



THE BENNETT COMPANY.



THE BIG STORE'S WELCOME TO Ak-Sar-Ben, Festival of the Golden West

To thousands of strangers within our gates; to the thousands more who are to come; greetings. The big Bennett Store wants you as its guests. We want to meet you and to extend the hand of welcome. Want you to know this store as Omahans know it, as thousands throughout the great middle west have learned to know it. Here are 56 complete stores under one roof selling everything you wear, eat, use in your home or in your business and at lowest prices in the entire western country. As a tribute to the thousands of visitors in the city we announce a week of tremendous bargains in every section, beginning Monday. Fall and winter merchandise of quality was never known to be offered at more reasonable prices. We want you to go home carrying with you pleasant memories of the Bennett store, and feeling that they have done you good. That you can say as did king Ak-Sar-Ben and his followers in days of old in search of a new realm, when they discovered this vast rolling plain and set up their kingdom. "This is indeed the land of gold, why should we journey further."

Dress Goods and Silks

From the leading looms of American and Europe. New weaves and new shades. Greatest assemblage of fashionable fall fabrics, a comprehensive variety, surpassing even our own former triumphs. Bennett's prices, always a source of wonderment to Omahans, are again creating much favorable comment. Visitors in the city will find it to their advantage to shop here. Monday we show unlimited variety of new dress materials **50c-75c-\$1-1.50** at.....

\$2.50 BROADCLOTHS \$1.45 — Fine chiffon finish, 50 pieces, every new color. These are Mill lengths with slight imperfections scarcely noticeable. For this reason alone we can offer \$2.50 goods, at **\$1.45** yard.

Mill Ends Broadcloths—Mills accumulate short lengths; these we buy often times less than half. This lot of lengths run 3 1/2 to 10 yards and come in every good shade. Quality same as **89c** sells at \$2.50, at, yard.....

Monday's Great Silk Sales

Do not go home without a visit to our silk counters. Always some extraordinary bargains every day. Monday you can buy a handsome 27-inch chiffon black Taffeta, rich and lustrous in finish; colored edge; best \$1.00 value on any counter; **69c** Our Price.....

500 New Tailored Suits in a Great Sale Monday



Positively Greatest Suit Values Known to Omaha Retailing are Offered. Carnival week bargains are specially prepared to make a record-breaking business and to spread the name and fame of Bennett's as the best trading place in the great middle west. Out-of-town people, this is an opportunity of momentous importance to you. Home folks will find it equally to their interests.

Every Suit a Marvel of Tailored Elegance

The styles reveal more pleasing effects than you'll see in a whole day's shopping about town. The new directoire influence is ever present. The beautiful slashed and scalloped coats, the refined empire modes, the smart clinging skirts are characteristics that stamp them as distinctly high class. The materials are broadcloths and novelty weaves. All priced as one seldom sees them, and representing savings of from \$5.00 to \$15.00 on every suit.

\$19⁵⁰ \$25⁰⁰ \$29⁵⁰ \$35⁰⁰

Evening Gowns for the Ak-Sar-Ben Ball—A display notable for its beautiful and practical styles, daintiest of ribbon, silk messaline and lace costumes, wonderfully wrought by cleverest designs in all delicate pastel and street shades, **\$100** upward to.....

Extraordinary Sale 54-inch Black Coats—New 54-inch fitted black broadcloth coats of superior quality; lined throughout with satin. Made with velvet collar and tailored in high class style. Distinctly a \$25.00 value, **\$15** at.....

Hosiery and Gloves

Appropriate for the Coronation and Cinderella Balls. Women's Geneva Silk Hosiery, double soles, pair **50c** Women's Black, all silk, Hosiery, per pair **\$1.50 and \$5.00** Women's Colored Silk Hosiery, all shades, per pair **\$2.00** Women's Hand Embroidered Silk Hosiery, per pair **\$2.50 to \$3.00** Children's pink, blue, white, and red Stockings, all sizes, pair **25c**

Gloves
12-button Real Kid Gloves, all shades, pair **\$3.25**
16-button, Real Kid Gloves, all shades, per pair **\$3.75**
12-button, English Tan Cape Gloves, per pair **\$2.50**
16-button, English Tan Cape Gloves, per pair **\$3.50**
Flexible Cuff Gauntlets, pair **\$1.75**
Short gloves, to match any gown, per pair **\$1.00, \$1.25, \$1.50, \$2.00**



