

BENNETT'S

Everything for Everybody

Candy Specials

Bennett's 50c fresh Fluffeta chocolates at 20c the lb., 50c chocolate dipped marshmallow cherries at 30c the lb. A 20c box of fresh salted peanuts, Saturday, for 10c.

China Bargains

50c decorated baby plates, 25c. Brass candle sticks in artistic shapes, 50c. Large glass punch bowls with 6 sherbet cups, 75c. Odd lot brass match boxes and ash trays, 10c.

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Sale of Flowers

Large, freshly cut roses, worth \$1.00 the dozen, on sale Saturday at **39c**
Choice chrysanthemums specially priced for Saturday only, **10c** at, each, 15c and

50c Ribbons at 15c

One lot of five and six-inch, all silk satin, taffeta and messaline ribbons in black, white and a good variety of colors, worth up to 50c the yard, Saturday only, 15c.

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Men Accustomed to Basking in the Smile of Prosperity Are Enthusiastic Over Bennett's \$15.00 Suits--\$20.00 Values or More



When we say a \$20.00 suit, or better, for \$15.00, we do not mean that some little store around the corner asks that much for them. We mean that some of the best stores in Omaha ask \$20.00 or more for the same grade of a suit the Bennett Co. sells for \$15.00. Since we started our campaign for better clothing values in Omaha, practically every clothing merchant in the city has had its representative trying to find out how we can sell such clothes for so little money. Aside from the annoyance it has caused, their work has been a waste of time. We would gladly have told them if they had asked us. The rule is simple and any store that follows out our rule can make as big a success of their clothing business as we. Here it is: **DO NOT TRY TO MAKE A FORTUNE OUT OF YOUR CUSTOMERS EVERY SATURDAY**—buy where best clothes are made.

There is no question about the quality of a Bennett Fifteen Dollar Suit. If we merely told you they were as good as other dealers' \$20 or \$25 suits you might doubt our judgment and not come. But note this—

Every suit that goes out of this store bears an irrevocable guarantee of strictly all wool materials and the very best workmanship obtainable. And the suits that have been sold from this store this season have been measured by other standards by the man who wears them and his verdict coincides with the assertion we make that they are equal in every way to suits selling elsewhere at \$5.00 or more in price. Comparison has proven our supremacy to others. In justice to our customers we have done—compare style for style, quality for quality and price for price.

We will subject our suits to any test you may wish. Some \$18.50 and \$20 suits are reduced to \$15 for Saturday's selling that the size, color and pattern ranges may be as good as at the beginning of the season.

One big lot of all wool suits from this season's selling; heavy weights that have been priced at \$18 and \$20, to close, Saturday, **\$13.50**

A big lot of men's winter trousers worth up to \$2.00, Saturday, **\$1.95**

Great Attractions in the Men's Furnishings Store

Men's high grade outing flannel pajamas

accurately cut and proportioned and finely finished throughout—three big lines at \$1.00, \$1.25 and \$1.50 the suit.

Men's outing flannel night robes

in a good range of neat patterns and colors—14c, 15c, 17c, \$1.00 and \$1.50 each.

Have You Seen the Cutlery Shirts?

Finest shirts for business and office men that have ever been invented. If your cuffs become soiled and you have a Cutlery shirt all you have to do is unfasten your cuff links, turn your cuffs over, put the links back in place—a fresh, new pair of cuffs; just like that. It's a clever invention that makes the attached cuff shirt more practical than ever. Ask to see them the first time you are in the store. A variety of materials and patterns at \$1.50 and \$2.00 per shirt.

Men's fine California flannel shirts

with military collars—special at **\$2**

Men's grey, blue and tan flannel shirts, in all sizes, that regularly sell at \$1.50 each, Saturday, 95c for your choice.

Men's Hosiery Special

One lot of men's 12 1/2 cotton half hose in black and tan only, all sizes, especially priced for Saturday at 2 pairs for 25c, or the single pair, 9c.

Men's Underwear Lower Than Common

Men's wool union suits from three of the best makers in the land—Cooper, Hiteize and Dr. Wright's—\$2.50, \$3.00 and \$3.50 the suit. Men's wool shirts and drawers—better qualities than you have ever before seen at \$1.00, \$1.25, \$1.50 and \$2.00 the garment.

Special for Saturday Only—One lot of lamb's wool fleece lined shirts and drawers, worth \$1.00 the garment, at **59c**

Men's wool fleeced shirts and drawers purchased to sell as a leader at 1/2 the garment—therefore, extra value for your money.

