

The Purchasing Power of a Dollar Was Never So Great as in the Closing-Out of the Bennett Stocks

The true test of a sale comes in its "first night," in theatrical parlance—or, rather, at its beginning. If those who come on the first day or during the first week of a sale find it to be as represented, and purchase liberally, you may rest assured that it is a sale you should attend at your very first opportunity. Every need of wardrobe and home can be bought at great savings.

The Whole-Heartedness of Purpose in this Sale is So Manifest, and the Bargains Ring So True, That Those Who Have Come Have Realized the Importance of the Sale to Such an Extent They Deemed it Their Duty to Tell Their Friends Concerning Its Advantages

You will feel as they do after you have seen the bargains in every department of the store. But we are entering the "home stretch" of this big sale—the bargains can't last much longer. You must act quickly and take advantage of every opportunity as it is presented. For this week's selling you will find much new merchandise—some of it remaining from the cancelled orders of the Bennett Company, which we purchased, some being special purchases made to fill the gaps in lines that need the help to expedite the closing out. EVERY ITEM IN THE STORE IS A BARGAIN.

A Circumstance in the Garment Store That We Feel Should Be Brought to Your Notice



Friday morning a lady came into our store and asked to see some of the suits we had on sale. The style of one of the \$10.00 ones happened to strike her fancy, but she refused to buy it at the time, saying that she did not think it possible to sell an all wool suit, with a guaranteed lining, tailored up to a high standard, for ten dollars. We explained to her the conditions governing this sale and she replied that she would rather pay a higher price and be sure of the quality.

We advised the lady to shop around a while and compare what she found at \$20.00 to \$30.00 with the ones we were offering at about \$10.00. She did. The result was that she came back in the afternoon and purchased the \$10.00 suit we showed her. All of which leads us gently up to this point—every garment in the Bennett stock was a garment of quality and reduced prices have in no way affected quality.

The same condition applying to the sale of the suit we have just described prevails in the entire stock. To give you an idea of how we are moving them out, we quote:—

Lingerie Dresses patterned after French models; are all that could be desired in daintiness and style for mid-summer wear; worth from \$39.00 to \$59.00, Monday, about half price, or \$17.50 to \$25.00

Linen Coats at \$6.95

Linen coats, coarse and finer weaves; auto and novelty collars—in demand for motoring and traveling as well as for street wear—\$13.50 values, \$6.95.

Tailored Wash Suits

Tailored wash suits in Norfolk styles—plain linen skirts, striped jackets—regular \$25.00 values at \$12.50.

Jap Silk Waists, \$2.89

All new sailor and shirt styles with low collars and short sleeves. Plain white, plain black and stripes in delicate or dark shades. Elegantly made and well worth Bennett's price of \$4.75. The sale price, \$2.89.

Lingerie waists in hand-embroidered and lace trimmed styles; worth from \$3.00 to \$7.50 each, now range in price from \$1.60 to \$3.95 or almost half of the actual values.

Linen Skirts at \$3.95

A sample line of white, tan and colored linen dress skirts; stripe materials, Ramble cloth and novelty weaves; priced from \$7.50 to \$12.00, Monday, \$3.95.

Linen Dresses at \$12.50

White French linen dresses in the newest styles; trimmed with side revers and lace; \$25.00 values at \$12.50.

New Silk Dresses

New taffeta silk dresses beautifully trimmed—copies of French models—worth from \$19.50 to \$29.50, Monday, \$9.75, \$12.50 and \$14.75.

Tailored Silk Suits

Taffeta silk suits in plain tailored styles copied from French models; \$35 to \$75 values, Monday, \$14.75 to \$25.

Monday Muslin Underwear Bargains

25c and 30c lace and embroidery trimmed corset covers, Monday . . . 15c
39c lace and embroidery trimmed corset covers, Monday 19c
59c corset covers, drawers and skirts; lace and embroidery trimmed, 39c
79c corset covers, drawers, skirts and gowns, Monday 49c
89c and \$1.00 combination suits, Monday 69c
One lot \$1.25 and \$1.50 corset covers, gowns, skirts, drawers and combination suits, Monday 98c
Other undermuslins, worth from \$1.75 to \$5.95, Monday \$1.25 to \$3.95

Store Closes at 5 O'clock

Mail Orders

will be filled from our advertisements while the goods last.

Special

Conveniences

have been provided for out-of-town shoppers attending the sale. You will find the bargains of the sale well worth a day's journey.

89c Shirts for Men Who Feel the Heat

We don't mean to say that men won't feel the heat in these shirts, but we do say they are the coolest and best wearing shirts ever seen in Omaha for 89c.