Monday Great Sale Cotton Comforters

One thousand comforters in a gigantic sale Monday. The immense lot the entire surplus of a prominent manufacturer who was clearing up his stock was purchased at a third less than market values. Every one of these comforters is filled with the purest, whitest of cotton, and almost as light and fluffy as down. The coverings are of floral silkolines or satens on both sides and are hand-knotted with yarn. Not a single cheap shoddy filled comforter in the entire lot. The seasonableness of this offer coupled with these extraordinary low prices makes this the most important sale ever announced in this city. Every one of these prices represents a saving of a full third to you—

98c, 1.19, 1.69, 2.19, 2.89

COTTON BLANKETS—Monday we offer two notable specials that ought to interest every woman who reads this. Better blanket values are unknown: Extra large and heavy blankets, worth **\$1.39**, at **89c** Large **\$1.69** quality blankets, Monday for **\$1.19**

UNBLEACHED SHEETING—As a Monday flyer we put on sale a big lot unbleached sheeting at a sensational price; comes 2 1/2, 2 3/4, 2 3/8 yards wide and worth to 35c a yard; our special price **17 1/2c** Best 25c Art Ticking and Denims, new patterns, at yard **12 1/2c**

Evening Ties and Pumps

For the Coronation Ball. We believe our showing of dainty satin and kid evening footwear is the most complete in town. Special preparations and good assortments made for the Ak-Sar-Ben Ball. Satin pumps in white, light blue, pink, red, etc., in all sizes, **5.00** in each shade.....

Dainty Sailor Ties of kid or calfskin in pink, light blue, white and lavender; also brown and black suedes, in all sizes. **\$4 and \$5**

Patent Leather Pumps, beaded kid and patent leather Theo Ties with Cuban or French heels, per pair **\$3.00**

Patent leather and kid three strap French heel slippers; hand turned soles; all sizes, pair at **\$2.50**



CARNIVAL WEEK SALE OF LINENS

Very low prices on table damasks, napkins, towels and crashes. 72-inch bleached, all linen, double satin damask, worth \$1.75, Monday, yard **\$1.25** 22-inch napkins, worth \$3.75, to match, dozen **\$3.00** 72-inch silver bleached, double satin damask, worth \$1.50, Monday, yard **\$1.15** 22-inch napkins, worth \$3.75, to match, doz **\$2.90** 70-inch bleached all linen damask, worth \$1.25, (no napkins), at, yard **98c** 22 inch bleached, all linen dinner napkins, our \$3.25 quality, Monday **\$2.25** Roller Toweling—All linen, 18-inch, red border, regular 1 1/2 c quality, yard **10c** Huck Towels—Heavy quality, size 20x10, our usual 22 1/2 c kinds, at, each **17c**

Corsets at Half

Our big three days' sale last week of our great purchase \$2.50 corsets was the success of our history in corset selling. Finest corsets ever sold at the price brought the crowds. We still have enough for another big day's business. Absolutely new style models of fine batiste, extreme long hip and high bust, trimmed with Bonnaz embroidery, two pairs hose supporters, best \$2.50 corsets made; **1 1/2** Monday again at.....

Silk Brocade Corsets in the new directoire models for the coronation ball. at..... **\$3.50 upward to \$8.00**

THE BEST LATE BOOKS

The greatest book store in the west. These late books are the big sellers of the year. The Man From Brodway's..... **\$1.08** The Little Brown Jug at Kildare..... The Firing Line..... Holy Orders..... A Little Brother of the Rich..... The Lure of the Mask..... The Voyage of Donna Isabel..... The Testing Diana Mallory..... All \$1.50 Editions for..... Many other new publications are in. These are all by well known authors.

\$20 Sewing Machine 13.69

"Bennett's Special" With 10-Year Guarantee. Greatest sewing machine value ever offered, case of fine white oak—latest drop-head model—fitted with full set nickel steel attachments, full instructions with each machine. Monday this \$20 model at lowest price good machines were **13.69** ever sold for.....

