

BENNETTS Everything for Everybody

Ribbon Clearance Five and six-inch, plain taffeta, satin and moire ribbons, in black, white and colors; worth 25c the yard, specially priced for Saturday at 10c a yard.

S. & H. Green Trading Stamps secure you beautiful premiums. Given Free with all purchases.

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Throughout the summer this store will close evenings at 5 o'clock--Saturdays at 9 o'clock.

Candy Specials Bennett's 50c Fluffeta chocolates, 25c the lb. Fresh chocolate dipped caramels, worth 40c, at 25c a lb. 60c chocolate dipped marshino cherries at 39c.

BENNETTS Everything for Everybody

Bennett's Bring the Biggest Bunch of the Best Bargains to Busy Buyers

You, no doubt, realize that in a store as large as this, where there are fifty-five large departments striving to outdo every previous July sales record, there must be so many timely bargains that it is impossible to enumerate them in any single advertisement no matter how large. So, in order that each shall have an equal chance we invite you to make a tour of the entire store Saturday in search of things you want and need now marked at special prices.

There is much significance in the words "Extra Special" or "Special Value" when used by this store in its advertisements.

and, in view of the many sales now in progress in Omaha, we feel that we should say a word about them. Fix firmly in your mind that when you see the words "Special" or "Special Value" in the Bennett Store's advertisements you may depend on the prices being far below those quoted elsewhere for the same quality. Our prices are and must always be the lowest for the quality. It is our determination that there shall be no deviation from this rule. Every department manager in the store knows this well and maintains the standard to the letter. WITHOUT QUALITY PRICE MEANS NOTHING. Remember that when on shopping bent.

One-Third Off

On All Guaranteed Willow Plumes Some Fine French Plumes, Bird of Paradise and Aigrettes

\$2,360.00 worth of ostrich and Bird of Paradise feathers, ordered for fall delivery, arrived here too soon. We have no room for them and the makers, rather than take them back at this time of the year, made us an EXTRA TRADE DISCOUNT which enables us to offer them to you at a third less than the actual value.

Ostrich and Bird of Paradise Will Be in Great Demand This Fall Season

so it behooves you to buy when prices are so low. If it happens that you do not care to invest at present, the payment of a small deposit will reserve any plume of your choosing until such time as you may wish to pay the balance.

Guaranteed Willow Plumes in Black, White and Colors... Fine French Plumes in Black, White and Colors... Aigrettes and Bird of Paradise Feathers

If a plume you buy of us is not satisfactory, we will gladly refund your money. If it does not wear well bring it back and get a new one. BENNETT'S IS THE ONLY STORE IN OMAHA THAT GUARANTEES WILLOW PLUMES.

Saturday Only, We Will Give A Third Off On All Our Guaranteed Plume Trimmed Hats

Regular prices range from \$15.00 to \$50.00. The Sale Prices Will Be \$10.00 to \$33.35

Toilet Goods Lace Curtains at 25% Discount... 50c Upholstery Goods at Half Price

New Arrivals in House Dresses, Worth \$2.00, at \$1.25... \$25.00 White Serge and Pongee Coats, Saturday, \$10.00... \$4.00 Kimonos at \$2.75... Up to \$30.00 Misses' and Small Women's Suits at \$10.00

Your Unrestricted Choice of Every 1/2 Man's or Young Man's Suit Saturday 2 PRICE

It is very necessary that you understand the Bennett way of doing business before you can fully appreciate the why and merits of this sale. AND CONSIDER THAT OUR PRICES ARE ALWAYS the LOWEST FOR THE QUALITY.

This isn't a money-making scheme with this store. We are making such a tremendous sacrifice simply because we think it is good merchandising. You save half your money. We get our returns in the satisfaction of knowing that it will keep our stocks new, fresh and down-to-the-minute in style. No goods ever accumulate from season to season in our men's store. Therefore, YOU ARE SURE OF GETTING ONLY THE NEWEST AND BEST STYLES IN THIS WONDERFUL HALF-PRICE SALE.

Not a Suit Is Excepted--Not Even the Staple Blues and Blacks

Truly it is the most comprehensive and pleasing assortment of clothes you have ever been privileged to choose from at HALF PRICE. Every new weave, color and pattern and blues and blacks in all worthy wool materials; hand tailored by such reliable makers as Garson-Meyer & Co., Michael Stern & Co., and others; cut, moulded and finished in a way that speaks of highest quality in every thread and button--two and three-button models for the young man, others for the conservative man; styles and fabrics that will pass muster under the severest criticism.



