

FIRE! FIRE!

Everybody knows We Had a Fire

It broke out last Tuesday evening in Piano Department, Third Floor, causing much damage to stock in that department. Fire and smoke turned the stock there, sure enough! Elsewhere in this newspaper you will find a special ad of special moment to prospective piano buyers. IT'S THE SUM TOTAL OF BENNETT'S GREAT FIRE SALE.

Considerable damage by water was administered to other departments because copious samples of the Big Muddy "seeped" through the floors till said samples finally reached the basement. On the journey thither, numerous items of cookery and cut glass were badly soaked. This occurred on the Second Floor. On the Main Floor the heat temperature (such a mean thing), especially in the Clothing Department, was raised several degrees, and in the basement, for all we know, some hands and feet were ever-smoked, or at least badly scorched. Thanks to the Fire Department and newspaper reporters (and they both responded most promptly to the call of duty, as it is their nature to)—WE ARE GIVEN A TRANSCENDANT OPPORTUNITY FOR A RAGING FIRE SALE. It's almost criminal to let go of it, but we are determined that we will not know either the joys or the excitements attendant on such a jamboree, and we are actuated thereby by a certain well defined desire to the comfort—mental, physical and otherwise—of an already overworked and sadly harassed public. The die is cast; such is our resolve; so help me, Samson!

We have a few dollars' worth of merchandise in several departments that we will sell at whatever it is worth—maybe we'll give it all away—but there will be no fire-works, no pyrotechnics, no drum-beating, no horn blowing, nor will there be any red flags.

We are advised by many friends (out of respect to them we make the acknowledgment) that, having received, as aforesaid, we are sacrificing the opportunity of our merchandising lives, etc., etc. Our decision, however, is irrevocable, we cannot, we will not rise to the occasion, and, bless ye, it's all for the sake of an aforesaid overworked and sadly harassed public. We are quite willing, however, that the other fellow should have a great fire sale when he so elects, provided somebody really tramps on a match or carelessly drops the business end of a cigarette in the near presence of his merchandise or, as happened in our case, a faithless electric wire helps him out.

Sale of Black Ribbons

Seconds
The little imperfections which caused these ribbons to be classed as "seconds" would have been ignored by an ordinary manufacturer, but this maker grades every bolt as "seconds" that has so much as a pin hole in it.

3 in. wide, 20c value, yard **10c**
5 in. wide, 30c value, yard **15c**

Special in Art Neediework

2,800 Pillow Top Patterns, including back, a manufacturer's lot of this season's designs, we will close out at half less than regular value.

Various new designs for apron, shadow and solid work. A competent teacher to give instructions in the various stitches, regular value \$1.00, at **19c**

Linens and White Goods

39c Cream Table Damask, at **29c**
50c Cream Table Damask, at **35c**
75c Bleached 2-1-1 Cream Damask, 59c
85c Bleached 2-1-1 Cream Damask, 69c
\$1.00 Bleached and Cream Damask, 79c
75c Bleached Napkins, dozen **49c**
\$1.25 Cream Napkins, dozen **\$1.00**
\$1.85 Bleached Napkins, dozen **\$1.59**
\$2.25 Bleached Napkins, dozen **\$1.75**

Domestics

Best American Prints all colors, 4 1/2c
85c and \$1 Sheets, best value, largest size, each, 59c
34-in. Light Percales, best 12 1/2 and 16c grade, 6c
Cotton Challies, full piece, best styles, Monday, 3c
3-4 Sheeting, best grade that sells for 34c, Monday, 25c

Special Values in Wash Goods

French Gingham in pretty blue, with jaquard designs, elegant for dresses, etc., Monday, 12c
Plaid Gause, very sheer and beautiful, worth 25c yard, at **9c**
30 pieces white Rajah Suiting, looks like silk, Rajah we've sold at \$1.25, will launder beautifully, Monday, 11 1/2c

PIANOS

Damaged by Fire and Smoke
On last page, editorial section of this paper we make an announcement of a special sale of pianos damaged by fire and smoke. Prices we make on these damaged pianos are not a circumstance in the consideration of qualities. They are not burned, their "internals" are in perfect condition. The case only is slightly marred—the result of scorching, or of rough handling by firemen in their efforts to get to the seat of the fire which visited us Tuesday evening last.

