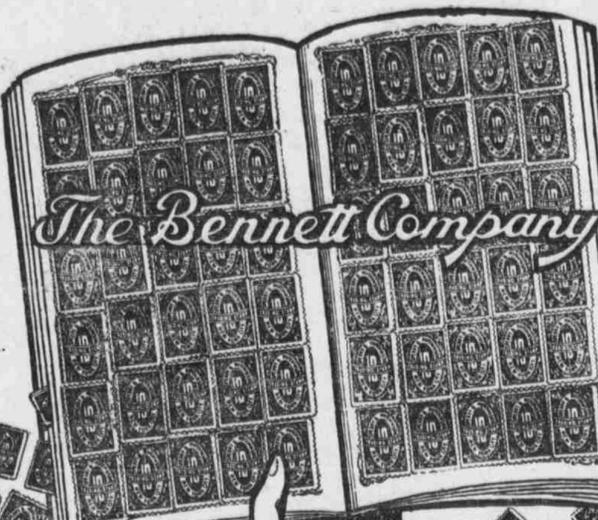


## BENNETT'S

Everything for everybody



16<sup>TH</sup> AND HARNEY STREETS



The Bennett Company

### To Appreciate the Importance of Our Profit Sharing, Trading Stamp Plan You Must See the Beautiful Premiums We Give FREE!

IT IS many years since trading stamps passed the experimental stage and became a real fact. They have long been used by this firm, and approved of by the women of Omaha and vicinity, as being the most satisfactory way of rewarding customers. They are in strict harmony with our policy of giving our customers the most of the best for their money and are in line with the most modern methods of merchandising. They make you a profit-sharer in this business—they mean more than the mere "Thank you" you are in the habit of getting when you do not make purchases at the Bennett store. They enable you to obtain for your home many beautiful and useful things without a cent of cost whatever. **Here's how you get the stamps:**

FOR every ten cents worth of goods you buy we give an S. & H. Green Trading Stamp as a special discount for your trade—it is the interest on the money you spend. These stamps are to be collected in a book which we will furnish you and when you have filled the book you bring it to our premium parlor on the Balcony of the Main Floor and choose from any of the articles marked "Given for one book." There are also premiums for two books, three books, etc.—articles you need and want and will be pleased to have in your home. If you are a new customer at this store, or if you wish to start some additional new books, we will give, tomorrow, ten stamps absolutely free, and before you make a single purchase in the store. Apply for them on the Balcony.



Every time you spend a dime ask for  
**S. & H.**  
Green Trading Stamps

We redeem them with beautiful Premiums.

YOU spend hundreds of dollars each year on which you fail to get value received unless you insist on getting S. & H. Green Trading Stamps every time you make a purchase. Homes are being beautified and furnished without one cent of cost by those who trade at this store and save their S. & H. Stamps. If you have never interested yourself in trading stamps before, by all means begin now and you will soon thank us for bringing the matter to your attention. No matter where you live or what you need, just call up Bennett's, or come to the store, and when you have left your order just say, "I want S. & H. Green Trading Stamps." We give them freely and cheerfully with every purchase. **Here's what you get for the stamps:**

THE PREMIUMS we give for S. & H. Green Trading Stamps consist of merchandise that is on a par with that carried in every department of our great store. We have many customers who have secured for themselves new rockers, tables and lace curtains for the parlor; bed spreads, dressers and commodes for the bed room; new damask, china and silverware for the dining room table; a go-cart for the baby; a watch for Johnny; something for sister or other member of the family—hundreds of things we couldn't list here for lack of space. S. & H. Stamps are the greatest incentive for saving you ever knew because you cannot spend them until you have secured enough to obtain a choice of something that is really worth your while. They are the only money we recognize in our Premium Parlors.

