

BENNETTS
Everything for Everybody

Sale Cut Flowers
Carnations worth 50c and 75c the dozen, Saturday 25c
Roses worth \$1.00 the dozen, 39c
Saturday
Also special prices on fine ferns, according to the kind and size.

Candy Specials
50c Finetta chocolates at 25c the lb. 20c pure sugar sticks at 15c the lb. 10c toasted marshmallows, at 15c the lb. These prices are for Saturday only.

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Ask for S. & H. Green
Trading Stamps, Free
with all purchases.

Handkerchiefs
One lot of women's fine linen handkerchiefs with fancy embroidered corners, worth 25c each, Saturday, choice 15c

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A Page Full of Strong Arguments as to Why You Should Shop Here

Do a Little Thinking Before You Buy Your New Fall Suit Be Sure You Are Going to Get "Value Received"



The papers are full of claims and promises—and they all "listen well." But what you read and what you get can't always be measured with the same yardstick. What you want to do, therefore, before spending your money is to look around and see for yourself where you can do the best. We know that we couldn't have such a big women's garment business if we were not giving the best values in Omaha. But you won't know it unless you come here and see what we can do for you. And why shouldn't you try to get all that is coming to you for the money you spend?

We don't care whether or not you come here first or last, as long as you come. If, after you have seen what you can buy here, you then wish, for any reason, to pay a larger sum elsewhere, you will do it with your eyes open. But we don't believe any Omaha woman can find the same amount of style, faultless workmanship and quality at any other Omaha store for the same amount of money.

The Bennett Co. garments are made to fit your personality as well as your pocketbook.
At \$19.50 we show a splendid line of suits made of serges, fancy mixtures and shadow-striped worsteds in navy, brown and gray colors and black. Some of the models are plain tailored and others have collars and cuffs trimmed with velvets and fancy buttons. The coats are lined with Skinner's guaranteed satin and skirts are box plaited both front and back. \$19.50
Sizes range up to 46, bust measure

A Sale of Coats at \$10.00
Black broadcloth coats lined with satin, some light mixture coats and brilliant storm coats make up this assortment—about 75 in all. Full length models, with semi-fitted backs, in tans, grays, and black. All sizes to choose from. Former prices were \$15, \$17.50 and \$19.50. Saturday's special price \$10.00

Lawn and Lingerie Waists
1,000 fine quality lawn and Persian mull waists in high and Dutch neck styles with either long or short sleeves; daintily trimmed with laces and embroideries—also some handkerchief waists and waists embroidered in colors—slightly soiled and mused from display; all sizes worth from \$1.50 to \$2.50 each, Saturday, only .59c

500 Children's Wash Dresses, worth 75c to 98c, at 50c
Here's a once-in-a-while chance for mothers of little girls from one to five years of age to supply themselves with pretty wash dresses for some time to come. Elegant little styles made of finest gingham, chambrays and percales in a good variety of solid colors and striped and checked designs. There are many pleasing styles for your choosing. Regular 75c, 80c and 98c values, for Saturday only, choice 50c.

Veiling, Neckwear
Shetland veils in all of the leading shades, 75c to \$3.50 each as the quality warrants.
Mesh veilings in black, white, navy and brown; specially priced for Saturday at yd. 10c
Side jabots of lawns and nets at 25c to \$2.50.
A new line of fichus at 25c to \$2.00 each.
Lace collars and coat sets at 25c to \$8.00.



Sale of Short and Long Gloves
12 and 16-button length Trefousse gloves in black, white, pink, light blue, Copenhagen, heliotrope, brown and champagne colors and all sizes; \$3.50 and \$3.75 the pair.
One lot of two-clasp gloves in black, white, tan, navy, dark green, brown, dark red and champagne, worth not less than \$1.00 the pair, sizes 5 3-4 to 8 inclusive, special for Saturday's selling, the pair 59c

The famed Alma and Clementina two-clasp gloves in black, white, brown, green, blue, tan, mode and red; all sizes, \$1.25 the pair. The wearing qualities of these gloves are usually good.

