

## The Bennett Company



**THE SIGNIFICANCE OF AN EVENT** Horse Show Week is fashion's grandest inspiration. It is fashion's triumph. It is fashion's seed and flower. This is the most significant week in the calendar for the tasteful dresser—man or woman. It is now that the world's style-fertility is emblazoned in all its beauty and worth. Omaha's Fourth Annual Horse Show finds this great store splendidly equipped to explain and illustrate Dame Fashion's object lessons. Values we offer on this page prove emphatically the strength of our buying organization, a strength that is eloquent not only in extraordinary price concessions but rather in the magnificence of the fabrics and the finished garments herewith offered. Our extraordinary success in leading the way for a public demand for higher grade merchandise, yields us the right to be recognized as Omaha's great style store.

### Fine Silks

The grandest collection of fine silks in Omaha. We sell the very best silks only. Quality is the first consideration; style and price follow. These silks are not common, they have an individuality.

#### Pure Silk Plaids

\$1.25 and \$1.00 pure silk plaids, no other store offers these rich new silk plaids cheaper than \$1.00 and \$1.25; the colors are the choicest, qualities the best. Monday your choice, yd. 59c

#### Black Taffeta Silks for Monday

27 inch black Taffeta Silk, guaranteed to wear; "Cleola" the famous silk handled by us exclusively in Omaha; very heavy and lustrous, Monday, per yard 79c  
Received twenty-five pieces of beautiful novelties for evening wear, swell styles, some come in colored grounds with broad satin stripes and floral designs, Monday special, at per yard 59c and 75c

**FALL COATS FOR WOMEN**—We are showing all the varied styles that are authentic and up-to-date; the long loose effects, the semi-loose effects and the tight fitting. There's also the nobby thirty-six inch Prince Chape Coat. Whatever your taste or pocket-book, we guarantee you a perfect fit.

**Loose Box Coats**—Made of broadcloth, 52-inches long, satin lined throughout, collar and cuffs trimmed in velvet and braid; special Monday price 9.75

**Tight Fitting Coats**—Made of fine chiffon broadcloth and lined throughout with guaranteed satin, handsomely tailored; special Monday 19.50

**Broadtail Caracul Coats**—Made of fine imported cloth, 24 and 26-inches long, double breasted, collar and cuffs handsomely trimmed in braid and buttons, Skinner's satin lined; special Monday price 19.50

### BEAUTIFUL COSTUMES

Costumes of chiffon, lace, voile, messaline and taffeta silk, at—\$49.50, \$69.50 and \$89.50



**FALL SUITS FOR WOMEN**—The accompanying illustration represents one of a score of styles; each style guaranteed strictly correct. These suits are tailor-made; are the proper lengths for smart dressers. There's individuality in each and our prices are less than you'd willingly pay.

**HANDSOME TAILOR-MADE SUITS** at \$19.50, \$29.50, \$39.50

New models for Horse Show week. The styles were never so chic as this season materials and colors that will please the most fastidious.

The popular shades in broadcloths are browns, blues, greens, plums, garnets and the staple black. For style and value they have no equal.

19.50-29.50-39.50

### EVENING COATS AND CAPES, of broadcloth, handsomely braided at—

\$19.50, \$25.00 and \$39.50

Your Criticism is **CHARMING WAISTS** Solicited. Evening Waists of dainty lace, filet nets and chiffon at \$7.50 \$12.50 \$15.00 and \$19.50

See the Horse Show Windows

### Dress Goods

We sponge and shrink every yard of dress goods. We positively guarantee our materials will not spoil or shrink after wearing.

#### Fancy Broadcloths

52-inch Fancy Broadcloths; these goods are in great demand for suits or separate skirts, come in all the new shades, make up very swell coat suits, on sale Monday per yard 89c

54-inch suitings striped effects, gray grounds with mixtures of various colorings, red, green or black. This cloth will wear, usually sells for \$1.25. Monday per yard 64c

#### Imported French Cloth

Fine imported French Cloth plaid suitings, beautiful fall colorings, rich brown or navy blue grounds, with black over plaids, black effects. Exclusive French materials for suits or separate skirts. Monday per yard \$1.00

\$1.50 to \$2.50 new striped broadcloths for coat suits, separate skirts or coats; every color you desire, stripes come in various widths, in wine, brown, navy grounds with black stripes. The new styles just arrived; 52-inch wide Monday \$1.58 per yard.

