

We're Demonstrating Every Day that Cash Buying Really Means Better Values at Every Price

Winter Coat Values Extraordinary



One thousand classy Coats, secured by our buyer who has just returned from New York, offered at low cash prices that will surprise and delight every visitor to the department.

Special Coats at \$35

Your choice Saturday splendid lot of Cloth Coats, styles for misses and ladies; made up in the season's smartest styles; large variety of colors and materials to select from; worth a great deal more; special, \$35

—Baffin Seal, Salts Plushes, and Others

At \$75 Saturday, coats made up in Baffin seal, salts, plushes and other elegant coat materials; many classy models to select from; lengths, medium, three-quarters and full length, with or without fur; special, \$75.00

Saturday in Children's Section

TWO INTERESTING SPECIALS

Second Floor.

Girls' medium weight coats; sold up to \$29.50, Saturday, at \$12.50
Little tots' medium weight coats; sold up to \$18.50, Saturday, at \$7.50

Genuine Pony Fur Coats, 40 ins. long, with racoon collar and cuffs; skinner satin lined. Saturday special, at \$195

HAYDEN'S

THE CASH STORE

Over 1,000 New Hats

A Tremendous Millinery Sale

\$5 - \$7.50 - \$10



There's no type big enough, no description good enough and no words strong enough to do justice to this event. Over 1,000 of the very smartest and newest fall and winter hats—models that are correct in style—in three marvelous value-giving groups for our "Annual Value-Giving Event."

Velvet Hats, Duvelyn Hats, Duvenette Hats, Hats of novelty materials—a variety without equal in Omaha. Soft draped effects, large drooping brim models, sailors, poke effects, turbans, tam effects, off-the-face models and novelties trimmed with every conceit of the season. Black, navy, chow, beaver, brown, taupe, red and combinations are among the many colors.

CHILDREN'S BEAVERS—at \$7.50

Included will be found chin, chin and large flat brims trimmed with tailored band and bow. The colors are black, brown, navy and beavers. Values unusual.

CHILDREN'S HATS—at \$1.95

A feature sale, a wonderful variety to select from.

A Special Sale—500 Pairs of Black Kid Gloves

In small sizes 5-2, 5-3 and 6 in., self and contrasting colors; two button length. Regular price, \$2.50, cash price, Saturday, \$95¢

A complete line of boys' and girls' school gloves at low cash prices.

We Fill Mail Orders from Our Daily Ads and Guarantee Each Purchaser Absolute Satisfaction.

Remarkable Dress Values Saturday—

Satins, Serges, \$24.90

300 New Dresses in satins, serges and tricotines; all sizes; newest styles; in one big lot for Saturday, special, cash price, \$24.90

Saturday in Blouse Section

Hundreds of elegant **Georgette Crepe Blouses**, made up in every known style, all wanted shades; sizes for misses and ladies; made to sell up to \$15.00, 2 special lots, Saturday, at \$5.00 and \$10

Specials for the Little Ones

Little tots' all wool serge dresses for sizes 2 to 6; Saturday, at \$6.50

Girls' all wool serge dresses; sizes 8 to 14; special at \$12.75

Girls' sweaters in turquoise brown and white; Saturday special, \$5.95

Little tots' all wool sweater sets; elegant values, Saturday, at \$8.95

Little tots' Toques, Bonnets and Hats; special, Saturday, \$1.50

Visit the Baby section for complete outfits moderately priced.



An Early Fall Sale of SHOES for the Entire Family



Women's black and dark brown kid and gun metal lace shoes with military heels in regular sizes; \$6.50 values, Saturday \$5.00

Men's box calf bluchers with Goodyear welted sole, also men's dark brown vicid kid bluchers in small sizes; regular \$6.50 values for Saturday, at \$5.00

Men's good solid heavy work shoes in sizes 6 to 12, \$3.50 Misses' and child's school shoes in sizes 9 to 2; \$3.50 values, for Saturday, at \$2.50

Women's dark, gray and brown vicid kid lace shoes, with leather French heels; good \$8.50 values, \$6.50

Boys', youths' and little gents' good solid school shoes in sizes 11 to 5½; Saturday, at \$3.50

Women's and Men's felt slippers, with heavy felt soles and uppers; Saturday, they go at \$1.15

Specials in Warner Corsets

Pink Brocade, medium low bust; graduated front-clasp, back lace; special, \$3.59

Front lace pink corset, low and medium bust 2 and 3 pairs supporters, at \$3.59

On tables, all sizes.

