

98c Doll Sale

24-in. Kid Body or Jointed Dolls, with Blisue heads, good wags, moving eyes, also a big line of character dolls...

Ladies' Scarfs Auto Scarf Specials at 49c, 98c, \$1.25 and \$2.25 Auto Cap Specials at 49c, 98c and \$1.75 Beautiful New Neckwear—Very special values at 25c, 49c, 98c and \$1.25

HAYDEN'S THE RELIABLE STORE

Great Handbag Sale at Hayden's

Holiday lines are here and before unpacking the new goods we will offer our Entire Present Stock of Ladies' Hand Bags at Special Clearance Prices.

Specials in Used Sewing Machines

Singer drop head \$14.25 Matchless drop head \$6.50 Eldridge Automatic \$35.00 Eldridge Rotary \$28.00 Singer \$8.00 White \$6.00 100 bottle sewing machine oil, special Saturday \$5.00



A Wonderful Sale of Fine Fur Garments Begins Saturday Continuing Till November 1st

Although the wholesale prices on furs are rapidly advancing on account of our extremely large stock and the unusually warm weather we have decided to force quick clearance by sweeping price reductions on all furs.

The greatest assortment of Fur Sets, Scarfs and Muffs in Omaha for selection at

20% OFF REGULAR PRICES.

Mink, Fox, Brook Minks, Marten, Coney and every wanted fur, in a broad assortment of styles—sets, muffs and scarfs; for five days, your choice, 20% Off We guarantee all our furs with the exception of coney—all new fall goods.

Every Fur Coat in Our Immense Stock Deeply Cut in Price for This Sale.

One Elegant Beaver Coat, worth \$200.00, bought to sell at \$250; great bargain at \$189.00

Long Near Seal Coats, made Long Brook Mink Coats— Long Russian Pony Coats— to sell at \$95.00; matchless Matched skins, regular \$150.00 values, in Saturday's sale at \$69.50

Long Brown Marmot Fur Coats—Skinner Long Russian Pony Fur Coats—Made to sell at \$75.00, in Saturday's sale, at choice \$49.00

Scores of Other Grand Bargains in Fur Coats Saturday.

Tailored Suits; Coats to Measure \$27.50

Garments well worth \$40.00; special \$27.50. A big line of high class new Suitings, Diagonals, Broadcloths, Whipcords and fine Serges for your selection, with guaranteed linings, perfect fit and workmanship guaranteed. You'll pay \$40.00 elsewhere for suits no better. One special price for Saturday \$27.50

75c Crepe de Chines 38c and 48c

A beautiful line of 23-in. all silk Crepe de Chines in street and evening shades, also floral and bordered effects, to close, yard 38c and 48c



Beautiful Dress and Tailored Hats

Correct, distinctive new ideas and styles for winter wear, an exceptional assortment for selection at \$5.00 to \$25.00

Trimmed Hats in Beavers and Swell Silk Velvet Shapes, beautifully trimmed, values to \$10, for Saturday at \$5.00

Trimmed Hats worth to \$10, a tremendous assortment for your selection, extraordinary bargains. \$1.98, \$2.50, \$3.95

Silk Velvet Shapes, latest styles, to \$5 values, choice \$1.98

Children's Hats—Regular values to \$2.95, in three groups Saturday at 98c and \$1.50

If You Are Looking for Real Class in Suit or Coat Style and Quality

Two big shipments just received from our New York buyers offer without question the choicest assortments and values for selection shown this season. Make it a point to see them.

100 Elegant Imported Suits—Samples made to sell at \$50.00 and \$55.00, most wanted fabrics and colorings, including handsome velvet suits, at \$35

Fine Imported Seal Plush Coats—Skinner satin lined—made to sell at \$35.00; choice \$22.50

Long Chinchilla Coats—Women's and misses—worth \$20.00; choice at \$12.50

200 Handsome Tailored Suits—In serges, diagonals, tweeds, chiffon broadcloths and other wanted fabrics, \$30.00 values, choice \$19.50

Pretty Chiffon Waists—All new designs—regular \$7.50 values— at \$3.95

THREE GREAT SPECIAL LOTS OF CHILDREN'S COATS AND DRESSES

Children's Serge Dresses—All wool, pretty Scotch plaids, etc., values to \$5.00; in all sizes—on sale at \$2.95

Children's Winter Coats—Nobby styles in chinchillas, caracul and fancy mixtures, all sizes 6 to 14; great snap at \$4.95

Children's Bearskin Coats—Made to sell to \$4.00—in sizes from 1 to 4 years; values you cannot duplicate anywhere at \$1.95

Hundreds of Other Matchless Specials in Women's and Children's Garments.



