



The Wonderful Money Saving Opportunities



OF THIS SALE ARE EXCLUSIVE

No other store ever did--and probably never will--hold an event of such economies. When we pull down the curtains on the last day the event will be history and the greatest bargains you ever heard of will have gone--even now they are rapidly vanishing.

People attend this sale first through curiosity--then, when they learn of its fattening influence on their purses they deem it a duty. It's the duty of every one to be economical. And at this sale it is impossible to make a purchase without saving money for EVERY ITEM IN THE STORE IS A BARGAIN.

So, really, for economy's sake, if for no other, you should attend this sale. There are bargains for every need and fancy of wardrobe and home.

All orders for morning delivery and once-a-day routes, must be in the night before. All orders for afternoon delivery must be in by noon.

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MUSIC

By Dimmick's Orchestra, SATURDAY EVENING, from 6:30 to 9:00.

Our Great 3d Floor Specials

Summer's coolest home decorations find prominent space in this store. Snow Flake Curtains. The coolest of curtains, cross striped, in beautiful assortment. All worth 50c to 75c each; each at... **29c** Durable Window Shades. Terre cotta and cream window shades, 36-inch wide, slats and brackets complete; worth 25c, each at... **16c**



Wall Paper Bargains.

New designs in wall paper priced at almost gift figures. Regular 20c grade, per roll. **5c** Some pretty bedroom and dining room patterns, that usually sell for 35c a roll, per roll **10c** Non-fadeable oatmeal papers, just three beautiful patterns are left. Regularly priced at 45c, per roll at... **15c** Summer Floor Coverings. Royal Wilton rugs, cool floor coverings; 23x34 inches, only fifty in the lot; Oriental patterns; deep, rich colors; worth \$4.50, at... **\$2.69** Exceptional novelty felt rugs in rich, choicest patterns and most durable materials. Regularly priced at \$1.75, at... **\$1.09**

Go-Cart Bargains

The famous Reed go-carts--the kind that runs so easy, is included in this sale. Formerly priced \$15.00, \$17.00 and \$20.00, at... **\$5.65**

Kitchen Cabinet Base

One of the strongest models of the kitchen cabinet base in the city; always sells at \$6.75; & now priced. **\$4.75**

Lace Sets and Veils

Lace sets for dresses and coats, now reduced in price--beginning with \$1.00 for a reliable quality. Large chiffon veils, in all colors, full 2 yards long and 4 yard wide, previously priced at \$3.00; while they last, **\$1.75** Chiffon veils, full 3 yards in length, also square chiffon veils, in all colors, previously priced at \$1.00; while they last, **40c**

Women's Gloves

A fine assortment of Women's hosiery, in two-class styles, all staple shades and in every size to suit lady's taste; worth 35c, per pair... **10c** Sixteen-button black silk gloves, worth as high as \$1; thoroughly made in every detail, **59c**

Women's Silk Hose

A sample stock of fine quality Women's Silk Hose, all colors; excellent quality; sizes 9 and 9 1/2, up to \$2.00 values, per pair at... **79c** Women's extra fine Silk Hose, made with detailed care in every part; all fascinating colors; sizes, 9 and 9 1/2; worth up to \$1.19 \$3.50, per pair at... **\$1.19**

Toilet Goods

All bathing caps at half price. 50c Mme. Isabelle's powder... 25c 1 bar, closing out price... 5c One lot of talcum powder, worth up to 25c, closing out price, per box... 5c 10c Palmolive soap, cake... 7c 25c size Pond's vanishing cream... 10c 20c quarter lb. bottle peroxide... 5c 10c large size chamomile skins... 5c \$1.25, 3-quart fountain syringes... 5c 15c, 1-lb. package borax... 5c \$1.50 bottle Oriental cream... 90c 50c box of Java rice powder... 25c 50c tube Febreze tooth paste... 25c

Drug Sundries

A good assortment of patent medicines, excepting Murine and Coughettes, are priced lower than ever before--priced so low that none will deny the exceedingly great values. 50c grades sell at 45c; 75c grades at 60c; \$1 brands at 80c, excepting Dr. Miles' medicines.



No Apparel Sale in the Country Was Ever Distinguished by Greater Bargains

The most important thing about this sale is that the entire stock goes and not just a few lines or lots set aside for the purpose of stimulating business. Never before in the history of Omaha retailing has it been possible for you to choose from an entire stock of any size--to say nothing about a stock as large as the Bennett Company's--at practically your own price, or a half and less of the actual values and regular selling prices. Mingling with the little wash dresses and plainly tailored suits and coats are garments as elaborate as any one could wish; in strictly good taste & conforming to most recent decree of fashion.