Corset Dept., 2d Floor.

Art Department Specials

Second Floor.

Kloster's Mercerized Crochet Cottons; colors, Delit, Light Blue, Pink, Yellow and Lavender; sizes 5, 20, 50 and 70. Linen and Ecru, sizes 2, 5, 10, 20, 25, 40 and 50; white, sizes 2 to 100; regular prices, 20¢ to 45¢, sale price, Saturday, at 25¢

Scotch Sweater Yarn; regular price, \$1.25, sale price, Saturday, at 90¢



Why Experiment in Clothes?

If you've ever worn them you know you can't go wrong in

Hart Schaffner & Marx

Guaranteed Suits and Overcoats

We are showing the most complete assortment of these splendid clothes you'll find in this part of the country. Fall and Winter 1920-21 models only; patterns and styles so widely varied that the most particular purchaser can be readily pleased. Worth more than they cost.

ANOTHER SURE HIT

Hayden's Special Suits and O'coats

All Wool Worsted Suits \$40 All Wool Heavy O'coats

Every garment guaranteed to satisfy—Let us show you these splendid values.

Toilet Goods and Drugs

60c La May Face Powder, at 39¢
\$1.00 Mavis Talcum, at 79¢
50c Sanitol Face Cream, 30¢
60c Pomelap Day Cream, 45¢
85c Borax, 45¢
30c Mennen's Borated Talcum, at 20¢

Tanty Rouge (the rouge perfection), at our cash price 50¢

65c Nujol, at 49¢
30c Bromo Quinine, at 19¢
25c Aspirin Tablet, at 14¢
20c Glycerin (3-oz. bottle), 15¢
25c Palmer's Skin Soap, 14¢
50c Gem Blades, at 39¢
10c Coco Hardwater Castile, at 7 1/2¢
85c Absorbent Cotton (1-lb. pkg.), at 55¢

\$2.00 Combination Syringe and Hot Water Bottle (guaranteed) at our special cash price, \$2.19

Specials on Women's and Children's Fall and Winter Underwear



Women's Cotton Union Suits, with Dutch neck, elbow sleeve or low neck sleeveless ankle length, in flesh or white; regular and extra sizes; regular prices, \$1.98 and \$2.25, sale, \$1.75

Women's Heavy Fleece or Cotton Union Suits, high neck, long sleeve; Dutch neck, elbow sleeve, or low neck, sleeveless, ankle length; regular and extra sizes; regular prices, \$2.50 and \$2.75, on sale at \$2.25

Women's Wool or Silk and Wool Union Suits, in high neck, long sleeve; Dutch neck, elbow sleeve; regular and extra sizes; regular prices, \$4.50 and \$4.95, on sale, \$3.50

Children's Medium and Heavy Fleece Union Suits, high neck, long sleeve; ankle length; in white, cream or gray; size 2; Saturday on sale, \$1.15 (Rise in sizes.)

Children's Wool and Cotton Union Suits, in white or gray; high neck, long sleeve; Dutch neck, elbow sleeve; ankle length; size 2, \$2.80, in size 3 \$2.50

Women's Heavy Flannelette Gowns, in pink or blue stripe, with or without collars; regular price \$3.50, on sale, \$2.95

Neckwear Specials

Pique Vests, with high or low necks, trimmed with dainty tucks and pearl buttons; regular value, \$3.50; Saturday's special \$2.50

Pique Collars and Cuffs, in round or square effect; some plain, others trimmed with Venice lace; Saturday's special \$1.50

Collar and Cuffs of fine Swiss organdie, trimmed with fine val and Venice lace; special cash price, Sat. \$1.50 to \$2.50

Vests of fine net, trimmed with clusters of val lace ruffles, combined with dainty tucks; special cash price, Sat. \$2.75

Collars in Tuxedo and fitted effect, for your new fall suit or dress; Sat. \$1.75 to \$3.25

We carry a complete line of Velling, ranging in price from 55¢ to \$2.75

Men's Hat Dept.

