

HAYDEN'S
RELIABLE STORE

Just Four More
Shopp'g Days
Till Christmas



Only 4 More
Days to Do
Xmas Buying

HAYDEN'S
RELIABLE STORE

Omaha's Great Christmas Store Is Splendidly Ready to Supply Your Every Christmas Gift Wish

Don't Fail to Visit Santa Claus' Omaha Headquarters on the Fourth Floor. Take New Elevator in the Middle Room.

Entire Sample Line of Fine
Holiday Novelties
From the Florence Manufacturing Co.
FLORENCE, MASS

Comb and Brush Sets, Comb and Mirror Sets, Military Brush Sets, Smoker Sets, Toilet and Manicure Sets, Single Brushes, Combs and Mirrors, Triplicate Mirrors, Shaving Sets, Traveler's Sets, and scores of other articles.

At Just Manufacturers' Cost
33 1-3 Per Cent Less than Actual Retail Worth

Every article is clean, new, absolutely perfect and no two are alike—the greatest opportunity to buy choice gifts at a big price-saving offered in Omaha. Make your selection early while you have an immense assortment for selection.

A splendid line of Briar, Meerschaum and Calabash Pipes—also, smoker's utensils and sets of all kinds.

Bring the Children Saturday---Santa Claus Wants to Meet Each Little Tot in Toyland, on Fourth Floor

Such beautiful Dolls and warm Sweaters, Stockings, Shoes, beautiful Hats and Coats and all other kinds of dolls never before shown in Omaha. Iron Toys, Steam Toys, Electric Toys, Magic Lanterns and Moving Picture Machines, Meccano and Erector Sets, Sleds, Games, etc.—everything to make the boys and girls supremely happy Christmas. Bring them Saturday.

- SPECIAL BARGAIN OFFERINGS FOR SATURDAY**
- Broad Isles. A big, light, airy room on Fourth Floor—best place in Omaha to buy the gifts for Christmas.
 - Kid Body Dolls. 30 inches high, full jointed, \$7.00 and \$7.50 values, at \$4.98. Same, 28 inches high, \$4.50 values, on sale at \$2.98. \$3.00 values, 24 inches high, at \$1.98. \$1.00 Kid Body Dolls, 75c.
 - Trains on track, \$3.98. \$1.50 Character Dolls at 98c. \$1.80 Character Dolls at 75c. \$30 Character Dolls at 25c. 75c Doll Furniture at 49c. \$1.50 Doll Desks at 98c. \$7.00 Boys' Work Benches, \$4.98. \$6.00 Boys' Work Benches, \$3.98.

Nice Handkerchiefs and Neckwear
Are Practical Gifts for Mother, Sister or Lady Friend—We're Showing Immense Assortment at Prices Far Below Actual Retail Worth.

To Handkerchiefs at 25c. 10c Handkerchiefs at 8c. 5c Handkerchiefs at 3c. All linen, hemstitched, hand-embroidered or lace edged.

60c Handkerchiefs at 25c. Pure Irish linen, daintily hand-embroidered—a fine line for your selection.

Best Lace Handkerchiefs at from \$1.00 up to \$3.00. Armenian Lace Trimmed Handkerchiefs at 25c. Fine line, now each 25c, 50c, 60c. Values at each price we're confident you cannot duplicate.

Boxed Handkerchiefs. 1 Hemstitched Handkerchiefs in a fancy drawer box, regular 35c value, \$2.98. 2 Hemstitched Initialed Handkerchiefs, in fancy box, 50c value, \$2.50.

4 fine Swiss Embroidered Handkerchiefs in fancy box, 50c value, your choice at 25c. 5 elegantly Embroidered Handkerchiefs, in fancy box, \$1.25 value, now at 79c. 4 All Linen Hand-Embroidered Handkerchiefs, \$2.00 value, at \$1.25. Neckwear Specials Monday. Fancy Silk Bows, at 25c. Rounder Caps 40c, 50c, 60c. Camisoles 40c, 50c and \$1.50. Yokes and Pincus 25c to \$2. Real Lace Neckwear at \$1.50 up to \$5.00. Lace Scarfs, \$2.50 to \$5.00.



