

HERE'S BENNETT'S HANDSHAKE TO THE PEOPLE FROM OUT OF TOWN

SPECIAL OFFERINGS OF THE WORLDS BEST MERCHANDISE AND S. & H. GREEN TRADING STAMPS



THE purposes and policies of this big store are by no means bounded by the narrow limits of commercialism. Buying and selling are only essentials to the maintenance of all which goes to make this store the institution that it is. Our cardinal aim is to please, whether in serving your wants for the home or wardrobe, in minute need, or in lending a helpful hand to the entertainment of Omaha visitors. **FEEL FREE TO MAKE USE OF THIS STORE ANY TIME YOU ARE IN OMAHA.** Here's an idea of the way we'll serve you during Ak-Sar-Ben:

—with magnificent stocks of dependable merchandise gathered from the world's foremost marts, representing the most complete assortments to be found in the length and breadth of the city.

—with specially arranged displays which will be instructive and of special interest to both men and women. Notable among these will be displays of silks, dress goods and wearing apparel.

—with special merchandising events which have been carefully planned to afford practical economies in wearables and home furnishings needed in every family.

—with the conveniences and accommodations of our rest rooms, free parcel checking station, lavatories, telephones and every other facility that a big store like this has at its command. You are more than welcome.



Those From Out of Town May Share in the Benefits of S. & H. Green Trading Stamps to the Same Extent as the People Living in Omaha

When you come to Ak-Sar-Ben it is quite likely you will have more or less purchasing to do. Of course, you will trade where you are going to get value-received for the money you spend. That is where S. & H. Green Trading Stamps come in. Before you make any purchases anywhere in the city, we want you to come to our S. & H. Premium Parlor, Balcony, Main Floor of our store, and have the lady in charge explain to you how and why we give these stamps to you **ABSOLUTELY FREE OF COST** and show you the many beautiful things for your home, as well as for personal use, that we give in return for them after you have filled a book, made for the purpose, with them.

These Points Will Be of Interest to Those Not Familiar With S. & H. Stamps

For every ten cents worth of goods you buy we give an S. & H. Stamp as a special discount for your trade—the only place in the city where you get interest on the money you spend. These stamps after being collected in a book which is furnished you are brought to the Premium Parlor—when the book is entirely filled—and exchanged for various articles which you are, no doubt, wanting and needing every day. There are also premiums for one book, two books, three books, etc.

If You Live Out of the City And Do Not Fill a Book During Carnival Week

We suggest that you do this. Take the book home with you with all of the stamps you have received and then, when needing anything the Bennett Co. has, write for it and state that you wish S. & H. Stamps. Or, better still, keep it until you come to the city on another shopping expedition when you may find bargains that allow you more than the usual number of stamps—you will be surprised how quickly you can fill a book by this method and the Premiums you get for them are things that will give lasting satisfaction.

Many Omaha People Furnish Entire Rooms in Their Homes Free of Cost

Simply by saving S. & H. GREEN TRADING STAMPS and the merchandise is on a par with that carried in every department of this great store. There are rockers, tables and lace curtains for the parlor; bed spreads, dressers and commodes for the bed room; china, delft, glass and silverware for the dining room; table, a rocker for the boy; a watch for the boy something for the girl or other member of the family—hundreds of items we can't list here for lack of space.

Even If You Do Not Care to Become a Stamp Collector

Visit the Premium Parlor and learn of this new way we have of helping our customers. It is one of the big things of Omaha and something that may do you a lot of good at some future time.

You Will Want Pictures of Ak-Sar-Ben

for pictures are the best souvenirs one could possibly have. If you haven't a kodak, we suggest—



An Eastman 3A Kodak—best equipment—for pictures of post card size, at \$20.00; a No. 3 Folding Pocket Kodak for 3 1/2 x 4 1/4 pictures at \$17.50; a 3A Folding Brownie for post card pictures at \$10.00; a No. 1A fixed focus Brownie for 2 1/4 x 3 1/4 pictures at \$3.00; a No. 0 Premo for pictures 1 1/2 x 2 1/4 at \$1.50—or any one of the numerous other Eastman Kodaks in our stock. If you already have a Kodak, you can purchase films, film packs, plates and all other Eastman supplies of us. We also do developing and finishing for those who don't care to do their own work.

Women's Gloves

12 and 15-button length Trefousse gloves in black, white and all of the evening shades; all sizes, \$3.50 and \$2.75 the pair.

Women's two-clasp, extra fine finished kid gloves in black, white, brown, navy, green, tan and gray—superior quality, at **\$1.75**

Women's single clasp, fine cape gloves for street wear, have spear point backs and are mannish in appearance; choice of black, white and tan at \$1.50 the pair.

Women's 3-clasp chamotte gloves in white only—a very sensible glove as it can be washed and restored to original condition—\$1.00 the pair.

Women's Hosiery

Complete lines of women's silk hosiery with lace or embroidered tops and plain silk hose hosiery in black and colors wanted for dress purposes, variously priced as the quality warrants.