We want you to see the nobby cloth hats we have on sale Saturday for \$3.65. We believe these hats will compare favorably with hats you pay \$5.00 and \$6.00 for elsewhere. Only 15 dozen of them and we advise you to drop in early, they won't last long.

12 dozen men's fancy fall caps, one-piece tops, large visor, silk lined; regular prices, \$4.50 and \$5.50, Sat. Friday, at \$3.00

Luggage Dept.

For Saturday (not only certain articles) but everything in the luggage section may be bought for 25% off regular price. Wardrobe trunks, general purpose trunks, steamer trunks, suit cases, traveling bags, Gladstone cases, rafter cases, fibre cases, etc. right down to a strap for your suit case; Saturday only 25% off

Money-Saving Specials in Stoves and Heaters

Big Assortment of the Most Dependable Makes for Selection—Let Us Demonstrate the Superior Values.

Combination Coal and Gas Range, with warming closet, blue enamel, for \$175.00

Six-Hole Universal Range, polished top, warming closet and reservoir, for \$110.00

Six-Hole Polished Top Range, warming closet, nickel trimmed, for \$85.00

Round Oak Heaters, up from \$21.50

Hard Coal Heaters, up from \$68.00

Garland Gas Range with low oven, white enamel doors, for \$58.00

Cabinet Gas Range, high ovens, white enamel doors, for \$49.00

The Sanitary Market

Offers Buyers the Best Quality Meats the Market Affords at LOWEST POSSIBLE CASH PRICES.

INTERESTING SPECIALS HERE SATURDAY

Spring Lamb Forequarters \$21c
Hindquarters \$27 1/2c
Steer Pot Roast, lb. 12 1/2c
Choice Veal Breast, 15c
NO. 1 SUGAR CURED HAM, Half or Whole, lb. 42 1/2c

Special Reduction in Men's Underwear and Furnishings



Entire Table of Men's Sweaters

Some all wool, odds from our regular stock—Slipovers and sweater coats, with and without collars, plain colors and combinations. Formerly priced to \$8.50, Saturday, at our cash price \$4.95

Men's Union Suits

500 dozen men's heavy wool mixed union suits, natural color, made by one of the best mills in the country; all sizes, 34 to 46; regular price, \$5.00, Saturday \$3.45

Men's Flannel Shirts

Part wool, colors in gray, blue, green and khaki; full cut, good weight, doubly reinforced at points of wear; sizes, 14 to 17 1/2; regular price, \$4.50, Saturday \$3.00

Superior Values in Boys' Fall Clothing

Third Floor.

School suits with two pairs full lined pants; something that will stand the wear and tear of any boy, in all sizes from 8 to 18 years. Our cash prices, Saturday, at \$14.50 to \$20.00

We have the **Hart Schaffner & Marx** boys' clothing sizes from 10 to 18 years, at \$25 and \$30

Complete line of **K. & S.** boys' blouses and shirts in all sizes; Blouses, 5 years to 16, \$1.50 to \$2 Shirts, 12 to 14 neck band, \$2 and \$3

Large line of Boys' School Caps, for Saturday, at our cash prices, \$1.50, \$2.00 and \$2.50