### Sale of Fine Cotton Blankets

Cotton Blankets, in all colors, the best \$1 Cotton Blankets, in pretty borders, Monday, 39c per pair 69c  
\$1.35 Cotton Blankets Monday in all colors, large size pair .89c  
\$1.50 largest Cotton Blankets, extra heavy, per pair \$1.19  
\$2.00 Cotton Blankets in gray, tan or white, Monday \$1.39

### CHARMING MILLINERY FOR HORSE SHOW

There is really no parallel to the prices we make for Monday and Tuesday in fancy dress hats. For correct styles no millinery salon offers superiority. Hats in purple, and peacock shades; taupes, leathers, greens, browns and navys. We can suit any gown from our superb selection of hats.

#### REMARKABLE VALUES FOR MONDAY

A beautiful hat, trimmed with morning glories or roses, fancy pins, velvets and ribbons; a real swagger style. \$15

Same color combinations in fancy effects, difference in price due to slight difference in materials, at \$10

#### OUR GREAT \$5.00 LINE

Thoroughly stylish and correct, copied from imported models, exquisite creations, exclusively \$5

New line of Girls' Caps and Tams, in new materials, with ear laps; a great variety, at .75c-\$3

SEE THE WINDOWS—VISIT SECOND FLOOR



### Sale of Wool Blankets

18.50 and \$9 all wool plaid Blankets, in light blue, pink, tan, \$5.55 pair  
\$12 and \$14 All Wool White Blankets, the very finest grade we have—Monday, per pair \$8.95  
Some of these are traveling men's samples.

### LINEN SPECIALS

72-inch full bleached, heavy weight and good designs, worth \$1.35 each \$1.00  
24-inch bleached satin damask napkins, no table cloths to match, worth \$4.50 per dozen \$3.50  
Battenberg Scarfs, 18x24-inch, well made and durable, worth \$1.00 each \$1.00  
Bed Spreads, full bed size, hemmed, good weight and good designs, worth \$1.25, each \$1.00

### PENINSULAR RANGES

A Cold Water Coming Buy That Stove Now  
Peninsular Oak Heater 6.50  
Peninsular Art Base Burner \$25  
Peninsular Advance Steel Range \$25  
Perfection Oil Heaters, 4.75

### Laces and Embroideries

Swiss and Nainsook embroideries with edges and insertions to match, from two to five inches wide, worth up to 20c, per yard 5c  
20-inch Cluny and Venice lace all over, suitable for waistings and yokings, worth \$2.00, per yard 59c  
18-in. corner cover embroideries, in twenty-five new assorted patterns, worth to 50c, per yard 25c

#### VEILINGS

10,000 yards chiffon veilings in all the new fall colors, worth up to 15c, per yard 15c  
Linen embroidered coat sets, worth to 25c, per set 25c  
Large and new assortment of feather boxes, ranging in prices from \$2.88 up to \$25.00 each.

#### Art Needlework Dept

1,000 stamped pillow tops, all new designs, worth up to 10c, each 10c  
LAUNDRY BAGS—20 by 29, made of fancy cretons, worth up to 10c, each 10c  
All kinds of stamping done at the Art Needlework Department. A complete line of new patterns.

### HIGHEST GRADE China and Cut Glass



Cut Glass in a glare of beauty. The Crystal Room, Libbey's complete line of new cuttings at prices no higher than the common kinds of glass.

Handsome Electroliers, bent glass effects, hand painted shades, French Bronze, Japanese Bronze and Gilt finishes, \$5.00 to \$75.00.  
Dinnerware and Dinner Sets, \$150.00, \$125.00, \$100.00, down to \$8.00 for 100-piece sets.  
Steak, Chop, Berry, Salad, Chocolate, Tea, Salts, etc., all prices.  
Novelties in China and Glass not to be found elsewhere.

### Specials in ART SECTION

See the picture values in our Nancy St. window  
The Sun-bonnet children, for the baby's room, 19c  
Oval, Gilt and Black framed heads, regular 69c values, each \$1.50  
Daniel's Answer to the King, each \$1.39  
The Feast ..... \$1.79  
Many other items specially priced for this sale.  
Get our prices on framing, we do the work right.  
Large assortment of Burnt Wood, start now.

### RENOVATING SHEET MUSIC SALE

To make room for new stock we will sell all popular music Monday at 17c per copy:  
"Love Me and the World is Mine," "While You Are Mine," "Dreaming," "Moonbeams and Dreams of You," "Every Little Bit Added to What You Got, Etc.," "Under the Tropical Moon," "San Antonio," "Napsies," "Jolly" with or without words, "Awakening of the Birds," "It Is Very Far to Heaven," "March of the Teddy Bears," "Lady Mine," etc. Monday only.  
Half off on Schirmer's Library and Wood editions.