A special number—Women's silk-stitch hosiery in black and wide range of colors; garter tops and reinforced heels, soles and toes, the pair **50c**

Wash Goods

Imported and domestic ginghams selected with greatest care as to quality and style—all new patterns adapted to every use to which a gingham can be put—10c to 25c the yard.

Pretty flannelettes for house dresses, dressing saques and kimono; newest designs; full 27 inches wide, the yard, 15c and **12 1/2c**

If You Value Your Appearance You Will Have Nothing but the Best Clothes



We value our reputation too highly to show you any other kind—the Ak-Sar-Ben visitor is perfectly safe in investing in Bennett clothes.

When you pay your good money you should get good clothes in return. If your money were bad no one would take it—therefore, you should not take bad or inferior clothes for the money you spend.

Here's a fair sample of Bennett clothes-values.

Plain Tailored Suits at \$15.00

Most places you would be asked to pay \$18.00 to \$20.00 for the same quality suit. This special assortment is made of storm serges and Halifax mixtures in black, brown, navy, tan and gray—simply great for street, travel and business wear. Service and style are woven and stitched into every garment—coats are lined with fabrics guaranteed to give satisfactory service, skirts are plain or have apron panels. Some semi-trimmed models are to be had at this price.

100 fur set of coney, hare, wolf and goat in gray, black and brown shades will go on sale Monday at \$10.00 and \$7.95 for your choice.

There are square and bolster shaped muffs with good satin linings; and shawl and stole shaped neckpieces—plenty of service in each. Monday special prices are **\$10.00** and **\$7.95**

Sale of Separate Skirts THIS SALE REPRESENTS AN ENORMOUS PURCHASE OF HIGH GRADE SKIRTS of such worthy materials as serges, worsteds and panamas in black, navy, brown, tan and grey solid colors as well as pin striped and shepherd checked fabrics—all sizes in the lot. This will be a wonderful sale because we are marking them at a wonderfully low price—\$7.50, \$10.00 and \$12.50 **\$5**

Some Shoe Notes and a Special Offering

At this store you will find the best shoes, the dresstest shoes and the most comfortable shoes for women your money will buy. No other store in Omaha sells just the same kind. We have dozens of the most exclusive and fashionable styles for you to choose from—blacks and tans in all leathers. As an extra inducement, for Ak-Sar-Ben visitors to try them, we are making a price concession on one of our most stylish numbers.

Women's dull leather shoes with wide high toes and 7-inch tops; button styles; made to sell at **\$3.00 the pair, for Ak-Sar-Ben Week only** **\$2.35**

If you can't come to Omaha this week, we will be pleased to send you a pair upon receipt of your order. The same style may be had in patent colt leathers at \$2.35 the pair.

Dress Goods

A great purchase arrived just in time to benefit visitors to Ak-Sar-Ben. And you can't afford to miss it for the savings to be effected on the materials will pay for the making of the garment.

Actual \$1.50 Goods, Full 54 Inches Wide, 89c

Find storm serges, diagonal suitings, covert cloths, boucle fabrics, chevrons, polo cloths, etc., suitable for dresses, skirts, coats and entire suits **\$1.50 89c values at**

A Silk Sale

As a beautiful flower opens, petal by petal, revealing new glories heretofore hidden, so does our silk store, from day to day, bring forth splendor in silk that in seasons past would have been thought impossible. Of course, you will come to see them at the first opportunity. A special for Monday—

One lot of foulards, plain messalines, novelty taffetas, checked and striped silks, louisines and black silks **19 to 27 inches in width and worth \$1.00 the yard. Monday 49c only**

Mrs. J. W. Parsley Wins the Free Cabinet

The Bennett Co., Omaha, Neb. Gentlemen—We, the undersigned, after having carefully gone over the various reasons submitted by the contestants in the Sellers' Kitchen Cabinet Contest, have decided that the reasons submitted by Mrs. J. W. Parsley, 906 North 21st St., Omaha, are the best and do entitle her to the free "Sellers' Kitchen Cabinet" as per terms of the contest. (Signed) **GEO. F. BLAVIN**, Advertising Manager Daily News. **J. M. WEAVER**, Classified Advertising Manager Omaha Bee. **ROBERT S. CURTIS**, Advertising Manager for the Bennett Co.



Mrs. Parsley's Reasons:

- 1—Its sanitary cleanliness; being dust proof, perfectly ventilated and having shelves that are easily cleaned.
- 2—Its footed base, giving plenty of room for sweeping and cleaning the floor beneath.
- 3—Its vermin-proof flour bin and non-rustable bread and cake box—all of which appeal to every housewife.
- 4—Articles most used are conveniently accessible, saving time and many steps.
- 5—Constructed of best materials, extremely durable, compares favorably with other good furniture, in style and finish.
- 6—The reasonable price—a small commodity, the price is \$27.50, and you can get an idea of its many good points from the above illustration.

