

THE BENNETT COMPANY

Monday in Omaha's Most Interesting Dry Goods Section

MONDAY MORNING AT 8 O'CLOCK SHARP WE COMMENCE A REAL AMBITIOUS SALE OF DRY GOODS. Ambitious in the sense that we are determined to out-shine all competition in bargain making; ambitious in the sense that we are determined to out-do every previous effort at quality offering; ambitious in the sense that we are determined to have the biggest dress goods sale that any dress goods section in Omaha ever enjoyed. To crown this threefold ambition with pronounced success, we will offer the very newest and best wool fabrics that the mills of America and foreign countries ever turned out—for these have just been purchased by our own buyer especially for this big early November sale.

MARK YOU—It's New, Fresh, Clean, Sweet, Flawless, Up-to-Date Dress Goods 50 Cents on the Dollar and Less

NO EXAGGERATION OF VALUES, NO MISSTATEMENT OF FACT, NOTHING IN THE SLIGHTEST SENSE AMBIGUOUS IN THESE DECLARATIONS, AND NO POOR MERCHANDISE ON SALE.

FOR CONVENIENCE OF HANDLING THESE TREMENDOUS STOCKS OF DRESS GOODS, WE HAVE CUT DESIRABLE LENGTHS OF THESE GREAT BARGAINS FOR THE VARIOUS BARGAIN SQUARES. WE SPONGE GOODS THE SAME DAY WE RECEIVE THEM—a yard, at..... 5c

ISN'T OUR DRY GOODS SUCCESS—NOT MORE THAN A FEW WEEKS SINCE WE OPENED UP THESE DEPARTMENTS—AN ELOQUENT PROOF OF QUALITY-BARGAIN GIVING?

50c Waistings for 21c
New Waistings in many different styles, check or plain fabric, either white or colored grounds, some are light weight, some are heavy, some are new embroidered mohair waistings—immense variety to choose from. Remember, these goods sell for 25c everywhere. ON SALE NOW—MAIN AISLE, BARGAIN SQUARE—a yard..... 21c

50c Wool Dress Goods 29c
For this great sale we purchased several thousand yards of the best 2 1/2 inch wool suitings or plaids, in all the different fall colorings, as navy blue, red, green and brown. In fact, these goods never sell for less than 50c, on sale now, a yard, (round square)..... 29c

\$1 Black Goods for 39c
Never before at the price could you buy elegant 34-inch black goods suitable for separate skirts or suits instead of \$1 a yard, now (at dress goods counter)..... 39c

FLANNELS, CALICOS, ETC.
10c Light and Dark Quilting Flannels, good styles, Monday, yard..... 5c
Best 5c Calico, in all colors, red, black or blue, yard..... 10c
Extra Heavy Comfort Calico, in many different patterns, yard..... 34c

DOMESTICS.
New figured Batiste for dresses, etc., all colors, worth 15c, Monday..... 9c
Gingham Chambray, same kind you always pay 10c for, sale price..... 5c
New Stylish Suitings, in brown and grey grounds with overlaid of self color, look like wool, worth 15c, sale price..... 8 1/2c
DOMESTICS—MADE FLOOR.

\$1.25 and \$1.00 Novelties for 47c
This great variety of wool stuffs embraces nearly every seasonable piece of dress goods that is made for this fall's selling; for instance, Broadcloths, worth \$1.50; 50-in. Panamas, worth \$1.25; Fancy Suitings, worth \$1.25, in all colors; several pieces fine Black Goods, etc.—the greatest collection of fine dress goods ever offered in this city—all 47c one lot, on sale (Harney Street Aisle), a yard.....

LONG GLOVES
We have received another large shipment long gloves, in black and white—12 and 16-button lengths. These are prime French lambkin, special price, Monday, 13 and..... 12-75
HANDKERCHIEFS
We will place on sale Monday 500 dozen ladies' hemstitched, embroidered edge handkerchiefs, worth 12 1/2c, for, each..... 7c

\$1 White and Navy Blue Mohair 29c
Just about 250 yards fine grade white and navy blue mohair, Scotchian weaves, that always sell for \$1, on sale now (dress goods section) yard..... 29c

\$1.50 Mannish Stuffs for 75c
Exactly at half price—you'll find these goods—many hundred pieces of 54 in. stuffs that are now in such great demand for street dresses of separate skirts; all colors, swell grey combinations and wine shades, every yard is worth \$1.50, on sale now (dress goods section)..... 75c a yard.....

