

## Our Annual January Sale of Men's Fancy Shirts



Is the most eventful sale of the year in our men's furnishing department, for we offer the very newest and best made men's shirts in the city at prices that average a saving of about 50 per cent.

Pleated or plain bosom Shirts.  
Pattern or plain white Shirts.  
Made in half sizes, guaranteeing a perfect fit for all size men. Come in and see the remarkable assortment to choose from.

All \$2 and \$2.50 lines, Saturday, choice, **\$1.15**  
All \$1.50 and \$2 lines Saturday, choice, **89c**  
All \$1 and \$1.50 lines Saturday, choice, **69c**

## Other Big Saving Events for Men Saturday

**UNDERWEAR SALE.**  
50c Men's Fleece Lined Under-shirts, extra quality, Saturday, at, each, **29c**  
Men's \$1.00 Wool Fleece Underwear, Saturday, at, each, **59c**  
Men's \$1.50 Wool Garments, Saturday, at, each, **\$1**  
**BOYS' CLOTHING SALE SATURDAY**—January Stock Reducing Sale  
The very best suits and overcoats for boys' wearing, sizes from 3 to 16 that have ever been offered to the mothers of Omaha, will go on sale Saturday at prices that mean a very material saving.  
All \$3.50, \$4 and \$4.50 Suits and Overcoats for, **\$2.75**  
Boy's Knickerbocker Pant Sale—All odds and ends of broken lines in all new fresh materials, in popular colors, regular \$1.50 values, Saturday, at per pair, **50c**

## Our Annual January Clearance Sale of Men's Suits and Overcoats

Has Commanded the Attention of the All January Suit and Coat Buyers.

You've all heard about half price sales, but we are offering the choice of our entire stocks now at prices that no half-price sale can compete with. We are determined to sell every garment in the house before the first of February, therefore, the way that we have cut into prices to gain our point, offers greater values than any sale ever held in Omaha.

In our stock are found the leading ready-to-wear Men's clothes, including Michael Sterns and Garson Meyer garments, known the world over as being the highest type of quality, tailored in styles and fabrics that out wear all other makes.

Saturday—Your choice of all garments up to \$17.50, **\$7.50**  
Saturday—Your choice of all garments up to \$27.50, **\$12.50**

## Imported Enamelware Sale Saturday

Our entire stock of Blue and White Imported Enamelware, placed on sale at January Clearance Sale Prices!

\$1.75 Seamless Tea Kettles, **99c**  
\$3.00 Dish Pans, 10-quart size, **49c**  
\$2.00 Mincing Bowls, **25c**  
\$3.00 Sauce Pans, **25c**  
\$2.00 Penitular Hot Blast Heater, for either soft or hard coal, Saturday, at, each, **\$1.49**  
\$3.00 Penitular Steel Range, **\$2.50**

## Toilet and Drug Specials for Saturday

1-lb. Borax for, **8c**  
1-lb. Antiseptic, for chapped hands, **10c**  
2-lb. Syrup, White Pine, **12c**  
2-grain Quinine Capsules, dozen, **8c**  
1-lb. Peroxide, **45c** and **80c**  
Scott's Emulsion, **45c** and **80c**  
2-lb. Tallow's Talcum, **50c**  
2-lb. Willow Leaf Talcum, **50c**  
2-lb. Santal Tooth Powder, **17c**  
2-lb. Santal Face Cream, **17c**  
2-lb. Santal Extract Cream, **20c**  
10c Toilet Soap, **7c**  
50c Palm Olive Cream, **35c**  
10c Palm Olive or Soap, **7c**  
Orange-Jade Stick, each, **7c**

## Flower Sale

35c Violets Saturday, at, **20c**  
These are beautiful home grown, fragrant violets.  
\$1.00 and \$1.50 Roses, Saturday, special, at, only **49c**  
\$1.00 and 75c Carnations, shades, special, Saturday at only **39c**

# BECKETT'S

Bamboo Scrap Baskets, 40c value, Saturday, at only **39c**  
Flour Wash Basins, 50c value, Saturday, at only **19c**

## Candy Specials for Saturday

Bennett's Hotfests Chocolates, regular 50c cream center chocolates, Special Saturday, per lb., **29c**  
Our New Maple Creams, A very special for Saturday, at, **24c**  
Marschalline Charities, Chocolate dipped, fresh, Saturday, 50c per lb., **39c**

## Our Annual January Clearance Sale of Standard and De Luxe Books

Each year just after the invoice sheets are in, we place on sale all books that remain from the year purchases, at prices that are sure to make a quick cleanup sale; thus putting our section in tip top shape for our big Valentine and Spring trade.

In this great lot of books, volumes that will appeal to every literary taste may be found. It may be possible that in this announcement, you may not find price items on just your style of books, if so, we ask that you come in and inquire for them. They are all here at our sensational reductions. Sale begins Saturday morning at 8 o'clock.