Big Shoe Sale Saturday

Closing out the 2 surplus stocks of the Spencer Shoe Co. and the Donovan Shoe Co. at almost 1/2 their regular prices. These two factories were among the best in New England and were made for the best city trade for MEN AND WOMEN.

Patent colt gun metal, Russia calf and vici kid, made up in fashion's last word in style. They were made to retail at \$4.00, \$3.50 and \$3.00; on sale while they last at \$1.98

Boys', Youths' and Little Gents' Shoes for dress and school wear, button and lace—worth up to \$2.25, at \$1.50 and \$1

Misses' and Childs' Shoes, button and lace—values up to \$1.75, for \$1.00

Men's and Women's felt and leather sole House Slippers at 50c and 39c

Women's and Men's \$5.00 and \$4.50 Shoes—in all leathers, button, lace or blucher styles; Saturday \$3.00

Stetson and Crosset shoes for Men. Grover and Queen Quality shoes for Women.

RUGS Now's the time to Save Money Buying RUGS

Big Delayed Shipment of Rugs from a prominent Eastern concern was received by us at a big discount.

As Our Stock is Already too Heavy We're Going to Dispose of These Rugs Saturday and Monday at prices lower than known before in years on goods of such high quality.

\$27.50 Axminster Rugs—28 different patterns, 9x12 size, choice \$15.98

\$22.50 Wilton Rugs—Seamless, 1912 patterns, 9x12 size, choice \$13.98

\$42.50 Wilton Rugs—All different patterns, 9x12 size, choice \$29.98

\$18.50 Seamless Tapestry Brussels Rugs—10 wire quality, 9x12 size, just 68 in the lot, at choice \$12.98

\$16.50 Seamless Tapestry Brussels Rugs—8 wire quality, 9x12 size, just 59 in the lot, to close, choice \$9.98

One Lot of American Orientals, All Wool Smyrna and Mitre Velvet Rugs, actual retail worth to \$30, 9x12 size; just 28 in the lot; you'll have to hurry as they can't last long at each \$10.98

10 wire Seamless Tapestry Brussels Rugs—6x9 size and worth to \$10.00, just 61 in the lot, go at, choice \$5.98

9x12 Kashmir Rugs—Oriental patterns, reversible, colors guaranteed, regular \$8.50 values, 21 for selection \$6.98

No Mismatched or Seconds in These Lots. All Guaranteed Perfect and Money Refunded if Not Just as Represented. Many Other Specials from our \$100,000 Stock of Fine Rugs.

HAYDEN'S HARDWARE PRICES ALWAYS LOWEST. OUR SATURDAY OFFERINGS. BIG SPECIAL SALE STOVE BOARDS.

80x30-in. wood lined, either crystal or fancy Oriental pattern, the best boards made, worth \$1.35, Saturday, at \$1.00

32x33-in. stove boards, as above, worth \$1.00, Saturday, at \$1.29

36x36-in. stove boards, as above, worth \$1.95, Saturday, at \$1.49

24x36-in. stove boards, as above, worth \$1.25, Saturday, at \$1.00

COLD WAVE COMING It's coming, maybe tomorrow. Buy your heating supplies now and be prepared.

1 1/2 c. pipe, Saturday \$1.70

Elbows, up from \$1.90

Coal hods, up from \$1.90

Cast Ranges are best. Guaranteed to last twice as long as steel ranges. "Rocow" black nickel ranges are cast, require no blacking anywhere. Oak stoves, up from \$3.95

House Burners, handsomely trimmed, up from \$25.00

Cast Ranges, with high closet, up from \$25.00

Steel Ranges, up from \$30.00

Full cream, high closet, up from \$10.00

A Few More Items at Money Saving Prices.

Home Comfort Hot Water Bottles In Crockery Department

This new Hot Water Bottle is made in England and is the most satisfactory article for the sleeping porch, automobiles and hospitals. It is made of strong clay and not easily broken and retains the heat for over 10 hours at a time. Don't fail to come Saturday and see these bottles.

