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The Bennett Company

On All Week

Buyers' and Managers' Sale

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Foreword No. 1 Buyers' and Managers' Sale which will hold sway all week is not in any sense an Inventory Sale, a Clearing Sale or any other special sale event in stock reducing. It is far beyond these in importance to each buyer and in importance to you.

To The Bennett Company it means a supreme test applied to every buyer in the store. To the Department Buyer it means an opportunity to merchandise his own department without regard to cost of merchandise or to expense restrictions, and it also means an opportunity to show his customers in his own way, trade inducements which, under ordinary conditions, are not possible. To the Customer it means that the buyer of every department sets forth special inducements for which extraordinary preparations have been made. Every bargain carries not only the endorsement and guarantee of The Bennett Company, but the special recommendation of the buyer and his assurance that the values offered are the most extraordinary that his merchandising skill and energy have been able to gather.



J. E. Baum,
President.

Foreword No. 2 To make this the most successful sale ever conducted in Omaha, I have instructed all buyers of Dry Goods, Shoes and Ladies' and Children's Ready-to-wear departments, to sacrifice all profits and everything necessary to Produce Results. By results I mean Volume of Sales.

Every buyer is put, to a test during this sale, and the public reap the benefit. I leave for New York Monday to meet Mr. C. E. Barker, buyer for our new Men's and Boys' Clothing departments and Mr. S. C. Kendis, buyer for our new Men's Hat and Men's Furnishing departments.

We will open these departments under The Bennett Company's own management, about April 1st, with an entirely new, fresh and up-to-date line of merchandise. In taking over these departments, we anticipate the same great results and success that we experienced in the opening of our own Dry Goods and Ready-to-Wear departments.
Success to Buyers and Managers of All Depts. During this Great Sale.

Albert L. Schantz

Buyer's Sale in Notions

Women's Neckwear, Ribbons, Laces and Embroideries, and Art Needle Work



In selecting these specially priced items as my contribution to the many bargains in this Buyers' Sale, I have borne in mind women's universal love of bargains that combine usefulness with daintiness, and also to show appreciation of the decided encouragement accorded my departments, I intend to make it worth every future shopper's while to take a look at my department for prices and values.

N. S. Metzger

- Notions**
Knoxall's Basting Cotton, 500 yards to spool, worth 5c, at 2c
Seam binding, all silk, full width, all colors, worth 10c, at 5c
Kleinert's light weight Dress Shields, worth 20c and 25c pair, 100 silk Featherbone, worth 10c yard, at 5c
- Women's Neckwear**
Three yds. hemstitched Chiffon Veils, worth 75c, at 39c
Hemstitched and scalloped edge embroidered collar and cuff sets, worth 25c a set, at 10c

- 1,500 Plauen Lace Collars, worth 25c and 30c each, at 15c
- Ribbons**
5-inch all silk taffeta Ribbon, worth 25c a yard, at 10c
4-inch warp print ribbon, white grounds, flower designs, worth 35c a yard, at 12 1/2c
4-inch soft French Taffeta Ribbon, worth 45c a yard, at 17c
- Laces and Embroideries**
4 1/2-inch fancy dress nets in white and coral, suitable for waists and dresses, worth 75c a yard, at 29c

Art Needlework, Etc.

- Kloster Embroidery Silk, worth 20c dozen, at 7c
Fancy Pillow Tops, worth 25c each, at 5c
18-inch Battenberg Squares, worth 50c, at 23c

Buyer's Sale in Linens and White Goods



My friends said to me when I started in that I didn't have a good location in the store. To tell the truth, I was a little disappointed with it myself, but it was the best that could be done. The location is now all right because the values I've been giving got people to know where I am.

I've been more than pleased with the business done. The management is also pleased with it, I am sure. All my life I've been in the linen business, and am telling you the truth when I say that in this buyers' sale, the goods here advertised are advertised at the same price, and in some cases less than what I'd have to pay for them now.

I just want to jump in and have you talk about me more than ever.

J. J. McDonough

- 50 dozen Hemmed Wash Cloths at each 1c
100 dozen Hemmed Huck Towels, 18x36—50 dozen Bleached Turkish Towels, 18x46, each 7 1/2c
12 1/2c Bleached and Unbleached Crash Toweling 9c
8c Turkish and Hemstitched Huck Towels 25c

- 50c Cream Table Damask, yd. 35c
75c Bleached Table Damask . . . 50c
1 1/2c Bleached and Cream Table Damask, yard 85c
21-inch Bleached Table Napkins, worth 75c dozen, at 50c
21-inch Bleached and Cream Table Napkins, worth 1 1/2 doz. 89c
23-inch Bleached Damask Napkins, worth 43 dozen, at \$2.00

The enormous task of supervising today's heavy advertising has been greatly lightened and made pleasant by the enthusiasm and earnestness of every buyer. Each seems to feel he has a superb opportunity to make good, that he is freed from the ordinary restraints, cost, expense, etc., and that he can make prices to secure for his department phenomenal sales.