Jardinieres

A Closing Out

One lot of \$1.00 8 to 7-inch fancy jardiniere at **25c**
One lot of fancy glazed jardiniere in different blending, 8 to 10-inch sizes, worth to \$2.50 each, sale price, **45c**
One lot of beautifully finished imitation Rockwood jardiniere, worth up to \$4.50 each, sale price, **80c**
One lot of Dresden decorated fern pots with linings, **45c and 40c** all other jardiniere and jardiniere pedestals at **1/2 Off Regular Price.**

Music Lessons Free

Our piano department has made special arrangements whereby they can give music lessons **ABSOLUTELY FREE** to any one in Omaha or surrounding country, whether or not they have had previous musical training. Investigate the merits of this offer while attending the Ak-Sar-Ben.

Is marriage sacred?
Is divorce ever justified?
Should those divorced feel free to marry again?
Should churches decide for the individual?
These problems are laid bare in this startling novel—

REBELLION

A Novel by **JOSEPH MEDILL PATTERSON**

Author of "A Little Brother of the Rich." **REBELLION** is big and strong. It is a story of everyday people in everyday life—honest in its purpose, dealing impartially with the heart-breaking subject of divorce which thousands are facing today. Absorbingly interesting, tremendously emotional, intensely dramatic, vividly realistic, grimly satiric, buoyantly optimistic—it holds you tight and makes you think. The price—\$1.25 the copy at our book store.

Bedding

\$3.00 extra large size bed comforts in assorted patterns, Monday only, **\$2.25 each.**

\$1.25 soft finished cotton blankets in grays and tans, repriced for Monday's selling at **98c** the pair.

95c, 81x90, extra heavy, seamless be sheets; torn and hemmed all ready for use; Monday only, special, 79c at each

\$3.00, 21x27-inch bed pillows with pink or blue feather proof ticking; sanitary filled; Monday only, each, **\$1.00.**

\$3.25, extra large bath robe blankets in newest patterns and colorings; **\$2.50 each.**

A Special Sale of Wm. A. Rogers' High Grade Silverware for Monday only



This is a great opportunity for every housewife to replenish her stock of knives and forks, spoons and fancy pieces at

About Half of the Regular Selling Prices

That means two sets for the price of one—or lower prices than we have ever quoted on goods of the same quality. The "Vintage" pattern illustrated at the top of this section is a sample of what to expect—it is also one of the most popular.

Teaspoons will be priced at, the set of six, **48c**
Tablespoons will be marked at, the set of six, **98c**
Knives and forks, per set of six knives and six forks, **\$2.79**
And all fancy pieces in the same proportion.

Linens, Etc.

72x108-inch all linen pattern cloths in new, round designs; an extra weight that will give superior wear, regular **\$4.50** values, for Monday's selling, **\$3.50 each.**

24-inch all linen napkins with plain centers and various borders; the kind we regularly sell at **\$6.00** and **\$7.00** the dozen, Monday, **\$4.50** the dozen.

72-inch all linen, cream colored table damask made for wear; a good variety of patterns to choose from, regular \$1.25 goods, Monday the yard \$1.00

Full size fringed bed spreads with cut corners, an extra heavy weight, regularly **\$2.50**, specially priced for Monday only at **\$2.00 each.**

Music Lessons Free

A special course that for simplicity and completeness stands without a peer—and it's **FREE** to those who will take the trouble to investigate its merits in our piano department. It embraces all the rudiments of music, the foundation principles of harmony, transposition, sight reading, etc.—everything you will want to know.

Grocery Specials for Monday's and Tuesday's Selling

- Bennett's Golden coffee and 20 stamps, lb. **25c**
Teas, assorted, and 50 stamps, lb. **55c**
Tea sittings and 10 stamps, lb. **15c**
Bennett's Capitol flour, special price, per sack **\$1.20**
\$1-lb. sack "Queen of Pantry" pastry flour and 40 stamps **\$1.25**
Pickling spices and 10 stamps, lb. **25c**
\$5c quart can Franco-American soups, assorted flavors **25c**
2-lb. pkg. Bennett's Capitol oats and 10 stamps **15c**
Galliard's pure olive oil and 30 stamps, bottle **55c**
Calumet, baking powder and 5 stamps, can. **15c**
Beauty asparagus and 10 stamps can. **40c**
Bennett's Capitol extra and 20 stamps, bottle, 1-lb. pkg. Bennett's Capitol pancake flour and 10 stamps **10c**
Scudder dressing and 20 stamps, bottle. **15c**
Fire pepper and 5 stamps, can. **10c**
1-lb. sack Diamond Crystal table salt and 20 stamps for **25c**
Galliard's patent flour sifted to order **15c**
Full cream cheese and 10 stamps, lb. **35c**
Double green trading stamps on butterine, 4-lb. pkg. Dewey Cleaners and 20 stamps **25c**
Armour's potted beef and tongue—three 1-lb. cans **55c**
Double stamps on granulated sugar.
- A Special Combination for Monday and Tuesday—Used in Almost Every Home Daily.
- 3-lb. at 7c Jap rice at **25c**
 - 2-lb. package Bennett's Capitol oats **15c**
 - 1-lb. can Bennett's Capitol pepper **15c**
 - 1-lb. can Bennett's Capitol extra **15c**
 - Bottle of Galliard's olive oil **25c**
- Total **Special price for the entire list—\$2.00**

BENNETT'S