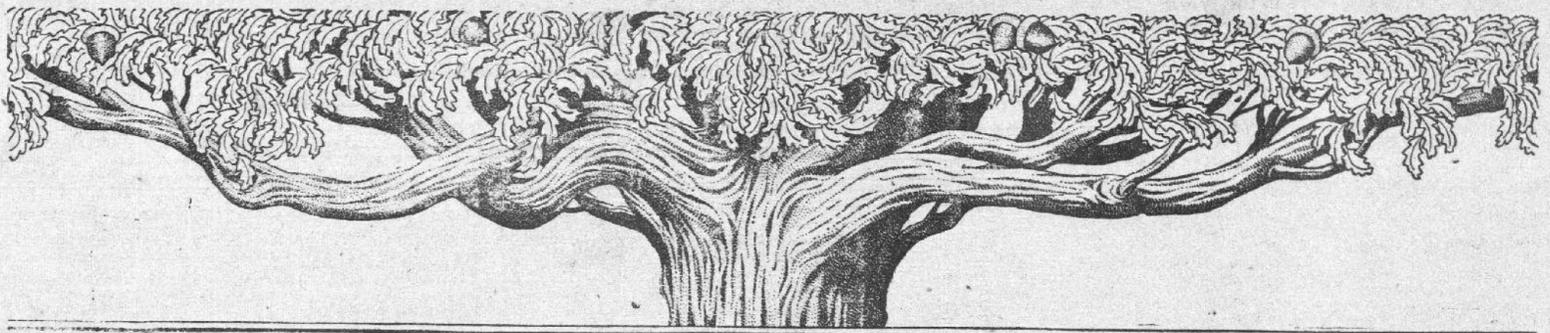


ANNIVERSARY CELEBRATION



200 fine felt hats in practically all colors, sizes and shapes, hats, selling to-day in most stores from \$5 to \$6, our Anniversary price **\$2.95**

BOY'S SUITS OVERCOATS

As the big Anniversary Special from this department we have taken 100 suits which were listed during our price smash campaign at \$12.75 and which are actually \$15 to \$16.50 value, suits which are not only all-wool fabrics but tailored in high grade men's suit fashion, styled to the last moment, durably venetian lined, yoke and panelled effect backs, green and brown shades predominating; sizes from 8 to 18, and have made the Anniversary price of **\$10.95**

Boy's Overcoats, durable wool materials, lined, better effect, \$10 values, Anniversary price **\$6.45**

\$15 value boy's overcoats, grays and fancy mixtures, all sizes to 18 years, Anniversary price **\$9.95**

Little fellow's overcoats sizes 4 to 8 years, splendid quality, Anniversary price **\$5.95**

Exceptional quality of raincoats for boy's, some girls wear the same garment on account its roominess and tight buttoning effect, Anniversary price **\$6.45**

Our \$22.50 line of highest grade boy's overcoats, Anniversary price **\$14.95**

TREMENDOUS DRIVE ON SILK SHIRTS

Every silk shirt in the house, comprising crepe-de-chines, plain and fancy stripes, baby broadcloth and satin striped broadcloth, jerseys, all, shirts which a short time ago were selling at \$12.50 to \$15, about one hundred in lot, Anniversary price **\$6.45**

(A suggestion—buy these now for Christmas gift purpose—its only a few weeks off.)

25-dz. high grade woven madras negligee shirts, beautiful assortment of designs, high grade make, were \$4 to \$4.50 values, Anniversary price **\$2.49**

SEPARATE PANTS

Price Smash price smashed again. Further reduction of \$1.00 per pair from the already big reductions. The price range now runs like this \$3.45, \$3.95, \$4.95, \$5.95, \$7.95. In other words \$7.95 now buys the best pants in the store, those which formerly sold for \$10.50 to \$11.50 per pair. Sizes already somewhat broken so come early for best selection.

THE GREAT PRICE SMASH which this Store inaugurated on October 20 has had far-reaching results. Aside from the tremendous business done by our two Stores, Opelousas and Eunice, other stores throughout this trade territory have followed suit, and you have reaped the benefits. **ALL PRICE REDUCTIONS** then made by us are yet in force. In fact, on many lines our heavy sales have permitted us to rebuy at lower levels and to make **FURTHER REDUCTIONS**. But now comes an **EVENT** in this Store's history which deserves special celebration. On Saturday, November 20, it will be just **FOUR YEARS** since the present management took charge of **THE BENNETT STORES, INC.** Those four years have shown the greatest growth for this institution of any similar establishment in this section of the State. You, our customers, have made this possible. It is fitting that we should set aside ten days beginning on Monday, the 15th, and continuing through Thanksgiving Day, the 25th, to celebrate this **ANNIVERSARY EVENT**. During that time greater values will be offered throughout the Store than ever before in our history. It is our attempt to show our appreciation of your favors in a substantial manner.



John B. Stetson Hats

You've worn them. Do you honestly think there is a better hat at any price? We don't. Here is your big chance if you have waited for your Fall and Winter Hat to buy at considerably less than for next Spring. Any fancy shape or color in the house in the Stetson felt line, soft or Derby, during Anniversary sale, **\$7.98**

Any one of our Famous First Quality Felt Hats **\$4.95**

FURNISHINGS

Prices are declining but it will be many a day till the decline reaches the prices here named for our Anniversary Celebration.

