

BENNETT'S - BIG - MILLINERY CHALLENGE SALE

See Our Other Ad On Page 12



Begins Friday, September 15th

Planned, Prepared and Conducted in Bennett's Matchless Way Presenting Only Such Qualities as Are Beyond Criticism, the Choicest New Styles in Assortments of Great Magnitude and Values Impossible to Excel

We have previous Challenge Sale records to beat and it has ever been the policy of this store to surpass previous accomplishments with every succeeding effort. That is why we have spent months in determining the correct fashions for the Fall and winter season, in searching out manufacturers who are capable of preparing merchandise that measures up to our high, unvarying standard, in forcing prices down wherever we could do so without sacrificing the quality, in organizing and reinforcing every detail to make this the GREATEST SALE IN OMAHA.

In this sale you will find the largest variety of French and Guaranteed Willow Plumes in the city, hundreds of Bird of Paradise, thousands of fancy Feather Novelties, thousands of Untrimmed Hats and Ready-to-Wear and Trimmed Hats almost without number. But the best part of it is, you are getting all of this headwear style and goodness at the beginning of the season at prices you would expect only after the demand is over. If you are not pleased with your purchase after examining it in your home, bring it back. Your money will be refunded without cross-examination.

We Challenge Any Store in Iowa or Nebraska to Duplicate These Values and for Your Own Protection We Ask You to Compare Them With Anything You Will Find Offered Elsewhere Friday or Any Other Day While the Challenge Sale is in Progress

Five Hundred Trimmed Hats, \$2.98

The hats in this assortment come in a good variety of small, medium and large shapes. They are made of high grade silks and silk velvet and trimmed in all of the latest modes, \$5.00, \$6.00 and \$7.00 values, Challenge Sale Price **\$2.98**

One lot of about two hundred misses' fine trimmed hats, in black and the most wanted colors; hats that are worth up to \$1.98 each. Challenge Sale price, 95c.

FREE

A beautiful veil will be given free to every purchaser of a trimmed hat during this sale.

Up to \$20 Ostrich Trimmed Hats, \$8.98

A very large variety of elegant hats, trimmed with finest quality ostrich plumes, was made especially for this Challenge Sale. Under any other conditions they would cost you from \$15.00 to \$20.00. During the Challenge Sale **\$8.98**

One hundred small and medium black hats in styles that will become the fashion and elderly woman, trimmed with pretty ostrich tips; \$15.00 values at **\$5.98**.

25% Off

On Our Entire Stock of Ostrich and Bird of Paradise Trimmed Hats

Challenge of Felt and Silk Velvet Hats---Greatest Collection in Omaha

The felt hat you have been waiting for can now be secured at a wonderful saving from the finest and only complete stock in Omaha. There are bright finished felts in solid colors, two-toned effects and reversible; in styles and qualities that will please every fancy, and prices that will suit every purse. Read each item again and again. Every word tells of a saving.

Women's Untrimmed Hats of the finest French felts, in all of the most popular colors; values up to \$1.98; Challenge Sale price, while they last **79c**
The new two-toned Felt Hats---The kind that are so hard to find and which are selling elsewhere at \$2.98 or more; Challenge Sale price, **98c**

Misses' and children's hats, of finest French felts, in a good variety of new shapes and colorings; hats worth up to \$1.50 each; for Friday only, choice **39c**
Fine silk velvet hats, in all good shapes from the largest to the smallest, black and all colors, values up to \$3.00; Challenge Sale price, **\$1.48**

33 1/3% Off

On About One Hundred Imported French Hats Rare Models.

All Guaranteed Willow Plumes at a Third Less

Keep this fact first and foremost in your mind---that headline means your choice of our entire stock is absolute and unrestricted. And there will not be another offer like it in Omaha, for THIS IS THE ONLY STORE IN OMAHA THAT GUARANTEES WILLOW PLUMES. The guarantee is a written one and will be given with every willow plume purchased in this sale just the same as if you had paid the full price. If you do not care to purchase now, pay us one dollar and we will reserve any plume for such time as you may wish. Black, white and colors for your choosing.

One-Third Off

On Our Entire Stock of Fine French Plumes.
On Our Entire Stock of Bird of Paradise.
On Our Entire Stock of Aigrettes.

BENNETT'S

The Only Store in Omaha That Guarantees Willow Plumes.

GREAT IRRIGATION PROJECT

Omaha Man Tells of Reclamation of Willow River Country.

