W. R. BENNETT CO.,

GRAND TRANSFORMATION SCENES

Coupons, Tea Checks, Spoons in Flour, Prizes in Baking Powder and Souvenirs of all kinds gracefully disappear and in their stead comes

OUR GRAND NEW DEPARTURE METHOD.

One that will please everybody best. One that will put money in your purse. One that will cause our would be competitors to wonder.

W. R. BENNETT CO., the Originators of Low Prices West of the Mississippi.

The originators of square dealing. The originators of souvenirs in this city. The originators of a gigantic method of doing business that will greatly benefit our patrons.

$100,000 A year actually given away to our customers by a system of low prices that will astonish everybody, even in the face o already low prices,

GROCERY DEPT.

Typical Big Store Bargains.

23 lbs. granulated sugar..... 98c
25 lbs. Extra C sugar..... 98c
Corn starch, 1-pound pkg..... 4c
Sweet chocolate, per pkg..... 4c
Corn, 2-pound can..... 6c
Tomatoes, 3-pound can..... 9c
Peaches, 3-pound can.....12½c
Peas, 2-pound can..... 8c
String beans, 2-pound can..... 7c
Blueberries, 2-pound can..... 9c
Pumpkin, 3-pound can..... 7c
Pickles, per bottle..... 8c
Bluing, per bottle..... 3c
Quaker oats, pkg..... 9c
Dry yeast, pkg..... 4c
Condensed milk..... 9c
Syrup, gallon.....30c
Cove oysters, can..... 9c
Oil sardines..... 4c
Mustard sardines..... 7c
French mustard, large bottle..... 8c
Breakfast food.....11c
Anchor parlor matches, dozen.....12½c
Mule matches, dozen.....10c
C. & B. marmalade, 1-pound jars.....20c
Knox gelatine, pkg.....13c
2 for 25c.
Price's baking powder, pound.....40c
Lye..... 4c

CROCKERY AND CHINAWARE.

At Challenge Prices, which means lower than the lowest.

Decorated gold band toilet sets, with jar.....$ 4.95
Imported printed toilet sets..... 1.75
Table tumblers, per set of 6..... 14c
Glass pitchers, large size..... 15c
White granite plates, all sizes, each.. 3c
White granite coffee cups and saucers, per set..... 45c
White granite ewers and basins, two pieces..... 55c
White granite covered chambers..... 45c
Gold band ware dishes, 8 and 9 inch 12c
French china decorated cuspidors..... 48c
China butter chips..... 1c
Glass butters..... 10c
White granite soap dishes, with covers..... 12c
Decorated china mugs..... 8c
Glass stand lamps, complete..... 25c
Glass table sets..... 25c
Glass jelly dishes, 8-inch..... 10c
Glass berry sets, 7 pieces..... 25c

DRY GOODS DEP'T.

There have been BARGAINS before, but none like these—A slashing in regular values.

Figured China silks, worth 50c and 75c, now.....25c
Half wool cashmeres, per yard.....10c
All wool challis, per yard.....35c
Half wool challis, per yard.....19c
A 95c silk finish henrietta, per yard.....75c
A 50c all wool henrietta, per yard....37½c
¾ all wool flannels, per yard.....19c
Novelty dress patterns at 75c on the dollar.
Best indigo prints, per yard..... 5c
Best light calico, per yard.....3¾c
A 12½c green stripe gingham..... 5c
12c figured satines.....6¼c
Unbleached canton flannel..... 5c
Outing flannel..... 5c
25c Columbia crepes.....12½c
36-inch brown cotton, per yard..... 4c
36-inch bleached cotton, per yard..... 5c
Double fold sheeting, per yard.....15c
Pillow cases, each.....10c
Ready made sheets, each.....50c
Turkish towels, extra large.....10c
25c fancy huck all linen towel.....15c
72-inch cream damask, worth 75c, at....50c
Best turkey red damask.....25c
Bed spreads, best values at 50c, 75c and $1.00.

NOTION DEPT.

We meet your wants in little things cheaper than ever before.

Hooks and eyes, per card..... 1c
Pins, per paper..... 1c
Palm leaf fans..... 1c
Safety pins, per paper..... 2c
Hair curlers at..... 5c
25c needle books at..... 5c
Good pearl buttons, per dozen..... 5c
Spool embroidery silk, per dozen..... 5c
Rubber dressing combs..... 5c
Warranted dress shields.....10c
Windsor ties..... 5c
Canvas belts..... 5c
Best spool cotton, per dozen.....45c

LADIES' HOSIERY,

UNDERWEAR, ETC

Where can you invest your money to better advantage than here.