10c Mantles, 3 for \$2.50

15c Mantles, 3 for \$3.50

Inverted half frosted globes, 3 for \$2.50

Liquor Department Specials

The quality, the flavor, the price, will please. Maryland Rye Whiskey, 6 years old, full quarts \$1.75c

Per gallon \$2.50

Guckenheimer, Cedar Brook, Schenly, Jack Daw and Willow Springs Whiskies, all 8 years old, quart \$1.00

Per gallon \$3.50

California Port or Sherry Wine, at per bottle \$2.00

Sunkist California Wines, fine quality, all varieties, rich and mellow, quart \$5.00

50c ready made Sheets, 72x90, good muslin \$1.25

1 1/2 size hemmed Bed Spreads, \$4.00

Bed Spread Specials

Full size hemmed crocheted Bed Spreads assorted patterns, \$12.50

each \$1.00

Full size scalloped or fringed Bed Spreads, assorted patterns, \$4.00

Wash Goods Department

Beacon's 28 in. Eiderdown, 100 different styles for selection, looks and feels like wool, light and dark colors, at yard \$1.00

50c silk stripe Opera Velle with floral designs, light colors for evening wear, at yard \$2.50

ment of patterns, at yard \$1.50

Cotton Corduroys in wide wels, all colors, at yard \$1.50 and 50c

50c silk stripe Opera Velle with floral designs, light colors for evening wear, at yard \$2.50

good weights, assorted patterns, 90c

60-cm bleached Table Damask, assorted patterns, 20c values \$2.50

12-cm Pillow Cases, good quality of muslin, 42x36 inches \$1.00

12-cm Favorite 36-inch bleached muslin \$1.00

15c Serpentine Crepe, good patterns, at \$1.00

12-cm Peralces, 36 inches wide, light and dark colors \$1.50

Saturday Specials in Domestic Room

Thought End Had Come.

Men's Furnishings and Underwear

Priced at a Small Part of Retail Worth. All Garments Perfect, Clean New Stock.

Men's Wool Union Suits, regular values up to \$5.00, finest qualities, all styles, \$3.50, \$3.00, \$2.50 and \$1.98

Men's California Flannel Shirts or Drawers, in red, brown or gray, regular \$3.50 quality, at \$2.50

Men's Heavy Wool Shirts or Drawers, regular values to \$2.00, on sale at \$1.45 and 75c

Men's Flannel Overshirts, to \$3 values, in grey, blue or brown at \$1.45 and 98c

Outing Flannel Night Gowns, to \$1.00 values, all sizes— at \$1.00, 69c and 49c

Outing Flannel Gowns and Pajamas, \$1.50 and \$2.00 values, on sale \$1.00

Men's Gloves, to \$2.50 values, work or dress, lined or unlined, at \$1.00, 98c and 49c

Men's Dress Shirts, with separate collars, all newest styles, to \$2.50 values— at \$1.45 and 98c

We carry full lines of men's gloves and Sterling wool union suits up to 52 chest in stouts, slims or regulars.

Drugs, Toilet Goods and Drug Sundries

SPECIAL SALE SATURDAY. NOTE OUR PRICES.

\$1 size of Pure Hydrogen Peroxide, extra size for \$1.25

25c Packer's Tar or Woodbury's Soap for \$1.00

10c Jergens' Violet of Lana Oil and Butter Milk Soap, per bar \$1.00

Four bars of Ivory Soap for \$1.00

10c Williams' or Colgate's Shaving Soap for \$1.00

15c pkg. of 20 Mule Team Borex 2c

10c Jap Rose or Palm Olive Soap, at 2 bars for \$1.00

25c Williams' Talcum Powder, at 10c 3 for \$1.00

15c can of Lilac or Violet Talcum Powder for \$1.00

50c Hind's Honey and Almond or Ponds' Extract Cream for \$1.00

\$1.50 Oriental Cream for \$1.00

Large size Pampelina Massage Cream for \$1.00

10c Ponds' Extract, Santal or Peroxide Creams for \$1.00

25c Santal or Graves' Tooth Powder or Paste for \$1.00

25c size Massage Cream, 2 to a container, each \$1.00

10c and 15c Wool Powder Puffs go at, each \$1.00

LIFE SAVERS OF THE DEEP

Thrills in the Activities of Uncle Sam's Revenue Cutters.

SCOUTING FOR DANGERS ON SEA

Ward Experience in the Darkness and Dust Clouds of Volcanic Eruptions Off Coast of Alaska.

The hazard of life saving when a ship is in danger of going to pieces on the rocks, when the surf is pounding, the sky overcast and rockets shoot through the gale are well known, for the dramatic story of life saving from land has often been told. But life saving when, through generally less dramatic white as much by way of conservation, is the constant business of the United States revenue

cutters. And they do business in the deep seas.

