



Thirty
Phones

W. R. BENNETT CO.

16TH & HARNEY STS.

Ring
up 137

Music Dept.

We carry a complete line of all popular and classic music, sold at 40 and 50 per cent discount from publishers' price. Musical instruction books. If we haven't it we'll get it.
Second Floor.

THE ECONOMY OF SPENDING TRADING at BENNETT'S

The present is a critical and interesting time, especially in merchandising. Buyers feel that they are coming to the parting of the ways, and over all there is a consuming eagerness of expectancy for unparalleled FALL business. Our summer stocks must speedily be swept out. Our up-to-date business policy impels drastic measures for the securing of needed space for needed goods. You have still something like 60 days ahead for summer wearables. We haven't over 20 days for the getting rid of them. Our clothing, dry goods and women's cloak departments are teeming with late-summer bargains. Secure them. It's here and now where the very best can be bought for the very least.

Dry Goods Departments

We never learned the old fogy idea of holding goods until we get our price for them. "Every season must take care of itself" is our motto. The end of our summer dry goods season is drawing near and the dry goods must go.

Women's Summer Waists

Our low prices on waists were cut in two long ago. Now comes our better ones. We had by far the largest and handsomest lot of women's summer waists ever shown in Omaha. Our entire stock from \$2.00 up is divided into three prices and these prices do not represent the work of making—
\$3.69, \$2.75 and
1.90

Foulard Silk Dresses

Every one of them is marked at less than cost price.

Wash Suits and Skirts

Every one of them is marked at less than cost price.

Women's Gloves

Plain and lace lisle, colors white, gray, mode and tan—worth 35c to 50c—
at **23c**

Women's Collars

The soft little ones in white linen and fancy. Our entire stock worth up to 75c—
at 19 cents, 10 cents, and **5c**

Wool Dress Goods

Fifty pieces of chevots, henriettas, Venetians, canvas, granites and fancies, worth from 75c to \$1.00, all at **48c**

Women's Stockings

Fast black lisle, high spliced heels, and double soles in plain and dropped stitch—the regular 35c quality—
Monday **23c**

Fancy Lisle Hose

In plain and dropped stitch, double sole and toe—the 35c quality—Special sale **19c**

Bargains at every turn in the Dry Goods Department

Fancy Hose

In all colors, figures and striped, also dropped stitch, double soles and high spliced ankle, worth from 50c to \$1.00—
on sale Monday, at **45c**

Women's Vests

Lisle thread lace yokes, ribbon trimmed in white, pink and blue—regular 45c quality, at **25c**

Boys' Wash Waists

Blouse shirt and Mother's Friend styles—all colors—splendid quality, at **48c**



Price 10 Cents.

Fine Summer Dress Goods

Gaze de soie, colors pink, white, cream, black, lavender, royal, resedi green, red and gray—a bargain at 50c, Monday **30c**

Dimities, Lawns and Fancy Wash Goods

All that we were selling at 15c to 20c—
on Monday **10c**

Imported Swisses

Sheer stripes and fancy figures—worth 50c, at **20c**

Percales

The best quality made—full yard wide. Sold everywhere at 15c—Monday for **8c**

30 PHONES—RING UP 137

Bennett Sells Pianos

Some Real Live Monday Facts About Bennett's Pianos and Organs.

- A Mason & Hamlin Organ for \$15.00
- A Mason & Hamlin Organ for \$25.00
- A Whitney and Holmes Organ for \$35.00
- A Chicago Cottage Organ, good as new for... \$42.00

One United Makers Square Grand Piano for \$45.00

One Sample Piano Mahogany Case for.... \$127.00



We have a number of returned from rental and concert used Pianos we'll sell them at a song—\$210, \$200, \$198, \$184 and..... **\$168**

Our varieties embrace all the low priced GOOD PIANOS of the day up to the fine old standards—The EVERETT, Ivers & Pond, Starr, Smith & Barnes, Lindeman and Jewett, etc., etc. Our strictly one price plan necessitates the proper grading of Pianos, also the lowest possible prices on each grade. This means that every advantage is offered every customer and the same price is absolute to the unknown as well as to the expert. Have you heard the wonderful Chase & Baker Piano Player? You haven't full knowledge till you've heard this entrancing device. On \$5.00 monthly payment plan if desired.

Value received or money refunded. A reputation to sustain—not one to make.

Thundering Jewelry Reductions

Watch the bargain table tomorrow.

- New Shirt Waist Sets, dozen designs to pick from, only...22c
- Sterling Silver Tumblers, cut down to.....25c
- 14 k gold filled link Buttons, worth \$1.50, tomorrow...59c
- New, fresh designs in fancy stone and enameled Hat Pins, our every-day price 48c, Monday's cut.....25c
- Solid Nickel Silver Teaspoons, just about half price...48c
- Solid Nickel Silver Table spoons, price cut in two.....98c



Woodenware Dept.