FRUIT TREES SUPPLANT SAGE

General Agent of Company Disposing of Land Has Arranged for Fine Exhibit to Be Seen at Omaha Land Show.

What is regarded as one of the largest and most interesting irrigation schemes in the west is that of the Willow River Land and Irrigation company's project at Brogan, Ore. The system, which will be completed by the last of November at a cost of about \$1,000,000, will irrigate 50,000 acres of land, nearly 3,000 of which has already been planted to fruit. The disposal of the reclaimed acres is in charge of Clinton, Hurst & Co. of Boise, of which Fred C. Martin of this city is the general agent. This is the sixteenth project this firm has taken up and all of them have been disposed of without a dissatisfied homesteader.

Mr. Martin has arranged with the Omaha Land show management to be represented at the exposition of products here in October, and he will have an elegant display of fruits and grains from the Willow River valley district. This valley is located directly west of Payette, Idaho, and the Oregon Short Line runs directly through the district. The water shed, which insures all the water needed and more, flows from the Burnt mountain district. The land embraced in the project has already been graded and fenced and is ready to receive settlers.

NEBRASKA RANGERS AT \$6.10

Eight Loads of White Face Beeves Bring Good Prices on South Omaha Market.

John C. Coffey was on the South Omaha market Wednesday with eight carloads of strictly grass beef, averaging 1,200 pounds, that were sold by the National Live Stock Commission company for the handsome price of \$4.10, the entire shipment realizing this figure. These cattle were all of Mr. Coffey's own raising and run on the open range during the summer.

A Great Advantage to Working Men. J. A. Maple, 125 S. 7th St., Steubenville, O., says: "For years I suffered from weak kidneys and a severe bladder trouble. I learned of Foley Kidney Pills and their wonderful cures, so I began taking them, and sure enough I had as good results as any I heard about. My backache left me and to one of my business, expressman, that alone is a great advantage. My kidneys acted free and normal, and that saved me a lot of misery. It is now a pleasure to work where it used to be a misery. Foley Kidney Pills have cured me and have my highest praise." For sale by all druggists.

THIEF CATCHERS REWARDED

Marks and Wright Receive \$50 Checks for Catching Jacobson Jewelry Robber.

The Jewelers' Security Alliance of the United States has given A. Marks of Omaha and Officer Guy S. Wright each a check for \$50 for the capture of a thief last June who broke into the jewelry shop of J. Jacobson in the Douglas block.

Disgraceful Conduct of liver and bowels, in refusing to act, is quickly remedied with Dr. King's New Life Pills. 25c. For sale by Beaton Drug Co.

Kennedy Announces Executive Committee

A. B. Allen of Lincoln is Secretary and E. R. Gurney of Fremont Treasurer of Committee.

John L. Kennedy, chairman of the republican state central committee, announced today that he has appointed Arthur B. Allen of Lincoln secretary and E. R. Gurney of Fremont treasurer of the committee, and has selected the following executive committee:

- First Congressional District---E. A. Fernau, Auburn.
- Second District---A. W. Jefferis, Omaha.
- Third District---J. C. McNish, Wisner.
- Fourth District---Anton Dredla, Crete.
- Fifth District---W. McConaughy, Holdrege.
- Sixth District---N. P. McDonald, Kearney.

DUNDEE MIX GETS IN COURT

Well Diggers Sue for \$15,000 Damages for False Arrest.

SUE SHERIFF AND THE BOARD

Arises from Effort to Keep Stores from the Village Except on Street Designated by the Trustees.

Damage suits for \$15,000 for false arrest and imprisonment and for malicious persecution were started against Sheriff Edwin F. Brailey and against H. P. Leavitt and other officials of the village of Dundee by John E. Sager and E. L. Sager, well borers, in district court Thursday morning. The suits are in connection with the fight between Dr. Elmer R. Porter and the Dundee officials, who are trying to prevent his putting up a store building in the village.

John E. Sager asks \$15,000 damages of H. P. Leavitt, Wallace E. Shepard, A. Thomas Klapp, Henry E. Johnson, George H. Gillespie and Ellery H. Westerfield. Harvey H. Sager asks \$10,000 damages of Sheriff Brailey and Wallace E. Shepard.

Harvey H. Sager and E. L. Sager were arraigned in county court Thursday morning on charges of having well boring apparatus within the village limits without license. They pleaded not guilty. Their hearings were set for September 20.

