

OMAHA, SUNDAY MORNING, JUNE 19, 1910.

PART SEVEN.

DRAMATIC

PAGES ONE TO MIGHT

Linens

From Our Big Cash Pur-

chases

Thousands of yards of new sheer, Medium and Reavier weight white Material of all Sorts, Plain Em-broidered, Check and Stripe Goods

124c, 15c, 19c 29c, 35c and 50c White Goods White Goods

Linens, Etc.

10c

221c



Men's Suits Never Better Bargains

Than These

VOL. XL-NO. 1

Hundreds of summer suits we can offer now at a price barely covering the cost to make ---Suits that have style, individuality and "class." Made of good, pure wooiens, in summer greys, flannels, velour cassimores, tweeds and worsteds ----Matchless hand tailoring is conspicuous in every garment. Nobby one, two or three-button coats, peg top trousers; styles for men and young men -\$20.00, \$25.00 and \$30.00 Suits; all sizes to 44, special-

\$11.25



EVER was a more successful buying trip made for this store. Successful, we mean, through the acquisition of advantageous purchases. As everybody knows summer goods don't sell with march weather flirting with May and June. New York wholesalers found traffic at a standstill; merchandise that months ago should have found a market, still filled the warehouses. Every day's delay made the situation more critical. Finally the order was given to sell, sell at a loss if need be. Our New York offices wired to send buyers at once as time was ripe for great bargains. For two weeks a corps of managers working in conjunction with our New York forces, scoured the markets. Ready cash coupled with our great outlet turned acarly \$100,000 worth of new summer goods Bennettward at lowest prices known in the trade. The choicest silks; the newest in summer apparel for women; a dozen cases of embroideries; almost a carload of dinnerware; New wash goods; linens, domestics, men's clothing and shoes, make up the bulk of the purchases. Tomorrow the selling begins. Not even August clearing sales ever had better bargains. It's a momentous occasion for you. You save money by spending it at Bennett's during the progress of this sale. Come with the throngs tomorrow.

The Power of Ready Cash Is Strictly Reflected In These Wonderful Monday Sales in I Newest Silks Dress Materials

The counters are heaping full of new silks freshly unpacked from our big cash purchases -All new silks in original pieces; 20,000 yards in this one lot alone. Every kind that anybody will want on sale first time Monday at the incredible price of 39c-Silks selling under normal conditions at 75c and \$1.00 a yard. It's a glor-

ious opportunity for the women of this community-Plain and fancy silks, Peau de Cygne, foulards, taffetas, measalines; all are select colors and shades; and the patterns are especially pleasing. You

June Sales in Women's Summer Apparel That Will Surely Set the Town a Talking



The force of these bargains is not fully realized until one has seen the garments. Manufacturers were clamoring for business. We foresaw the outcome the off season would bring. We watched and waited for the psychological moment. Then rushed the buyers East for your benefit and ours. That's modern merchandising.. It's what keeps us always busy. It's what going to bring the year's best crowd tomorrow, unless we