Ladies' and children's hosiery..... 5c
Best 25c hosiery in the world.
Swiss ribbed vests..... 5c
Dr. Warner corset at.....25c
50c gauze corset at.....35c
Good corset covers and drawers.....25c
Good apron ginghams..... 5c
$1.00 quality suede kid gloves.....69c
Gents' hemstitched handkerchiefs..... 5c

TEA AND COFFEE DEP'T.

The choicest and best grades at lowest prices—No tea checks given hereafter.

Tea dust per pound.....15c
B. F. Japan.....20c, 33c, 43c, 48c and 68c
All other kinds of teas graded at same price.
Finest Java and Mocha coffee..... 35c, 3 lbs. for $1.00
Java and Mocha per pound.....32c
Maracaibo per pound.....30c
Golden Rio per pound.....28c
No. 2 Rio per pound.....25c
No. 3 Rio per pound.....22c
Crushed Java and Mocha per pound....17c
German coffee per pound.....24c

During the past year we have given away **MANY CARLOADS** of useful souvenirs. We stop now and turn that idea over to our "old fogy" imitators—who are never "up-to-date" in anything.

We offer our new idea, most liberal of all our previous efforts. Think of it—**$100,000** actually given away!

HOW WILL WE DO IT?

FIRST--By dropping all gifts of every description, and reducing our expenses to the lowest notch.

SECOND--By cutting the price as far as possible on every article of merchandise we handle, and selling to the people on the very lowest margin of profit.

THIRD--By doubling our sales and running them into the millions. A large business on a small profit will surely do this.

A large business on a small profit is aptly illustrated by "Uncle Sam's" postal department. For 2 cents they carry a packet in the mails 5,000 miles and deliver it. How can this be done without loss. Yet it is done, and the government reaps a small profit on every 2 cent stamp sold. For a single 5 cent nickel the street car company will carry you many miles, and not at a loss either—they make a profit on every passenger. The millions patronize "Uncle Sam." A multitude patronize the street cars.

Thousands will patronize W. R. Bennett Co. We will sell our goods not at a loss, but on such a low margin of profit that everybody will be compelled to trade with us in order to save money. Therefore, we will do a larger business, on smaller profits, and the people will reap the benefit. We live in an age where it is impossible to stand still. We either progress or recede. Bennett's motto has always been: FORWARD.

By 15 years of honesty and square dealing in this city, we are proud to say we have obtained the confidence of the people—and from a small beginning our business has grown until now we have one of the largest department stores in the west, and our name is a household word in the homes of Omaha.

A GREAT FACT:

While we did not advance prices to pay for past souvenirs—every reasonable person knows that by dropping souvenirs and other gifts made to influence trade—our prices can be lowered to just that extent, and furthermore, if we can double our sales we can sell goods so cheap that the saving to our customers would buy two or three souvenirs where before they got but one.

THESE ARE HARD, COLD FACTS, and the sooner everyone falls in line with Bennett's new idea the sooner will they realize how much larger the purchasing power of a silver dollar becomes.

REMEMBER—THIS NEW DEPARTURE in prices must not be classed with the every day heralded "fakes" of our competitors.

This is no clearing sale of old stock. It is no below cost sale.
It is no bankrupt stock sale. It is no anniversary sale.

No fire sale—No humbug sale. It is a genuine cut in prices on first class guaranteed merchandise---there are no newer, fresher or better goods in the city.

LET US REASON TOGETHER, on this matter. In the first place, we want to disabuse your minds of a few wrong ideas and make clear to the public a few points of modern merchandising—and so we plainly state right here a few things we can't do and carry out new-departure idea:

WE CAN'T sell a few goods below cost to catch the confiding public—as some stores do—and then gull them on other goods.

WE CAN'T sell brown cotton at 2 cents that costs 5 cents--and we will not do lots of other thing that our competitors do to **CATCH THE UNWARY** and then **BLEED** them on something else.

Remember the old story of the "SPIDER AND THE FLY." We warn you not to be BAMBOOZLED by UNLIKELY below cost prices—they are a delusion and a snare.

OUR MOTTO—A SMALL MARGIN on everything. ROBBERY on nothing.