I have permitted each buyer to express himself in his own way, over his own signature, thus giving a touch of novelty and originality in today's heavy advertising.

W. H. Sturges

Advertising Manager for The Bennett Company.

Buyer's Sale in Silks

Dress Goods, Wash Goods and Domestic

Never before have I had the power to do exactly as I saw fit with my merchandise. In making prices for this sale, I ignore the actual cost. I have made extraordinary efforts to crown the biggest selling event of any one man ever attempted in Omaha; therefore, I must have results, and hope to see every woman in Omaha or vicinity in my department during this sale. I leave for New York next week.

Frang A. Cramer



SILKS

- 45 inch Silk Grenadines, black only, striped or embroidered, regular prices \$1.50, \$2 and \$2.50, Buyers' Sale price 29c
\$1.25 Black Taffeta, every yard guaranteed, best wearing quality made, yard 69c
\$1.00 Black Washable Taffeta, needs no introduction, the name tells the story, yard 44c

DRESS GOODS

- CHALLENGE OTHER MERCHANTS TO OFFER VALUES LIKE THESE AND GIVE THEM, TOO!**
CHOICE FOR 49c A YARD
- 46-in. Black Chiffon Panama, sells for \$1.00 a yard, at 49c
44-in. Black Mohair, best quality offered for \$1.00 a yard, at 49c
46-in. Black Chiffon Taffeta, sells for \$1.00 a yard, at 49c
46-in. Black Batiste, best quality, worth \$1.00 a yard, at 49c
50-in. Black Check Voile, new weaves, worth \$1.25 a yard, at 49c
48-in. All Wool Batistes, in cream, navy blue, new shades of brown, tan, red, etc., worth \$1.00 and \$1.25 a yard, at 49c
18c Chambray Gingham, yard 5c
36-in. plain navy blue Suiting, good as Danish cloth, sells for 25c, at yard 8c
Unbleached Sheets, in large 9-4 size, rare bargain, each 29c
Bleached Pillow Cases, made of elegant quality Muslin, hemstitched, worth 16c and 18c each . . . 9c
Gray Wool Blankets, only half wool and cheap at \$3.00, buyers sale price, pair 1.44
Comfortables in largest sizes, elegant qualities, worth up to \$2.00, now 98c
- 75c and 65c Cream Wool Voile and Crepe, 40 in. wide, fancy Brown Mohairs, bargain at yard 19c
54-in. New Volles, black, brown, navy and medium blue, worth \$1.25 and \$1.00, pretty web effects, yard 29c
54-inch Navy Blue and Black Panama and 50-inch Black Batiste, very fine and heavy, worth \$1 yard, at 39c

\$30,000 Worth of Ladies', Misses' and Children's Ready-to-Wear

I mentioned this amount January 1st, 1907. Not too much, but enough to surprise you, when I say that every dollar's worth must be sold before I go to New York, February 1st.

Notwithstanding that this has been an exceptional cloak and suit season, I still have about 175 suits and 350 coats of this season's most approved styles, that will be offered in this sale.

Watch the Knife as It Cuts Prices—as Prices Were Never Cut Before. The Knife Never Had a Keener Edge.
A. M. Baldridge



- TAILOR MADE SUITS MUST GO AT LESS THAN HALF PRICE**
\$22.50, \$19.50 and \$15 Women's Suits for \$7.95—Styles are Eton, pony coat and 23-inch tight-fitting; cloths are broadcloth, chevrot and fancy mixtures.
- WOMEN'S COATS**
\$25 and \$22.50 Coats for \$10—Just 100 for Monday's selling, made of fine kersey, tight fitting and semi-fitted styles, 52 inches long, full satin lined, handsomely tailored.
- FUR COATS**
\$200 Mink Coat at \$100
\$100 Russian Pony Coat at \$50
\$100 Sable Squirrel Blouse at \$50
\$75 Near Seal Blouse at \$37.50
\$95 Natural Squirrel Blouse at \$47.50
50% Discount on all Small Furs.
- WAISTS**
\$1.25 Fine Flannel Waists, all colors, for 69c
\$1.95 Brilliantly Waists for 95c
\$2.50 Embroidered Nuns' Velling Waists for \$1.19
\$3.95 Nuns' Velling Waists, lace inserting trimmed \$1.95
\$5.00 Tailored Taffeta Waists for \$1.95
\$5.95 Plaid Saxony Flannel Waists for \$1.95
- BATH ROBES**
\$3.95 Molekin Flannel Bath Robes for \$1.95
\$5 Elderdown Bath Robes for \$2.95
\$7.50 Elderdown Bath Robes for \$4.48
- DRESSING SACSQUES, KIMONAS AND WRAPPERS**
75c Flanellette Dressing Sacsques 39c
\$1 Flanellette Kimonas for 69c
\$1 Flanellette Wrappers for 59c
- MUSLIN UNDERWEAR**
EXTRA SPECIALS FOR MONDAY
50c Corset Covers, lace and embroidery trimmed 19c
75c Drawers, wide flare ruffle, embroidery and lace trimmed 39c