Styles are designed to conform to the needs of the person who wears them. For example--the misses' suits and dresses are cut along girlish lines and trimmed to please girlish tastes; the suits for very large women are shorter waisted, fuller through the hips and busts and trimmed to accentuate the height of the figure; while the range for women of average size and small women is practically unlimited. In the better priced apparel there is seldom more than one of a kind. You will gather an idea of the price part from the following synopsis:

- Tailored Suits, worth \$15.00 to \$49.50, at... **\$7.50 to \$22.50**
- Handsome Silk Dresses, worth \$18.00 to \$22.50, at... **\$9.75**
- White Dresses, worth \$12.50 to \$35.00, at... **\$6.25 to \$17.50**
- Lingerie Dresses, worth \$8.00 to \$29.50, at... **\$3.95 to \$14.75**
- White Wool Coats, worth \$18.00 to \$35.00, at... **\$9.50 to \$17.50**
- Stunning Silk Coats, worth \$19.50 to \$45.00, at... **\$9.75 to \$22.50**
- Fine Wool Dresses, worth \$19.50 to \$35.00, at... **\$7.50 to \$17.50**
- Wool Dress Skirts, worth \$9.75 to \$15.00, at... **\$3.95 to \$7.95**

Lingerie Waists

There are only about 500 in the lot and in order to be sure of securing one you must be here early in the day. High and low neck styles, beautifully trimmed with laces and embroidery, and very reasonably marked at Bennett's price of \$2.00. For Saturday's selling, choice. **98c each**

Lingerie Dresses, \$6.25

250 lingerie dresses in square and round neck styles; robe embroidery and Irish lace edge and insertion; some are trimmed with wash ball buttons; sizes for juniors, misses and women; all new styles, actually worth \$12.50, priced for Saturday's selling, only \$6.25. Dresses at **\$2.50** Just about 100 striped tissue gingham dresses, with lace trimmings, worth \$5 each, Saturday, half price, or \$2.50 for your choice of the lot. Dresses at **\$3.95** Striped tissue gingham dresses with pretty lace collars, actually \$7.50 values, priced for Saturday's selling at \$3.95. All sizes in these.

\$12.50 Red Norfolk Jackets . . . \$6.25
\$15.00 White Diagonal Jackets . . . \$7.50

\$13.50 Suits \$6.95 200 tailored suits of tan and white linen, in handsome Norfolk styles; suits worth \$13.50, at \$6.95. Sizes for both women and misses. **\$6.95** Linen Coats **\$6.95** Tan linen coats--rough weaves--with auto and wide shawl collars; suitable for motoring & travel wear; \$13.50 values, while they last at \$6.95.

Silk Coats--50 Rajah silk coats in slip-on and dressy styles, \$27.50 values. **\$13.75**

The Entire Stock of Muslin Underwear is included in this big sale--not a garment that is not reduced in price. See them.

20 Per Cent Discount on All Picture Frames Made to Order--Saturday Only

This does not mean on only one or two frames and limited number of mouldings to choose from--but the choice of our entire stock consisting of over 500 styles in gold, oak, walnut, rose-wood, brown gum, antique and other finishes.

Also a Discount of 20 Per Cent on All Ready Made Oval Frames

Bring your pictures with you. There will be no extra charge for placing them in the frames and besides you can tell better what kind of a frame you should have when you have the picture to judge by. This sale is for Saturday only.

THE Famous "Dorothy Dodd" Oxfords & Pumps



When you remember that the Bennett Company was exclusive dealers in Omaha for "Dorothy Dodd" footwear, and that their stock was one of the largest of this famous make in the Middle West, you will at once realize that we have a great task before us in clearing out the shoe stock in the short time set aside for the purpose. This lot of oxfords and pumps at \$1.98 consists of tan, patent and gun metal leathers, in all down-to-date sizes and lasts, that Bennett's priced at \$3.00, \$3.50 and \$4.00 the pair. There will not be such bargains again this season. **\$1.98**

Colonial Pumps Worth \$3.50 a Pair at... \$2.45

Colonial styles are the most popular of all this summer season: Russia tan calf Colonial pumps with large gold buckles, medium high heels, broad toes; satin Colonial pumps, same styles; white Colonial pumps in various new innovations. Worth \$3.50 the pair. Saturday, \$2.45.

300 Pairs Women's Oxfords & Pumps of gun metal, patent and tan leathers; worth \$3.00, \$3.50 and \$4.00; Saturday morning only, pair... 48c

Clocks at Half Price

An assortment of beautiful clocks (accurate time-keepers, too), are a feature of this sale--all at half price. Included are prettily ornamented gold clocks, attractively designed silver and bronze clocks, handsome mantel clocks and many excellent wall clocks. It is one of the clock opportunities of the year.