### Trust-worthy Suits For Boys

The Jiu Jitsu knee trouser suits of all wool waterproofed materials, are the greatest boy suits on earth for \$4

### "Forest Mills" HAND TRIMMED UNDERWEAR

Exclusive agents for "Forest Mills" hand trimmed underwear for ladies and children. Made from the finest selected yarns and considered the best fitting underwear.  
Ladies' medium weight vests and pants, combed yarn, at .50c  
Ladies' heavy weight vests and pants, combed yarn, at .60c  
Ladies' heavy weight vests and pants, fine merino, at \$1.00  
Ladies' medium weight vests and pants, silk and cotton, at \$1.25  
Ladies' medium weight vests and pants, silk and wool, at \$1.25  
Ladies' heavy weight vests and pants, silk and wool, at \$1.25  
Ladies' medium weight union suits, combed cotton, at \$1.00  
Ladies' heavy weight union suits, fine merino, at \$1.25  
Ladies' heavy weight union suits, fine merino, at \$1.25  
Ladies' heavy weight union suits, silk and wool for \$2.25

### DRAPERY

Silver End, full brass plated Curtain Rods, extend to 54 inches, each 7c  
White cotton Curtain Loops, 36 inches long, with tassel, pair 3c  
Ruffled Swiss Curtains, full size, dots or figures, per pair 89c  
Irish Point Curtains, neat dainty effects, for parlors, sell up to \$7.50, pr. \$3.89  
Genuine Red Cedar Shirt Waist Boxes, strictly moth proof, each \$8.75 & \$6.75  
Matting Covered Skirt Boxes, 48 inches long, ea. \$6.75



### The New Corsets

When planning the new gown for fall and winter be sure to study the new American Beauty corset models. Note particularly the high bust and long hips, these are the essential changes that mark the latest styles.

A careful study of the various well known corsets will reveal the fact that the "American Beauty" models have been planned along the most exquisite lines, and are most admirably finished.

EXPERT CORSETIERS are constantly in the department to aid in the fitting of new models, and you are cordially invited to benefit by their experience and skill. All corsets from \$2.00 up are fitted free.

American Beauty Corsets Range from \$1 to \$5

### Bennett's Big Grocery

The finest values in fresh roasted Coffee. Roasted in department. Three thousand one pound packages of Bennett's Capitol Coffee, two packages 56c and list of green trading stamps  
This will be served fresh with whipped cream. Try it before you buy.  
Salmon, smoked, can 15c  
And 5 Green Trading Stamps.  
Batavia Currants, pound 12 1/2c  
And 10 Green Trading Stamps.  
Blood of Grape Juice, pt. bottle 25c  
And 20 Green Trading Stamps.  
Dr. Price's Food, four packages 25c  
Australasian Valencia Raisins, lb. 15c  
And 5 Green Trading Stamps.  
Diamond S Preserves, large jar 25c  
And 20 Green Trading Stamps.  
Life Buoy Soap, six cakes 25c  
And 10 Green Trading Stamps.  
Shredded Codfish, 3 packages 25c  
And 10 Green Trading Stamps.  
Bennett's Capitol Baking Powder, pound can 24c  
And 20 Green Trading Stamps.  
Bennett's Capitol Wheat, packages 11c  
And 10 Green Trading Stamps.  
Pepper, pure ground, can 10c  
And 5 Green Trading Stamps.  
Diamond C Soap, nine bars 25c  
POTATO SPECIAL  
Early Ohio Potatoes, splendid quality, bushel 80c

### FURNITURE....



GO-CART sale. \$18.00 kind for \$9.00  
KNOX COLLAPSIBLE—Regular \$8.00 kind, while they last—\$4.00  
This is an opportunity to get a Go-Cart at your own price.

SPECIALS ON BUFFET and CHINA CLOSETS  
Six patterns of Bed Davenports at less than cost. New line of parlor rockers in polished or wax finish quartersawed oak for 3.78  
24x24-inch Parlor Tables, beautiful style and finish, French leg, best construction in genuine mahogany. BIRD'S EYE MAPLE Or large flakey quarter sawed oak, remember the price 4.98



STOOL  
Stool like cut, Bamboo with Chinese matting top, Monday each 19c

### HORSE SHOW FOOTWEAR

We are demonstrating daily that we are equipped of furnish dress and evening footwear to the critical buyers of Omaha.  
Evening slippers to match your costume; blue, pink, red, white, lavender, kid and calf and the new brown shade of Schmidt's cleanable colored calfskin. \$5  
Pink, blue, white, canvass, Gibson ties and pumps, the right shades, \$2.50 values at \$1.98

#### AUTO BOOTS

Like Cut  
The proper footwear for the short skirt, bench made, cork filled soles, in tan button, tan lace, gun metal and patent coil \$5.00  
Riding boots, special for Horse Show week, only \$9.98