WHAT TO GIVE A MAN
IS EASILY DECIDED

From the Great Assortment for Selection in Furnishings. Several Special Factory Purchases Offer Buyers Now a Saving of Almost Half on New, Perfect Goods

Men's Fine Linen Handkerchiefs at 35c, 25c, 17c, and 8 1-3c. Silk Handkerchiefs, white and colors, at 25c to \$1.50. Men's Wool or Silk Mufflers, on sale at 49c to \$1.98. Men's Suspenders in fancy gift boxes on sale at 25c to \$1.98. Men's Sets, Silk Handkerchief, Socks and Four-in-Hand Tie, \$1 value, in special box, 49c. Fine Blanket Bath Robes, \$1.98, \$2.98, \$3.98, \$4.98, \$5.98, \$10. Men's Dress or Flannel Shirts to \$2.50 value, at \$1.45 and 98c.

Men's Silk Ties in Fancy Box, 25c and 50c values, at 25c and 12 1/2c. Other Specials in Silk Ties, finest quality, at 49c and 75c. Men's Gloves, both Dress and Work Gloves and mittens, to \$2.50 value, at \$1.45, 98c, 49c. Fine Wool Sweater Coats, made to sell to \$8.00, at \$1.98, \$2.98, \$3.98 and \$4.98. Outing Flannel Night Shirts and Pajamas, \$2 and \$2.50 value, one sale, \$1.45 and 98c. Perrin's Dress Gloves, complete assortment, lined or unlined, pair \$1.50 and \$2.00. Men's Winter Underwear—All Kinds at About Half.

BIG Slipper Sale SATURDAY

Men's and Women's Xmas Slippers in all styles and leathers from the best slipper makers in this country.

Evans' hand-sewed slippers up from \$1.75. Men's turn sole Opera Everett and Romeo slippers, black or tan, vici kid, worth \$2.50, at \$1.50. Men's black or tan, \$1.50 Everetts or Romero \$1.00. Men's silk embroidered and imitation alligator house slippers, worth 75c \$5.00. Women's fur trimmed, turned sole, warm and "comfy" house slippers, black, brown and gray, worth \$2.25 and \$1.50, at \$1.50 and \$1.00. Boys' tan vici kid Everetts, a splendid \$1.50 value, \$1.00. Women's crochet slippers in all colors and combination of colors \$1.00 and 50c. Grover Shoes for tender feet, a splendid Xmas present, 40 styles to select from. STETSON OR CROSSETT Shoes for Men, make the best kind of a Xmas present.



IF IN DOUBT, GIVE JEWELRY, CUT GLASS or SILVERWARE

A timely purchase just received will mean savings of thousands of dollars to gift-buyers during the next few days.

Baby Bracelets, gold filled, \$3.00 value, at \$1.25. Ladies' Bracelets, made to sell at \$5, choice \$3.25. Pearl Bead Chains, gold clasp, \$1.00 and \$1.50 value, 50c.

Cuff Buttons, solid gold, hand engraved, \$7 and \$5 values, \$1.75. Rhinestone Paved Bracelets, to \$2 value, choice 75c. Rhinestone Paved Buck Combs, to \$4.00 value, \$1.00.

Eight Watches, open face or hunting case style, to \$13.98. An immense showing of Fine Cut Glass and Silverware of choicest quality and newest design most attractively priced.

Baby Lockets, values to \$2.00, on sale at \$1.00. Sterling Silver Thimbles, to \$1.00 value, choice 39c. \$1.00 Alarm Clocks at 69c. \$1.50 La Valliers at 75c. Ladies' Bracelet Watches, a splendid variety of the newest styles, at from \$4.98 to \$15.00.

A Gift of Gloves or Hosiery Is Always Sure to Please

We are showing very special values of the very best makes and styles at \$1.00, \$1.50 and \$2.00 pair.

SPECIALS FOR SATURDAY.

\$1.35 French Lambkin Gloves, with Paris point stitching and embroidered backs, all colors and sizes, at pair \$1.19. \$8.00 Quality White Kid Gloves, 12 and 16-button lengths, with fancy fasteners, at pair \$1.98.

Buy Her a Glove Certificate—it can be exchanged after Christmas for any pair of gloves she prefers.

