

## B. & M. SALE BOOKS



(Henry Kleser, Buyer.)  
Burt's Home Library, 400 volumes of standard works, in best cloth binding and all new, less than \$50, B. & M. Sale price, \$300  
Replenish your library. It's a fine chance.  
300 boxes stationery, 50 sheets and 50 envelopes, very special, at \$1.90  
Engraving Offer—Exceptional low price inducements this week on high grade engraving. Do not confound this with the cheap printed kind.  
100 Cards from old plates, for \$1.00  
100 Cards and plate in script, \$1.00  
100 Cards and plate in Old English or Roman, for \$1.25  
100 Cards and plate in shaded Old English, for \$2.00

# BENNETT'S

## The Winter Style Book

A big handsome 150 page fashion magazine full of style hints. Only costs 5c when purchased with any 15c Ladies' Home Journal pattern.

## B. & M. SALE JEWELRY

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  
FRIDAY—Any gold filled piece of jewelry in stock, 33% OFF  
SATURDAY—Any piece of silverware in stock, 15% OFF  
ALL WEEK—Any umbrella, 35% OFF



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

## SODA FOUNTAIN

(J. J. Nelson, Mgr.)

A delightful place for noontime luncheons or while shopping.

**HOT CHOCOLATE** with whipped cream and wafers, very delicious, served daily for 5c

We also serve Soups, Sandwiches and other light lunches at extremely low 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 business 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 the week's bargains are printed herewith. Not one has overstated facts. Nothing in American retailing ever approaches these semi-annual events at Bennett'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 value, at—

**25% Off**

## Sale Dinnerware

(Gus Bub, Buyer.)

The B. & M. sale brings marvelous bargains on high grade French China.

\$110 French Puyat Dinner Set, 100 pieces, white and gold design, sale price \$85

\$125 Puyat Limoges Dinner Set, white and gold with black food design, for \$95

Special reduction on open stock. Coalport and Puyat French China patterns, 20 PER CENT DISCOUNT.

Wonderful Cleanup Sale FRENCH CHINA PLATES, All Sizes Haviland, Puyat, Douillon, Crecent, and B. & H. Ware

Plates worth \$2.00, \$1.12, \$1.12, \$1.14 and \$1.50 doz. each, 50c each

Plates worth \$1.50 to \$2.25 doz. each, 75c



## 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.

Women's Silk Lined Suede Gloves in broken sizes, also Pique Street Gloves in all colors and sizes, \$1.25 goods, 90c

Women's Silk Lined Suede Gloves, elastic wrist, actual \$1.25 gloves, for \$1.19

Men's Pique Cape and Kid Gloves, regular and cadets, \$1.25 values, 90c

Men's Ireland Make Cape Gloves, sport point back, \$1.50 kinds, \$1.19

Women's Pure Linen Hemstitched Handkerchiefs, 3-1/2 inch hem, 12c values, at \$1.00

Women's Pure Linen Hemstitched Handkerchiefs, very sheer, 25c values, at \$1.00

Women's Pure Linen Hand Embroidered Initial Handkerchiefs, 25c values, at \$1.00

Men's Pure Linen Hemstitched Handkerchiefs, all 40c goods, for 25c

Men's Pure Linen Hemstitched Handkerchiefs, values, 3 for \$1.00, or, each, 35c



## B. & M. Sale Shoes

C. W. Emrich, Buyer.

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. & M. sale price, \$1.90

Women's Soft Kid Four-strap Slippers and One-strap Slippers, with bow; Cuban heels, \$2.00 value; 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 values; sale price, \$1.99

Men's Patent Calf Lace and Blucher Shoes, hand sewed, sizes 6 to 8 1/2 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 Lichtenstein, Joseph, and other imported patterns. Most all are \$10.00, \$15.00 and \$20.00 Hats, and 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**

Never such a sale with such magnificent Hats in it in Omaha before.



## COAL

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 for the money.



## 1/2 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, 2 1/2 x 3 1/2 yards, regularly \$4.00, B. & M. Sale Price \$2.00

Three Cloths, 2 1/2 x 3 1/2 yards, regularly \$8.00, B. & M. Sale Price \$4.00

Two Cloths, 2 1/2 x 3 1/2 yards, regularly \$11.00, B. & M. Sale Price \$5.50

Three Cloths, 2 1/2 x 4 yards, regularly \$15.00, B. & M. Sale Price \$7.50

Two Cloths, 2 1/2 x 4 yards, regularly \$17.00, B. & M. Sale Price \$8.50

Two Cloths, 2 1/2 x 4 yards, regularly \$18.00, B. & M. Sale Price \$9.00

\$1.25 Crochet Spreads, for \$1.00

\$2.25 Crochet Spread, for \$2.10

\$2.75 Crochet Spreads, (extra size) for \$2.10

27c Bleached 8-4 Just It Sheeting, \$1.00

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## Dress Goods, Silks, Embroideries

Franz Cramer, Buyer.

We announce for this week one of the most important dress goods offerings this store 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 Broadcloths—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.

27 and 54-in. embroidery flouncing and beautiful corset cover widths, exquisite patterns for dresses, skirts and combination suits, worth to 69c, at 29c

18-in. corset cover, embroideries, insertions and bands in all widths, fine nainsook and Swiss effects, worth 30c, at 15c

150 pieces fancy flannel-ette in all shades, 27 and 30 inches wide, double fold goods for house dresses and kimonos, 18c value, for 5c

Extraordinary Silk Bargains comprising the newest silks, 27-inch plain and fancy taffeta, 24-inch spot proof foulards, Black Taffetas and Messaline in nearly all colors, absolutely season's best values, \$1.00 and \$1.25, at 65c

Many other papers worth as high as 35c, B. & M. price, roll 4c to 10c

36c Ingrain papers, all shades, 10c roll; flitted borders, yard, 10c

Moulding 2c foot. Plate roll 12 1/2c foot.

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## Phenomenal Sale Women's Apparel

(M. A. Long, Buyer.)

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 fabrics—last spring's suits that sold at \$25, \$35 and \$39.50, B. & M. sale price, Monday, \$5

Grand Clean-Up of All Coats

Women's new stylish, long semi-fitted, \$10 coats, at \$5.00

Women's long coats, very newest models, actual values \$15.00, at \$7.50

Sale Fine Black Skirts—Magnificent voiles and taffetas, worth \$15, \$18 and \$20, B. & M. sale price \$4.95

Brown Panama and light worsted skirts, worth \$6.50, B. & M. sale price, \$2.95

Any colored cloth coat in the house, positive \$25 and \$25 values, \$10

Lot \$5.00 coats cut to \$1 CHILDREN'S COATS

Coats 6 to 12 years, worth to \$8.00, for \$2.95

Coats 6 to 12 years, worth to \$12, for \$5.00

Misses' Coats, 14, 16 and 18 years, worth to \$20, for \$10.00

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## Overcoats Less Than 1/2 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 are plenty of them, many superb styles in black and colors, that retailed up to \$30.00—your pick, for \$14.75

Choice of \$20.00 Overcoats, for \$9.75

Choice of \$13.50 Overcoats, for \$6.75

OVERCOATS for young men, positive values to \$15.00 for \$7.50