Mercerized, silk lisle sox, double sole and heel, best wearing and best looking of any hose except the pure silk, price on this number reached 75c pair, Anniversary price **39c**

Combed cotton 1-2 hose, fine gauge, price was 35c to 40c, Anniversary price **22c**

Pure Irish linen handkerchiefs, full gentlemen's size, fine and sheer, many ladies buy this number and embroider the initials for Holiday giving, 60c regular, Anniversary price **49c**

100-dozen fine cambric handkerchiefs, full size, have been 20c, back to old price for Anniversary celebration **10c**



KEITH & PRATT MEN'S FINE SHOES

These are Brocton made shoes, the home of the world's finest shoemaking, all Goodyear welt benchbuilt, four best lasts, English flat, conservative, straight and extra roomy, leathers of best crome calf, mahogany or black, and fine vici, Spring price \$11.50 to \$13.50, Anniversary price **\$8.75 pair**

Crossett and Leonard, Shaw & Dean shoes continue at the flat reduction of 15%.

Hayne's Blue Label fine ribbed and fleeced shirts and drawers, all sizes, strictly firsts, ideal weight for this climate, best know brand in the world, Anniversary price per garment—**89c**

THIS IS MY OWN COLUMN
E. K. Eastham, Manager

Naturally I take pride in the growth of THE BENNETT STORES under my management. Pride in achievement is a laudable human trait and helps the wheels of life as well as business to roll smoothly. But it has been your support and patronage, your appreciation of the service and values which we have tried to give that has made this achievement possible. In gratefully acknowledging this fact and thanking you in heartfelt way, it is likewise "up to me" to tell you that the only credit I can claim in the matter is in attaching to our stores the most loyal and conscientious assistants, sales-people and general force which any stores could possibly have.

With this preface, I introduce to you these friends and associates:

At Opelousas—
FRED F. HOLLIER,
E. LEE GIL,
E. P. MELANCON,
ABNER ROY,
TONY VENEZIA,
MISS LURA SANDOZ,
MISS CARMEN VOORHIES,
MISS SUE HEMPHILL.

At Eunice—
PHILIP TANKEL, Manager
MORRIS TANKEL.

And as Tiny Tim would say, "Again we thank you, one and all."

SILK AND SATIN DRESSES

A charming collection of the season's latest modes, in all the wanted materials of crepe meteor, charmeuse, taffetta. We buy this line only one or two of a kind and this makes it impossible to adequately described the line in detail or to give price on each style. Let us say this we had reduced every dress heavily during our great Price Smash—well we have made additional cuts which means cost or less on every dress in the house of this description. Better make your selection today.

Ladies usually look further ahead in preparing for the holiday season than do the men folks. Their gifts therefore are more intelligently chosen. Now it is only six weeks till Xmas and while this store will make no special holiday display till after Thanksgiving, yet our stock is to-day most complete in practically every line that lends itself to practical giving. We may well call ourselves **THE GIFT SHOP**. May we not suggest therefore that you take advantage of the specials so lavishly displayed during this Anniversary Celebration to lay in a large part of your Holiday purchases? We will care for them if you so desire.

Woman's Coats

The most complete showing The most complete showing in this part of the state, 500 choicest coats to select from and at surprisingly low prices. Every coat is cut to the quick, and in addition we have picked out for this Anniversary Celebration several lots and made prices on same which we are assured cannot be duplicated anywhere.

50 serviceable coats, good styles, large collars, black and fancy mixtures, all sizes, values from \$15 to \$20, Anniversary price—**\$9.95**

Small lot Sport, or short coats, 1-2 and full silk lined, beautiful pure-wool velours, Llama cloth and gold and silvertones, our Price Smash on these was \$14.95, Anniversary price **\$11.75**

About 25 coats left from the wonderful lot of \$22.75 Price Smash coats, most all sizes and colors yet left in lot, full silk lined many of them and built to sell as high as \$50, to close quickly during Anniversary Celebration, choice—**\$19.75**

20 handsome coats, tailored effects, fur and embroidery trimmed in lot, original price up to \$45, Anniversary price **\$32.75**

Plush coats, one or two of a kind, mainly samples of a prominent manufacturer but every garment perfect, not the space to list each coat, but less than wholesale cost.



GEORGEOUS GEORGETTE BLOUSES

This special will worthily carry out the idea behind this Anniversary Celebration and will cause us to be long remembered by the patrons of our Ladies' Ready-to-Wear Department which by the way was not in existence four years ago, and yet to-day is one of the busiest places in our store.

50 blouses of georgette and heavy crepe-de-chine, plain tailored effects, others elaborately trimmed with new embroidery effects, bought to sell \$5.95 to \$6.95, Anniversary price...\$4.95



125 of the choicest suits from our stock, some are Fashion Park tailored and taken from their regular \$65 line, some are made by Knopf of Rochester. Every suit is handtailored, silk sewed, models for every age and figure. The cloths are of course every fibre virgin wool. The most minute style details are apparent in every feature of every suit. Not a suit in the lot could have been bought four months ago for less than \$65. We have carefully selected and grouped this big splendid lot to furnish a suit for every taste and to furnish the one grand Suit Special for our Anniversary Sale. Your choice of the lot **\$33.75**

All wool suits as low as **\$22.95**

Other lines priced **\$24.95** to **\$29.95, \$32.45, \$39.95.**

And every other highest grade suit in the house, mainly Fashion Park's \$85 and \$90 line, our Price Smash on these was \$59, your choice now for this Anniversary Celebration—**\$49.75**

The Bennett Stores, Inc.
Opelousas and Eunice, La.

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