\$1.50 Scotch Coatings for 63c
56 in. Scotch Coatings or heavy Suitings in grey or tan mixtures, will be offered during this sale at a great saving, a yard..... 63c

LACE.
5,000 yards Torchon Lace, from 1 to 3-in. wide, worth 6c a yard, at..... 3c
Large assortment of Fancy Colored Robes, worth from \$5.50 to \$7, at..... \$2.39
Spanish and Lace Robes—in white and black, worth \$10.50 to \$16, for..... \$9.99



Fur Scarfs
36-inch Coney Scarfs, six tails..... 95c
48-inch Coney Scarfs, six tails..... 1.95
48-in. Sable Coney Scarfs, trimmed with fringe..... 2.50
54-in. Sable Coney Scarfs, satin lined..... 2.95
50-in. Sable Squirrel Scarfs, fringe trimmed..... 3.95
30-in. River Mink Scarfs, satin lined..... 4.95
48-in. Sable Fox Scarfs, 2 large brush tails..... 5.00
27-in. Natural Squirrel Derby Scarfs..... 5.00
Muffs to Match.

Monday in Silks

Monday morning will find Bennett's overwhelmed with silks at prices that will startle the Omaha public. You have attended many silk sales, but never a silk sale of this kind. High class silks—perfect, new and stylish.

LOT 1—Several Thousand Yards Fancy Silks, as well as plain taffeta silks, in nearly all colors, no remnants, but full pieces to choose from—a yard..... 17c
LOT 2—One of the rarest silk bargains ever offered in this city is this: 75c and 65c colored taffeta, 19 in. wide, very heavy, fine for linings or underskirts, in every conceivable shade—on sale at..... 35c yard.

LOT 3—21-in. Fancy Louisienses and Taffeta Silks—great lot—hair line stripes and checks, pretty plaids, etc., beautiful collection—several thousand yards—worth 85c and \$1—on sale, a yard, at..... 48c
36-in. Plain Black Taffeta Silk—Chiffon finish, very rich and lustrous, for suits or waists, sells everywhere for \$1—on sale, yard..... 59c

Lot 4—\$1 and \$1.25 Plain and Fancy Silks for 48c—36-in. fancy silks, in neat striped effects; also 27-in. fancy Louisiense, in neat effects; 27-in. plaids; these same silks are sold in Omaha for \$1.25; we also offer 23-in. plain peau de chamois, peau de soies in colors and 23-in. natural pongee in colors—at the sale price, a yard..... 48c

DRESS SKIRTS

165 Women's Skirts—Made of Panama, cheviot and serge, all this season's best pleated models; side pleats, box pleats and cluster pleats—blacks, blues and grays, regular \$7.50 skirts, Monday special... 4.95

WAISTS

Women's Fine Chiffon Taffeta Waists—Several styles to select from, some with pin tucks, others with wide tucks and still others with appliques, all colors and plaids, regular \$6.50 value; Monday special..... 4.95
Women's Sheer Lawn Waists—Only about 12 dozen in the lot, some are trimmed in Val. lace and tucks, others in embroidery, regular \$1.00 value; Monday special..... 39c
Women's Brilliantine Waists—Made of good quality material, tucked front, extra full, black and white, regular \$1.00 value; Monday special..... 69c
Women's Elderdown Dressing Sacs—Red, gray, pink and blue; Monday special..... 95c

An Evening Coat Special

Monday We Offer 20 Evening Coats, Regular \$25 Value, for \$15.75. These coats are made of fine Chiffon Broadcloth, heavy satin lined; fronts, neck and cuffs handsomely trimmed in braid; colors white, champagne and pearl grey, a bargain at \$15.00—Monday special—
\$15.75
A Hummer Coat Special for Monday
75 Kersey Coats at \$10.95, Regular \$15 Coats. Made of fine heavy Kersey, 50 in. long, full satin lined; collar and cuffs trimmed in braid, Monday—while they last—each
\$10.95

