



Fall Festivities

THIS GREAT FULL PAGE AD IS ONE OF FOUR BIG BENNETT ADS IN THIS GREAT PAPER. FIND THE OTHERS! THEY'RE GREAT!

Biggest Things in the Middle West---AK-SAR-BEN AND BENNETT'S

Visitors especially invited to make the Great West's Greatest Store their headquarters. "Make up your mind to get your share of the world's joys," and Bennett's Great Fall Festival Bargains. NO OTHER STORE IN THE COUNTRY OFFERS YOU DRY GOODS FRESHER, SWEETER AND NEWER—for no other store ever had a more magnificent opportunity than has fallen to our lot in instituting

OMAHA'S NEW DRY GOODS DEPARTMENTS

Railroad fares from points 200 miles away are cut to one fare for the round trip. This is a deep cut---You know it! Our dry goods prices are cut just about as deep, some of the prices are even cut deeper. Our carnival of Bennett bargains is as clear, distinct and unquestioned as is the railroad bargain. "Go to it."

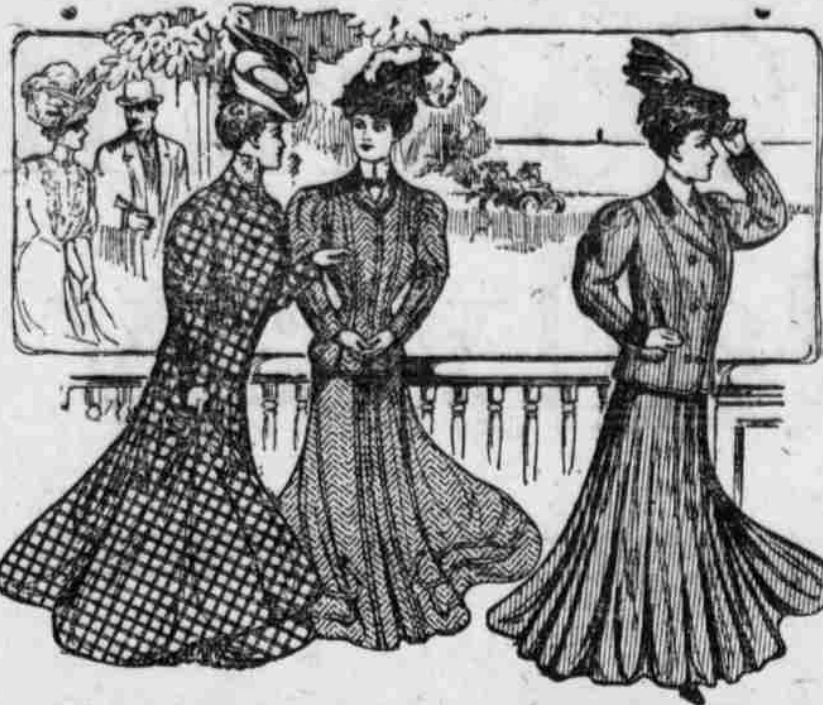
THE BENNETT COMPANY

OUR SALES OF TAILORED SUITS PAST WEEK WERE SIX TIMES GRATER THAN SAME WEEK A YEAR AGO

ON THE SECOND FLOOR

What's the News in Women's Suits?

THE STYLES ARE GOING TO BE THE STYLE THAT FITS YOUR FIGURE. IT WOULD BE A SAD DAY IF DIFFERENTLY. ALL MEN DRESSED IN CUTAWAY SUITS WOULD LOOK LIKE A CIRCUS. SO WOULD WOMEN IF ALL DRESSED IN A PONY, ETON, PRINCE CHAP OR JOHNNIE JONES.



It's a Suit Season for Every Woman to "Suit" Herself In

THERE'S A PREPONDERANCE OF COLORS---PLAIDS, CHECKS, MIXTURES, GRAYS, BROWNS, GREENS, A FEW BLUES AND THE GOOD BLACKS, WHICH ARE STAPLE AS GOLD DOLLARS. EVEN THE BLACKS HAVE TOUCHES OF COLOR, USED AS TRIMMINGS, AND COLOR HEIGHTENS ATTRACTIVENESS.

IN OUR STOCKS THERE ARE ENOUGH DIFFERENT STYLES AND KINDS TO KEEP WOMEN LOOKING A FULL HALF DAY. IT'S A DAILY SHOW PLACE. NEW SUITS COME BY EVERY EXPRESS, AND WE'RE HUMPING ALL THE TIME TO KEEP OUT DUPLICATES.

COME TOMORROW AND TAKE A LOOK THROUGH.

Here Are a Few Startling Ladies' Suit Prices

\$15, 19.50, \$25, 29.50, \$35, 39.50 and up

Ladies' Silk Waists, Etc., and Furs

Ladies' White and Black Silk Waists, made with clusters of tucks and hemstitching, new sleeves, at... 2.50 Ladies' Silk Petticoats, in black, red, blue, green and changeables, made with silk dust ruffle, extra good width... 4.95

We are showing a large stock of Fur Coats, all new shapes and styles. Alaska Seal, Mink, Hudson Bay Beaver, Sable Squirrel, Nat Squirrel, Near Seal and Sable Coney--- \$35 up to \$350 Small Furs in Endless Variety---95c, \$1.95, \$2.95, \$3.95, \$4.95, \$6.95, \$8.95 up to \$50. MUFFS TO MATCH

Evening Coats for Ak-Sar-Ben Week

Hundreds of Pretty New York and Paris Models, in Styles That Are Peerless

EVENING COATS, made of fine Chiffon Broadcloth, collarless, full back or semi-fitting, deep cuffs, collar, cuffs and front handsomely trimmed in braid, colors champagne, chalk white, cream, gray and black, lined with good quality white, gray or black satin. Prices:

29.50, 25.50 and 19.50



Skirt Sale

for Ak-Sar-Ben Week

Seven Hundred and Seventy-Five Chiffon, Panama, Broadcloth and Voile Skirts Offered

All are latest models of man tailored skirts in New York City; not a lot of carryovers and culls called new and offered as a bargain. There's not a new strapped or pleated model missing from the showing. There are blacks, blues, browns, greys and all kinds of fine plaids and checks and mannish mixtures.