There is only one good reason why you should not buy one of our men's \$15 suits—that is, because you have one already.
And it might not be amiss to say something about Bennett clothes for men at this point. When you buy Bennett clothes you get the most satisfactory garments, skill and care can produce. Their value has been proven by the test of time—it is the only real test. We are raising the standard year by year and as quickly as we find there is some way to do something better. And besides getting real clothes value at this store, you get clothes that measure up to the most exacting standard of good taste and style.
You will find some wonderful new patterns and colorings in this line of suits at \$15.00. Some of them are rather lively for that is the kind the young fellow prefers; many are of the conservative sort desired by the majority of men. Made of tested pure wool worsteds, cassimeres and chevots in all sizes. By other standards you would expect to pay \$18.00 to \$20.00. Our price if \$15.00 doesn't happen to be the price you want to pay, inspect our other very superior lines at \$18.00 to \$30.00. They were designed and finished by the country's foremost tailors and will meet the demands of the most critical. Also a select assortment of suits for youths and young men at \$7.50 to \$15.00.
We Guarantee to Give You the Best Boys' Blue Serge Suits in the City at \$4.00 and \$5.00 the Suit
We would not be in a position to make such a sweeping guarantee if we had not been specializing on boys' blue serge suits for several years past. The result of our collaboration with the best boys' tailors is very evident in the style and fit and extraordinary quality of each suit. Investigate.
Boys' Knickerbocker Suits, with an extra pair of pants, \$3.00 to \$4.00.
Russian and Sailor Blouse Suits for little fellows, \$2.00 to \$4.00.
Horror! Suits for the smaller boys, \$2.50 to \$4.00.
Nearest Overcoats of fancy chevots, kerseys and chinchilla cloth, \$2.50 to \$5.00.
Boys' and Children's New Hats and caps at 50c to \$2.00.
Boys' Odd Trousers of blue serge, chevots and corduroys, 50c to \$1.50.
Indian Play Suits at \$1.00 and \$1.50.

Knit Underwear Is Reduced
Women's medium weight, ankle length union suits with long sleeves; regular 75c values at 50c

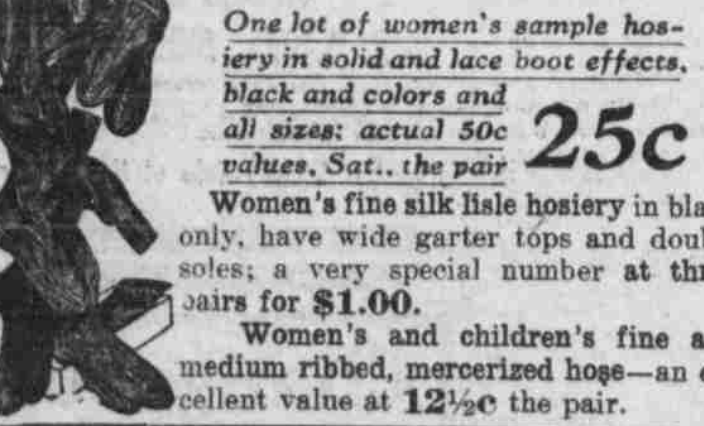
Women's merino vests and pants in regular and out sizes, regular 85c values at, the garment... 50c
Women's fine flannel vests at 3 for 50c.
Children's separate garments worth 25c, Saturday special price, 19c. These are of a medium weight suitable for fall wear.

Foot Ball Players Attention
Tan colored foot ball pants in sizes 24 to 40—\$1.25 values at 90c, \$1.75 values at \$1.25, \$2.00 values at \$1.00. \$2.00 white duck foot ball union suits at \$1.40. All sizes.
Boys' 75c white duck pants at 50c.
Up to \$1.25 white or tan colored vests, all sizes, 50c.
Headgear, shin guards, shoes, knee guards and elbow and shoulder pads at 1/2 off the regular prices.

Buy Ribbons Now for Future Needs
Five and six-inch all silk taffeta, satin and moire ribbons in all the leading shades, values up to 35c, for Saturday selling 15c the yard.
5, 6 and 7-inch, all silk taffeta, satin and moire ribbons worth up to 59c the yard; Saturday, while they last... 21c
Three lines of tri-colored Ak-Bar-Ben ribbons at 12 1/2c, 15c and 20c the yard.
New lines of fancy ribbons for holiday fancy work—all the very choicest designs and pretty colors—20c, 30c and 50c the yard.

Hosiery at Popular Prices
Women's silk hosiery in black, white and colors; have lisle garter tops; 50c the pair.
One lot of women's sample hosiery in solid and lace boot effects, black and colors and all sizes; actual 50c values, Sat., the pair 25c

Women's fine silk lisle hosiery in black only, have wide garter tops and double soles; a very special number at three pairs for \$1.00.
Women's and children's fine and medium ribbed, mercerized hose—an excellent value at 12 1/2c the pair.