There are no water damaged pianos in this sale. Every Piano so injured has been shipped back to the factory to be rebuilt. Read the special ad on last page, editorial section, and attend.

The Bennett Company

Tailored Suits

BERGER'S SUITS AT TWO-THIRDS OFF


A Grand Offering Monday

BENNETT'S SUITS At One-Half Off

SKIRTS

\$5 Women's Fine Panama Skirts, several styles **2.95**
\$7.50 Women's Fine Panama Skirts, pleated styles **3.95**
\$10 Women's Taffeta Silk and Panama Skirts for **4.95**
\$2 Linen Duck Skirts for **.95c**

'mong the Crockery



IROQUOIS

IRIQUOIS CHINA
The Finest American China Made—We show several patterns in open stock—buy one piece or a hundred, full sets at—
\$22, \$25 and \$32
Monday 10 per cent off on all sales of \$1 or over

MONDAY—ALL DAY 33 1/2 PER CENT OFF ALL WHITE CHINA FOR DECORATING. NOTHING RESERVED. ALL AT ONE-THIRD OFF.

FIVE TIMES GREEN TRADING STAMPS WITH ALL SALES IN CHINA DEPARTMENT OUTSIDE OF WHITE CHINA

Toys
The Strongest Center Wagon Made, will carry 1,000 lbs., easy running, special, \$9.99
Hand Cars, nine different kinds, prices \$1.75 to \$4.50 and \$3.99
See the Sunset Flyer, at \$3.99

BERGER'S SUITS

One-Third Regular Price
\$30.00 Tailor-made Suit for **\$10.00**



BENNETT'S SUITS

One-Half Regular Price
\$30.00 Tailor-made Suit for **\$15.00**

Not a Suit in stock reserved.

SILK SUITS

Berger's Price. Our Price
\$25.00 Taffeta Silk Suits for **\$12.75**
\$35.00 Taffeta Silk Suits for **\$16.75**

LINGERIE DRESSES

Made of Persian, Lawn and Mull, handsomely trimmed in Val. lace, inserting and embroidering.
\$15.00 Princess or two-piece styles for **10.95**
\$15.50 Princess or two-piece styles for **13.50**
\$15.00 Princess or two-piece styles for **17.48**

MISSES' AND JUNIOR SUITS

\$15.00 fancy Cheviot Suits for **\$7.95**
\$5.00 fancy Cheviot Coats for **\$2.95**

WAISTS

50 dozen Lawn Waists, Val. lace trimmed, \$1.50 value, 59c
\$5.00 Tailored linen Waists, 2.48
\$5.00 Lace and Net Waists, 2.48
\$10.00 Fine Lace and Chiffon Waists for **5.95**

Laces and Embroideries

Special in the New Robe Department—Wear Pattern Room.
200 Beautiful Bizarre Embroidery Robes, made in the newest styles, with beautiful wide embroidery. Embroideries combined with Val. lace, regular price \$19.50, each at **\$13.95**

48-inch Skirt Flouncings, suitable for dresses so much in demand this season, a range of pretty designs, worth up to \$1.50 yard, at **95c**

5,000 yards Fine Embroidery Sample Strips, worth up to 25c yard, at **7c**
All-over Embroideries, 25 inches wide, 2,000 yards all dainty new patterns, suitable for waists and yokes, worth 50c yard, at **25c**

700 yards 18-inch, Crease Cover Embroidery in twenty new and beautiful assorted patterns, worth up to 50c yard, at **25c**
French and German Val. Lace in complete sets of 3, 4 and 5 widths of insertion, sold elsewhere at 10c and 15c yard, now at **5c**

Fine New Lot of Torchon Laces, 1 1/2 to 4 inches wide, mostly all match sets, worth up to 10c a yard, at **5c**

