

BENNETT'S

Sale Turkish Bath Towels—Bleached and cream, 12 1/2 c kinds, at..... **9c**

\$100,000 Purchase New Merchandise from Overstock

Large Paper Doll Houses To stimulate the selling in the toy section we will give a large paper Doll House with cut out paper dolls and dresses—or a paper Home Sweet Home (2 rooms and furniture) with toy purchases of 25c or over. **FREE**



Extraordinary Unloading Sale and the Reason for It

We are asking your attention today to a movement that is unmistakably the most powerful appeal ever made to the citizens of Omaha and the great west by any store. There's going to be a week of such merchandising of such tremendous values that the oldest inhabitant cannot recall a similar occasion.

What's the reason for it all, you ask. Think back just a few months; remember how weather conditions were completely revolutionized this year. Summer weather in March, winter storms in April. Big Eastern jobbers and manufacturers found business paralyzed. It called for immediate and drastic action. There have been reorganizations and readjustments of stocks, with prices dropping to the lowest level in a decade.

The entire Bennett buying organization was turned loose to profit by these conditions. Orders were given to each department head to make the most of his opportunities.

Here are the results of the united effort. We are presenting bargains now that most prudent families will know this to be the psychological time to spend their money to best advantage.

Every item mentioned in this great advertisement has been carefully and conservatively typed. There are thousands of offerings throughout the store at irresistible prices. More than this the goods are the very choicest and reflect the season's most exacting styles. These are good, old-fashioned bargains we are sure will fill the aisles to overflowing throughout the entire week.

Unloading tremendous stocks suits, lingerie dresses, coats, etc., more astonishing selling is not recorded in annals of western retailing

High grade makers, Wooltex of Cleveland, Hyman Cohn and Harry P. Belsinger, of New York, make unmerciful sacrifice to Bennett's

\$20.00 Tailored Suits \$5.00—The wonder of the suit trade. The maker pressed for cash was forced to accept the inevitable and sell at any cost. Season's most advanced styles, in all wool serge—black, navy and gray. Positively none to dealers—one suit to a customer—absolutely best \$20.00 suits made; now for **\$5**



Children's Dresses—Made of plaid ginghams and dark percales and Galatea—2 to 14 year sizes—\$1.00, \$1.25 and \$1.75 dresses choice. **50c**

\$25.00 Tailored Suits \$12.50—From the tailoring house of Hyman Cohn, 65 E. 8th St., N. Y.—a maker of national repute for high class apparel. We secured 450 of his handsomest spring models at 50c on the dollar. Superb worsted and serge suits, sumptuously tailored and matchless in fit. We have every size—black, navy, tan, gray, old rose, etc.—actual \$25.00 suits, at..... **\$12.50**

Belsingers \$33.50 Suits at \$19.50—There is no more perfect apparel than the Harry P. Belsinger line. Only the finest of material goes into these garments, the tailoring is of the highest order. Our purchase brought over 300 suits at this one price alone. Hard twisted worsteds and fine serges; most of them have Peau de Soie lining; all the best colors, including black. Everyone \$33.50 values—our unloading sale price..... **\$19.50**

Famous \$50.00 Wooltex Suits \$25.00—Every woman who is posted understands the immensity of this bargain. We are exclusive Omaha agents for Wooltex garments, consequently we get the advantages of the factory close outs. 250 suits, the highest conception of suit making in America—regular and stout sizes, high grade throughout; \$50.00 suits, at..... **\$25**

JUNIOR OR MISSES' SUITS—25 young women are going to be fortunate tomorrow. All the suits we could get—Wish we had 125 of them. Newest styles, dark worsteds, and shepherd checks—13, 15 and 17-year sizes, at..... **\$5**

500 lingerie dresses, linen dresses and linen suits values to \$18.00, at \$3.95

Incredible as it may seem it's just as the headlines state it—no mere say so, but cold facts. Even we have never heard of a parallel case. Maker needed money, needed it quickly—and took almost any price to get it. These are all new summer styles—linen and linene dresses with lace yokes, some with allover soutache; also two-piece tailored linen and Repp suits—white, pink and light blue in the lines. A bargain extraordinary; \$12, \$15 and \$18 values, for..... **\$3.95**

Women's Spring Jackets—More than 100 new spring garments; made of tan and grey covert; grey worsted and black serge—in every essential the best \$10 and \$12.00 value ever shown in town. Monday all go at **\$3.95** this low rate, of..... **\$2.95**

Girls' Spring Jackets—You'll not likely see such bargains again. Bring the girls tomorrow by all means. Beautiful jackets, in all plain colors and fancy mixtures; 2 to 14-year sizes; bought at half and divided into two lots—\$4.00 Jackets, now go at..... **\$1.95** \$6 and \$7.50 Jackets, will be..... **\$2.95**

Unloading Day for 1,000 Brooms

No such values are anywhere else to be had: 1,000 house brooms well made, four sewed, best selected stock; 45 cent brooms, at..... **25c** Also 500 Floor Sweepers—14-in. good bristle brush long handle, smoothly painted and polished; \$1.00 value, at..... **50c** (No phone orders, must come in person.) 10c and 15c Tampico Scrub Brushes, each..... **5c** 50c Counter Dusters, good kind..... **15c** 10c Jagged Dust Fans, for..... **5c** 25c Sink Strainers for..... **10c** 25c Wire Carpet Beaters for..... **5c** 15c Clothes Lines, good stock..... **5c** 15c Gas Hot Plates, going at..... **30c** 15c Screen Doors, a little imperfect, at each..... **50c** 15c Rubber Garden Hose, A No. 1, per foot..... **20c** Aluminum Kitchen Knives, each **25c** Jap-A-Lace Demonstration Monday—Samples Given Away Free.

