

### B. & M. SALE BOOKS

(Henry Kieser, Buyer.) 1,000 Books for Boys-The fa- | Engraving Offer-Exceptional low

price inducements this week on high grade engraving. Do not confound this with the cheap printed kind: mous Alger books, about 50 titles, splendid cloth bound books 100 Cards from old plate, ror ... 800
100 Cards and plate in script ... 890
100 Cards and plate in Old English or
Roman, for ... ... 81.39
100 Cards and plate in shaded Old
English, for ... ... 82.00 -printed with good, clear type, on excellent paper. Publisher's price 50c, special B. & M. price, 

A big handsome 150 page fashion magazine

G. F. Williams, Buyer. A week of wonderful Jewelry sales. A sale for each day. Note each one carefully. Every article marked in plain figures. MONDAY-Any watch in the house, solid gold or gold filled, 20 % OFF TUESDAY-Any woman's belt, handbag, or purse, at . . . . . 25% OFF WEDNESDAY-Any woman's fancy comb or barrette . . . . . 25 % OFF THURSDAY-Any solid gold piece of jewelry in stock ... . . . 20% OFF 



# 5TH SEMI-ANNUAL BUYERS' AND MANAGERS' SALE

#### SODA FOUNTAIN

(J. J. Nelson, Mgr.) A delightful place for noonday luncheons or while shopping.

HOT CHOCOLATE with whipped cream and wafers, very delicious, served daily for ..... 5¢ We also serve Soups, Sandwiches and other light lunches at extremely mod-erate prices. Try it when down town.



## One Week of Immense Clearing Sales With Every Department Taking Part

This is the final clean up of the Winter stocks—\$150,000 worth of seasonable merchandise must be turned into cash during the next six days. The manager of each department has been instructed to do the biggest week's businesss his department has ever done. He must put out such values that will pack the store with buyers. The entire management has been turned over to the department heads for one week. Twice a year we do this-giving each buyer a chance to reduce his stock in his own way. He must get results. IT IS THE MOST IMPORTANT CLEARING OF THE HALF YEAR.

It is now when the greatest bargains are offered, not only spasmodically but in every section of the store in every department. The pictures of the buyers responsible for th week's bargains are printed herewith. Not one has overstated facts. Nothing in American retailing ever approaches these esmiannual events at Benntt's. SALE OPENS MONDAY MORNING.

## SALE FRAMED PICTURES



(W. C. Ware, Buyer.) For the entire week this department offer choice of any framed picture in the, house including Oils, Watercolors, Pastels, Carbons, Etchings, etc., any size or style, regardless of regular values, at-

# 25% Off

## Sale Dinnerware

The B. & M. sale brings marvellous bargains on high grade French China. \$110 French Pouyat Dinner Set, 100 pieces, white and 

French China patterns, 20 PER CENT DISCOUNT. Wonderful Cleanup Sale FRENCH CHINA PLATES, All Sizes

Haviland, Pouyat, Doulton, Crescent, and B. & H. Ware 



### Gloves and Handkerchiefs-Most Radical Clearing Known to Omaha Retailing

Bargains are simply astounding for it's the world's best merchandise we are offering. No juggling of prices. No inflated "former values," everything just as quoted.



# B. & M. Sale Shoes

The shoe buyer announces the best bargains he ever made for this occasion. All through the department unmatchable values abound. Just note these, to illustrate.

Women's red and black D'Orsay House Shoes, kid lined, hand turned soles, \$3.00 goods; B. and M. sale price...........980 Women's Soft Kid Four-strap Slippers and One-strap Slippers, with bow; Cuban heels, \$2.00 values; B & M. sale price \$1.39 Women's pink, blue and white Sailor Tie Evening Slippers, patent leather pumps and strap slippers, \$4.00 and \$3.00 sizes 6 to 8 ½ only, best \$3.50 values; B. & M. sale price \$1.98

## Sensational Sale Trimmed Hats

(A. C. Hand, Buyer.)

The opportunity of a life time to buy a striking new up-to-date trimmed Hat at a ridiculously low price. Commencing Monday in the B. & M. Sale. Choose any hat, including models from Lichtenstien, Joseph, and other imported patterns, Most all are \$10,00, \$15.00 and \$20.00 Hats. A good many were more than this. All in a grand sweeping clearance to sell quick. Stock is divided into 3 Great Lots.

\$1.50 - \$3.50 - \$5.00



Bennett's Domestic Coal is high in quality and as inexpensive as the cheaper kinds. Domestic Lump, ton...\$5.25

Domestic Nut, ton....\$5.00 This is the best coal you can buy



# ½ Price on Table Cloths and Napkins

J. J. McDonough, Buyer.

Most important linen announcement on extra size pattern cloths and napkins-Half Price. Six Cloths, 24x24 yards, regularly \$6.00, B. & M. Sale Price ......