HERRELLAS make a splendid gift: most varied assortment in Omaha here at from \$1.45 to \$7.50. Ladies' Pure Silk Hose, Kayser or Onyx Brands, \$2.00 and \$2.50 values, plain colors or fancy embroidered, on special sale at, pair, \$1.45. Kayser or Onyx Hose, values to \$1.50, black or colors, on sale at 98c and \$1.25.

Many other specials in women's and children's wool and cotton Hosiery. Best qualities, lowest prices.

Gift Suggestions in the Corset and Underwear Dept.

Fancy Brassieres, made of net, daintily trimmed with lace and ribbons, in Xmas boxes, special values, up from \$2.00.

Most Complete Line of Ladies' and Children's Sweaters shown in Omaha, greatly underpriced.

Ladies' Sweaters, to \$10.00 value, in Kelly green, tan, reds, white, buff neck with or without belt, on sale at \$5.98.

Heavy Wool Sweaters, Norfolk style, plain or fancy weaves, all colors, made to sell to \$8.00, choice \$3.98.

Juvenile Sweaters, all colors, at 49c to \$2.50.

Children's Romper Suits, Cap, Sweater and Drawn Legging, \$2.00 value, \$1.00.

Children's Knit 3-Piece Suits, made to sell at \$2.50, choice, 98c.

Ladies' Crepe de Chine Underwear, in white and dainty colorings, at exceptionally low prices Saturday.

Italian Silk Vests, \$1.45 and \$1.98. Silk Shawls, to \$5.00 value, at 98c, \$1.45 and \$1.98.

Scores of other practical and acceptable gifts underpriced.

Drug Specials

\$1.00 Box of La Troite or Azura Face Powder for 75c. One-half ounce Mary Garden Purely original sachets, for \$1.25. The size Pinard's Lilac or Violet Toilet Water for 39c. Hudnut's Violet Set, 50c. 50c White Rose or Locust Blossom Perfume, per ounce, 50c. All Fancy Packaged Perfumes, standard makes, in original boxes, at from 50c to \$3.00. Thermos Bottles, the genuine, pins size for 49c. Santol Tooth Paste or Powder for 25c. 50c size of Fawcett's Tar Soap for 15c. Two bars of Williams' Shaving Soap for 15c. Dr. Hinkle's Cascara Tablets for 15c. 100 size Mrs. Polak's Hair Cream for 15c. 50c size Menon's or Williams' Toilet Powder for 15c. One pound Pure Toilet Castle Soap for 15c. 50c Shindia Shoe Polish, 50c. 50c Finishing Ebony Back Hair Brushes for 15c. 50c Best quality Dressing and Shaving Mirrors and Hand Mirrors for 15c. 50c Razors and Razors and Razor Straps at Cut Prices. Five-piece Pearl Handle Manicure Set, guaranteed for 95c. \$5.00 Full Leather Roll Case Manicure Set, for 25c. Williams' Gift Sets for ladies or men at 25c. ALL RUMBLE CUT GEARLY CUT IN PRICE. \$1.00 Wellington Springs and Hot Water Bottle, guaranteed for \$1.50. \$3.00 Well-made Combination Springs and Bottle for \$1.50. \$2.00 Red Rubber Hot Water Bottle 50 at \$1.00. \$1.00 Rapid Flow Fountain Syringe for 50c.

Scores of Delightful Special Offerings in the Ladies' Cloak and Suit Department—Practical Gifts Underpriced

Beautiful New Dresses. Several hundred of them. Party & Dancing Dresses or designs for street wear. Dresses made to sell at \$18, \$20, \$25, at \$10.

Come in Charmeuse, Crepe de Chine and other popular fabrics in all most wanted colorings.

Nearly 1,000 Cloth Coats. Newest designs made to sell at \$25.00 on sale in two lots— \$7.95 and \$12.75.

500 Children's Coats— \$6.50 to \$15.00 values, at just half price. Remarkable values in Children's Dresses at \$1.95, \$2.95, \$3.95 and \$5.00.

Women's Blanket and \$3.00 Silk Underskirts, Eiderdown Robes to all colors, pretty styles, \$5.00 value, \$2.95 at \$2.95.

Marabou Scarfs, made to sell at \$5.00, choice \$1.95 at \$1.95.

Many thousand Dollars' worth of Fur Garments at for less than wholesale price.