Formerly \$10.00 to \$35.00 Now \$5.00 to \$17.50

The sale prices range like this--\$5, \$6.25, \$7.50, \$9.00, \$10.00, \$11.25, \$12.50, \$15.00 and \$17.50--just a half of what they formerly were--and each price includes a range of sizes that will enable us to fit any man. Minor alterations such as shortening or lengthening the pants and sleeves will be made free of charge. Other alterations will amount to very little. Let us advise that you be here early in the morning when choosing and service will be more satisfactory. However, we have provided extra help that will try to serve you well no matter at what hour you may come.

Clearance in the Boys' Store--All up to \$8.50 Suits at \$4.95

The biggest and best bargain we have offered in the boys' store this season. Every suit is characterized by the quality of the all-wool materials, superb style and finest workmanship. Single and double-breasted styles in blue serges and tan, brown and grey fancy mixtures. Many are of a medium weight suitable for late fall wear. Ages 8 to 16 years.

All Boys' \$4.00 Knickerbocker Suits at \$2.95

Every one all-wool, of course, in every new pattern and coloring. Double-breasted and Norfolk styles made especially for service. Ages 8 to 16 years.

Any boys' wash suit in the store worth up to \$4.00, Saturday, \$1.98. And also many other bargains we have not the room to list in this limited space.



Men's Furnishings

- Men's \$1.00 Porosknit union suits at 59c
Men's \$1.00 two-thread lisle union suits at 59c
Men's 50c shirts and drawers at 39c
Men's 35c shirts and drawers at 25c
Men's 75c silk hose at 39c
Men's Vestless suspenders at 50c
Light weight pajamas at \$1.00, \$1.25 and \$1.50
Light weight night shirts, extra value 49c
25c wash ties, 15c each or 2 for 25c
High grade coat shirts reduced in price to \$1.75, 89c and 69c

ALL STRAW HATS AT LESS THAN COST SATURDAY



Bargains from the Store that Always has the Footwear You Like--Read On

Men's Oxfords in wide toe styles, in all sizes and good weaves, choice of black and tan, regularly priced up to \$2.50 the pair, Saturday, \$1.95
Women's Black and Tan Oxfords and pumps, in sizes 2 to 4 1/2 only, which is the only reason we place them on sale Saturday, at the regular price, \$1.48
Boys' and Little Girls' Patent Colt, Russia Calf and Dull Leather Oxfords, in all sizes, Saturday, \$1.45
Saturday morning only, from 8 to 12, children's BAREFOOT SANDALS in all sizes and leathers 59c
Word of Some New Summer Footwear for Women--Prices also Given
You will not have to run all around the city looking for what you want if you come to our shoe department first. Black buck pumps and oxfords, \$2.75. Black suede pumps, \$2.95. Black velvet pumps, \$2.95. Black satin pumps, \$2.45. Black Roman silk pumps, \$2.95. Patent calf and dull leather pumps with short vamps, plain toes, instep straps and Cuban heels--all sizes and all widths--special for Saturday, the pair, \$2.15.

July Clearance Sale in the Book Store--Many at Less than the Cost of the Paper Between the Covers

The immense book business done by this store is the natural result of the efforts we have made to bring to the public the most popular books at the most popular prices. We have books for the young, books for the old, books with plain text and plain cover, books richly illustrated and handsomely bound. In short, there is a book here for every taste and purse and this is A CLEARANCE OF ALL ODD LOTS.

- 400 volumes of \$1.00 and \$1.50 books of fiction--generally only one of a kind and such titles as will delight you for vacation reading--Saturday, or while they last, the copy, 15c
\$1.50 Books at 49c 50c Books at 15c
The famous Magnolia series, by such authors as Clay, Holmes, Fleming, etc., will go on sale Saturday at 15c the volume. The publisher's price on each one is not less than 50c. There are plenty of titles for your choosing, but come early if possible.
Famous Girls' Books by Meade and other authors, worth 50c the volume, Saturday, 15c
Famous Boys' Books by greatest story writers, worth 50c the volume, Saturday, 15c

July Dinnerware Sale Continues with Increasing Interest Saturday

THERE IS A DISCOUNT OF 20 PER CENT ON EVERY OPEN STOCK PATTERN IN THE STORE. Every hotel and restaurant within 100 miles of Omaha, as well as individuals, should profit by this sale. The most worthy feature of it is that all are open stock patterns so that sets can be added to or replaced at a future time. All of our most popular and exclusive designs and decorations are included.

There are extra specials in Haviland White Derby China, Louvre Ranson White Dinnerware is underpriced, About 100 Dinner Sets at 1/4 to 1/2 Actual Value, and a special collection Johnson's English Semi-Porcelain Ware at 25c the Piece.