- Silk Petticoats**
\$6.50 and \$5 Taffeta Silk Petticoats for 3.95
- \$25 Evenings Coats, handsomely trimmed in braid and embroidery, white and pearl gray, for \$10.**
- Children's Caps**
25c Elderdown Cap, lace trimmed, at 9c
60c Astrakhan and Bearskin Cap 19c
- My stock of Children's Coats is too large, consequently price cuts no object in this sale. All must go, and go they will, this week.
- CHILDREN'S COATS**
\$2.98 Children's Coats, 2 to 6 years \$1.48
\$3.98 Children's Coats, 2 to 6 years \$1.98
\$5.00 Children's Coats, 2 to 6 years \$2.50
\$7.50 Children's Coats, 2 to 6 years \$3.75
\$3.00 Children's Coats, 6 to 14 yrs. \$1.50
\$5.00 Children's Coats, 6 to 14 yrs. \$2.50

Buyer's Sale in Hosiery

Underwear, Glove and Handkerchief Depts.



The boss says I have full swing during this sale, and I'm going to show the people of Omaha what I can do. I'm going to have every customer in Omaha and vicinity talk about the big bargains they got in my department during The Buyer's and Managers Sale—for a year to come. My stocks are all new, and in fine condition, regardless of heavy selling during the holidays. I have completely overlooked the cost during this sale. Come and let me prove it.
M. J. Malone

- Hosiery**
Ladies' fast black, full, regular made Hose, 25c quality, pair, at—
16c
- Underwear**
Ladies' Egyptian Cotton and Wool Plaited Vests, 50c and 65c quality, at—
29c
- Gloves**
Ladies' 1-Clasp Lambskin Gloves, \$1.00 quality, pair 59c
Ladies' 16-Button Silk Fleece Lined Gloves, \$2.00 quality, pair 1.25
- Handkerchiefs**
Ladies' hemstitched embroidered and lace edge Handkerchiefs, 10c quality, each 5c
Men's 18-inch pure linen Handkerchiefs, 1/4 and 1/2-in. hems, 15c quality, each 9c
- Boys' fast black, extra heavy, Bicycle Hose, 15c quality, pair—**
10c
- Ladies' Ribbed Cotton Fleece Union Suits, 50c quality, a suit—**
31c

Buyer's Sale in Millinery



Encouraged by the response and the interest shown by our patrons during my first year's association with The Bennett Company, I desire to thank them for the way they praised and complimented my Millinery department; not only praised and complimented it, but purchased again and again. This is our last effort previous to our New York buying trip. This will be strictly a customer's gain and our loss; nothing reserved, and no prices doctored for this half price sale.
H. C. Howard

Half Price Bonafide Sale of Millinery—Second Floor

Buyer's Sale in Jewelry, Leather Goods, Combs, Belts and Umbrellas

My stocks are all new, clean, up-to-date merchandise. I have no chestnuts. If an article is out of date, price is no object, it must be sold at any price. The bargains quoted here are all new, dependable goods at prices you never saw them sold at before. You can buy here with confidence. I carry only medium and high grade lines, and prices are right. My salesladies are all experienced, and whatever they tell you as to quality we will back up. Our motto is: "Your money's worth or your money back."
J. D. Williams



- Mantel Clocks, 3 days, strike hour and half hour, large, fancy enameled wood, marbled columns, gold and bronze trimmings, 15 different styles, sold at \$5, \$6 and \$7.50, fully guaranteed, choice \$2.98
All Leather Strap Back Purses, \$1 value 69c
- Gent's 18 size 17-jewel Elgin or Waltham movement, in solid nickel case, regular \$12 value, for \$5.98
Fancy Mounted Back Combs, 50c and 75c value, at 10c
Rogers' Teaspoons, set of six for 48c