Parisian Model Hats at \$25.00 for Your Choice
Such hats as these are sold at just double the price in many places and we have no fear of contradiction when we say that this value will not be duplicated elsewhere in Omaha this season. Any one of these hats will add greatly to the appearance of Madam's favorite costume.



The most fashionable Parisian shapes, trimmed with finest quality French plumes in black, white and all the newest colorings. Made of silk velvets, velours and beavers and priced for Saturday at, your choice, \$25.00. We advise coming early in the morning for, necessarily, such bargains as these are limited in quantity.

Tailored street hats made of fine two-toned and bright finished felts in black and all the colors that are fashionable; values up to \$15.00 priced \$7.50 for Saturday at

Guaranteed Willow Plumes at Special Prices Saturday
All of these bargains will be on sale from 2:00 a. m. to 1:00 p. m. only. Don't forget that part for you will be sure to want one of these plumes and you can't get them at the reduced prices after one o'clock. Each one packed in a neat box with the guarantee.
Guaranteed willow plumes; 14 inches long and 10 inches wide, black only—limit of one to a customer—regular \$12.95 values at \$6.95
Guaranteed willow plumes 16 inches long and 14 inches wide, black, white and colors; regular \$12.95 values at \$6.95
Guaranteed willow plumes 20 inches long and 24 inches wide, black and white only, regular \$12.95 values at \$6.95
Fine French Plumes, Worth \$15.00, at \$7.50

These plumes are made from the finest grade male ostrich and are full 24 inches long and 12 inches wide. Come in black, white, pink, King's blue, navy and purple. This item for all day Saturday at \$7.50.

Here's Something New in Men's Neckwear—50c
It is known as the "Tu-In-One" four-in-hand and derives its name from the fact that it can be reversed and used as you would a different necktie. One side is of one shade, and the other side is of another shade or color. Some of them are shown in handsome patterns while others are solid color. They have been on display only a few days but they are proving to be our most popular seller. Choice of all the various color combinations and patterns, 50c each.

Men's new fall caps in solid colors and plaid combinations; have both medium and large visors; 50c and 75c each.

Men's rough finished soft hats in newest blocks, gray, tan, pearl and black colors; according to the quality, \$3.00 and \$2.50 and \$2.00

Men's Hats in the newest fall and winter shapes—only the best makes—\$2.00 to \$3.50 each.

Men's regular \$1.50 flannel shirts in gray, tan and brown colors; all sizes up to 17, Saturday, \$1.00 each.

Men's blue California wool shirts in all sizes; made to sell at \$2.00 each, Saturday, \$1.50.



Men's 50c pure thread silk hose in all of the newest shades go on sale for Saturday only at 25c pair.

Men's all wool jersey sweaters knitted on the famous Cooper machines; choice of gray, maroon and navy; actual \$2.00 values for \$1.50 each. Made to sell at \$2.00 each, Saturday, \$1.50.

The Balance of the Men's High Shoes From That Special Purchase Will Be Closed Out Saturday at \$2.50
However, there is this difference in the personnel of the sale: We have added many choice numbers from our own good stock to make the size ranges complete so that all men coming Saturday can be fitted. Surely you want to save at least a dollar on every pair of shoes you expect to wear this winter.

Assortments consist of dull leather shoes in button and lace styles with the new wide, high toes; tan Russia calf shoes, in button and lace styles, with all the newest heel and toe fashions; and patent coll shoes in button and blucher lace styles—made over all the new lasts in all sizes and widths. Regular \$3.50 and \$4.00 values at \$2.50



Children's Sensible Footwear
The right kind of footwear is very necessary for children—especially the shoe they use for school purposes. As we have told you before, we make a specialty of children's footwear and each pair that goes out of the store seems to sell another pair. All the lines are complete and very reasonable in price—50c to \$3.50 according to the size and quality. The new high boots with red or black tops are quite popular.

Newest Footwear for Women
This is a shoe store that is well balanced in every line and we believe our displays of the new suede, dull leather and tan button boots are the finest you have ever had a chance to see. The prices are varied enough to meet all requirements—\$2.50, \$3.00, \$3.50, \$4.00 and \$5.00—and at the lowest price you get as much style as at the highest price. The various prices only represent the different qualities of finishing.

