

## Great Stocks and Great Selling FALL SUITS

Big business comes only from having goods people want and when they want them.

We start the week with all suit lines replenished with new lots right from New York.

In all the season we have had no better assortments than we show tomorrow. Whatever your price, you'll find us catering to it surprisingly well.

**\$15.00, \$19.50, \$25.00, \$29.50, \$32.50**

### Striking New Models Long Coats

Doesn't cost much to feel the satisfaction of being tastefully dressed. These coats are fashioned on beautiful lines, cut to fit snugly and to reach almost to the bottom of the dress, nicely pleated too, have them in black broadcloth and tan covert, at..... **\$19.50**

### Something New Too, in Wool Dresses

Superb styles, perfect fitting models in panama, serges and diagonals, some strictly tailored, others with lace yokes and nicely trimmed, at **\$25 and \$29.50**

### Furs Are Ready

Complete new stock, 1910 styles; all choice well selected skins from furriers of wide reputation. Monday these specialties:

- Coney Collar and Throw Scarfs, black or brown..... **\$3.95**
- Large Coney Shawl Scarf, tall trimming, black or brown, at..... **\$5.00**
- Large Rug Muff to match, **\$5.00**
- Genuine Belgian Hare Black Shawl Collar, head and tall trimming, at..... **\$7.50**
- Large Muff to match, **\$7.50**
- New Scarfs and Muffs in black racoon, opossum, fox and lynx; also jay mink, brook mink and northern mink; prices from..... **\$7.50 to \$75.00**



### Silk Petticoats

High grade taffeta, shirred and tucked flounces; 15 steel, smokes, raisin, Catawba, reeds, artichoke and all staple shades—

**\$4.95**

# BENNETT'S

FREE—Any 15c Ladies' Home Journal Pattern with the Fall Style Book, at..... **20c**

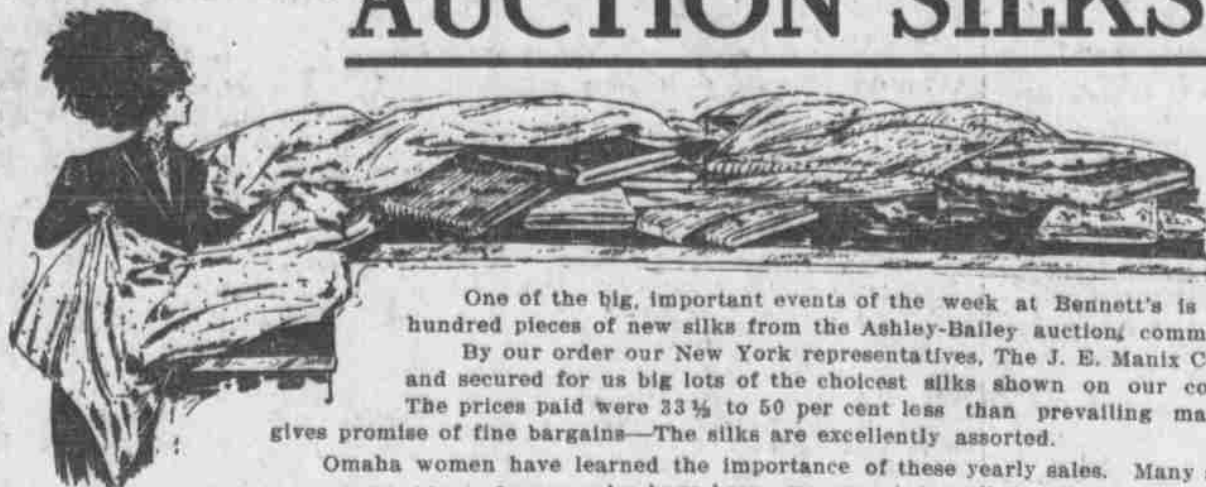
### Bearskin Coats

Pretty white curly Bearskin garments, all fresh and new—just unpacked—very special values, too, at—

**\$2.95**

From the Ashley & Bailey Co. Peremptory Sale

## AUCTION SILKS



announcement. We say candidly, big as former sales have been, we expect to eclipse all records this week for values were never so attractive as now.