About 600 Titles of **15c BOOKS OF FICTION**—From all the leading publishers, the greatest booklovers' opportunity; sold Saturday at **15c**

**FAMOUS BIBLES**  
Beautifully illustrated and space for family record, regular \$6 bible, at, only **\$2.50**  
**FOUR BIG TABLE**  
Loaded with books worth up to \$1, at four prices—**10c 12c and 19c**

**FAMOUS COPYRIGHT BOOKS.**  
Beautifully illustrated, found at this sale for only **39c**  
The Life of D. L. Moody in three-quarters leather binding, at **49c**

**700 BOOKS FOR BOYS**  
Written by all the leading authors of boys' fictions, including Reed Ellis, Surfa, Optis, Otis, King's and other books, Saturday, at **15c**

**STANDARD VOLUMES**  
\$90.00 Set Dickens, 20 vols., three-quarters leather, for **\$31.50**  
\$50.00 Set Scott, 12 vols., three-quarters leather, for **\$18.25**  
\$35.00 set Shakespeare 10 vols., three quarters leather, at **\$12.75**  
\$22.50 set Burns, 6 vols., three-quarters leather, for **\$8.25**  
\$25.00 set Fielding, 6 vols., three-quarters leather, for **\$8.75**  
\$18.00 Set Irish Literature, 5 vols., for **\$6.00**

## Corsets

Made of the very strongest Coutil and Batiste with the long skirt effect, have double hose supporters, and made with extra stout boning, they come in all sizes, giving us a perfect fitting, popular price model that will fit the average figure, regularly sold for \$1.50, Saturday, very special at **90c**

## Saturday Special Offerings

Any Colored or Black Cloth Coat in the house, worth to \$45, Saturday, at, each, **\$15.00**  
Any Velvet Suit in the house worth up to \$35.00, Saturday, at, **\$15.00**  
Any Wool Suit—our entire stock worth up to \$50, your choice Saturday, at, **\$19.50**  
One big lot of Wool Dresses, our regular \$20.00 and \$25.00 values, Saturday, at, **\$10.00**  
Any Fur Coat in the house, your unrestricted choice Saturday, at, **One-fourth Off**

## CHILDREN'S DRESSES.

All Colored Wash Dresses in a wide assortment to select from, the best grades at \$2, for, **\$1**  
All Colored Gingham, Waist Dresses, sizes 6 to 14 years, regular \$4.00 values, at, **\$1.85**  
Junior suits, sizes 13 to 17 years, our regular \$15 values, cut for Saturday to, **\$7.50**

## All Our FUR SETS at HALF PRICE

Groups of Lingerie Waists, prettily embroidered in many elaborate designs, made of the sheerest materials, our best \$4 models, at only **\$2.50**

## Gloves

200 dozen Long Kid Gloves for ladies. They are all perfect, most any size and color, not fitted or guaranteed Saturday, for **49c**  
Embroidery—300 yards 27 and 45-inch embroidery, flouncing, regular 85c value, for Saturday, at, per yard, **49c**

## Meats Specially Priced Saturday

Pig Pork Chops, per lb., **12 1/2c**  
Pig Pork Shoulder Roast, per lb., **10 1/2c**  
Fall Lamb Legs, per lb., **10 1/2c**  
Choice Pot Roast, lb., **9 and 11c**  
Veal Chops, per lb., **12 1/2c**  
Loin Lamb Chops, per lb., **12 1/2c**  
Veal Shoulder Roast—per lb., **9 and 11c**  
Lamb Shoulder Roast, **7 1/2c**  
Lamb Steak, per lb., **8c**  
Lamb Steak, **5c**  
6000 lbs. Cudahy's Sugar Cured Bacon, 25c  
Cudahy's Diamond Ham, per lb., **15c**

## Fruits for Saturday

We just received another car of large Colorado Potatoes, the regular 90c a bushel grade. A big Saturday Special, at **75c**  
Order taken, out we cannot promise deliveries as a certainty for Saturday.  
FREE One Beautiful Orange Spoon with our 25c and 30c a dozen Lemons.  
**ORANGE SALE FOR SATURDAY**  
50c sizes, per dozen, **25c**  
40c sizes, per dozen, **25c**  
30c sizes, per dozen, **25c**  
Large Fancy Grape Fruit, regular 10c sizes, each **8c**  
2 Large Bunches Plain Hot House Lettuce **5c**

## Underwear Specials

Two cases Children's 25c and 35c Underwear, broken sizes, clean-up sale, at, each **19c**  
Women's Extra Fine Union Suits, worth \$1, each 4, 6 and 8, Saturday, at, each, **59c**  
Merino Vests and Pants, made to sell regularly at \$1, Saturday only **50c**

