

1887

TWENTY-FIFTH ANNIVERSARY SALE

HAYDEN'S

1912

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THE RELIABLE STORE

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The Sun Brand Hair Pins are of the finest quality, finish and polish. Perfectly pointed and faultlessly rounded prongs. We carry all the popular shapes. Small size, 3 inches, 1 oz., in a box; large size, 3 1/2 inch, 1/2 dozen in a box. Both sizes at

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Imperial Brand Celluloid hair pins are most beautifully finished, and pointed. Perfectly rounded and highly polished. Crimped shape.

Small size, 3 inch, 1/2 dozen in a box, at, per box **10c**
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The Crowning Attribute of Lovely Woman is Cleanliness

NAIAD DRESS SHIELD

ODORLESS HYGIENIC Supreme in Beauty! Quality! Cleanliness!



The C. E. CONOVER CO., Mfrs., 101 Franklin Street, N. Y.

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and the latest fashion decree is for a varied line of Crystal, Jet, Pearl and Crochet Buttons of all descriptions.

We show extensive lines from BAILY, GREENE & ELGER, New York.

Several rousing Anniversary Sale Specials offer great opportunities for saving. See these:

- 10c Pearl Buttons, per dozen for **2 1/2c**
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- 35c Jet Buttons, per dozen **25c**
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- A big assortment of dress buttons, at, per dozen **5c and 10c**

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Do Away With All the Fatigue of Standing for a Fitting.

EVERY WOMAN SHOULD HAVE A SUITABLE DRESS FORM.

These forms can be adjusted to your own shape and measurements. Each part can be set independently.

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Call and see forms demonstrated. Ask for free illustrated booklet giving full line of forms, with prices.



"Princess" No. 25 Price \$15.00



"Perfection" No. 18 Price \$10.00

FREE to every pattern customer during our Anniversary sale Our 25-Cent Fashion Book Every Woman Her Own Dressmaker

We have had published a book called "Every Woman Her Own Dressmaker," which tells how to make all kinds of garments from a corset cover up to a full costume, such as how to make a coat, how to make a plain shirt waist, the easily made wrapper, easily made work apron, how to make a dressing sacque, etc., etc. Also illustrating over 150 of the most practical styles for Ladies, Misses and Children's clothing. The regular price of this book is \$2.50 a copy.



We will give one copy absolutely free of any charge to every customer who purchases from us either in person or by mail, any of the Peerless Patterns shown below or any of the Peerless Patterns which we carry in stock—1,000 designs to select from. This book cost hundreds of dollars to write and no woman who does sewing should be without it. Call at our Pattern department, buy any Peerless Pattern and get this book free, or order any pattern shown below by mail and pattern and book will be sent by return mail.



No. 4618

EASY TO MAKE. Boys' styles are very much the same. This little dress pictured above is for the real small boy who has not yet been put into knickerbockers. All boys like knickerbockers and one is inserted in the left side of front, which is sure to please the little fellow. A shield, which as a rule is made of white material, is included in the pattern. The pattern 4618 is cut in sizes 1, 2 and 3 years. For 2 years it requires 2 1/4 yards of 27-inch material. Price of pattern 10 cents.

EMPIRE DRESS FOR MISSSES AND SMALL WOMEN. The Empire dress continues to be popular. This stylish frock is sure to please. Made of figured foulard with plain color foulard to trim would make a very dressy costume. The pattern 5478 is cut in sizes 14, 16 and 18 years. The 16-year size requires 6 1/2 yards of 36-inch material with 1 1/2 yards of 27-inch contrasting goods. Price of pattern 15 cents.

GIRL'S DRESS. In the above design we have a practical little dress which might be made for school or other general wear. The full length closing at front is a new idea and adds greatly in the laundering. The pattern 4949 is cut in sizes 4, 6, 8, 10 and 12 years. The 8-year size requires 3 1/2 yards of 36-inch material with 3/4 yard of 27-inch contrasting goods. Price of pattern 15 cents.

Utopia Neige Utopia Neige



The most popular embroidery thread on the market. A mercerized four ply cotton floss of unexcelled brilliancy. Made of the finest Sea Island Cotton—this thread may be divided and used for all kinds of embroidery—Snow White in 50 yard balls.

Colors in 25 yard balls—over one hundred shades to select from.

FREE THIS BEAUTIFUL PILLOW

tinted on good quality Pure Linen-Crash.

All we ask is that you buy 6 skeins of Richardson's Grand Prize Crocian Floss



with which to embroider it and a specially written diagram lesson for and we will give you the Pillow Top and Back Absolutely Free. We have five other equally artistic Designs

For sale in the Art Dept. Main Floor Front Room

Richardson Wash Silk

Every skein of which is guaranteed by the manufacturer and by us. We can't buy better. You can't buy better.

As Anniversary Sale Specials in this Department We Offer:

- 50c Sofa Pillows **25c**
- 50c Pillow Slips, pair **39c**
- 50c Table Scarfs **25c**
- 25c Linen Pieces **5c**
- Duchess Embroidery Hoops, pair **7c**
- 5c Doilies, ea. **2c**

You'll find all that's best and most desirable in Fancy Work Materials Here.



No. 4600

LADIES HOUSE DRESS. The house dress should be simple above all, for the plainer the design the better it is suited to its purpose. Simplicity and good taste are apparent in No. 4600, a shirt waist model with attached seven eared skirt. The pattern 4600 is cut in sizes 32 to 42 inches bust measure. Medium size requires 5 1/2 yards of 36-inch material. Price of pattern 15 cents.



5503

GOOD DRESS FOR EVERY DAY WEAR. This dress is sure to be a favorite. It is simple in outline and yet has a certain amount of style that fascinates. The pattern 5503 is cut in sizes 32 to 42 inches bust measure. Medium size requires 5 1/2 yards of 36-inch material. Price of pattern 15 cents.



5757

LADIES DRESS. The simplicity of this model is its appealing feature and the front closing another convenient point that no woman will overlook. It is cut with the body and upper part of sleeves in one which renders the making easy. The pattern 5757 is cut in sizes 32 to 42 inches bust measure. Size 36 requires 4 1/2 yards of 36-inch material with 3/4 yard of 18-inch all over. Price of pattern 15 cents.

Address Pattern Department, Hayden Brothers, Omaha, Nebraska.

AMERICAN BEAUTY

A great variety of useful and ornamental articles in the newest designs, including Pillow Tops, Center Pieces, Scarfs, Library Covers, Aprons, Shirtwaists, Underwear and Novelties. The patterns are simple or elaborate, as you desire. They fill every known outfit complete, 25c, 50c, 75c, American Beauty every known \$1.00 and \$1.25. Send for the American Beauty Outfit Circular. Floss.

Each outfit contains sufficient floss to complete the design; also, full and detailed diagram lesson describing every stitch. We also carry a complete line of colors and sizes in the famous American Beauty Embroidery Floss.

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Ask for Warner's Security

The supporters with the secure grip that won't slip, and the rubber button that won't tear your hose. Strong, resilient, long wearing, and rustless next the skin.

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We've Drawn Largely from Our Summer Stock from **BLUM & MITTENTHAL, NEW YORK.** Offering for Your Selection a Line which You'll Seldom Find Equaled at the Prices.

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- 5.00 Hand Bags **2.98**

See the Many Attractive Lots Offered.

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