#### JULY CLEARANCE OF White Goods, Linens & Domestics

White Goods in New Stripes, Checks, Blocks and Small Figures; that regularly sell at 25c and 30c the yard, Monday only... **15c**

Choice of all our white goods that sell up to 50c the yard, Monday, **19c** only

72-inch, Round Thread, finely finished, Pure Linen Sheeting, for summer wash suits and skirts, regularly \$1.25 the yard, Monday... **75c**  
36-inch-Long Cloth, of an extra fine grade for women's underwear; regularly 15c the yard, Monday, the bolt of 12 yards... **\$1.55**

\$1.19 70-inch bleached table damask in spot, stripe, rose, thistle, fleur de lis, and other patterns; Monday, only... **\$1.00**

72x90 Sheets, made of the best quality sheeting, regular 79c values, Monday... **65c**  
45x36-inch Pillow Cases, of a good weight material that will give the maximum amount of wear, 19c values, for Monday only... **12 1/2c**  
36-inch silklines in new and down-to-date patterns of varied design, 12 1/2c and 15c goods, for Monday only, the yard, 100 yds... **84c**  
Bleached sheetings—A standard brand that regularly brings 30c—Monday only, limit of ten yards to a customer, 25c



#### Advance Season Sale of Fine Russian Pony, Saltex Fur and Sealette Plush Coats

Prices are about what you would expect to pay when the winter is over—Only new styles.

Just one year ago this month we held an advance season sale of fur coats that caused a sensation in the merchandising circles of Omaha. If you remember it, and if you happened to be one of the "lucky" women, who purchased a coat then, you will delight in telling your friends about this sale for it will eclipse the previous one in every particular.

We have made our fur reputation on this basis—just fine beautiful furs; properly cured, properly joined and every sort exactly what it is represented to be. That's the Bennett fur store—quality and honesty of purpose the whole way through. Incidentally fur fashions were never so lovely as this season.

Every Coat is Full of the Individuality and Charm of Paris and Comparison

Will Show the Regular Prices to Be Exceptionally Reasonable.

Full length "Saltex" camel coat, lined with high grade quilted satin; has large shawl collar and fastens with large metal buttons; regular \$25.00 values, Monday... **\$19.50**  
Full length "Saltex" plush coats, lined with guaranteed satin—style and cut such as you would expect to find only in the more expensive garments—regular \$25.00 values, Monday... **\$19.50**  
Full length coats of highest grade "Saltex" fur, lined with satin brocades—these garments are slashed at the back and sides and have deep borders of Persian raw with rounded corners; large sailor collars or long roll in values, Monday... **\$39.50**  
Full length "Sealette" plush coats with large shawl collars and deep border around bottom—an entirely new style—regular \$45.00 coats, Monday... **\$35.00**  
Full length coats of black pony fur, lined with Skinner's satin and fastened with three large metal buttons; regular \$50.00 values, Monday... **\$35.00**

Full length "Sealette" plush coats, lined with guaranteed colored satin fabrics and finished with large shawl collars and ong revers; regular \$25.00 values, Monday... **\$29.50**  
Full length pony fur coats with long roll shawl collars, lined with elegant brocaded satins; regular \$75.00 values, Monday... **\$55.00**  
Full length Russian pony fur coats made from very soft, specially selected skins; have large shawl collars with a long roll and linings of brocaded satin; regular \$75.00 values, Monday... **\$65.00**  
Full length "near seal" coats with large shawl collars with deep roll, lined with beautiful brocaded satins—this fur promises to be quite popular the coming winter season—regular \$100.00 values, Monday... **\$75.00**  
Full length Russian pony coats made of full, flat skins; large sailor collars with long roll revers, linings of highest quality brocaded satin of various wanted shades—two large frog ornaments for fastening; regular \$100.00 values, Monday... **\$85.00**

Our Little-at-a-Time Payment Plan Will Help You to Share in This Sale.

To enable every woman in Omaha and the surrounding country to secure one of these beautiful coats, we have arranged an easy-to-pay plan that will meet with their entire approval. Simply come in and select the coat you like best, pay us a cash deposit of \$10 and then a little each week until the full amount is paid. By this system you will have a new coat when winter is here and the money you paid for it will never be misgued. We will store and protect the garment free of charge.