These China prices for Saturday HARDWARE BARGAINS

- 50c 5 1/2-inch coupe shape, decorated Haviland plates at 25c
30c 5 1/2-inch coupe shape, white Haviland plates at 15c
50c 7 1/2-inch coupe shape, white Haviland plates at 25c
60c white Haviland china pickle dishes at 25c
75c and \$1.00 Haviland decorated china coffee and bouillon cups and saucers, with gold handles, at 45c
50c Haviland decorated china oatmeal dishes in two different patterns, at 25c
100c plain white tea saucers, while they last, each, at 10c
Diamond wire egg whips, at 25c
20c non-kinkable rubber hose, the ft., 15c
75c brass lawn ring sprinklers, at 40c
25c family ice tongs, at 15c
50c ice shavers, at 15c
Screen doors in all sizes and styles, up to 17 1/2 values, at 90c
Auger bits, sizes 3-14 to 1-inch, values up to 50c, at 15c
Up to 50c family call bells, at 15c
Up to \$1.00 Haviland decorated china coffee and bouillon cups and saucers, with gold handles, at 45c
Aluminum measuring cups, standard cups, paring knives, corkcrews, nickel plated pliers, frying pans and soup ladles, worth up to 25c each, Saturday, at 10c

Fresh Fruits

- Extra fancy new potatoes, the peck 60c
40c large, juicy lemons, at 30c
35c large, juicy lemons at 25c
30c large, juicy lemons at 20c
Fancy California Peaches, basket 25c
Home grown corn, dozen 12 1/2c
Beets, 3 large bunches for 5c
Fancy Mich. celery, 3 large stalks 10c
Fancy Sunkist oranges, the dozen 40c
35c 30c and 25c

Grocery Bargains

- 48-lb. sack Bennett's Pride flour \$1.00
10 lb. Best Best-Em-All Soap 50c
Whole Jap. Rice, per lb. 10c
1 lb. Full Cream Cheese, and 10 stamps 30c
SPECIAL--2-lb. bricks Limburger cheese, per lb. 15c
1 lb. Fancy Brick Cheese, and 10 stamps 30c
4-lb. Best Coffee, and 10 stamps 15c
Helms' Dill Pickles, and 10 stamps 30c
5-lb. Best Coffee, and 10 stamps 30c
2-lb. Best Coffee, and 10 stamps 15c
6 bars Electric Spark Soap 25c
3 cans Swift's Pride Cleanser, and 10 stamps 30c
14-lb. sack Diamond Crystal Salt, and 20 stamps 30c
Bottle Galliard's Pure Olive Oil 25c
20c can Old Mission Rip Rip Olives 15c
2 cans Capitol Whole Tomatoes, and 10 stamps 30c
1 can Gold Medal Corn, and 10 stamps 15c
1 lb. Best Coffee, and 10 stamps 15c
1 lb. Golden Coffee, and 10 stamps 15c
1 lb. Assorted Tea, and 10 stamps 15c
1 lb. Tea Shirling, and 10 stamps 15c
Bottle Snider's Tomato Catsup, and 10 stamps 30c
2 cans Snider's Baked Beans, and 10 stamps 30c
SPECIAL--1 lb. Ideal Cookies or Fruit Wafers 10c
2-lb. pkg. Capitol Wheat, and 10 stamps 10c
2 large cans Columbia Milk 15c
1 lb. can Capitol Pure Maple Syrup 15c
Large Jar Gillett's Mustard, and 10 stamps, at 20c
20c BUTTER



- Quality in meats is as evident in this store as quality in any other line. We attain highest quality through personally selecting all the meats and following them through every process necessary until they are ready for you. Our cutters are also the most skilled.
Specials for Saturday Only
Spring Broilers 20 1/2c
Pork Roast 7 1/2c
Pork Butts 8 1/2c
Best Pot Roast 7 1/2c
Shouster Steak, 2 pounds 15c
Corned Beef 5c
Best Lean Bacon, at 18 1/2c
Calumet Bacon, 12 1/2c
Lamb Legs 10 1/2c
13 pounds Leaf Lard for \$1.00

A Musical Festival

And a Sale, Saturday, in Which We Will Offer Your Choice of ALL of Our Popular Music at 10c

Mr. Carl Moritz and Miss Ethel Earnst, who were formerly with us in our music department, have returned from an extended tour of the East and will demonstrate, in our music department, Saturday, the most recent Eastern Song Hits. They will be assisted by Mr. George Springer, baritone, and if you wish to hear something exceptionally fine ask to have Moritz and Springer sing a new song creation entitled "In the Land of Harmony."



Miss Earnst will also introduce her own new rag time piece "PEANUTS"--A very catchy rag just off the press and marked for this Saturday at 10c the copy
"Sweetheart," Miss Billie Burke's new song success; "Mary Brown," a new song that is meeting with popular approval--the first score of the chorus is shown at the top of this section; "When the Band Plays at Night," "Everybody Loves Me But the One I Love," and many others, Saturday, at 10c.