Boys' Suits and O'coats

Probably the most interesting item to the majority of mothers will be the suits at \$1.75 and \$1.98. They are all wool, of knickerbocker style, and include all of the "boy" fashions that are popular this season. Some of them have an extra pair of pants to match.

Up to \$2.00 Values go at **91.90**
Up to \$4.00 Values go at **92.90**

Very strong lines of boys' suits are also shown at \$2.50, \$4.00 and \$5.00. Made of all wool materials in tan, grey, brown, blue colors to fit boys from 5 to 17 years of age; have an extra pair of pants to match.

Big boys' and children's overcoats that have been great sellers this season at prices to \$4.50; divided into two lots and priced for Saturday at \$2.98 and **\$1.98**

You will find other overcoats at \$3.50, \$4.00 and \$5.00, to be money-saving propositions. All sizes, from 2 1/2 to 17 years, of cassimeres, chevrons, chinchilla and heavier cloth.

Boys' and children's hats and caps in a great variety of felts, velours, chins, etc., at \$1.75 each.

A large collection of boys' separate trousers, worth up to 75c, Saturday, 50c. Boys' Clothing Department, Second Floor.



New Coats Coming Daily--At \$17.50

are several new ideas that have made their appearance with the advancing season. Stripes and mixtures in brown and grey with large collars slightly trimmed with a contrasting collar forming a hood effect at the back—and many other pretty styles. The style of these coats will be quickly appreciated and the moment you try them on you will note how gracefully they hang and how perfectly they are proportioned. Materials and workmanship are of the better sort.

Women's Flannellette Dressing Sacques

Another new lot recently arrived will be shown for the first time Saturday. They are full cut, warm and pleasing in pattern. A variety of styles, at 90c, \$1.00, \$1.25 and \$1.50 each.

New Black, Brown, Tan and Gray Broadcloth and Cheviot Coats, in All Sizes, at \$22.50 and \$25.00.

Plain tailored styles with notched or sailor collars trimmed with narrow braids; lined with Belding's guaranteed satin—a very strong showing of these much-called-for coats that are so hard to find.

All Mothers Should Read Every One of These Items

Our departments devoted to infants, children, girls and misses are "chock full" of the right sort of winter wearables for the little folks and those who want things like the older sister has—coats, dresses, sweaters, hats, caps, etc., each preserving the girliness of style all mothers want. The variety in each line is very extensive, the quality the very best and the price as low as is consistent with reliable merchandising.

Children's and Girl's Sweaters--Sizes for the little ones and up to 16 years. Made from all wool and worsted yarns in single and double-breasted styles, with military or shawl collars, in a splendid variety of weaves and colorings. According to the size and quality, \$1.98, \$1.50, \$1.25 and **95c**



Knitted Wear for Little Folks

Such as caps, leggings, skirts, sacques, etc.—in fact you can find every knitted need in the juvenile department. They are real serviceable articles too. Reasonably priced at 25c, 35c and up to \$1.25 the garment.

Children's and Girls' Coats

Come, Saturday, and look over our very large varieties in all of the wanted fabrics and colorings. There's no better time than now for choosing. These are:

- Coats for Infants.
- Coats for Ages Two to Six Years.
- Coats for Ages Six to Fourteen Years.
- Coats for Ages Fourteen to Eighteen Years.

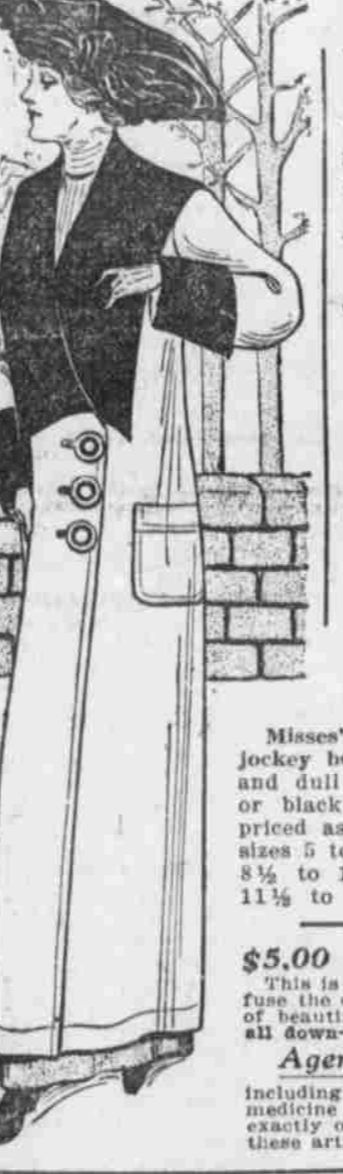
Each of these divisions has some particular characteristic that distinguishes it from the others and makes it correct in style and quality for the ages for which intended.