Three Cloths, 24x4 yards, regularly \$15.50, B. & M. Sale Price
Two Cloths, 24x4 yards, regularly \$17.50, B. & M. Sale Price
Two Cloths, 24x4 yards, regularly \$18.50, B. & M. Sale Price

\$1.35 Crochet Spreads, for
\$1.35 Crochet Spreads, for
\$1.69 | 36c Bleached 8-4 Just It Sheeting
\$2.25 Crochet Spreads, (extra size) for \$2.10 | 35c Bleached 10-4 Just It Sheeting
\$2.75 Crochet Spreads, (extra size) for \$2.10 | 35c Bleached 10-4 Just It Sheeting

# Dress Goods, Silks, Embroideries

Franz Cramer, Buyer, We announce for this week one of the most important dress goods offerings this store C has ever made. Great counter heaps of the choicest fabrics in every desirable color, including the new shades, fine pure worsted materials, 54 inches wide, and worth \$1.50 a yard, B. & M. sale price 69c.



Clearing Sale Broadcoths-Our entire line street shades (only blacks and evening effects excepted.) About 100 pieces in staple and all the late colorings, regularly \$1.50, \$2.00, \$3.00 and \$4.50 yard, all HALF PRICE.

flouncing and beautiful corset cover widths, exquisite patterns for dresses, skirts and combination suits, worth to 69c, Extraordinary Silk Bargains comprising the newest silks, 27-inch plain and fancy taffeta, 24-inch spot proof Foulards, Black Taffetas and Messalines in nearly all colors, absolutely season's best values, \$1.00 and \$1.25, at.....68c

27 and 54-in, embroidery | 18-in, corset cover, em- | 150 pieces fancy flannelette in all shades, 27 and broideries, insertions and 36 inches wide, double bands in all widths, fine fold goods for house nainsook and Swiss efdresses and kimonos, 18c fects, worth 30c, at 15c 



A. L. SCHANTZ

# Phenomenal Sale Women's Apparel

Monday a sale of suits such as no store ever made, Suits worth to \$39.50 for \$5. Think of it. About fifty suits in the lot. Handsome voiles, panamas and light worsted fabricslast spring's suits that sold at \$25, \$35 and \$39.50, B. & M. sale price, Monday.......

Grand Clean-Up of All Coats

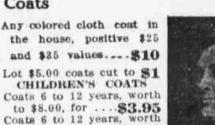
Women's new stylish, long | Women's long coats, very | Any colored cloth coat in semi-fitted, \$10 coats-

Sale Fine Black Skirts-Magnificent voiles and taffetas, worth \$15, \$18 and \$20, B. & M. sale worsted skirts, worth \$6.50, B. & M. sale price,

at ...........\$2.95

newest models, actual the house, positive \$25 values \$15.00, at \$7.50

Lot odds and ends Women's Long Coats and light colored Silk Dress Skirts, not many, be early, choice for ..... \$1.00



to \$12, for .... \$5.00

18 years, worth to \$20,

Misses' Coats, 14, 16 and



## Overcoats Less Than 1 in B. & M. Sale

(C. E. Barker, Buyer.)

Prices on Overcoats and Suits have never before been so unsparingly sacrificed. Considering that every garment is a model of perfect tailoring and style, this makes the best bargain opportunity Omaha men have known.

ANY OVERCOAT in the house, and there | OVERCOATS for young men, positive are plenty of them, many superb styles in black and colors, that retailed up to \$30.00—your **\$14.75** 



### Clearing WALL PAPER

Extraordinary clearing mark down on room lots of wall paper, B. & M. sale price 2 and 3c roll. Many other papers worth as high as 35c. B. & M. price, roll.4¢ to 10¢ 35c Ingrain papers, all shades, roll; flittered borders, yard. . 10¢

Moulding 2c foot. Plate rail 12 1/2 c Double Stamps Monday.



# B. & M. Sale Hosiery, Underwear

M. T. Malone, Buyer. Bountiful varieties of seasonable mer chandise thrown out in most sensational

clearing ever known. Thoroughly reliable goods, Matchless bargains all through the Women's 25c mercerized hose, for 17c Women's 35c imported hose, extra size, \$1.00 and \$1.25 hand embroidered lisle \$3.00 to \$5.00 fine silk hose-14 OFF

\$1.25 Vega silk vests and tights-white, pink and blue, for ..........79¢ \$1.50 silk and cotton vests and pants, women's \$2.00 Wool Union Suits— 

suits. Buyer's and manager's price-

at .....\$1.49

# B. & M. Sale Fine Corsets

(Mrs. E. T. Wright, Buyer.)