NEW FRENCH LINE STEAMER A GREAT SUCCESS

Trial Trip of This New One-Class Cabin, Quadruple Screw Steamer Satisfactory in Every Respect.

A cablegram just received from Havre, France, states that the new quadruple screw steamer "Rochambeau" of the Compagnie Generale Transatlantique, on its trial trips, has given great satisfaction. This is the latest addition to the magnificent fleet of the Compagnie Generale Transatlantique and will be a great innovation as it has four propellers, two worked by reciprocating engines and two by turbines driven by the exhaust steam from the former.

The "Rochambeau" is scheduled to make its maiden trip from Havre on Saturday, September 16, and every berth on the steamer has been sold. It makes its first

trip from New York September 30. All of the cabin accommodations are on the upper deck and midship. The vessel like all other vessels of this fleet, is equipped with wireless telegraphy and submarine bell signals.

Looking for Two Men. CLEVELAND, O., Sept. 14---The mysterious drowning today of Captain Frank G. Warner, commander of the Ohio Naval Militia ship, Dorotha, has caused the police to be on the lookout for two civilians who were with Captain Warner and who disappeared after giving an alarm.

JOHN W. BLANTON INJURED

Struck by Automobile at Sixteenth and Dodge as He Alights from Car.

John Wesley Blanton, who lives at the Union gospel mission, was struck and knocked down by an automobile at Sixteenth and Douglas streets early last night. Blanton alighted from a south-bound car and walked across the street

in front of the automobile driven by T. J. O'Neil, 106 North Twenty-third street, South Omaha. Blanton was only slightly bruised and lacerated about the arms and legs.

Few, if any, medicines have met with the uniform success that has attended the use of Chamberlain's Colic, Cholera and Diarrhoea Remedy. The remarkable cures of colic and diarrhoea which it has effected in almost every neighborhood have given it a wide reputation. For sale by all dealers.

Schmoller & Mueller's FORCED PIANO SALE

\$145

Prices Reach Their Lowest Level

74 more of our HAND-MADE SCHMOLLER & MUELLER PIANOS to be sold this week at WHOLESALE Prices ranging from **\$145 to \$275**

And on terms of no Money Down, 30 days Free Trial Free Stool, Free Scarf, free Life Insurance, 25 year guarantee.

\$1 Per Week

WHOLESALE PRICES TO YOU THIS WEEK PIANOS

We have sold more Schmoller & Mueller Pianos the past week than we have ever sold in ONE WEEK during our 52 years in the Piano Business.

The deep excavating of the new Woodmen of the World Building FORCED us to remove these Pianos from our floors to protect the west wall of our building. While we are FORCED to sell these pianos at this price now we know that we will reap the benefit from the advertising every one of these pianos will give us for 20 years to come. During this week's sale we will give absolutely FREE A LADY'S OR GENTLEMAN'S GOLD WATCH TO EVERY CUSTOMER, and you have 17 other make of instruments to select from. Orders by mail will receive prompt and careful attention. 25 pianos will be rented for \$3 per month and we will keep same tuned and insured free of charge.

Schmoller & Mueller Piano Company
Manufacturers---Wholesalers---Retailers 1311-1313 Farnam St., Omaha, Neb.

The Arden Jacket

This unusual little house garment is an old friend of yours. Do you recognize it? It is the kimono changed to meet the demand for natural lines---shortened a bit in the sleeves, tightened a trifle over the shoulder, shaped a little in the body. It is one of the prettiest fashions of the season and one of the most generally useful. Already its vogue rivals the toque fad. Everybody who is anybody is wearing them or making them for Christmas gifts. Send us the coupon below for complete directions. The yarn used is Fleisher's Shetland Floss, one of the thirteen

FLEISHER YARNS

These yarns are spun of the finest wools by processes that retain all the "life" of the delicate wool fibres. This produces a softness and elasticity that hard wear will not damage. That is why Fleisher Yarn garments are so durable.

Knitted Worsteds
Dressed Saxony
Spanish Worsted
Shetland Floss
German Town Zephyr
(4- and 8-fold)
Bridal Wools

Superior Top Wool
Easton's Zephyr
Spiral Yarn
Feminine Shetland
Highland Wool
Cockermouth Yarn
Andora Wool

FLEISHER'S YARNS

A Mail this Coupon to S. B. & E. W. FLEISHER, Philadelphia 120

Name _____ City _____
Street _____ State _____