Two of the revenue cutters are stationed at Tompkinsville, S. I. Frequently their work is nothing more than putting out to sea to break up a mass of logs or other debris reported by incoming vessels, and the public hears little of the vigilant watchdogs. But the times come now and then when the work by the cutters is as daring as any one on shore with a life-line and breeches buoy. The value of active patrol of the seas is then driven home.

For 120 years the federal fleets have scouted the seas safeguarding navigation. Sometimes the service's usefulness has been questioned, but some signal service has always justified the work on the popular mind.

Five Hundred Saved at One Time. The most recent notable work done was the rescue of 500 persons on the volcanic island of Katmai in Alaska. This rescue vindicated the attitude assumed by all

maritime exchanges not very long ago against an economy commission's suggestion that the service be abolished.

The revenue cutters are really deep-sea life savers. They cruise over stipulated courses and keep a sharp lookout for vessels in distress. In this they have proved their worth by saving the lives of passengers on sinking and disabled ships. They have saved thousands of dollars by towing vessels to safety, and they destroy countless derelicts and floating menaces to navigation.

In 1902 the service was established, and consisted of ten ships with a complement of 300 persons, officers and crew. Thirty years ago, according to Captain B. L. Reed, temporarily in charge of the New York department of the revenue cutter service, this number has been increased to forty-eight vessels, manned by 1,700 men. Captain Reed was especially willing to be reminiscent about life in the service, but he recounted an experience of his "prentice days to illust-

trate that the life of a man in this easy-looking field is not a sinecure.

"I was a cadet at New Bedford, Mass.," said the captain, "when the City of Columbus went on the rocks at Devil's Bride, Martha's Vineyard island, in January, 1884. She hit the reef at night, and the following morning the revenue cutter, Dexter, cruising about, sighted the ship, and went to her assistance. Twelve or thirteen persons were rescued, but about 100 had succumbed to the bitter cold and had frozen to death or been drowned. The Dexter was a small vessel of approximately 40 tons displacement."

More Lives Saved. In March, 1908, Captain Reed in command of the Mohawk, took forty-one passengers from the steamship, Sylvia, which had gone on the Sow and Pigs reef near Cuttyhunk island. As usual the captain was pretty short in talking about himself. He told more willingly of the splendid work done by Captain K. W. Perry, who rescued the captain

and crew of the ill-starred Republic.

"Captain Perry," said Captain Reed, "was in command of the Grecian when the call for help came from the Republic. He immediately started for the position of the ship across the Nantucket Shoals in a fog that was so thick that you could not see your hand before your face. It took him thirty-nine hours to find the Republic, but he at last did so and took the crew aboard the Grecian."

"The captain and mate of the Republic refused to leave the vessel, and even though she was sinking Captain Perry stretched a towing line and started for port with the Republic behind. At night the pull on the towing line showed that the vessel was sinking—had sunk. A small boat was sent back to the place where the ship had gone down, and the captain and mate were rescued from the water. It was a wonderful piece of work under adverse conditions."

June 8, last, a cloud of peculiar color rose up to the southwest of St. Paul, and

thunder was heard in the distance. The first disturbance was noticed about 4 o'clock in the afternoon, and in an hour the obliterative volcanic ash commenced to fall, while the thunder and lightning increased. The inhabitants of St. Paul, terror-stricken, found their way to the vessel through a hideous night.

Thought End Had Come. At noon the next day volcanic ash fell in large quantities, and at 1 o'clock the rain was so great that it was impossible to distinguish objects for a distance of more than fifty feet. Two hours before sundown an inky blackness settled over the district and the dust clouds and overpowering vapors and gases from the volcano swooped down on the little vessel with its cargo of 100 souls. The quarter-deck of the ship was hoisted in with canvas and boards, which kept out most of the dust, but fine particles managed to find their way into the unprotected spaces in such volume that all of those on board

thought that the end of the world had come. To add to the terror of the situation static conditions were such that it was impossible to get into communication with the outside world. Avalanches of the volcanic ash rushing down the sides of the mountain puffed up great clouds, which added to the thickness of the dust. Finally, on the third day, the dust cleared away and the inhabitants were allowed to land and go back to their ash-cursed homes and gardens. Wells and streams were clogged by the ash and gardens had to be uncoversed. Stock was lost; even if it had not been there was practically no pasturage left. The ash still covers everything.

When the first disturbance was noticed the refugees looked to the revenue cutter officers and panic was smoothed out into concentrated work against the menacing conditions.—Pittsburg Dispatch.

Persistent Advertising is the Road to Legitimate "Big Business."