Picture Section—Gifts for the June Bride

"Days in Old Virginia," by W. G. Taylor, a most appropriate subject, ready for framing, \$2.50 and **\$1.25**
Cupid Awake and Cupid Asleep Pictures, specially designed frames, \$5, \$3.75, \$2.75, \$2 and **\$1.25**
Water Color Heads in oval gold frames, beautiful subjects, special June price **\$1.49**
"Fireside Fancies," in specially designed frames, at \$2.50, \$1.50 and **79c**
Water Colors, Imported Photogravures and Oil Paintings, \$250 down to **\$8.00**
Biggest and finest display of ready framed pictures west of Chicago.
See Our June Wedding Suggestion Window Display.

Silks Silks

2,000 yards genuine Rajah (name on selvage), styles are exquisite, swell pongee shades with plaids or stripes for coats and suits, checks of all colorings—baby blue, tan, black and white stripes, etc.—regular price \$1.50; Monday, 69c
(We sponge these goods for 5c per yard.)

3,000 Worth of Silk in One Large Lot at 50c—Consisting of the very choicest collection of this season's newest silk weaves, in hundreds of pretty designs—checks, stripes or over-plaids; latest russet browns, tans, grays or delf shades; some 27 inch wide checks; 24-inch best foulards, swell navy blue colorings, greatest bargains ever offered—instead of \$1.00 and \$1.25, 59c on sale, yard.

85c New Silk Suitings, in neat, stylish effects—checks of pretty gray, green, red, navy blue, etc.; Louisines always wear—on sale Monday, yard **39c**

Silks for 28c—Another tremendous lot of best 75c taffetas, especially desirable for undershirts, extra heavy and rustles—pure silk in browns, greens, grays, etc.—yard, Monday, **28c**

Dress Goods MONDAY ONLY EXTRAORDINARY VALUES

\$1.50, \$1.25 and \$1 Novelties at 35c—Another occasion to secure your choice of the best dress goods shown in Omaha at the prices of \$1.50, \$1.25 and \$1—any style you want, all new—checks, stripes or plaids, light or dark colors, no exaggeration, Monday, yard **35c**

Cream Wool Goods—50c Cream Bedford Cord for suits or waists, skirts, etc., on sale, yard only **29c**
\$1.50 Cream French Serges, 52 inches wide, best quality we have, Monday, yard **89c**
48-in. best wool Cream Panama that sells for \$1 yard, at **59c**
Cream Mohair in elegant fancy styles, neat patterns, worth 50c, Monday, yard **29c**

Another Important Black Taffeta Sale

15-in. pure silk wool Taffeta for dresses or waists, make elegant jumper suits, worth \$1, Monday, yard **64c**
27-in. Black Cleola Taffeta Silk, best wearing Taffeta in this market, you'll like it, on sale, yard, at **95c**
36-in. Black Cleola Taffeta, best wearing Taffeta for undershirts, coats, etc., very heavy, Monday only, yard **\$1.18**

Corsets

50c, 75c and \$1 Corsets, on sale Monday at **21c**
2d Floor

White Goods

25c dotted and embroidered Swiss, 17c
35c fancy Waistings, yard **25c**
50c Persian Lawn, yard **32c**
75c sheer Linen, yard **50c**
\$1 54-in. linen Suiting, yard **75c**
\$1.25 90-in. Sheeting for suits, yd., **\$1**

Furniture Section

Third Floor
It would look good to you to find a nice big \$5 bill in a dresser just delivered by "The Furniture Man," wouldn't it? Suppose you buy one of our \$30 Dressers **\$15** for
Be the same thing, wouldn't it?
We're doing this on Everything—\$2 to \$5 on Chiffoniers; \$10 saved you on Parlor Suites; \$3 to \$7 on a single Kitchen Cabinet.
Think of it. Come and see if we're doing it or not.

