

WHERE STYLES ARE NEWEST **BENNETT'S** WHERE QUALITY IS BEST



Miss Little  
in charge of  
French Trimmed Hats at  
\$25.00 to \$125.00



Miss Osborn  
Chief Trimmer



OMAHA COMBINED  
STYLE SHOW  
FALL 1911



Mr. Freeman  
Manager of the  
Millinery Store



Miss Beacom  
in charge of  
Children's and Misses' Hats  
at \$1.00 to \$10.00



Miss Weinberg  
in charge of  
Ostrich Trimmed Hats at  
\$20.00 to \$125.00



Miss Evans  
in charge of  
Tailored Hats at  
\$5.00 to \$25.00



Miss Baird  
in charge of  
Street Hats at  
\$5.00 to \$25.00



Miss Dunn  
in charge of  
Untrimmed Dress Hats at  
\$1.00 to \$15.00

You and Your Friends Are Cordially Invited to Attend the First  
**"Omaha Combined Style Show"**  
Week Beginning Monday, September 25

At the Bennett Store you will find magnificent stocks of the world's best merchandise, most carefully and discriminately selected from the leading fashion and manufacturing centers of the globe--Apparel for men, women and children; yard goods of all kinds, furnishings and decorations for the home beautiful--in fact, everything that is new and good can be had at this store. This formal opening, with its wealth of merchandise in each of its fifty-seven departments, merits the attendance of every person in Western Iowa and the State of Nebraska, even though it might necessitate a day or night of travel to come. It is the literal truth, plainly and emphatically spoken, when we say that the assemblage of the styles and qualities in all lines presented in this season's formal opening exhibits now stands equalled by but comparatively few stores in the Great Middle West and excelled by none. People from out of town, especially, will delight in the wealth of opportunities this store affords.

**A Grand Millinery Opening** Introducing People You Will Meet in the Millinery Store

This page shows a new idea in the advertising business--and there is a good reason for it. You have helped make the millinery store the best west of Chicago and we realize that if you are to make this establishment your "business home" you must know more of the people in it. So, we introduce to you, by means of this advertisement, the women in charge of the various sections of our great millinery store. Under each picture you will find the person's name and the merchandise under her personal supervision. Each one has pleased hundreds of customers because she thoroughly understands the styles and merits of the various things assigned to her care, and each one is capable of rendering to you the same satisfactory service. Believing it will be to your advantage, we suggest that you study this advertisement, and then, when visiting any section, ask for the lady in charge. You will always be assured of intelligent, competent assistance.

Our showing embraces hundreds of new Parisian hats from the small, chic shapes--cleverly twirled and caught here and there into new effects--to the largest, most elaborately trimmed creations. Their beauty and charm is quite irresistible. These three extra specials are for the opening day only.

- Various New Trim'd Hats**  
Trimmed hats of finest bright finished felt in plain blacks and the newest colorings as well as many handsome two-toned effects; trimmed with only the most popular materials; actual \$10.00 values, for Monday only..... **\$5.00**
- Guaranteed Willow Plumes**  
Monday only we will give to all who come one of our handsome black guaranteed willow plumes, worth \$25.00 and \$27.50, for \$16.50. A small deposit will reserve it for future delivery. Our written guarantee with each plume. **\$16.50**
- Imported New Dress Shapes**  
A large assortment of the newest Persian dress shapes of very fine velvets and the best quality hatter's plush--no two hats alike--actual \$12.00 to \$15.00 values offered as a special for one day only--Monday..... **\$7.50**

**This Unfolding of Winter Garment Modes Is for You**

We shall not spoil the pleasure of your visit by telling here of all of the many novelties we have discovered at home and abroad or of the completeness and attractiveness of the stocks. You can read style magazines and articles without number and not gain one-tenth the amount of style knowledge a visit here will give you because style is something impossible to describe and better understood than expressed. Like Niagara, you can't appreciate it until you have seen it. So, let these few mentionings and our earnest invitation be reason for your coming tomorrow and every other day convenient during the "Omaha Combined Style Show" week.

The various lines include the jaunty and ultra-fashionable designs as well as all of the plain tailored models. Fabrics, trimmings and tailorings measure up to our high, unvarying standard of quality.

**Elegant Evening Costumes in Many Styles** **Fine Tailored Suits at \$49.50 to \$59.50**

Many very effective ideas are shown in low neck styles for evening wear--lavender chiffons over white satins with floral borderings; gold braiding around the yokes; skirts and waists trimmed with black fringes, etc. One model is of pale blue net made over satin with deep floral border of pink roses; has pink satin folds, gold lace trimmed waist and pink girdle--\$49.50. Also pretty dresses for street and informal wear.