\$2.50, \$3.50, \$5.00 and up to \$15.00, according to size, material and finishing.

Girl's New Dresses

There's no better showing of girls' dresses in the city than ours—well made from the most reliable fabrics, plenty of width in the skirts, dainty girlish trimmings, colors to meet their wants, styles pleasing to all concerned. Pardon us for "harping" so much on these points but we know they concern you in every garment you buy for your child and we know that the garments we offer you contain every feature essential to the satisfaction of yourself and your girl.

So we ask you to visit this department Saturday especially. And bring along the girl. Chances are she will aid you in choosing. Prices range from \$2.50 to \$6.75 for ages six to fourteen years.



A Shoe Sale for Men and Women

There will be large doings in the shoe store Saturday for we are going to clear out all of the broken lines and odd lots from this season's selling, enabling you to save from \$1.00 to \$1.65 on every pair you buy.

Women's Shoes Worth Up to \$4.00 at \$2.35 a Pair

Of course, this item is principally for women who wear small sizes but all women can be reasonably sure of being fitted if they come early in the day. In this lot are patent colt button and lace shoes with either turned or welted soles, and button and lace dull leather shoes with wide toes and welted soles.

Please note that you will not find these shoes on bargain tables. You will be fitted out of the stock with the same care and skill as if you were paying the full price. Again, come early.

Men's Shoes in tan and black leathers and all sizes; button and lace styles that have sold all season at \$3.50 the pair; are reduced, for Saturday's selling, to **\$2.45**



1,000 Pairs of Children's Shoes, 95c

One thousand pairs of children's shoes of vicid kid leather with patent tips; button and lace styles in sizes 8 1/2 to 11 and 1 1/2 to 2; values up to \$1.35, Saturday, while they last, 95c the pair.



Purchase Sale of Willow Plumes, French Plumes and Bird of Paradise Continued

If you will just remember that Bennett's is the only store in Omaha that guarantees willow plumes, you will begin to grasp the money-saving possibilities of this sale. Besides being reduced in price, each plume is sold with a written guarantee of absolute satisfaction, a new plume or your money back. Special attention is directed to the large showing of bird of paradise and aigrettes at half price. And besides the items advertised there will be extra special offerings on our new Millinery Bargain Square.

Guaranteed Willow Plumes \$10.98 Black and White Only 24 inches long and 22 inches wide.	Guaranteed Willow Plumes \$12.98 Black, White and Colors 25 inches long and 22 inches wide.	Guaranteed Willow Plumes \$14.98 Comes in Black Only 29 inches long and 26 inches wide.
Guaranteed French Plumes \$2.98 Regular Price, \$5.98 Black and White, Full 19 inches long.	Guaranteed French Plumes \$4.98 Regular Price, \$8.98 Black Only, Full 20 inches long.	Guaranteed French Plumes \$6.98 Regular Price, \$15.00 Black, White and Colors Full 26 inches long.



Gloves for Women and Children--They're Underpriced

Women's high grade, 2-clasp glove

with Paris point embroidered backs; tans, greys, browns, navies, greens, black and white; made from the finest imported skins; sizes from 6 to 7 1/4 inclusive; \$1.25 values, at 95c the pair.

Heavy, imported, single clasp gloves

for winter wear; black and white and a variety of shades cut in mannish styles; \$1.50 values at \$1.10 the pair.

Women's boys', misses' and children's cashmere and golf gloves

in a large assortment of fancy colorings; values up to 75c the pair at 25c for your choice.

Women's heavy fleece lined cashmere gloves

in navy, brown, grey and black—just the right sort of a glove for this season of the year—all sizes, 95c the pair.

Toilet Goods and Drugs

50c Pompadour massage cream.....	20c
Graham's 50c cucumber and elderflower cream.....	30c
Hind's 50c honey and almond cream.....	30c
1 1/2 lb Oriental cream.....	90c
25c Swansdown powder.....	25c
50c Java rice powder.....	25c
Pozzoni's 50c powder.....	25c
50c Santal tooth powder.....	15c
50c Pebecco tooth paste.....	35c
Grave's 25c tooth powder.....	15c
Williams' and Colgate's 10c shaving soap.....	5c
50c Cuticura soap.....	25c
25c 4711 glycerine soap.....	15c
15c White Pine cough syrup.....	25c
15c lb. borax.....	10c
15c 4-lb. bottle peroxide.....	25c
50c California Syrup of Figs.....	40c
Pinkham's \$1.00 vegetable compound for.....	85c

Misses' and School Girls' Corsets at 50c

Long hip models of good, strong materials, firmly boned and supplied with four hose supporters. The kind we regularly sell at 75c, Saturday only, 50c.