Read the Big Special October Grocery Opening Sale

- BUY FLOUR NOW and Make Your Own Bread.**
- 45-LB. SACK BEST HIGH-GRADE FLOUR \$3.15
 - 5 lbs. best White or Yellow Corn Meal .25c
 - Fancy Japan Rice, per lb. 15 1/2¢
 - The best domestic Macaroni, Spaghetti, or Egg Noodles, 2 1/2¢
 - 16-oz. cans Caroline Milk .10c
 - 16-oz. cans Wilson Milk .13c
 - 16-oz. cans Pet or Carnation Milk 15c
 - 6-oz. cans Pet, Carnation or Wilson Milk for \$1.50
 - Kamo Assorted Soups .50c
 - Gallon cans White Syrup .58c
 - Gallon cans Corn Syrup .58c
 - Gallon cans Molasses .80c
 - 8 bars Best-Em-All or Diamond Soap for \$1.00
 - Pure Tomato Catsup or Vinegar, per bottle .10c
 - 1-lb. cans Crisco .28c
 - Beech-Nut Jams or Jellies, large size Jar .48c
 - Beech-Nut Jams or Jellies, medium size Jar .38c
 - Lea & Perrin's Sauce, bottle .28c
 - Brands A-1 Sauce, bottle .28c
 - Large bottle Sneider's Catsup .28c
 - 1-lb. cans Sneider's Pork and Beans .15c
 - 25-oz. bottle fancy Queen Olives 15c
 - Byles' Salad, Horse Radish or French Mustard, bottle .12 1/2c
 - 19 lbs. best Pure Cane Granulated Sugar, for \$1.50
- DRIED FRUIT SPECIALS.**
- Choice California Prunes, lb. .14c
 - Fancy Cleaned Currants, lb. .25c
 - Fancy Evaporated Apples, lb. .50c
 - Fancy Evaporated Peaches, lb. .55c
 - Fancy Seedless Raisins, lb. .38c
 - Fancy California Cooking Figs, per lb. .25c
 - Shelled Walnuts, lb. .85c
 - Fresh Roasted Peanuts, lb. .13c
 - Fancy Shelled Popcorn, lb. .17 1/2c
- OMAHA'S GREATEST TEA AND COFFEE MARKET.**
- Our Famous Santos Blend, the Talk of Omaha, per lb. .33 1/2c
- Fancy Golden Santos Coffee, lb. 30c
- M. & J. Blend, per lb. .40c
- Arkola Blend, nothing finer, lb. 45c
- The Best Tea Siftings, lb. 17 1/2c

CANDY CANDY CANDY

 - Fresh Roasted and Salted Peanuts, per lb. .25c
 - Charms, All Flavors, package .50c
 - Hershey's Chocolate, pkg. .6c

The Finest and Largest Line of Fresh Vegetables in the City and Lowest Prices.

 - No. 1 Cooking Potatoes, peck .45c
 - The Best Selected Fresh Eggs, per dozen .85c
 - The Best Creamery Butter, carton, per lb. .65c
 - The Best Creamery Butter, bulk, per lb. .62c
 - Fancy Dairy Table Butter, lb. 55c



Extraordinary Price Reductions in Hosiery

10,000 pairs of Women's pure Thread Silk Hosiery, all first quality new stock; all wanted colors and sizes, at less than half the retail price; \$3.00 and \$3.50 values at \$1.69

Women's Fine Mercerized Lisle Hose; regular and extra sizes, fashioned and seamless, all best makes; \$1.50 and \$1.75 vals. 85¢

Misses' Fine Ribbed Fiber and Silk Hose, with seamed back in black and white; all sizes; sold regularly at \$1.75, on sale, \$1

Women's Fine Cashmere and Fleece Hose, hemmed and ribbed tops; \$1.00 values, Saturday \$75¢

Boys' and Girls' Medium and Heavy Weight Cotton Hose; worth 75¢, sale price \$45¢

Full Cream Wisconsin Cheese, per lb. .30c
- Full Cream Wisconsin Brick Cheese, per lb. .30c
- Full Cream Young America Cheese, per lb. .30c
- Fresh Ground Peppermint Butter, lb. 50c
- Sauer Kraut, quart .17 1/2c
- Fancy Queen Olives, quart .65c
- Fancy Chow Churn, quart .30c
- All the best brands Nut Butters, per lb. .25c

It Pays—TRY HAYDEN'S FIRST—It Pays