China and Cut Glass

Monday's great bargains. Finest stocks of China and Cut Glass in Omaha. See display, Second Floor. Fancy shaped Cups and Saucers, regular 25c to 30c values plain white China, for..... **10c** Fancy Shaped Sugars and Creamers, worth 40c to 80c, plain white China, at, pair..... **25c** Fancy Shaped Plates, 5, 6 or 7-inch rim or coupe shapes and cake plates; plain white China; 50c values, for..... **10c**

CUT GLASS Six Great Bargains. Paris Cut, all perfect cutting, brilliant finish, high class workmanship. Deep cut, 8-inch bowls, full size, worth \$5.50, for..... **\$4.75** 6-inch Handled Bon Bons or Nappies, \$2.50 values **\$2.25** Large Sugars and Creamers, fancy handles, \$9.50 values **\$5** 8-inch flat shape Nappies, \$6.00 values, for..... **\$4.35** Footed Comfotes, 6 1/2-inches high, \$8.00 value, for..... **\$5.00** Footed Comfoters, 7-inches high, \$10.00 values for..... **\$7.00**

Jardinières Jardinières—New line, handsome burnt wood effects, just arrived, at..... **75c up to \$5.00**

Curtains and Rugs

Our Annual October Sale in Home Furnishings is always full of saving possibilities. We start the sale Monday for the benefit of our visitors from a distance. Best bargains of the year are ready: 500 pairs Irish Point, Cable Net, and Nottingham Curtains; 25 new fall patterns, all big \$3.00 values, at, pair **\$1.69** Extra fine two tone Nottinghams newest novelties, ideal curtains for living rooms; values to \$4.00, at, pair **\$2.89** Irish Point Curtains in beautiful parlor effects, made on extra French Nets; every pair \$5.00 quality, Monday **\$3.39** 500 SAMPLE RUGS ON SALE—No mismatched rugs, but absolutely desirable, bought very cheap and now on sale at a full third under value. Brussels Rugs, room sizes, floral and Oriental patterns, strictly all wool pile. **\$12.50** Rugs, 9x11 feet, Monday **\$8.59** **\$18.00** Rugs, 9x12 feet, Monday **\$11.89** Axminster Rugs, rich parlor designs, every rug new and absolutely \$25.00 to \$50.00 values, full 9x12 feet; over a hundred choice **\$16.85** Body Brussels Rugs, size 9x12 feet, most serviceable floor covering money can buy. Perla and Medallion designs; like quality always retails at \$23.00. Monday at, each **\$19.85**

Bennett's Big Grocery

Greatest Grocery West of Chicago. Visit it. We ship goods everywhere. Lowest prices in America on goods of quality. Bennett's Golden Coffee, lb. **25c**—and 20 stamps Tea, assorted, per pound **35c**—and 20 stamps Tea Siftings, per pound **15c**—and 10 stamps Bennett's Capitol Cocoa, can **24c**—and 20 stamps Queen Olives, large, pint **40c**—and 10 stamps Franco-American Soups, qt. **35c**—and 40 stamps Cooking Raisins, large size, lb. **10c** Crackers, assorted, pkg. **15c**—and 10 stamps Hatavia Gloss Starch, 5 lbs. **25c**—and 10 stamps Bonhair Sardines, large can **80c**—and 5 stamps Dr. Price's Breakfast Food, 2 packages for..... **25c**—and 20 stamps Japan Rice, 5 pounds for..... **14c**—and 10 stamps Best We Have Pineapple, large can for..... **20c**—and 10 stamps Bennett's Capitol Pancakes, Flour, for..... **11c**—and 10 stamps Worcester Sauce, 10c **25c** Grape Juice 15c Bennett's Capitol Baking Powder, per pound **20c**—and 20 stamps Oyster Shells for Chickens, per pound **1c** Chicken Feed, per pound **25c**

COAL

100 S. & H. Green Stamps with each Ton Sold. at any price the last three days of September, MONDAY, TUESDAY and WEDNESDAY. Our low summer prices are still in force but will surely advance soon. Buy during this sale, save the difference and get the extra stamps. Cold weather is just around the corner. Prepare now. **100 Green Trading Stamps with Each Ton Sold**

Peninsular Steel Ranges

Are made of finest polished charcoal steel which prevents warping. Three bottoms below oven and all fitted with duplex grates to burn any kind of fuel. Monday the Electra Peninsular Range, for **\$33**

Sale Galvanized Tubs Galvanized 49c Wash Tubs, Monday, at..... **39c** Galvanized 79c Wash Tubs, Monday, at..... **49c** Galvanized 89c Wash Tubs, Monday, at..... **59c** Wash Bottles, all prices, 95c up and 40 Green Stamps. Universal Food Choppers, 96c, \$1.08, \$1.35— and 40 Stamps 6-6-4 Stove Luster, can..... **25c**—and 40 Stamps Stove Pipe, extra quality, joint..... **15c**—and 10 Stamps Suit Hangers, will hold a full suit, Monday..... **2 for 25c**—and 20 Stamps