Discontinued \$1.00 Corsets at 50c

These corsets are splendidly adapted to house wear as they are made of good materials and allow the maximum of freedom in movement. All sizes in the lot. Regular \$1.00 values at 50c, Saturday.

\$5.00 to \$15.00 Hand Bags, Saturday, \$3.98

This is a closing out of broken lines and odd lots, but don't confuse the offer with the average sale of this character. Lot consists of hand bags of leather, velvet, tapestries, etc.; all down-to-date styles. \$5 to \$15 values, for Saturday only, \$3.98.

Agents' ample Leather Novelties, Half Price

Including women's and men's dressing cases, manicure sets, flasks, medicine cases, hand purses, bill folds, cigar cases, etc.—all at exactly one-half of their regular prices. We will lay aside any of these articles upon the payment of a small deposit.

A Sale of Popular Fiction

Alexander Corkey's, "The Victory of Allan Rutledge;" Nicholson—"The Lords of High Decision;" Connor—"Glenarry School Days;" Connor—"The Man from Glenarry."

50c a Volume



Winter Weight Underwear for Women, Girls and Boys

Children's vests, pants and drawers, slightly soiled from display, 12 1/2c each.

Women's vests and pants thoroughly well made of good materials, the usual 35c kind at 25c the garment.

Women's first grade, fleece lined vests and pants of extra quality combed yarns; both regular and extra sizes, specially priced at 50c the garment.

Women's fleece lined union suits in white only, sizes 5 and 6, 50c the suit.

Complete lines of children's union suits at 50c to \$1.50 the suit.

Women's high grade union suits in all styles and sizes, priced as the material and quality warrant at \$1.00 to \$2.75 the suit.

Hardware Bargains

\$4.50 Perfection galvanized ash sifters.....\$3.49
\$1.50 Clean Clipper axes with hard wood handles.....\$1.18
\$1.00 self-wringing mops.....75c
15c qt-size corn poppers.....5c
\$2.50 heavy bread and cake boxes, plain or oak finish.....\$1.98
50c brass padlocks with 2 keys.....35c
50c alcohol stoves.....25c
10c hard wood bath tub seats.....25c
\$13.30 gas ranges with 18-inch broiler and simmering oven.....\$13.95
EXTRA—30 STAMPS FREE with every Lick enamel or Savory toaster, Saturday.

Two Hosiery Specials for Saturday Only

Women's 25c full regular made hosiery with wide welt tops, high spliced heels and double toes; fast black; 17c the pair or 3 pairs for 50c.

Women's seamless silk boot hosiery with wide garter tops and extra heavy heels and toes; strictly fast black; regular 50c values for 35c.

Wooden Ware

Wooden salt boxes.....10c
85c palm leaf knife baskets for.....50c
25c holly wood potato masher 10c
Individual butter prints.....5c
Wooden buckets of all kinds 10c
Cigar ash trays, to close out 2c
3 boxes Japanese toothpicks 5c
8-drawer spice cabinets.....45c
Eight rolls Bennett's "Special" toilet paper for.....25c

PURE-FRESH GROCERIES AT NA SPECIALS

"Quality considered—More for a dollar than a dollar will buy elsewhere"

Bennett's best coffee and 20 stamps, lb.....	35c
3 lb. Bennett's best coffee and 40 stamps.....	\$1.00
Assorted teas and 75 stamps, lb.....	69c
Assorted teas and 40 stamps, lb.....	39c
6-lb. can B. C. baking powder and 100 stamps.....	\$1.00
26c jar preserved figs for.....	15c
Tea siftings and 15 stamps, lb.....	15c
35c can Geo. Daillet's maraschino cherries for.....	20c
15 lb. GRANULATED SUGAR \$1.00	
4 lb. navy beans for.....	25c
100 stamps.....	15c
very special at the lb.....	12c

MEAT BARGAINS

Pork Loins 11c	Lamb Chops 10c
Pork Roast...10 1/2c	Lamb and Veal Stew, 4 1/2c
Pork Butts...12 1/2c	Lamb Legs 9 1/2c
Pot Roast...8 1/2c	
Shoulder Steak, 3 pounds for...25c	
Hamburger, 3 lbs.....	
No. 1 Skinned Hams at.....	
No. 1 Lean Bacon at.....	
0 lbs. Leaf Lard \$1	
Veal Roast 12 1/2c, 10c	Calumet Bacon 16 1/2c