Alarm Clocks That Awaken 69c intermittent clocks... 25c 75c jump alarm clocks... 49c \$1.00 auto clocks... 79c \$1.50 Tattoo intermittents... 98c

Jewelry Clean-up Many odds and ends of excellent jewelry... **2c**

Big Cut on Sheffield Plate This sale affords grand opportunity to get excellent wedding gift table silver--the beautiful English Sheffield Plate at just One-Third off.

Corsets are Reduced

It's true economy to have several corsets, even when you are obliged to pay full price for them, for frequent changing of corsets not only lengthens the life of each one, but affords the wearer a greater amount of comfort. These prices are only an indication of the money to be saved throughout the corset section. All bear special prices to make the clearing rapid.

Lot One--Values up to \$1 at 2 for 25c
Lot Two--\$2 to \$3.50 values, 2 for 50c

Lot one is made up of corsets suitable for bathing, golf and house wear. Girdle and medium bust styles in a variety to suit all needs. Actually worth up to \$1.00, while they last, 2 for 25c. Lot two consists of corsets of all kinds and makes to fit every figure requirement. They are broken lines and odd lots from the old Bennett stock, made of coutil or batiste and equipped with good hose supporters. The kind Bennett's regularly priced at \$2.00 to \$3.50, while they last, 2 for 50c.

MUSIC

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400 Men's Oxfords

in leathers that will endure for months and months and at a bargain price which will pack the shoe store with men this Saturday-- **\$3.00 and \$3.50 Values Saturday \$1.48** These Oxfords are in Russia tan calf, gun metal and patent leathers; all sizes; button and blucher lace styles; all priced at \$1.48.

Candy Specials

50c value, fresh made, Fluffeta chocolates, the lb. box... 25c 20c value, fresh, delicious, salted peanuts, the lb... 12 1/2c 15c value, assorted creams and chocolates, the lb... 10c 20c value, peanut blocks... 15c 3, 5c pkgs. Hershey's milk chocolate, for... 10c

GROCERIES Priced to Save

Bennett's Capitol flour, the sack... \$1.30 19 lbs. granulated sugar... \$1.00 Bennett's best 35c coffee, lb... 80c Bennett's 25c Golden coffee, the lb... 12c 18c bottle Bennett's Capitol extracts... 12c 68c tea, assorted, the lb... 45c 15c tea sittings, the lb... 12c 25c can Bennett's Capitol California fruits... 18c Two-lb. roll Premium butterine for... 40c 15c cocoa bars and lemon cakes, the lb... 10c 25c qt. jars assorted pickles... 18c 5 lbs. To Jap rice... 25c Large jar, strawberry or raspberry jam... 20c 6 bars York Rose or Violet soap for... 25c 35c can Batavia green asparagus for... 18c 25c bot. Blue Label catsup... 18c 20c can Slinger's pork and beans for... 15c Full cream cheese, the lb... 18c Hand cheese, each... 2 1/2c 15c bottle onion salt... 12c Pint can Galliard's pure olive oil for... 35c 4 cans Gibson's soap polish, 25c 8 bars Crystal White soap... 25c 10 bars Beat 'Em All soap... 25c

Butter Specials

Bennett's Capitol creamery butter, 1-lb. bricks of guaranteed, full weight... 25c

Fruits: Vegetables

Fancy new potatoes... 45c 5 large plain lettuce... 5c 3 large cucumbers for... 5c 4 bunches new beets or new turnips for... 5c Fancy head lettuce, 3 for... 5c 3 bunches parsley for... 5c Fancy home grown cauliflower, 2 for... 15c Green peas, the quart... 5c Home grown cabbage, head... 5c Fancy Florida pineapples--large size, each 12 1/2c, 10c and 7 1/2c Large size, per dozen, \$1.40, \$1.10 and... 85c

MEATS

SPRING CHICKENS, 10 1/2c Choice LAMB LEGS, 11 1/2c BEST LAMB CHOPS... 10c 7 lbs. LAMB STEW... 25c POT ROAST... 12 1/2c, 10c 9-lb. pkg. LEAF LARD, \$1 PORK SHOULDERS... 9 1/2c PORK BUTTS... 12 1/2c VEAL ROAST... 12 1/2c, 10c 3 lbs. VEAL STEW... 25c MEDIUM LEAN BACON for... 17 1/2c BOILING BEEF... 7 1/2c 5-lb. can LARD... 70c SHOULDER STEAK, 12 1/2c REX SKINNED HAMS for... 16 1/2c FROM 7 to 9 P. M. PORK CHOPS... 11 1/2c 2 lbs. HAMBURGER... 15c

ORKIN BROTHERS COMPANY, Successor to The Bennett Company

16TH AND HARNEY STREETS--OMAHA

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