PURE-FRESH GROCERIES EXTRA SPECIALS

Quality considered—More for a dollar than a dollar will buy elsewhere
Bennett's Excelsior Flour, per sack \$1.40
Bennett's Best coffee and 10 stamps \$1.25
Bennett's Best coffee and 10 stamps \$1.00
Assorted teas, and 75 stamps, lb. 60c
Tea fittings, and 10 stamps, pound package \$1.50
5-lb. can B. C. baking powder and 100 stamps \$1.00
Bennett's Capitol Oats and 10 stamps, 2-lb. package \$1.00
Bennett's Capitol wheat, and 10 stamps, 2-lb. package \$1.00
Bennett's Capitol pancake flour, and 10 stamps, 2-lb. package, 10c
35c quart can Franco-American soup \$1.00
One dozen H. S. Heinz large dill pickles—a very special offer—15c
Virginia Swiss cheese and 10 stamps, 10c
Stinger's macaroni, and 10 stamps, pkg. 10c
Two jars peanut butter and 10 stamps, .200
Sliced beef, and 5 stamps, per jar, .10c
Assorted pickles, and 10 stamps, the jar, .10c
Diamond Crystal table salt, and 10 stamps, sack .10c
4-lb. can pure pepper and 5 stamps, for .10c
Hearty asparagus, and 10 stamps, large can for .10c
Hartmann's vinegar, and 10 stamps, bottle, 10c
Helen's fresh made, crisp and delicious Graham and Tourist crackers, with 10 stamps, the 24c
DOUBLE GREEN TRADING STAMPS ON ALL KINDS OF BUTTERINE

MEAT BARGAINS

Spring Chickens 13 1/2c
Pot Roast, 4 1/2c
Shoulder Steak, 2 lbs. for .15c
Hamburger, 3 lbs. for .25c
Young Veal Roast, 1 lb. 12 1/2c and 10c
Lean Bacon 10 1/2c
Medium Lean Bacon .14 1/2c
Cudahy Rex Hams, lb. 16 1/2c
9 lbs. Leaf Lard, \$1
Lamb Legs, 9 1/2c
Lamb Chops, 10c
Lamb and Veal Stew, 5 1/2c
Pork Roast, 9 1/2c
Pork Butts, 12 1/2c
Veal Chops, 10c

Free Demonstration of UNION SALT
The Universal Food Seasoning.
Saturday's Menu—Cheese Sandwiches.
Look for this announcement every day. It will interest you.
Fresh Fruits and Vegetables
Fancy western potatoes at the peck, 25c, or the bushel \$1.00
\$1.50 Italian prunes, heavy pack, \$1.00
Fancy Kaiser Peas for casing, per peck, 25c
Fancy Elberta peaches, the basket, 17 1/2c
Fancy Utah pretzels, the crate, 75c
Market baskets of fancy tomatoes, only about 100 to go at the basket, .50c
Fancy Jersey sweet potatoes, the lb. .50c
Fancy Michigan celery, large stalks, 3 for 10c

Drugs and Toilet Sundries
\$1.50 jar Oriental cream .80c
25c jar Pompadour massage cream .50c
25c box R. & G. rice powder .30c
50c box Java rice powder .25c
25c box Swansdown powder .15c
10c bottle Hind's Honey and Almond cream .10c
50c box Mlle. Isabelle's face powder .30c
At .10c
10c Santal tooth powder at .15c
10c cake Palmolive soap .10c
25c cake Pears' tar soap .15c
One lot of 25c talcum powders at 8c
50c perfume, per ounce .50c
25c bottle of peroxide for .15c
\$1.50 bottle Pinkham's Vegetable Compound .85c
50c bottle Syrup of Figs .45c
20c lb. of paraffin for .15c

Jelly Tumblers
Tin top jelly tumblers, 1/2-pint size, while they last
6 for 8c
10-oz. plain blown water tumblers that regularly sell at 75c the doz.; Saturday, **6 for 25c**
Specials in the Hardware Store
35c package of Dekko cold water kalsomine .10c
19c wire coat hangers .05c
25c heavy japanned dust pans, 10c
25c "Never Break" steel griddles at .10c
20c heavy wire carpet beaters 9c
\$1.25 white enamel bread boxes for .85c
\$1.25 24-inch handy house saws 95c
25c Padlocks, with two keys .10c
\$1.75 family house scales .85c
One lot of razor straps worth up to \$1.00 each, Saturday .35c
50c all steel nail boxes with paper holder .25c