Handsome Fur Coats. \$55.00 to \$65.00 values \$39.

Marmots, Sable, Coney and Russian Ponys, good assortment of nobby styles.

100 Handsome Fur Sets. Makers' samples made to sell to \$25.00 in Sable and Black Coney, Cross Fox and White Iceland Fox, Marmot and other popular Furs, nice assortment on sale at \$12.50 choice.

Remarkable values in fine Mink, Beavers and Fox Sets. Set sale prices.

Misses' Fur Sets, made to sell at \$5.00, choice \$1.95 at \$1.95.

Give BOOKS

Thousand of the newest Novels, that sold to \$1.50, now on sale, choice 50c. Padded Poets and other gift books, 75c values, 49c. 50c Prayer Books, 35c. Toy Books, 5c to \$1.00. Writing Paper, in pretty holly boxes, to 50c values, 25c.

Give PICTURES

A splendid lot of regular \$1.00 Pictures, big variety of subjects, in gilt or gold frames, on sale at 49c. Several Hundred Framed Pictures, worth to \$5.00, pastels and beautiful hand colored prints; landscapes, fruit pictures, Madonnas, Old Masterpieces, etc., on sale in one big lot, special \$2.98.

Holiday Liquor Specials

VIRGINETTE WINE Better than Virgin! on sale, at per quart 50c. Maryland Rye Whisky, 4 years old, per quart 75c. Per gallon \$2.50. Fine Eight-Year-Old Whisky—Jockey Brand, Brooklyn, Schenley, Weldon Springs and Jackdaw, on sale, full qt., \$1.50. Per gallon \$3.50. Sunkist California Wines—Eight-year-old Port or Sherry, per quart 75c. Fine Old California Brand—For fruit cakes, puddings, etc., quart 75c. Mail orders promptly filled.

PURE, DELICIOUS CHRISTMAS CANDIES
In Endless Assortment Here.

Candy Canes, Beads, Big Sticks, Mixed Candies, Creams, Canded Fruits and Nuts of every kind. Special prices to churches and schools.

Fancy Boxes Specially packed for gifts. C. S. Dyball, manager.

Specials for Saturday: Assorted Cream Caramels, lb., 20c. Clean, Pure Fresh Candies, all w's gifts. Assorted Chocolates, per lb. box 25c offer. C. S. Dyball, manager. Fresh Peanut Butter, per lb., 10c.

ROASTERS

\$2.15, size 8, heavy cast aluminum skillet \$1.49. 10-qt heavy spun aluminum Roaster, complete with aluminum cover 98c. Aluminum Coffee Percolators, \$1.98. Kitchen Necessaries at Bargain Prices.

Fine Tins, any size, 2 for 50c. 10c Mincing Knives, 8c. Family size "Climax" Food Choppers 85c. 8 1/2 size large bread or drip Pan 10c. Any size steel Fry Pans 10c. Fancy imported Wood Rolling Pins 15c. Large size fancy basswood Bread Boards 25c. 14-qt Enamel Preserving Kettles 25c. Large Enamel Dish Pans 25c. Large Enamel Water Pails 25c. Galvanized Chamber or Slop Pail, complete with cover 35c. 8 1/2 lb capacity Flour Sifts 35c. Fancy heavy tin Bread Boxes 49c, 69c and 89c. Very fine imported wood potato Mashers 15c. Warranted Family Scales 89c.

The Greatest Meat Market in Omaha for the People.

It's Hayden's Prices That Keeps Down the High Cost of Living.

The best fresh dressed Spring Chickens, not old hens or roosters, lb. 14c. 9 lbs best Leaf Lard \$1.00. Best quality Hindquarters Mutton, lb. 12 1/2c. Best quality Forequarters Mutton, lb. 12 1/2c. Best quality Pork Loins, lb. 14 1/2c. Best quality Pork Shoulders, lb. 12 1/2c. Best quality Pork Shoulder Butts, lb. 14 1/2c. Best quality Pot Roast Beef, 13c-10c. 7.50 lb Armour's Star skinned Hams, lb. 17 1/2c. Good Breakfast Bacon, lb. 17 1/2c. No. 1 Lean Breakfast Bacon, lb. 23c-22 1/2c.