Our reputation as merchants is at stake when we sell goods. We dare not abuse the confidence of our customers. We confidently seek your good will and patronage, with the assurance that you will receive square dealing here, and save many and many a hard-earned dollar.

Thrifty housekeepers will carefully study our new-departure prices, and we trust they will make comparisons, go the rounds—examine values and prices, and we are sure of their trade. SAVE MONEY IS THE DEMAND OF THE TIMES.

OUR BALCONY.

The unprecedented increase in our grocery trade has compelled us to again double our capacity. We have had built an immense balcony extending the full length of the store.

This SPLENDID ANNEX adds a thousand square feet to this mammoth department.

It will be INAUGERATED TUESDAY MORNING by a GRAND BALCONY OPENING, and from 7 a. m. until 9 p. m. we shall introduce this new department to our patrons and sell CHOICE LEMONS, JUICY ORANGES and other goods at unheard of prices. Don't miss a visit to our balcony—we keep open until 9 o'clock Tuesday night, and everybody is invited—to a chance at the wonderful bargains on the BALCONY.

The idea in connection with our balcony, was to furnish our customers a place where they can sit down at a table and quietly inspect goods by sample, on the same plan as a dealer does when purchasing from a wholesale house—give their order and see it filled.

NAPOLEON WAS A GREAT LEADER.

We have a hundred great leaders. Look at our NEW-DEPARTURE PRICES.

A MODEL—SHOE DEPT.

Our footwear prices have always been lower than elsewhere for reliable goods. Under our new departure, prices will be forever maintained the lowest in town. Cut to the bone—these prices save you big money.

MEN'S SHOES.

Lace or congress, plain toe, crimped...$1.18
Extra value, lace or congress, tip..... 1.48
Lace or congress tip, 5 wide..... 1.63
Lace or congress, calf goodyear welt, narrow square toe, imitation tip..... 2.95

LADIES' OXFORDS.

Kid oxford opera toe, patent tip..... 95c
Ladies' dongola oxford, patent tip.....$1.35
Ladies' tan oxford, square toe..... 1.18
Ladies' tan oxford opera toe..... 1.72
Ladies' tan oxford, new square toe, Rochester make, C, D and E widths, "ONE OF THE FINEST"..... 2.45

LADIES' DONGOLAS.

All solid patent tips opera or square toe.$1.22
Genuine dongola opera or square toe... 1.48
Genuine dongola square toe patent tips, a $2.25 shoe, reduced to..... 1.98
Ladies' goodyear welt dongola, narrow square toe, C, D and E widths, a little beauty, at..... 2.90
HERE'S TWO EXCEPTIONAL BARGAINS.
Ladies' dongola button, B, C, D widths, from the forced sale of L. L. Ferris, Chicago, only 105 pairs, they are cheap at $2.50.....$1.63
Ladies' cloth top dongola patent tip, C, D widths, worth $2.50..... 1.83

CHILDREN'S SHOES.

Kid button shoes, 2 to 5.....24c
Kid button spring heel patent tip, 5 to 8.59c
Child's grain spring heel, 8 to 12.....69c

HAPS, CAPS, ETC.

Fine derby hats.....95c
Full fur crush hats.....45c
50c boys' fur hat, silk, trimmed.....39c
Yacht caps at 19c and 23c
2 dozen collar buttons.....5c
Men's hose.....5c
Laundered white shirts.....48c
Night shirts, night robes.....45c
Good umbrellas.....49c

FURNITURE.

LADIES' WRITING DESKS and combination book cases, solid oak, at..... .....$5.75, $12.90, $13.50, $14.00, $15.75
Book cases..... ...$4.50, $10.85, $13.00, $13.85, $18.40, $21.00
Combination book cases with writing desks, solid oak..... .....$14.50, $16.40, $16.50, $16.95 and up
It will pay you to examine these goods.
FOLDING BEDS—We have a few solid oak, upright beds, large bent plate mirror in front, polished finished, marked at cost.
Mantel beds at...$11.00, $14.00, $16.00 and up
REFRIGERATORS must go regardless of cost; all hard wood, charcoal filled and warranted.
45 in. high, 18 deep, 27 in. wide, former price $12.00; cut to.....$8.75
41 in. high, 17 in. deep, 26 wide, with water cooler, former price $11.00, now.$8.50
45 in. high, 19 deep, 32 wide, double doors, reduced from $14.00 to.....$10.85
47 in. high, 21 deep, 33 wide, double doors and water cooler, reduced from $18.00 to.....$14.50
Other sizes at great reductions.

