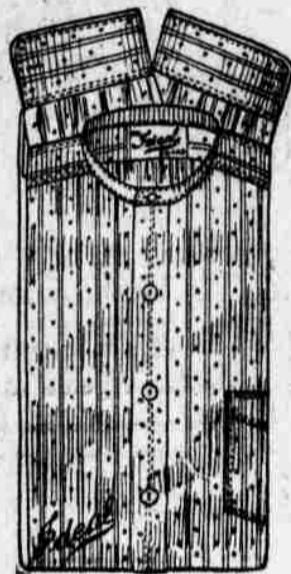
Made in plain white, with pleated bosoms; also plain and fancy madras with hairline effects, and in fine count percale. Prices, each \$1 to \$3



"Ideal"

Negligee Shirts

Made in plain color soisettes, blue and gray chambray, fancy striped percales, self striped and figured mercerized cloths, mercerized chambrays, silk mixtures, silk figured fancy cloths and plain Jap and Shantung silks. Prices, each \$1 to \$3



"Ideal"

Detached Military Collar Shirts

Made in plain and fancy mercerized pongees, plain gray and striped non-shrinkable flannel and self-figured pongees. Prices, each . . . \$1 to \$2.50

The Ladies' Shirt is *not* a waist—it is a real shirt, cut just like that for men—coat style, men's sleeves; 2-point yoke, shaped back, detachable military collar, one pocket, pearl buttons.

M. E. Smith & Co., Mfrs.
Omaha, Nebraska.



Come here for your shirts—and ask for the "Ideal" brand. Then you'll get the best styles, the best service and comfort you have heretofore unknown in a shirt.

M. E. Smith & Co., Mfrs.
Omaha, Nebraska.



"Ideal"

Attached Military Collar Shirts

Made in plain and fancy striped and figured pongees, mercerized chambrays, and gray mixed light weight flannels. Prices, each \$1 to \$2.50

Ideal

"Ideal" Ladies' Tailored Shirts

Made in white striped and checked Flaxons, Egyptian tissues, plain and fancy mercerized pongees, light weight non-shrinkable flannels plain and striped. Can be had with attached or detachable polo collars. Prices, each \$1 to \$2.50

IMPERIAL Police-Firemen and Mechanics Suspenders UNION MADE



"Are Good Enough For Us" Specially tanned uniform leather Guarantee with each pair PRICE 25c, 39c, 49c

"Harvard Mills" (Hand Finished) Underwear

It is not often that we have the opportunity to draw your attention to a product of such uncommon goodness as our "Harvard Mills" (handfinish) Underwear.

The satisfaction given by this brand has made for us a host of contented customers, because it has so thoroughly lived up to the merits claimed for it. Our patrons have found it most comfortable, well fitting and durable.

The "Harvard Mills" Brand has never been equaled in every requisite essential to good underwear.

The wide range of shapes and styles makes it an easy matter to please everybody. We have the most complete assortment of "Harvard Mills" Underwear in every fabric and style for women and children for the present.

Courteous and polite attendants in our Underwear Department will always be glad to explain the good points about the "Harvard Mills" Brand whenever you are ready to replenish your wardrobe.



Why Pay Twice For the Same Article?

IF YOU walked into a store and paid twenty-five cents for a couple of



Two-for-a-Quarter cotton collars; and if, upon departing, you were stopped at the door and asked to pay for those same collars again, you wouldn't do it, would you? Certainly not!

And yet you DO do this identical thing when you pay 25c for two cotton collars—when you can buy two LINEN collars at the same price. You know that there is no comparison between the wearing qualities of COTTON and LINEN. Two LINEN collars will wear twice as long as two COTTON collars. Therefore, when you pay 25c for two cotton collars, in-

stead of buying two LINEN collars AT THE SAME PRICE, you eventually must buy TWO MORE cotton collars to give you SERVICE equal to linen; and this is equivalent to paying TWICE for the same cotton article. Barker Collars are made of genuine sun-bleached Irish Linen in more than 100 styles and in quarter sizes. They are plainly stamped "Warranted Linen." They will not shrink or stretch and in laundering will not iron out of shape. The buttonholes are reinforced. The turn down styles are fashioned to provide tie space without binding, and the wing styles are specially cut and sewn to prevent the corners from breaking.

LET YOUR NEXT COLLARS BE "BARKER BRAND" AND CUT YOUR COLLAR BILL IN TWO.

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