- 36-inch Cashmere de Soie—Exquisite \$1.50 and \$2.00 silks in large range of shades for evening and dinner gowns. Year's most desirable and most wanted silk fabric sale, price, yard..... **\$1.29**
- Rich Silk Coatings—Including 36-inch black Moire—A handsome \$1.50 quality, also 36-inch, heavy Bengaline coating, real value \$2.00 a yard—Choice of either line, at..... **98c**
- Black Taffeta, 36 inch, every shade, all silk, 75c grade, for petticoats, guaranteed \$1.25 quality; sale price..... **79c**
- Colored Taffetas, 65 pieces, every shade, all silk, 75c grade, for petticoats, waists, etc., yard..... **55c**
- Crope de Chine, 38 pieces, plain shades and fancies, only 19 pieces; positively beautiful, 75c and \$1.00 qualities, yd..... **39c**
- Black Fern de Soie, 36 inch, only 19 pieces; positively great bargains, \$1.50 and \$1.99 values..... **98c**
- Plaids for Military Capes—Heavy English 56-inch coatings, very new and stylish, yd..... **\$2.00**
- Plaids for Children's Wear—And waists, beautiful range of new, bright patterns, plaids are popular **75c \$1 \$1.25**
- Embroideries—A great Monday opportunity—fine Swiss and Nainsook edges and insertions, some up to 24 inches wide, choice lots and uncommonly good bargains, at..... **10c**

## MILLINERY

A delayed shipment of New York hats that we expected in for Saturday business, arrived too late for last week's selling, so we put them out for Monday throngs.

We bought them to retail at our well known popular prices and believe you'll say with us that they are about the prettiest we have shown. They are marked—

**\$5, \$7.50, \$10, \$15**

Few milliners would or could mark them so reasonably. We buy them in such quantities eastern manufacturers cater to us, and make inside prices to get the business. Monday shoppers are particularly fortunate to have so splendid an assortment spread before them.

### Have You Laid in Your Capitol Coal

We specify "Capitol" coal for there is none other that quite so thoroughly satisfies. Years of selling has taught us how good it is, and hundreds of Omaha families swear by it.

It burns up clean and gives the greatest amount of heat and is most lasting. The price per ton remains the same for the present—

**\$6.50**

There's a sample sack ready for you to try if you don't know "Capitol" coal. We deliver our anywhere in Omaha or suburbs for..... **30c**

we have other and cheaper soft coals if you want them. Prompt deliveries to Omaha, South Omaha, Dundee, Florence and Benson.

## Peninsular Stoves Are Best

- These are attractively underpriced. Smoke consuming—Empire Peninsular hot blast burner—Peninsular Base Burner..... **\$17.50 \$35.00**
- Come in and let us talk it over. No. 400 Peninsular Base Burner, \$44.00 value—stove..... **\$38.00**
- Laundry Stoves—two hole, 34 inch, \$4.00 value..... **\$3.00**
- Waffle Irons, high stand, for..... **98c**
- Wilson 150 Brand Toasters for 150 Savory Roasters, 1/2 enameled, at..... **\$1.25**
- Savory Roasters, full enameled, for..... **\$1.50**
- Coal Scuttles, all at prices up from..... **29c**
- Oil Cloth Binding..... **10c**