#### JULY CLEARANCE SALE Special Prices on Foulard Silks

Every Foulard Silk want can be fully satisfied from our brilliant and comprehensive collection of the novelties as well as the staple designs and colorings. Here's how we price them for Monday's selling.

\$1.25 36-inch foulards at... **98c**  
\$1.00 24-inch foulards at... **79c**  
85c 24-inch foulards at... **59c**

#### JULY CLEARANCE SALE

##### Sweeping Reductions in Wash Goods

For Monday only, we offer your choice of each and every piece of lawns, dimities, organdies and batistes in our store at the following prices. Many pretty patterns for your choosing.

25c values, Monday, at... **19c**  
19c values, Monday, at... **15c**  
15c values, Monday, at... **11c**  
12 1/2c values, Monday, at... **7 1/2c**

##### And your Unrestricted Choice of All Voiles at Special Figures

15c novelty and plain voiles at, yard... **15c**  
25c voiles in pretty bordered effects, at the yard... **19c**  
50c French voiles, Monday only, at the yard... **25c**

##### Colored Linens at 49c

Your choice of any colored linen in our Wash Goods section that regularly sells at 50c and 75c the yard, 36 and 40 inches wide, Monday... **49c**

##### Bordered Lawns at 19c

One lot of bordered lawns in floral designs of exclusive style, full 40 inches wide, regularly 15c the yard, Monday only... **19c**

#### You Need a Macey Book Cabinet in Your Home

To set one of the new Macey book cabinets in your home is to set before your children an example of such good taste that throughout all the days of their lives they will feel its refining influence.



The new Macey Book Cabinets are the only sectional bookcases that can be added to both upwards and sideways and still not look like sectional bookcases, but like heirlooms of furniture. They can be taken from or rearranged without destroying their beauty or style.

Macey designs harmonize with any furniture you may now have and are made in such a variety of popular fit any requirement of space or purse.

Ask to see them the next time you are in the store.

#### Begin This Week Right By Buying Your Groceries at Our Pure Food Store

- Bennett's Golden Coffee, and 20 stamps... **30c**
- Bennett's Capitol Coffee, and 20 stamps... **30c**
- 1 pound assorted teas, and 10 stamps... **30c**
- Coricain Blend tea for iced tea, and 20 stamps... **48c**
- Package tea sittings, and 10 stamps... **15c**
- Nutter Peanut-Butter, and 15 stamps... **15c**
- Jars Nutter Peanut Butter, and 20 stamps... **25c**
- 1-pound sack Diamond Crystal Salt, and 20 stamps... **25c**
- 3 boxes Shaker salt, and 10 stamps... **25c**
- Full Cream Cheese, and 10 stamps... **25c**
- 2 cans Capital Whole Tomatoes, per lb... **20c**
- Large Jar Queen Olives... **25c**
- 3 packages Capitol Mince Meat, and 20 stamps... **25c**
- 4 pounds cleaned Currants... **25c**
- Marshall's Preserved Biscuits... **25c**
- SPECIAL PREMIUM BUTTER, 1-lb. rolls, and 10 stamps... **25c**
- Bottle Galliard's Pure Olive Oil, and 20 stamps... **25c**

#### Shed That Old Suit for a New One

You can afford to do it if you take advantage of our great sale of men's and young men's clothing

##### Choice of Each and Every Suit in the Store—Blacks, Half Price

This sale is one in which our sole object is to lower the stocks to the lowest possible notch and to prepare ourselves for the advent of another season. We get ready for fall and winter a long time before you do, which hastens the time for reduction of prices but still leaves plenty of hot weather ahead in which you can enjoy your savings. Qualities are such that when summer is over you will be pleased to lay them away until the next summer rolls around.

Former Prices Range From \$10.00 to \$35.00 the Suit.  
Choose Now at \$5.00 to \$17.50

Positively there is nothing reserved—all must go at the prices we have named. Find the staple blues and blacks, and all of the choicest fancy weaves and mixtures in shades and patterns that have made the season famous. Two and three-button styles in sizes to fit all men.