MILLINERY

Early November Styles in HATS PRETTILY ADORNED WITH FUR, FLOWERS and OSTRICH PLUMES, an entrancing new showing of PRE-WINTER HATS
NOTICE THE VERY SMALL FUR "SUSIE JANICE," trimmed with a superb cluster of American Beauty Roses; this is a magnificent Parisian creation, and is fit for the head of a Duchess.
MONDAY..... \$20
A PRETTY DISPLAY OF SQUIRREL HATS IN M. SHROOM EFFECTS WITH A LOVELY ARRANGEMENT OF GARNET ROSES.
MONDAY for..... \$10
AN ENTRANCING LINE OF PETER PANS—THOSE NATTY LITTLE HATS THAT ARE SO POPULAR THESE DAYS. WE SHOW THEM IN ALL COLORS, trimmed with wings, coques and fancy Stick Pins.
MONDAY we offer our 7.50 line at \$5
THE COLLEGE GIRL HAT—in all colors of felt, a very nobly production. MONDAY we offer our \$1.50 line for..... \$1

Monday in Women's Suits

Just 135 Suits in the Lot
No woman should miss this opportunity—get one of these fine Tailor-Made Suits.
Eton Blouse, Peplum Blouse, Colonial Blouse and 23-inch Pony Coat styles. Color range—blues, greens, browns, greys, garnets and black. Every suit worth \$25.00, and some are worth \$29.50—all go on sale Monday morning at—
\$19.75

Our Crockery Section

is admitted by everybody who has seen it—competitors, drummers, and the great public—to be the best, from every point of view, west of Chicago—best in its lay-out, best in its full rounded completeness, best in its varieties of goods on sale, best in values offered and best in shopping ease. It has been the means of stimulating interest in this ever attractive line of merchandising—pretty crockery, rich cut glass and cute porcelain bric-a-brac.
Every piece of ware put on sale is rigidly examined, and if found to contain a flaw it is either refused by us or sold as a defective piece of goods at a "next-to-nothing" price.
We have access to the finest potteries in the world and every new thing evolved from the potter's wheel is first offered to us in this section. Monday we offer values extraordinary. Come and see.
SPECIALS IN WHITE CHINA
70c Cake Plates, two handles, while they last, each..... 35c
85c Handled Salad Bowls, while they last, each..... 40c
All our Vases, over 75 styles, at a discount of one-third off. All Cups and Saucers at half price.
Beautiful China Dinner Set, pretty pink decoration, gold traced—a \$18 set Monday for..... \$12.99
70c Value Japanese Vase, on sale Monday, only one pair to a customer, at..... 20c
Pretty China Salad Bowl, fruit and flower decorations, very neat, a 50c value for..... 25c
Fruit Saucers to Match, worth 20c, at, each..... 10c
All \$1.25 Luga Vases (see window), Monday at..... 98c
See the Cut Glass Sugar and Cream—a beauty—pair at..... \$2.98

In Pictures and Pyrography

500 Black Metal Oval Frames (like cut), fitted with water color heads, a 50c value anywhere, sale price Monday..... 25c
50 Green Trading Stamps with cut two to a customer
PYROGRAPHY SPECIAL.
200 Silk-lined Glove or Kerchief Boxes (like cut), lined in blue, red, pink, a \$1 sale price regularly. Monday a rousing special..... 69c
Picture Framing Our Leading Specialty

November Carpet and Rug Sale

Room Size Rugs
Heavy Brussels Rugs, 9x12, in floral and conventional patterns, sell up to \$20, Monday only..... \$10.99
Armstrong Rugs, size 9x12, in new patterns, all the leading colors, sell for \$25.00, Monday..... \$23.50
Seamless Genuine Wilton Rugs, 9x12, best wearing domestic rug on the market, rich coloring, splendid patterns, regular price \$40.00, Monday..... \$31.50