SIDEBOARDS.

You said you wanted one, but could not afford it—Look at these prices, and you'll change your mind.

Solid oak 20x24, bevel plate, nice finish, one drawer lined, former price $16.00, now.....$12.00
Solid oak, polish finish, 17x30, plate, 3 shelves, nicely carved, former price $19.00, reduced to.....$15.00

HERE ARE SOME BEAUTIES.

A solid quarter sawed oak, elegantly polished, 24x48-inch case, nicely carved, 3 fancy shelves, 4 drawers and 2 doors, 18x32 French bevel plate, shaped, others ask you $35.00 for them. Our price.....$26.00
Another one, same size and make as above, with 24x34 French plate and very richly carved, worth $40.00. Our price.....$29.00
Many other styles all marked down so low you can't help but buy one.

BEDROOM SUITS.

Carload bought for spring trade but shipped too late—Must be moved.

Solid oak 3-piece suit, 20x24, bevel plate, cut from $18.00 to.....$13.75

3-piece suit, nice finish, extra large cases, 22x28, bevel plate, cut from $20.00 to.$16.00

3-piece cheval suit, nice finish, 17x30, bevel plate, cut from $22.00 to.....$17.00

3-piece cheval suit, nicely carved and elegantly finished, 18x40, bevel plate, cut from $28.50 to.....$21.00

A large assortment polished oak suits, with large French bevel plates, richly carved, splendid values, cut to unheard of prices; see them.

HARDWARE DEPT.

Some of the handy helps that Bennett sells cheaper than anybody.

Screen doors, 7/8 inch, complete with hinges.....75c
Screen doors, 1⅛ inch, complete with hinges.....89c
Full size Mexican hammocks.....48c
Largest size bread boxes, painted.....59c
The best make ice cream freezers.....$1.25
5 gallon galvanized iron oil cans.....98c
No. 8 copper bottom wash boilers.....55c
Copper bottom tea kettles.....25c
Extra good tin cups, pints.....2c
Rubber hose, per foot.....7c
Axe handles.....5c
10-quart tin pail.....15c
All copper tea kettles.....88c
Dog chains.....10c
Lawn mowers.....$2.50
Picnic mugs.....3c
50-pound flour cans.....74c
Extra heavy dish pans.....14c
Daisy wringers.....$1.25
Dog collars.....10c
Dog collars with padlock.....10c
STEEL ENAMELED WARE AT UNHEARD OF PRICES.

MEN'S FURNISHINGS.

At prices that meet your wants—Every item a bargain.

Men's Cottonade pants.....59c
Boys' knee pants.....19c
Men's fine all wool pants.....$4.43
Boys' suits.....79c
Boys' shirts.....15c
Men's shirts.....19c
Heavy blue overalls.....35c
Men's underwear.....19c
Rubber coats.....$1.68
Slickers.....$1.75
Suspenders, good quality.....15c
Celluloid collars.....9c
Linen collars, 4 ply.....10c
25c neckwear for.....15c
Gents' 45c teck ties.....25c

FLOUR DEP'T.

PRICES GET "QUITE A WRENCH" HERE—Our justly FAMOUS EXCELSIOR PATENT. It has no equal—per sack $1.05.

Snowflake, 50 lb. sack..... 48c
Bennett's Fancy, sack..... 98c
Reliance, sack.....$1.15
Davis No. 10, sack..... 1.20
Rye, Graham, sack..... 89c
Snow White, 50 lb. sack..... 90c
Laughing Water, sack..... 98c
Cream, sack.....$1.15
Rye flour, sack..... 98c

25-lb. sack yellow meal 25c.
25-lb. sack white meal 25c.

WOODERWARE AND BASKETS

Basement Annex. Economy prices.

A good wash board for.....10c
No. 1 wood wash tubs.....49c
Water buckets, 2 hoops.....12c
Chopping bowls, 15-inch.....19c
Picnic baskets, large size.....15c
5-foot ironing boards.....48c
4-foot step ladders.....34c
Croquet sets, 4 balls.....55c
Indurated fibre wash tubs, No. 3.....98c
Hampers, family size.....89c
Valley clothes bar.....55c
Door mats, No. 2 size.....49c

WHEELMEN, LOOK HERE.

Extra good sweaters at.....18c

STATIONERY DEP'T.