There is just about five hundred dozen in the lot. Some have soft collars to match attached and the others are separate so you can wear a stiff linen collar if you prefer. Have French cuffs, too, which make for summer comfort.

All new patterns and colorings. Up to \$2.00 values, for quick clearance, 89c.

Some High Grade \$1.50 Shirts to Go at 69c

All are high grade—strictly in keeping with the quality of the other Bennett shirts.

Come in light and dark colors and all sizes. Worth up to \$1.50, choice, only 69c



We've Taken Diamonds Out of the Luxury Class and Placed Them in the Reach of All

Price can't be what's the matter now, for since we purchased the Bennett Company's stock, diamond prices in Omaha have taken a sudden drop.

33 1/2 Per Cent Discount on All of Our Diamond Set Jewelry Is the Way We are Moving Them Out

All are set in solid gold and platinum and are guaranteed by both the importer and ourselves. If the setting doesn't suit we will have it changed. If you don't know diamonds yourself, bring an expert with you, or submit the gem to some disinterested skilled opinion. Examine it with a glass in the brightest daylight.

But you are perfectly safe under our guarantee in any case. We will refund the money for any that are not exactly as represented.

A small deposit will hold any piece of jewelry for future delivery.

White Goods, Linens, Domestic

All our fine white goods, consisting of lawns, batistes, dimities, flaxons and mulls, in plain and figured patterns that sold for 35c and 40c the yard, Monday, 19c
Full bed size cotton blankets in gray or tan with blue or pink borders—right weight for summer use—Bennett's price, \$1.19 the pair, 98c
Monday, pair \$2.75
27-inch white goods, in all of the newest patterns, that sold at 15c and 19c the yard, Monday, 10c
72-inch bleached table damask of an extra heavy weight; all new down-to-date designs; formerly priced at \$1.25 yd, Monday, \$1
22x22-inch napkins in patterns to match the above damask; Bennett's price, \$4.25 the dozen, sale price, \$3.50
All of our striped, checked and small figured white lawn and batistes worth 20c and 30c yard, Monday, 15c
45x36-inch pillow cases made from fine round thread muslin; excellent wearing qualities; 17 1/2c values, each, 12 1/2c
All of our best grades of silk/linens in a complete line of patterns; formerly priced at 12 1/2c to 15c yard, Monday, 10c

Cheney Bros. Shower Proof Foulards at 59c \$1.25 Black Taffeta Silks at 79c

The reputation of the Cheney Bros. Shower-Proof foulards is so great we do not need to comment on their quality. In this sale are over 100 of the newest patterns and colorings, worth \$1.00 the yard. Sale price, 59c. Thirty-six-inch black taffeta and messaline silks, fully guaranteed as to wearing qualities; \$1.25 values at 79c the yard.

- Silks Worth up to \$1.10 the Yard, During this Sale. 39c
- Silks Worth up to \$1.25 the Yard, During this Sale. 49c
- Silks Worth up to \$1.35 the Yard, During this Sale. 59c
- Silks Worth up to \$2.00 the Yard, During this Sale. 69c



This is the biggest silk bargain of the sale. Lot consists of Roman striped messalines, plain messalines, Valentine's Shedwater foulards, Bengalines, taffetas and other silks in patterns and colorings too numerous to mention. There are silks for dresses, for waists, for suits and for coats. Not a lot of short lengths or remnants. Values up to \$1.00, at the yard **19c**

Your Choice of Any of the Organdies, Batistes and Dimities that Sold at 25c the Yard: 200 Patterns to Choose From **12 1/2c**

\$1 and \$1.25 Dress Goods at the yard 49c
All kinds of wool suitings and dress materials are included in this big 49c assortment. They range from 40 to 50 inches in width, while the values are \$1.00 and \$1.25 the yard. Wise women will buy now and lay them away for their fall garments for savings will not be so large again.

A great collection of the famous Tussah silks, Himalaya Cloth, Crystal Cloth and Soisette, sold everywhere at 25c to 39c the yard, according to the quality; to clear them out quickly, choice, the yard, 15c
36-inch Bordeaux linen—a fine linen finished suiting that comes in all colors—Bennett's price was 19c the yard, our sale price is, 12 1/2c
Imitation silk foulards in patterns and colorings you would expect to find only in the higher priced real silk foulards; a finish that is not equalled except in real silk; full 27 inches wide; actual 25c values, 12 1/2c
25c genuine tissues in all of the new patterns and colorings of the season, the yard, 12 1/2c