Our Drapery Department is Overstocked

Must be cut in two during the next few days.
Lace Curtains, Madras Curtains, Leather Portieres, Screens of all descriptions, Shirt Waist Boxes and all kinds of piece goods, such as Swiss, Cretannes, etc., at big reductions.
One lot Remnants, each at **5c**
One lot Screen Frames, each at **59c**
One lot filled Screens at, each **98c**
One lot White Curtain Loops, pair **3c**
One lot Ruffled Swiss Curtains, pr **98c**
THIRD FLOOR

Hardware and Housefurnishings

Steel Screen Door Hinges, regular 15c value, for **10c**
Children's Garden Sets, at 25c, 15c and **10c**
And Twenty Green Trading Stamps.
Gasoline Ovens, best quality—\$1.98, \$1.75 and **\$1.25**
And Thirty Green Trading Stamps.
Extra good No. 20 Adjustable Screen Window Frames, at **12c**
Knocked Down Screw Frames, 34x34, can be made smaller to suit window, special, **15c**
Lawn Mowers—All sizes and grades, up from **\$2.75**
Grass Catcher Free With Each Mower.
Screen Doors, complete with hinges, at \$1.25, \$1.50 and **98c**
And Thirty Green Trading Stamps.
High Lawn Sprinkler, best made, regularly sold for 65c, at **45c**

Bennett's Big Grocery

There's scarcely anything in Omaha's retail life more emphatically demonstrated than the superiority of BENNETT'S BIG GROCERY over all competitors. This superiority is established by the convincing proofs of a huge business.

Bennett's Golden Coffee, lb. **26c**
And 30 Green Trading Stamps.
Roasted Santos Coffee, lb. **18c**
And 10 Green Trading Stamps.
Basket First Japan Tea, lb. **38c**
And 20 Green Trading Stamps.
Pepper, pure, ground, 1/2-lb. can, at **10c**
And 5 Green Trading Stamps.
Diamond S Preserves, large jar **28c**
And 20 Green Trading Stamps.
Bazis Macaroni, pound packages **12 1/2c**
And 10 Green Trading Stamps.
Egg-O-See Toasted Corn Flakes, 4 pkgs. **25c**
To Close Out—15c Diamond S Vegetables, can, at **10c**
Bayle's Herring, jar **10c**
And 5 Green Trading Stamps.
Marshall's Kipper Herring, can **20c**
And 10 Green Trading Stamps.
Burham's Cham Bouillon, bottle **10c**
And 5 Green Trading Stamps.
Imported Sardines, can **10c**
And 5 Green Trading Stamps.
Three Star Salmon, can **20c**
And 10 Green Trading Stamps.
Tetley Tea Special—Yellow brand, lb. tin, **55c**
And 40 Green Trading Stamps.
New York Full Cream Cheese, lb. **20c**
And 10 Green Trading Stamps.
Blood of Grape Juice, pint bottle **25c**
And 20 Green Trading Stamps.
Preserves and Jelly, assorted, jar **10c**
Bennett's Capital Extracts, ass., bottle, **15c**
And 30 Green Trading Stamps.
Granulated Sugar—Double Green Trading Stamps.
Bennett's Baratin Soap, 9 bars **25c**
Gillette's Washing Crystal, dozen pkgs. **15c**
BENNETT'S CANDIES
Raspberry Drops, lb., 5c, 2 pounds **15c**
FRESH FRUITS AND VEGETABLES
Large supply fresh goods daily.
Several hundred large, ripe, juicy Pineapples, an opportunity for canning, worth 12 1/2c, Monday's price **7 1/2c**

Green Tag Sale --- Carpet Section

Every Room Size Rug in the House Marked With a Green Tag, Indicating a Big Out in Price.

Genuine Royal Wilton Rug, 9x12, at **\$35**
Best Axminster Rug on the market, 9x12, at **\$23.75**
Body Brussels Rugs in highest qualities, 9x12, at **\$28**
Room Size Tapestry Brussels, extra high, all wool pile, 8-8x 11, at **\$10.75**
Prices on Carpets Out to the Limit Third Floor