- Folding Step-Ladder Chair.....98c
- Eight-drawer Spice Cabinet.....50c
- Large size Willow Clothes Basket...68c
- Wood Lemon Squeezer.....6c
- Feather Duster.....8c
- Fancy Clothes Hamper.....98c

Trunk Department

Special Bargain in This Department for Monday. Steel bound Trunk, 36-inch size, covered tray and leather straps, extra dress tray, a very strong trunk for.....\$4.98



Some Desirables from the Drug Dept.

We are showing some special lines in Brushes for the bath. They make you feel the cooler to look at them. LINER'S PATENT CURVED BACK BRUSHES, two rows bristles, for...65c
Liner's Patent Wide Curved Back, three rows bristles.....75c
Liner's Patent Wide Curved Back, four rows bristles.....\$1.00
Loofah Sponges, unmounted, 10c—mounted.....25c
BATH SPONGES, Mediterranean Bleached Wools, Genuine Mandukas.
POTTER'S SPONGES AND SILK TOILET SPONGES. ALL AT LOWER PRICES THAN YOU WILL FIND ANYWHERE IN THE STATE.
Sea Salt.
SPECIAL—TEN-POUND BAGS, TWENTY CENTS—A handful of this in your bath will bring the glories of Atlantic City to your imagination.

Big Shoe Reductions!



We want to make Monday one of our very biggest shoe bargain days. Here are the goods you want. Here are the prices—much less than you'd willingly pay. We have the right kind of summer footwear.

- Our \$3.50 Patent Leather Oxfords at.....\$2.80
- Our \$3.50 velour calf, bright stitch, Oxfords at.....\$2.80
- Our \$3.00 Box Calf Oxfords at.....\$2.40
- Our \$3.00 Vici Kid Oxfords at.....\$2.40
- Our \$2.50 Southern Tie Oxfords, welt sole.....\$2.00
- Our \$2.00 Plain Toe Oxfords.....\$1.60
- Men's Ideal Kid Shoes, hand welt sole, dull kid top, very dressy, guaranteed to be as good as any \$6.00 shoe—our price.....\$4.00
- Men's Fine Kid Shoes, welt sole with medium extension, in straight or swing last, cheap at \$4.00, only.....\$3.50
- Our \$2.50 Patent Calf Shoe light weight, welt sole, up-to-date last.....\$3.00
- Men's Franklin Vici Kid Shoes, in light or heavy weight sole.....\$2.50
- Men's Strong Calf Shoes, made for rough wear, guaranteed in every respect, \$2.50, \$2.00, \$1.50 and.....\$1.00

Main Floor.

Crockery Dept...

Second Floor.

A mid-summer bargain boom in Ball Bros.' machine made Mason Fruit Jars. Now is the time to lay in your store of jars for preserving.

- Pints, per dozen, 40 cents.
- Quarts, per dozen, 50 cents.
- Half-Gallons, per dozen, 70 Cents.

Seasonable Summer Sale

- Semi-Porcelain Water Pitchers—
- 1-quart 10c
- 2-quart..... 15c
- 3-quart..... 20c
- Assortment of Plain and Fancy Pitchers.. 9c
- Special Drive—Old Blue Flemish Water Coolers, choice of 2-gal., 3-gal. or 4-gal., \$1.50



Furniture



This handsome Lawn and Veranda Rocker, exactly like cut, in natural or color finishes, double woven cane seat, made very strong and durable, on sale Monday and Tuesday at..... **1.95**

COUCH—Elegant massive, solid oak frame, carved claw legs, extra wide, covered in fine grade of velour, guaranteed steel construction, on sale Monday and Tuesday

9.85



Grocery Specials

- A Big Honey Special—Monday
Two thousand frames of honey, somewhat sugared, but of fine quality. Nothing better for cakes or hot biscuits is buyable. As long as the supply holds out, 10c a frame..... **10c**
- Defiance Starch, per package..... **9c**
- A sleeve or shirt waist ironing board with three packages.
- Teas and Coffees.
- Teas your choice, pound.....**38c**
- Coffees, fresh roasted, good drink, pound.....**12c**

Candy Special Caramels 8c lb.

On Monday we place on sale several hundred pounds of Wrapped Caramels, fresh made—8c per pound.

Stationery Dept.

- Writing Tablets, containing an extra fine grade of satin and linen finish paper, our regular price 10c each, special for Monday only..... **5c**
- Cream Paper, assorted colors, a regular 10c roll—special for Monday only, 3 rolls for 10c—each..... **4c**

Main Floor.

Sporting Goods at Cut Down Prices

- Hammer Guns, up from.....**8.25**
- Single Barrel Guns up from.....**5.00**

Colt's Revolvers, Ammunition, Hunting Clothing, Gun Implements, Tents, Wagon Covers, Tackle, Base Ball—

Everything for the hunter and the athlete.

Millinery

Tomorrow we open an advance showing of fall styles. This should interest every lover of pretty headgear who has an intelli gent "eye" on the future. Come and see it.

A pretty short back Fedora Hat, called the Knowlton hat, comes in black, stone and tan, and has two color bindings. It is an elegantly fine felt hat and it's worth a bit more money.

\$3.50 and \$2.75

W. R. BENNETT CO.

16TH & HARNEY STS OMAHA