## Men's Heavy Work Shoes

Extra strong leathers, thick soles, good sizes, regularly sold at \$2.50 and \$3.00, special offer this sale, at, per pair, only **\$1.95**

## Three Great Specials From Our JANUARY DINNERWARE SALE

Fancy 100-Piece Dinner Sets, with Rose Design, and beautifully gold traced handles, Ransom shape, regular \$41.00 value. This sale, at **\$27.50**  
100-Piece Fancy Green Tinted Dinner Set, Ransom shape, gold stippled handles, \$46.00 value. This sale it, **\$32.50**  
Handsomely Decorated 100-Piece Dinner Set, apple blossom pattern, silver shape heavy gold handled, \$84.00 values. This sale, at **\$57.50**

These patterns are carried in open stocks, and we offer a special discount of 50% on these patterns.

## Bennett's Big Grocery Saturday Specials

Bennett's Capitol Flour, per sack, **\$1.30**  
Bennett's Best Corn Meal, 20 lbs., **25c**  
Free Large Salad Bowl, 3 lbs., **\$1.00**  
Teas, assorted, lb., **80c**  
Free 3 Sauce Dishes, Tea Siftings, lb. pkg., **12c**  
Blue Label Catsup, Pint bottle, at, **24c**  
And 20 Stamps.  
Bennett's Capitol Butter, per lb. can, **10c**  
Special Offer—Lemon cake-cookies, lb., **12c**  
Mapplelins, bottle, **8c**  
And 10 Stamps.  
Gherardelli Chocolate, per lb. can, **25c**  
And 10 Stamps.  
9 Bars Beat 'Em All Soap, for only **25c**  
Cream Cheese, lb., **25c**  
And 20 Stamps.  
Virginia Swiss Cheese, per lb., **25c**  
And 20 Stamps.  
Walker Chili Con Carne, 2 cans for, **20c**  
And 10 Stamps.  
Macaroni, Star and Seeded Raisins, 1-lb. pkg., **19c**  
And 10 Stamps.  
Bennett's Capitol Oats, 2-lb. pkg. for, **11c**  
And 10 Stamps.  
30c Jar Tea Garden Preserved Eggs, for, **20c**  
Snider's Salad Dressing, bottle for, **10c**  
And 20 Stamps.  
Bennett's Capitol Baking Powder, 1-lb. can, at **\$1.00**  
And 100 Stamps.  
Cauliflower, fresh, assorted, per lb., **25c**  
And 30 Stamps.

## Big Mattress Sale Saturday

\$10.00 3-foot, 6-inch Felt Mattress **\$4.50**  
\$10.00 4-foot Felt Mattress, Saturday, at **\$4.50**  
\$15.00 full size Felt Mattress, Saturday selling price **\$10.00**  
\$20.00 full size Felt Mattress, with roll edges, fancy tick, Saturday, **\$14.25**  
We are still selling at special prices all our Sanitary Couch Pads.

**BENNETT CO.**

## Saturday We Will Sell all Our \$3, \$3.50, \$4 Men's and Women's Shoes at one Price, \$2.29. This is the much watched for January Shoe Clearance Sale.

In ladies' shoes will be found the famous Dorothy Dodd and other high grade makes, in all sizes, styles and leathers, with either turn or welted soles, cloth or leather tops, in either button or lace effects. These are fall and winter shoes; some very heavy for the more serviceable street wear, while others are light weight, very dressy for evening and may be worn in early spring months.

The Men's Shoes are likewise found in every wanted style and size, in patent colt, dull leather, tan or black, velv kid, etc., the short vamp, high arch and heels that are so much in demand right now, are found in a wide assortment of styles.

THESE SHOES ARE NOT SPECIAL PURCHASE SHOES BUT ARE OUR REGULAR LINES

Never before have we made such a wide and deep clean up stock sale, where the best grades of Standard Quality shoes were offered at such a remarkably low price. Those who need shoes should visit this sale without fail, for better shoes were never offered than go on sale here Saturday at, per pair **\$2.29**

Boys' Shoes Greatly Reduced—Good heavy, well made, stylish boys' shoes, made of Box Calf, Patent Colt, Velv Kid, in button or blucher effects, our regular \$3.00 lines, this sale, at, per pair **\$1.95**

Youth's Shoes—Patent colt and Box Calf, \$2.50 lines for, **\$1.45**

Misses' Shoes, Low Priced—Our lines of girls' and Misses' shoes are the largest and most complete in every detail, style, size and leathers in the west, Saturday to make our great sale complete, we offer all shoes, sizes 5 to 2, regularly sold at \$1.50, at pair **95c**

Men's Heavy Work Shoes—Extra strong leathers, thick soles, good sizes, regularly sold at \$2.50 and \$3.00, special offer this sale, at, per pair, only **\$1.95**

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