## Monday Another Big Blanket Day

- We want a crowd tomorrow in the Domestic section. Want you to know how good a line of bedding we have provided for you. To bring you in we hold out inducements that are really worth while. Why not save the difference?
- Gray Cotton Blankets, nice weight for bed pads, 10-4 size, usually 59c, pair..... **39c**
- Gray, Tan and White Blankets, 10-4 size, nice soft quality, 69c usually, pair..... **49c**
- Heavy Felted Blankets, look like all wool, 11-4 size, launders fine, \$2.00 value..... **\$1.79**
- Wool Blankets, 11-4 size, in plaid, gray, tan and white, worth \$4.75, pair..... **\$3.99**
- Bleached Damask, 8-4 size, a splendid 60c sheet, with seam..... **39c**
- Bleached Sheets, 9-4 size, standard muslin, 75c sheet; special..... **69c**
- Comforters, cotton filled, 72x78, best \$1.25 quality..... **98c**
- Feather Pillows, all feathers, 4 1/2 lbs to pair; our \$3.00 line for..... **\$2.00**
- AT THE LINEN COUNTER.
- Table Damask, 64 inches, all linen, regularly 65c, for..... **50c**
- All linen Napkins, fast edges, worth \$1.75, dozen..... **\$1.39**
- Huck Towels, 18x34 inch, heavy 11c towel, for..... **9c**
- Bed Spreads, full size, 11 1/2 Martellie pattern..... **\$2.00**
- Toweling, all linen, 12 1/2c kind, plain or red border..... **10c**

## BENNETT'S BIG GROCERY

- Bennett's Golden Coffee, pound..... **80c** and 50 Green Stamps
- Bennett's Challenge Coffee, pound..... **18c** and 15 Green Stamps
- Bennett's Tea, assorted, pound..... **50c** and 60 Green Stamps
- Bennett's Tea, 40c quality, pound..... **45c** and 50 Green Stamps
- Tea Siftings, per pound..... **15c** and 15 Green Stamps
- New Cleaned Currants, best 10c quality, 3 pounds..... **85c**
- Seeded Raisins, pound package..... **42 1/2c** and 10 Green Stamps
- Best We Have Black Cherries, large can..... **18c**
- Yacht Club Salad Dressing, bottle..... **50c** and 10 Green Stamps
- Bennett's Capitol Maple Syrup, 1 lb. can..... **75c** and 30 Green Stamps
- Bennett's Capitol Baking Powder, 1 lb. can..... **50c** and 10 Green Stamps
- Bennett's Capitol Wheat or Oats, pkg..... **11c** and 10 Green Stamps
- Best We Have Pork and Beans, large can..... **45c** and 30 Green Stamps
- French Cut Leaf Sugar, package..... **35c** and 10 Green Stamps
- Paragon Choice Plums, 1 1/2c quality, at 3 cans for..... **85c**
- Cream Cheese, finest quality, lb..... **80c** and 10 Green Stamps
- Virginia Swiss Cheese, pound..... **85c** and 10 Green Stamps
- Bennett's Bargain Soap, 10 bars..... **85c**

# Housekeepers of Omaha vitally concerned in our OCTOBER FURNITURE SALE Most unusual bargains on furniture we ever made

Whether you need a single piece of furniture, furnishings for a room or for an entire house you owe it to yourself to come here this week—tomorrow if possible. In all our furniture experience we don't remember having more attractive opportunities. All through the furniture stock bargains run riot. Brass Beds are cheaper now than we ever knew before; thanks to the fight of the brass bed makers last summer. Over 60 distinct styles of Parlor Suites, the market samples of a big Chicago factory, are here at average savings of 25 per cent. Dressers, Chiffoniers, Dining Room Furniture, Rockers, etc., will be underpriced in a most irresistible manner. Other lines, too many to enumerate, will be fairly clamoring for your attention. It will be a sale of dependable furniture built for years of service. The importance of this sale, to you, cannot be overestimated. You are absolutely certain of uncommon bargains and double S. & H. Green Stamps besides, on all you buy.

### Dining Tables

Like Cut  
Solid quarter sawed oak tables (no veneers, no imitations) either in golden oak or waxed Early English. The table is equipped with the new duostyle lock which allows the table to be opened independent of pedestal and top can be locked with extra leaves added. A handsome well proportioned table and a real bargain. 8 foot size, \$21.50, 6 foot size..... **\$19.50**

### This Cart

Folding Collapsible Go-Carts  
We have many popular styles and we believe the most practical and handsomest. While we specialize on them we particularly ask your attention to one illustrated. We have it in three colors; folds up compactly and is of solid construction..... **\$11.50**

### Sanitary Couch for \$2.50

Guaranteed to be as perfect in construction and finish as any \$5 couch. Not the cheap undesirable couch one usually sees. Ask for number G255 advertised..... **\$2.50**

### Book Racks

(Like cut) Made of solid oak, weathered finish; a handy and useful article; special—**19c**

## All Parlor Suites on the Floor at One-Quarter Off

A sweeping statement, yes, but absolutely true. All three-piece suites in all finishes and all styles of upholstery. Lack of space forbids details. From the least expensive to the best—the reduction is 25 per cent.