November Drapery Sale

Irish Foot Lace Curtains, for parlors or living rooms, plain or figured centers with border, all new and up-to-date patterns, sell for \$7.50, your choice of 15 patterns, pair..... \$4.75
Real Lace Door Panels, full size, 36x54-inch, plain centers with border, others allover effects, worth \$1.50 pair, Monday, pair..... 98c
New Style Velour Rope Portieres, extra large rope and full drapes, wide enough for largest double doors, in all colors, \$7.50 kind, for \$5—\$5 kind for..... \$3.75

In the Hardware and Stove Section

Big Sale in Stoves Monday

\$8.50 Peninsular Oak Heater..... \$6.49
\$9.50 Peninsular Oak Heater..... \$7.49
\$12.00 Peninsular Oak, extra large..... \$9.95
\$12.50 Retort Hot Blast Heater, best Hot Blast made, special, \$10.49
Extra High Quality 6-Hole Range..... \$24.50
Perfection Oil Heaters, large size, 4.50 And Fifty Green Trading Stamps
Regular 50c Furnace Scoop..... 39c
Regular 60c Furnace Scoop, large size..... 49c
Regular 25c Trouser or Shirt Hangers, will hold 4 garments, special, 10c
Wash Boiler, all prices, up from..... 54c
And Forty Green Trading Stamps
Coal Hods, all kinds and styles, up from..... 25c
And Twenty Green Trading Stamps
19c Galvanized Water Pail, special, 12c
22c Galvanized Water Pail, special, 15c
24c Galvanized Water Pail, special, 18c

China Materials

20c and 25c Fry's China Colors, at..... 17c
Erasing Fluid for China, at..... 30c
\$1.25 China Palettes, 98c at.....
Hasburg's Roman Gold, per doz..... 7.50
Art—Second Floor.

Bennett's Big Grocery

Monday List of Specials See Our Famous Coffee Roaster. Coffee Roasted while you wait.
Granulated Sugar—Double Green Trading Stamp..... 1.40
Bennett's Capitol Flour, sack..... 48c
Bennett's Breakfast Coffee, 2-pound can..... 58c
Tea, your choice, pound..... 58c
And Fifty Green Trading Stamps
Diamond B Preserves, large jar..... 28c
Chinese Lily Bulbs, each..... 5c
Bennett's Capitol Baking Powder, pound can..... 24c
And Twenty Green Trading Stamps
Bennett's Capitol Wheat, two packages..... 20c
And Ten Green Trading Stamps
Bennett's Capitol Oats, two packages..... 20c
And Ten Green Trading Stamps
Bennett's Capitol Pancake, two packages..... 20c
And Ten Green Trading Stamps
Splendid Line Huntley and Palmer London Biscuit
Uneda Biscuits, four packages..... 15c
And Ten Green Trading Stamps
Purina Honey, bottle..... 12c
And Ten Green Trading Stamps
Bennett's Capitol Extract, bottle..... 18c
And Twenty Green Trading Stamps
Corn, can..... 10c
Early June Peas, can..... 10c
Tomatoes, can..... 10c
Strawberries, Three Star, can..... 15c
ABC Catsup, pint bottle..... 23c
And Twenty Green Trading Stamps
Bennett's Candies
MONDAY SPECIAL—STICK CANDY, Fresh Made. Assorted Flavors. Five sticks for..... 10c
Twenty-five sticks for..... 36c
Pound for..... 36c

Furniture

Incomparable Values—Better Goods For Less Money Than Elsewhere. To Verify This Statement, We Submit Here a Few Examples of Strictly Good Furniture at Lesser Prices:
Brass Bed—(Like cut), heavy continuous post brass bed, 2-ply lacquer head, 60 inches high, full width, a big bar gain at..... 16.50
Rocker—Pretty solid oak sewing rocker has upholstered velvet seat, choice of colors; just 200 in this lot, easily worth \$2.75 on sale, commencing Monday, each..... 1.65
Combination Bookcase—Solid Dining Chair—Solid oak, cane seat, well braced, \$2 value, at..... 1.55
Dining Table—Round top, rope turned legs, 6 foot extension, \$16 value, for..... 11.00
MISSION LIBRARY TABLE (Like Cut.) Made from best quartered weathered, wax finish, top 28x42 in., has large drawer and under shelf; compare with others at \$22.50—our price 14.25 only.