Unloading Silk Petticoats, Muslin Underwear, Waists

Fortunate indeed, the woman who shares in these offerings. Every one tells a forceful tale of great underpricing.

Silk Petticoats—A purchase of 200 all silk taffeta garments, with tailored flounces; 25 shades, best \$5..... **2.95** House Dresses—Made from Anderson's imported Zephyr and Sea Island Percals and Sheer Lawns; all this season's one-piece models, \$6..... **1.95** and \$7.95 dresses, at..... **1.95** Lawn Dressing Scaques—25 dozen in all, fresh from the maker; new styles, 59c values..... **25c** Wash Petticoats—Made of stripe ginghams, with tailored flounces; two to a customer; 59c petticoats—now at..... **25c**

Muslin Underwear—100 doz. Skirts and Gowns; from a maker badly in need of money, at half price. Gowns are V neck, and Empire style, with ribbon at waist; skirts have deep flounces, each, at..... **69c** Unloading Waists—Five big cases of fine lingerie and white linen and madras tailored waists; also a few silk jumpers; secured at 33c on the dollar. Never less than \$1.50 and \$2, on sale now, at..... **59c** Coat Sweaters—A small lot we bought up because of the low price; white and red sweaters; all sizes; usual price \$1.25, while lot lasts..... **25c**

Lace and Net Waists—High grade evening waists; a complete sample line; also about 100 taffeta and messaline tailored styles, in black and colors—All made retail at \$10 and \$12 each, sale price..... **3.95** Infants' Caps—Entire surplus stock of a Philadelphia maker; beautiful lawn caps, at a mere fraction of real worth. 75c, \$1 and \$1.25 Caps..... **30c** \$1.75, \$2 and \$2.25 Caps..... **1.00** Children's Rompers—Made of stripe and check gingham; also Children's Aprons—big lot; all 50c garments—unloading at..... **25c**

Picture Sale

Well known subjects artistically treated. Such pictures are welcomed in every home. All great bargains. 50 assorted subjects: Christ, at..... **1c** Christ and the Rich Butler, Christ in the Temple, and many others, fine 11x14 pictures, for..... **40c** 40 subjects "Alone" and colored landscapes, brown Japanese and oval mat, walnut frames, 10x20 inch; \$1.50 pictures, at..... **80c** Picture Framing, 25 per cent off for Monday only. 500 samples of frames.

Save on Meats

Swift's Premium Hams, 5,000 lbs. best grade, pound..... **19 1/2c** Calumet's Hams, 1,000 lbs., on sale every one guaranteed, pound **17 1/2c** Armour's Shield Bacon, 2,000 lbs., 4 lbs. average by the strip, lb. **18 1/2c** Ocala's Hams, shoulders, 4 to 10 lbs. average, pound..... **19 1/2c**

Unloading \$2.50 Corsets at \$1.29

100 dozen Corsets from a well known maker, who requested that his brand be not mentioned in our ad. The Corsets are the prevailing styles of today, as shown in cut. They are made of high grade batiste; have extra fine boning, and are embroidery trimmed. These are the maker's \$2.50 number; all new, fresh and perfect goods; in all sizes to 30—Our unloading sale price **\$1.29**—each, at.....

Another Lot Corsets—From same factory; also of batiste, with extra high bust, and new, long skirt effect; full sets supporters. The best \$1.50 Corsets in America. You buy them in the unloading sale, at..... **95c**

Great Upheaval in the Jewelry

An unloading of Silverware, Diamonds, Jewelry, Watches, Leather Goods that knows no parallel. Note These DISCOUNTS: 25% discount on all clocks (except alarm), 10% discount on all Silverware, 10% discount on all Watches, 10% discount on all mounted Diamonds, 20% discount on all other Jewelry. EXTRAS IN JEWELRY AND BAGS: Gold-filled Lockets, any in stock up to \$4.00 for..... **\$1.98** Gold-filled Necklaces, 1/2 gold and genuine stones, worth to \$9.95, for..... **\$4.50** Solid Gold Necklaces, 14 kt. with genuine stones, worth to \$25.00, for..... **\$7.98** Rogers 18 Dwt. Silver Knives and Forks, plain, carnation or grape pattern set of six each, always \$1.00, spec. **\$3.00** Solid Nickel Silver Knives and Forks, at each..... **25c** Quadruple Plate Napkin Rings, 15c value, for..... **30c** Rogers Tea Spoons, All plate, at each..... **10c** Genuine Seal Hand Bags, 12-18 frame, leather lined, best \$1.50 bag made for..... **\$4.50** Goat Seal Bags, imported, wide opening, worth \$1.50, **\$4.25** Morocco \$2.50 Bags, at..... **\$1.98** \$3.00 Leather Squaw Bags, 75c

Unloading fine Laces, Trimmings, 1/2 Price

Laces for your summer dresses; for your summer undermuslins; for every conceivable purpose—at half price. Upward to \$3,000 worth of laces from an importer more in need of ready cash than goods—closed out to Bennett's and now offered to the Omaha public at startling figures.