A corset sale that ought to crowd the department tomorrow with eager buyers. As an unusual attraction for the B. & M. sale we offer 50 dozen very high-class models in batiste, fashioned on newest prevailing lines imparting the new, long, straight line effect that the late gowns call for. The corsets are heavily boned and non-rustable, daintily trimmed with embroidery and have two pairs supporters attached. It's the best \$2.00 corset made in America today. On sale at the very attractive price of .....\$1.29



3 to 15 year size.

Values to \$7.50, for ......

#### Wonderful Low Pricing on Ruchings, Ribbons, Notions, etc., in B. & M. Sale

All silk taffeta ribbon, good, heavy quality | Women's Pad Hose Supporters in all col--No. 8 width, black and all best shades Box Ruching-Neat, narrow strips, six assorted pieces to box, regularly 50c, spe-

ors, regular price 25c, in B. & M. sale, spools to box, B. & M. sale price, per Bone Hair Pins—1 dozen to card, in shell Narrow Buching—Now the popular craze, Dress Shields, all sizes, very special, per 



# Furniture, Carpets, All Reduced

R. K. Knittle, Buyer. A sweeping markdown for the entire week on Furniture, Carpets, Draperies, Etc., nothing reserved .. DISCOUNT OF 10 PER CENT

This is not job lot goods, but all new—our regular stock. The opportunity of years—seldom are reductions so general on every item in stock. Remember reductions hold good for entire week of Buyers' and Managers' sale.

#### B. & M. Sale of Trunks

A. L. Anderson, Buyer, Sample trunks in 15 Saving \$8.00 Regular Trunks— for ..... \$6.25 for \$15.00 Regular Trunks— \$12.00 for \$18.00 Regular Trunks—
for \$14.00
\$20.00 Regular Trunks—
for \$16.00
\$25.00 Regular Trunks—
\$18.00
\$25.00 Dresser Trunk \$18.00
\$30.00 Dresser Trunk \$20.00



#### B. & M. SALE WAISTS, KIMONOS, UNDERMUSLINS, FURS, ETC. Big stocks must dwindle under the influence of tremendous price reductions. Absolutely greatest clearing sale bargains Omaha has ever known.

Beautiful Net Waists in many styles, black and white effects, \$1.50 kinds

WAISTS

Waists

Waists

Worth regularly \$1.00, B. & M. sale worth to \$2.75, reduced to \$1.95

FURS

Were marked to \$5.00, now \$1.50

Beautiful Net Waists in many \$1.50

Long Kimonos of fleeced materials.

The final clearing embracing every to the final clearing embracing every to for for final clearing embracing every to for final clear embracing embr 

## Specials--Toilet Goods G. F. Schneider, Buyer.



Armour's Sylvian Soap in many odors, also Armour's Virgin Violet, 3 cakes to box, worth 25c —per box .....15¢ Chamois Skin Soap, very fine, three cakes to box, worth 25c, for ...... 150 

### The Week's Sales in Meats

Jos. Kulakofsky, Buyer.

fers values this week. Nowhere duplicated. Order liberal supplies during this B. & M. sale. 10,000 lbs. Swift's Premium Hams-10 to 16 Ibs. average, including 30 stamps with each, at,

# B. & M. Sales Specials

Bennett's Challenge Coffee, ib...........18c PLOUB SALE



# in the. Big Grocery

Eice; splendid quality 10c Japan Rice, 4 lbs. 25c 

### B. & M. Sale in Hardware

lined Enamelware, every kind of kitchen utensil in the line at 25 PER CENT DISCOUNT. 60c Floor Brush Brooms, sale price ..... 48c 75c Floor Brush Brooms, sale price .... 59c 69c Galvanized Wash Tubs, sale price .... 39¢



The greatest meat market in all the west, ofmorrell's Peacock Brand Breakfast Bacon Narrow, lean strips, regular price 12½c; B. and M. sale

# Bennett's Breakfast Coffee, 2-lb, can.....48c And 60 Stamps,

Bennett's Excelsior, sack \$1.70 and 75 Stamps Flour, Pride of Bennett's, \$1.50.and 50 Stamps Cornmeal, white or yellow, 8-lb. sack ...... 15c 



SAMUEL REYNOLDS, Buyer

(I. H. Arey, Buyer.) Monday big sale Turquoise Blue and White

> 79c Galvanized Wash Tubs, sale price .... 49c 20c Galvanized Water Pails, sale price .... 15c 25c Galvanized Water Pails, sale price .... 17c 50c Coat Hangers, dozen, sale price .... 35c 30c Galvanized Open Coal Hods, sale price 19c \$1.50 Asbestos Sad Irons, sale price .... \$1.15