12.50, \$10, 7.50 and \$5



DRESS GOODS

Every Piece Dress Goods We Offer Is New, Styles Are Exquisite, Qualities the Best

We anticipated a great plaid season in Dress Goods and positively assure you the choicest and newest collection of wool stuffs in this city.

Every day our aisles are thronged with pleased customers, admiring our new stylish fabrics.

One of the new ideas in the swell Plaid Serge in new shadings---blue and green, brown and green, etc. These goods are extremely stylish for suits or separate skirts, per yard... \$1

We are showing imported Novelty Suitings in new fall colorings, plaid effects in every conceivable color combination, rich and beautiful; we are also showing the New Striped Effects in every shade, 48 in. wide, per yard... 1.50

Wonderful line of the new Ombre Effects, shadow plaids or stripes---come in Broadcloth and suiting cloths, prices ranging, a yard, from \$3.50 down to... 1.50

Broadcloth is very popular this season---new French qualities with high lustre---elegant shades in brown, wine, navy blue or grey---prices, a yard, from \$5 down to... 1.50

We Cordially Invite You to Visit This Section We'll Be Pleased to Show You Goods

Ladies' Home Journal Patterns---Monthly Style Book Free For the Taking

There is a patented Guide Chart furnished free with each Ladies' Home Journal Pattern. It answers the 101 questions which you want to know about a pattern before you buy it. The shape of every piece in the pattern is shown at a glance. You may want to know of the pattern is suitable for making over an old garment, or if you can use some trimmings or old material on hand, or if the pattern can be adapted to some individual idea. All these and many more questions are quickly answered at the pattern counter by a glance at the Guide Chart.

PATTERN BOOTH---HARNEY ENTRANCE.

NOTIONS! NOTIONS! NOTIONS!

100 yards Black Spool Silk, in all letters, a doz. spools for 19c Hook-On Hose Supporters, in white, light blue, pink and black, 15c and 25c values, each--- 10c Our New Safety Hooks and Eyes, perfectly secure, will not open, in black and white, 5c values---three cards for 5c 300 Dozen Imitation Steel Hair Pins, crimped or plain, in shell, amber and black, 10c value, Monday, a dozen for 5c

Underwear! Underwear!

Ladies' Ribbed Vests and Pants---Gray and ecru, good weight; each... 25c Ladies' Ribbed Union Suits---Gray and cream, good weight, suit... 48c CHILDREN'S RIBBED VESTS, PANTS AND DRAWERS Sizes... 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34 Prices... 5c, 8c, 11c, 14c, 17c, 20c, 23c, 26c, 29c, 32c

KID GLOVES

Ladies' Two-Clasp Kid Gloves---Colors, black, brown, mode and gray, one dollar value, at 79c

SILKS! SILKS!

Our New assortment of Fall Silks is the Most Complete Collection of the Best Qualities Fine Silks, Foreign and Domestic Manufactures

Sweldest Plaids, in All Popular Shades, and the New Browns, Beautiful Combinations, at Prices That'll Make People Talk About Us

New Silks for evening gowns, in soft materials, newest creations for elegant dresses, in white or colored grounds, with floral effects---prices ranging from \$5 a yard down to... 89c

Fancy Silks---same silks you've been looking for---to be placed on sale again. They come in Louisiana weaves, fancy Taffetas in checks and stripes, neat effects, worth 85c and \$1, no remnants or bad lengths, perfect in every instance, per yard... 28c

19-inch Colored Taffetas, in lengths of 2 to 10 yards, quality good, sells everywhere for 58c, our sale price, per yard... 28c

The famous "Grandmother" Silks (name woven in the selvage) will be sold this week, about 60 different colorings, instead of 85c yard... 69c

"Grandmother" Silk is a beautiful, rich, highly lustered taffeta, chiffon finish, for waists or dresses; every yard guaranteed.

27-inch Changeable Taffeta, in many different color combinations, regular price \$1, sale, per yard... 59c

Thirty-six-inch Black Taffeta, \$1.35 quality, on sale, a yard... 89c

Nineteen-inch Black Taffeta, used for skirts or linings, a yard... 29c

Handkerchiefs

Ladies' Pure Linen, 1/4 and 1/2-inch hem, each... 5c Ladies' Scalloped, Embroidered and Lace Trimmed Handkerchiefs, worth 10c and 12 1/2c, special, each... 4c

Choicest Display of Domestic and Decorative Linens

Southeast Corner, Main Floor Strictly New and Sweet Hemmed Huck Towels, size 20x38, special, each... 10c White Figured Waistings, regular price 20c yard, at... 12 1/2c Turkey Red Table Damask, 56-inch---special, a yard... 15c

HOSIERY

Ladies' Full Fashioned "Bursen" Hose---pair... 19c Ladies' Imported French Lisle Hose---Double sole and high spliced heel, 35c value---pair, at... 25c Boys' Extra Heavy Black Cotton Hose---Splendid wearer; special, a pair... 15c Misses' Ribbed Fine Gauge Hose---2-thread, very elastic; special, a pair... 15c