See This Suite in the Window  
A Striking Example  
This beautiful Parlor Suite for..... **\$49.00**

THE SUITE ILLUSTRATED is a remarkably beautiful and dainty one. It is upholstered in a rich shade of luxurious green silk plush. The frame is birch mahogany, graceful in outline, and very firm in construction. An exquisite equipment for parlor or tea room. It is actually a \$75.00 value. This suite we offer at one-third off, at, suite..... **\$49**

### The Sale of Iron Beds

Judge the stock by these two items. Handsome iron beds in white, green and Vernis Martin, full size beds, with 5-foot, 6-inch head and foot boards. Heavy ornamental chills and ball bearing casters. Very fine value, white and green, at **\$4.29** Vernis Martin, at..... **\$4.45**

### Jardiniere Stand

Has a 12-inch top and stands 24 inches high. Made of solid oak, weathered finish—large lot on sale just like cut, at..... **\$1.29**

### Kitchen Cabinets

Two special lots, one-third and one-fourth reductions.  
\$16.00 Cabinets **\$12.00**  
\$12.00 Cabinets **\$8.48**

### Mission Finished Library Table

Here is value supreme. It's a solid oak table, size 24x32 inches, with shelf and drawers; 1 1/2-inch square legs fitted with casters; cut shows style exactly. Compare it with \$8.00 and \$10.00 tables. Our price..... **\$4.98**

### Library Table No. G900—Solid white quarter sawed oak, Early English finish; size 24x30 inches, 18-inch drawer with copper bronze pull, three-inch legs extending above extension top—brass casters; equal to \$15.00 tables..... **\$10**

Mission Library Table No. G914 in 24x 32-inch, fitted with a concealed or secret fireproof and burglar-proof safe with combination lock. Our price complete..... **\$15**

### "Dennett's Special" Mattress

A splendid 45-pound mattress filled with layer upon layer of pure, wholesome snow white felted cotton, very elastic and resilient; covering is high grade ticking, welted seams, and tufted with wool. Our regular price is \$9.00—sale price..... **\$7.50**

### Mission Table

(Like cut.) Solid oak, round top, 24 inches wide; we have a quantity of..... **\$2.79**

### Bed Spring Special

Spring for iron or brass beds; a very durable and comfortable spring, worth \$6—sale price..... **\$4.98**



Sale price **\$8.29**

### Colonial Dresser

(Like cut.) Golden oak with dull wax finish, and wood knobs, new plain effect, mirror 20x24, top 20x40 inches; it's big \$15 value. We have a quantity of them..... **\$8.29**

### Dressers No. G600—Golden oak finish with four drawers, 16x24-inch beveled French plate mirror. Has shapely claw feet, serpentine front, solid quarter sawed oak; brass handles; construction and finish superb; \$15 value..... **\$9.48**

### Dressers No. G603—Similar in style to No. 202; this dresser has a 24x30-inch mirror and is larger generally; a beautiful piece of furniture that will compare creditably with \$18 and \$20 dressers shown in Omaha..... **\$11.48**

### Brass Bed

(Like cut.) \$37.50 value. This full double bed comes in bright and satin finishes. Has two inch posts, large corner ball mounts, and nine one-inch fillers in head and foot; a handsome bed, massive in appearance and of high grade construction. You can't match it under \$37.50, sale price..... **\$25**

### Brass \$19.89 Bed

This is an entirely new design in brass beds, mission posts and heavy double top rail with seven fillers; size 4 ft. 6 in. only; choice of either satin or bright finish; material and construction—absolutely high grade—great quantity on sale at—**\$19.89**