GIFT SUGGESTIONS From the Drapery Dept.

Tennessee Red Cedar Chests, made of 3/4-inch red cedar, rub finish, beautifully trimmed; beauties at \$8.00 to \$20.00.

Matting Covered Utility Boxes, made of 1/2-inch white basswood, covered with high grade white Jap matting; interior nicely shielac finished, \$2.50 to \$10.75. Folding Draft Screens, big assortment, 3 and 4-panel, at \$2.50 to \$8.50. Tapestry Portieres, \$1.75 to \$8.00. Table Covers, tapestry or silk, all colors and sizes, \$3.75 to \$5.98. Library Runners at \$1.50 to \$3.50. Sunfast Portieres at \$1.95 to \$6.95. Hemstitched Novelty Curtains, to \$4.00 values, in two big lots at pair \$1.98 and 98c.

A Two-Piece Self-Basting Steel Roaster, large enough for chickens, ducks or turkey, only 10c. \$1.25 Savory Roasters 98c. Large size 3-piece triple coated enamel "Link Roasters" \$1.99. Large size Aluminum Roasters \$1.98. Some Real Bargains in Aluminum Ware Saturday.

\$1.25, size 9, largest and heaviest cast aluminum Tea Kettle made \$2.99.

Don't Forget CHINA for Christmas Gifts

56-piece Domestic Dinner Sets, in several different patterns to select from, set \$5.00. 100-piece French China Dinner Sets, with spray decoration, big value Saturday \$22.50. 16-inch beautiful Decorated Vases, special for Saturday, each \$1.00. 8-inch Brass Jardinieres, with ball feet, each \$5c. Best Mounted Casseroles, with fireproof lining, each \$1.25 and \$1.50.

Buy Your Xmas Groceries Now—It's Hayden's for Quality and a Saving of 25% to 50%.

20 lbs. Best Granulated Sugar, \$1.00. 48-lb. Back Best High Grade Diamond H Flour, nothing finer for your Xmas puddings, pies or cakes, per sack \$1.10. 4 lbs. Fancy Japan Rice, 10c quality, per sack \$1.10. Spachetti, pkg. 75c. Advo Jell for Dessert, nothing like it, pkg. 15c. 1-1/2 Can Assorted Soups, any kind 15c. 28 ounce jars Pure Fruit and Sugar Preserves 25c. 25c Tall Cans Alaska Salmon 25c. 4 Cans Mustard Sardines 25c. 4 Cans Best Domestic Oil Sardines for 25c. Bottles Worcester Sauce, Pure Tomato Catsup, Pickles, Assorted kinds, or Prepared Mustard, bottle 15c. 1-1/2 Cans Fancy Sweet Sugar 15c. 2-lb. Cans Early June Peas, can 10c. 1-lb. Can Prepared Plum Pudding for 10c. E. C. Corn Flakes, pkg. 5c. The Best Soda or Oyster Crackers, per lb. 15c. 40 Varieties Fancy Sweet Cookies, regularly sold everywhere for 10c. Fancy Basket Fined Japan, English Breakfast, Oolong, Ceylon, or Queen Powder Tea, per lb. 40c. Hushey's Breakfast Cocoa, lb. 25c. Baked Fruits for Your Xmas Feasting, Pies and Cakes. Fancy Cleaned Currants, lb. 10c. Fancy Crown Muscatel Raisins, lb. 1-1/2c.



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Gift Suggestions From the Rug Department

Fine Hearth Rugs.

27x60 Axminster Rugs \$2.25. 27x64 Axminster Rugs \$1.98. 30x63 Axminster Rugs \$3.49. 27x64 Bigelow's Wiltons \$4.98. 27x63 Bigelow's Wiltons \$7.98. 27x64 Velvet Rugs \$1.98. 36x72 Velvet Rugs \$2.98. Rug Rugs, all colors, at \$1.00 to \$3.50.

Room-Size Rugs.

9x12 Seamless Velvets \$14.98. 9x12 Tapestry Brussels \$10.98. 9x12 Axminster Rugs \$18.00. Bissell's "Welcome" Sweepers, ball bearing, nickel trimmed, on sale here at \$3.25. Sanitary Vacuum Sweepers, hand-power, with revolving brush, all absolutely guaranteed, \$7.50.