1,100 Yards Choice Laces—Including beautiful Princess bands, edges and allovers; Dutchess laces, bands and edges; fine Venise laces and fancy trimmings, in wonderful variety, ranging in price from \$1.50 to \$15.00 a yard—Unloading, at..... **1/2 Price**

Cream and Ecu Venise Allover Laces—Beautiful waist patterns and yokings, upward to 400 yards; the best \$2.00 allovers we have seen. The entire lot thrown out in the unloading sale—tomorrow as long as the lot lasts, at..... **98c**

Plat Val Laces—A very large line; also some cambric embroideries—very slightly goods at an insignificant price—per yard, now at..... **2c**

50c Embroidery Flouncings, 29c—27 and 45-inch widths; suitable for dresses, waists, combinations, etc.; also pretty allovers—cambric and swiss material—all 50c qualities, now..... **29c**

Three Great Lots Embroideries

3,900 yards—Swiss and nainsook—in neat patterns; two to twelve inches wide—greatly reduced.

LOT 1—Embroideries worth up to 20c—unloading at..... **10c** **LOT 2—Embroideries** worth up to 22c—unloading at..... **15c** **LOT 3—Embroideries** worth up to 33c—unloading at..... **19c**

Taffeta and Messaline Ribbons, Half and Less—Pure silk ribbons, in every conceivable shade; plain taffetas, plain messalines, warp print ribbons; four to six and one-half inches wide; the usual 25c to 40c grades; unloading, at..... **15c**

Unloading Jobbers' Overstocks of Hosiery, Gloves, Underwear, Handkerchifes, Etc.

First time in the history of this business we have been able to sell goods so cheaply. Did you ever know of anything to equal these?—READ:

Hosiery Women's Imported Pure Silk Hose—Lisle sole and top, finest \$1.25 quality **60c** Seamless Pure Silk Hose—Lisle toe and heel, 80 quality, at..... **49c** Imported Silk Lisle and Gause—Double sole, garter top, the standard 50c quality, all perfect goods, at..... **29c** Mercerized Hose—Silky finish, double sole and garter top, always 35c; sale price, only..... **21c** Black Seamless Hose—Double heel and toe, a "dandy" 19c stocking; unloading price..... **10c**

Underwear Lucky purchases brings you these bargains. Buy a season's supply—all first quality. Women's Vests—Low neck and sleeveless, full taped; 15c value; unloading price, each..... **7 1/2c** Crochet Trimmed Vests—Some with medallions, low cut, sleeveless, 25c garments, at..... **19c** Women's Union Suits—Sleeveless, taped neck and arms; all sizes. Just think, a splendid suit for..... **21c** Knit Pants—Wide lace trimmed knee, the best 35c garment we have seen offered at..... **21c**

Women's Gloves A great clean up purchase of importers' odds and ends Kid Gloves, black and colors, worth to \$1.50 pair. Be early. Per pair..... **39c** Women's Pure Silk Gloves—Black and colors, double tipped fingers; unloading at..... **39c** Washable Chamoux Gloves—Natural and white—a splendid summer glove; usually \$1.25 a pair; now..... **79c**

Handkerchifes Men's Hemstitched White Cotton Handkerchifes—Usual 50 line..... **30c** Men's Japanette Silk Initial Handkerchifes, the 10c kind..... **50c** All Linen Handkerchifes, with embroidered corner; 20c values..... **10c** Armenian Lace and Appenzelle, all linen handkerchifes, 50c always; now..... **21c**

Unloading Lace Curtains From Zion City Mills

We bought all the dropped or discontinued patterns in Nottingham Curtains from the Zion City mills at a 33% reduction. They are desirable and new without a flaw in them; choice of white, ecru and ivory; come in full widths and lengths. Such a sale at this time of year is decidedly unusual; values of these curtains is \$3.00 to \$6.50 a pair—**\$1.98 - \$2.48 - \$3.25 - \$3.98** unloading at.....

A Clean Up of Odd Curtains—Some have only one curtain, others have 1, 1 1/2, 2 and 3 pairs of a kind; such as Nottinghams, Irish print, eluny—formerly **48c** \$2.00 to \$5.75 a pair; Monday, each.....

Mill End Curtain Goods—3 to 6 yards to piece, embracing 35c Serim, 30c Madras, 45c Nets and 25c Swiss—All go Monday—per yard, at..... **10c** 15 pieces Swiss, in pink and yellow stripe for curtains—floor—now at..... **5c** White Ivory and Arabian Filet Nets—In newest and most fashionable effects; irresistibly priced, yd. **27c 39c and 45c**

The Bennett