Reductions on everything—Prices cut to the quick.

Toilet paper in rolls, each.....2c
Extra roll toilet paper, each.....3c
Perforated toilet paper.....4c
Envelopes, 25 for 1c, 5 packs for.....5c
Envelopes, extra quality, 25 for.....3c
Quarter ream good writing paper.....10c
Box paper, each.....5c
Tablets, 1c, 3c and.....5c
Scrap books, 3c and.....5c
Paper covered novels 5c and.....8c
Pens, pencils, inks, mucilage, slates, blank books at greatly reduced prices.

CANDY DEPARTMENT.

A Tastey Subject—Always Fresh, Always Good.

Ice cream soda, pure fruit juice.....5c
Gum drops per lb.....6½c
Jelly beans per lb.....15c
Mixed cream per lb.....15c
Peanut candy per lb.....15c
Taffy mixed per lb.....10c
Cream caramels per lb.....15c
Chocolate cream per lb.....15c
Rock candy per lb.....19c
Wintergreen and peppermint lozengers..... .....19c lb
Handmade chocolates and bon bons..... .....30c lb

TOBACCOS AND CIGARS.

We Carry a Choice Selection of All Grades of Cigars—Box Trade at Surprise Prices—Cigars at 1c, 2c, 3c, 5c, That Will Astonish You.

Newsboy plug.....32c lb
Star plug.....40c lb
Meerschaum plug.....30c lb
Bouncer plug.....18c lb
Horseshoe plug.....40c lb
Lucky cut plug smoking ½ lb can.....25c
Greenback plug smoking ¾ lb pkg.....8c
Briar pipe ¾ lb pkg.....8c

JEWELRY AND CUTLERY.

We Divide Profits With You in This Department—Deep Cuts on Everything.

Spectacles and eyeglasses.....8c
Nickel alarm clocks.....58c
Pocket knives, like giving them away.....5c
Pocket knives, good quality.....10c and 25c
Big serviceable butcher knives.....9c
The Christy pattern bread and cake knives, per set of 3.....48c
Rogers teaspoons.....89c
Silver plated knives and forks, per set..$1.98
A boy's watch at.....$1.50
Gent's gold filled watch, complete.....$4.99
Ladies' size Elgin gold watch.....$9.99
Silver plated water pitchers.....$1.98

CARPETS, MATTINGS, CURTAINS

Some Sharp Reductions.

Ingrain carpet, per yard.....20c
An 18c Japanese matting.....12½c
50c mattings reduced to.....35c
100 pound mattings.....30c
$1.25 moquette rugs.....98c
65c lace curtains reduced to.....50c
$2.75 chenille curtains.....$2.48
Window shades.....19c

BUTTER, EGGS AND MEAT.

Our butter department is the wonder of the city. It leads all others, not only in choice qualities, but in cheapness. Over a ton of butter per day is sold over our counters. Eggs fresh every day.

We carry a full line of salt and dried meats and fish.

AT BOTTOM PRICES.

DRUG DEPARTMENT.

Constantly in Charge of Three Registered Pharmacists of Long Experience—We Carefully Compound All Kinds of Prescriptions from Pure Fresh Drugs at Lower than Apothecary Store Prices.

Bennett's patent medicines best in use, all warranted.
Bennett's sarsaparilla, $1.00 size at ..59c
Bennett's royal female regulator, $1.00 size .....at 59c
Bennett's kidney and liver regulator, $1.00 size, at.....59c
Bennett's emulsion cod liver oil, $1.00 size at.....59c
Bennett's Universal liniment, 25c size....18c
Bennett's Canadian fir balsam, 25c size at 20c
Bennett's fig lax. syrup, 50c size at.....30c
Bennett's little liver pills, 25c size at....13c
Paine's celery compound.....69c
Hood's sarsaparilla.....69c
Scott's emulsion.....69c
Hires root beer.....15c

CREPE PAPERS.

Toys and Fancy Goods.

We have an elegant line of French tissue paper, crepe in rolls, tissue paper flowers and other decorative novelties in great profusion at lowest prices. Filigree ware at less than half price. Fancy baskets, celluloid photo frames, music rolls, wool dusters, phono harps, zitherns, doll carriages, doll and doll heads, iron wagons, toy carts, games and puzzles, to please the little folks. Visit our big annex basement for these bargains.

W. R. BENNETT CO.,

Pioneers of Low Profit Prices.