- Suits at \$37.50 to \$45.00**  
Suits at these prices are of two-toned zibelines in such popular combinations as brown and black, cadet blue and black and coronation purple and black. Two-button cut-away styles with large revers trimmed with velvet and embroidered cuffs to match. Skirts have panels, two large folds and high girdles.
- Tailored Suits at \$35.00**  
English chevots, mannish wosteds, French boucle cloths and striped homespuns enter into the making of this superior line. Coats are in cutaway and plain straight models. Velvets, fancy buttons, braiding and silk frogs and ornaments are greatly used in the many trimming schemes. Skirts trimmed to match the cloth.
- Coats at \$25.00 to \$35.00**  
Rough materials have the call in the coat stock although mixtures, striped materials and reversible cloths are much in evidence. Large revers and large collars are in high favor and velvets and large fancy buttons relieve the garments at collars, cuffs and pockets. Brown, purple, tan, Royal gray and other colors as please your fancy.
- Junior Coats, \$9.50 to \$13.50**  
Quite a pleasing assortment of girlish styles will also be given special attention this week. Coats of checked and plaid back materials are most stylish while the new Junior polo coat finds favor with many girls and their mothers. Cadet blues, tans, grays and browns for ages 13 to 17 years. Also Junior suits.

**Quality Furs**  
and stylish furs are one and the same at the Bennett Store. Every coat and piece is finished with a lining that corresponds in quality to the fur--one must give as satisfactory wear as the other. But fur styles change and you will come here for the newest innovations.  
River mink coats at \$75.00 and up.  
Russian pony coats at \$75.00 and up.  
Pony coats at \$35.00 and up.  
Nearseal coats at \$75.00 and up.  
Red Fox sets at \$59.50 each.  
Natural mink sets, \$49.50 and up.  
Black fox sets, \$35.00 and up.  
Silver fox sets at \$29.50 and up.  
And many others as reasonably priced.



Miss Holligan  
in charge of  
Ostrich, Bird of Paradise and  
Aigrettes \$25.00 to \$125.00



Miss Houchin  
in charge of  
Fancy Feathers and Flowers  
at 50c to \$7.50



Miss Rink  
Chief Designer



Miss Henson  
in charge of the  
Designing Room

**Stylish Corsets**

Our Madame Grace corsets combine all the elements of style and beauty that go to make a good corset as well as many other desirable features possessed by no other line. They are made of imported silk batiste or Italian cloth and boned with boning that is guaranteed. They are beautifully trimmed and the hose supporters are covered to protect the flesh and garments. To bring out to the fullest the perfect fit of the costumes and suits you should select a corset from this superior line. Here are models for every figure, from the little French stage corset to the most extreme style. Priced at \$2.00 to \$25.00.



**Important**  
All Contestants must submit their answers on blank provided for the purpose. You can secure them in the Furniture Dept., Third Floor.

**A Kitchen Cabinet Given Away Free, September 27**  
To the Person Submitting the Six Best Reasons for Using a "Sellers No. 6" Kitchen Cabinet Which We Now Have in Stock. The value of this Free Cabinet is \$27.50

No money is required and any person is at liberty to enter the contest. All you have to do is come to the store for special blanks we have had printed for this contest, look over the cabinets so as to find out what the best points of the cabinets are and then send in your "six best reasons" before Red Letter Wednesday, September 27th. No obligations whatever are incurred. Here is detailed description of the cabinet.

This kitchen cabinet is unlike, and far in advance of, any kitchen cabinet ever built. It is made of the best materials throughout. Has sanitary base with high feet, giving ample room for sweeping; polished metal sliding extension table top that draws out and gives an abundance of working space, so arranged that all parts are instantly accessible for thorough cleaning; automatically tilting and lowering removable flower bin (capacity 60 pounds) with glass front and permanent rotating sifter bottom, always ready for use--the only airtight, dust and vermin proof flour bin made on a kitchen cabinet today; original and exclusive patent glass sugar receptacle, with screw top and sliding lever delivery at bottom, attached to door closing compactly into the compartment; equipped with removable metal lined cooling cabinet with wire shelves, ventilated by unique, original system. Has non-rustable metal bread and cake box with perforated, ventilated lid. The interior of the entire upper part of the cabinet is finely and durably finished with many coats of the very best varnish. Has copper-finished trimmings, and strong, easy-running steel casters. The entire arrangement is such that all parts are conveniently accessible, affording the utmost cleanliness, convenience and saving of time and steps. All corners are neatly rounded, improving its appearance and precluding all possibility for dust or dirt to accumulate.