100-piece French china dinner set—pattern from the famous Puyat Factory—gold leaf design and Roman gold finish; worth \$100, Monday, \$50.00
Haviland china dinner ware in a pink and green floral pattern; full gold treatment; 100 pieces in set; \$69.00 values, at \$39.95
100-piece set Haviland china dinner ware, decorated in green floral design; full gold lines; 1/4 off in open stock; \$56.00 values, Monday at \$36.95
High grade English dinner ware in full enameled decorations, to be closed out in 100-piece sets or in open stock, at 1/4-Price
\$38.50 Edward Boots, 100-piece dinner set, made after a famous model; exquisite decorations for any table; closing out at \$19.25
\$40.00 Booth's Silcon China set; 100 handsome pieces in set; beautifully shaped to meet the exacting demands of particular people, at \$19.05
\$35.00 coin gold porcelain dinner service, in Ranson shape; every piece to be closed out at one-third off; 100-piece set, \$23.95
Green border, 100-piece dinner service in porcelain ware; full, beautiful gold treatment with two gold lines; open stock, 1/4 off; \$18.00 set, at \$11.95
Beautiful porcelain dinner service; white and gold lace border pattern; attractive in every way; solid and substantial quality; worth \$16.00, at \$10.95
Pink border pattern porcelain dinner service; full and handsome gold treatment; 1/4 off in open stock, or, \$16.00 set, \$10.95
Large table of odds and ends in Blue Canton and Ethereal Blue dinner ware, to be closed out at 1/4-Price

Extra Specials
Cups and saucers . . . 12 1/2c
Dinner plates 12 1/2c
Breakfast plates . . . 11c
Pie Plates 9c
Bone dishes 5c
Card dishes 75c
Small platters 20c
Large platters 50c

Half-Price is placed on one table of odds and ends, of cups, saucers, bouillon dishes, plates of all sizes, fruit dishes, card dishes, melon bowls, soup plates, sugar and cream bowls in the highest grade of French dinner ware. Here also is a dinner service trimmed in black and gold, and one full gold dinner service.

Women's Oxfords, \$1.88 and \$1.48

Consists of about 275 pairs of patent leather and gun metal oxfords that Bennett's priced \$3.50 and \$4.00. They go at \$1.88. Only sizes 2 1/2 to 5 inclusive. Lot No. 2—Consists of 200 pairs of vicci kid oxfords with either patent or dull tips, in sizes 2 1/2 to 5 only. They are quite suitable for house wear and especially desirable for those who have tender feet. While they last, \$1.48 the pair.

Women's white Nubuck button shoes, with heavy Good-year welted soles and medium heels; an extra special number, worth \$4.50 the pair, on sale Monday at **\$2.95**
Genuine white Nubuck pumps, of the Dorothy Dodd make, with broad toes and flat buck bows, guaranteed not to slip at the heel; \$5.00 values, Monday **\$3.45**
Misses' and children's one, two and three-strap pumps, in gun metal and patent leathers; have broad toes and heavy, but flexible soles—sizes 1 1/2 to 2, \$2.50 values at \$1.98; sizes 3 1/2 to 11, \$2.25 values, at \$1.68

Pure Food Store Specials

Bennett's Golden coffee, lb.	24c
15c assorted Teas, lb.	48c
15c Tea Siftings, lb.	12c
Bennett's Excelsior flour, 48-lb sack	\$1.50
2-lb. package Bennett's Capitol oats or wheat	8c
1/2-lb. can Bennett's Capitol baking powder	10c
2-lb. can Snider's pork and beans	11c
1/2-pint bottle Blue Label catsup	10c
10 bars "Best Em All" soap	25c
1-pint can Galliard's pure olive oil	40c
15c can Bennett's Capitol California pears, peaches and apricots	18c
Walter Baker's Premium chocolate, 1/2-lb. cake	15c
3 large cans Cottage condensed milk	25c
1/2-bottle Snider's salad dressing	12c
1/2-lb. and Perrin's Worcestershire sauce, bottle	23c
19-lb. granulated sugar	\$1.00
18c evaporated apricots, lb.	12c
25c jar Haarmann's assorted pickles	12c

ORKIN BROTHERS COMPANY, Successor to
The Bennett Company
16TH AND HARNEY STREETS

Fresh Butter and Eggs
Bennett's Capitol creamery butter, lb. brick, full weight guaranteed. 25c
Fresh country butter, lb. 25c
Cooking butter, lb. 23c
Fresh country eggs, dozen 20c

Pure Candies Reduced
Three 5c pkgs. Hershey's milk chocolate 10c
Assorted cream chocolates, lb. 20c
20c box salted peanuts 10c
Bluffata chocolates, 10c lb. box 10c