

The Bennett Company Ladies' Home Journal Style Book and 15c pattern, 20c.

The Bennett Company We give S. & H. Green Trading Stamps.

The Bennett Company Fresh cut flowers in the main entrance.

The Bennett Company

# Special Easter Offerings

Tomorrow Easter shopping will be at its best at BENNETT'S. The whole store is resplendent with bright beautiful new things in wearing apparel for the glad some Eastertide. The usual rush of the Easter week will be avoided if you come out now. The beautiful things now shown clearly stamp this as "Omaha's Great Style Store."

Monday will be remarkable for its wonderful money-saving opportunities. Here's a page of stirring bargains as startling as they are unusual. From the basement to the top floor special sales are scattered about that reach the climax for low pricing. Every thrifty woman owes it to herself to come to Bennett's Monday.

## MONDAY WAIST SALES EXTRAORDINARY

Over 1,000 white waists in one big sale Monday, at ninety-eight cents. By long odds the most beautiful and showiest effects ever shown at the price. A big lot from a Cleveland maker, at less than cost to make. Fronts are elaborate with embroidery and lace, medallions, tucks, etc. Many have backs and sleeves trimmed with laces and tucks, hand-somest \$2.00 waists ever sold here, Monday..... **98c**

**Fine Lingerie and Net Waists**—Suitable for "dressup" occasions for evening, for theater wear, etc. Lingerie waists of daintiest mulls, gorgeous with Valenciennes, insertions and hand embroidered yoke effects. Princess style collars, backs and sleeves are also trimmed. Also a big line of fine white and ecru net waists over silk. Every one of these good values up to \$7.50; Monday..... **3.95**

**Taffeta Silk Waists**—Eight stunning styles in new tailored effects. There are plain taffetas in every wanted color and a world of fancy silks, either open front or back and long or short sleeves, garments you'll do well to buy now for Easter, for you get a regular \$6.50 waist as low as..... **4.95**

**500 Spring Jackets Under Price**—We have assembled this big lot in three classes, each one representing a bargain of the best kind. Included are covert coats, broadcloths, new panamas, fancy fabrics and silk coats. Every style, too, fitted, semi-fitted and loose back, and all are silk or satin lined, light colors, browns, tans, grays and blacks. Here are coats worth \$7.50, \$12.50 and \$15.00, selling at..... **4.95-7.50-10.00**



## MAGNIFICENT EASTER MILLINERY

Bennett's Millinery offers you all the style and tone that any store can show. While this is true, you don't pay one cent for that. Its intrinsic values, good honest materials, artistically put together by masterminds of the profession that count, and which is the secret of the low prices that prevail. Our great Easter exhibit is one of wonderful variety. Ever that is an exclusive model. The prices—

**\$3.50 - \$5.00 - \$7.50**  
**\$10.00 and \$15.00**

Represent values no store is duplicating. Look around and see. Not a day too early to buy Easter hats.

## Fashionable Easter Styles Uncommonly Underpriced

Monday will be the most important suit day of the season. Thousands of Easter suits arranged for special selling, beginning Monday. The entire stock of high novelty tailored suits, the most pronounced styles of the year, stunning new models with Vestee effects, sumptuously trimmed and designed by New York's best tailors, all our finest \$39.50 and \$45.00 suits, and many new ones just opened..... **\$35**

**Tailored Suits at \$19.50** that stamp them as the bargain of the year. It's a big shipment bought expressly for the Easter trade. The represent the most authoritative fashions in new Butterfly, Merry Widow and Prince Chap models. Omaha in all her retailing experience never knew more beautiful suits at so popular a price. Every new shade, every best tailors. All our finest \$39.50 and more; Monday sale..... **19.50**

**Silk Suits and Dresses**, reflecting every new style touch—costumes that will appeal to every woman who knows and wants correctly designed gowns. These are elaborate lace trimmed effects and tailored styles, all the new pastel shadings in plain taffetas and a world of novelty silks. On Monday these superb costumes will be..... **19.50**



## \$20.00 Suits Tomorrow \$13.95

Here is a lot of suits that will create no end of comment and sales; suits that show the handwork of best tailors, modified Prince Chap styles in plain and stripe fabrics in every color, coats are silk or satin lined, skirts are gored, pleated and self-trimmed. Never at so low a price did you see such really pleasing suits, actual values to \$20.00, at..... **13.95**

## Pre-Easter Sale Silk Petticoats

Your Easter outfit will not be complete without a silk Petticoat. If you come in tomorrow you can save several dollars on it. Fine silk garments made from R. & H. Simon's Regatta Silks, some have eyelid embroidered ruffles on flounces, others are in sectional and pleated flounce effects, colors tans, green, browns, reds, pink, changeables and black all \$7.50 values..... **4.95**

## White Goods for Confirmation and Summer Gowns

Here are four remarkably fine specials on new crisp, dainty white fabrics for Monday. These goods are appropriate for confirmation, for communion and summer dresses and waists of all kinds while the prices are a revelation to those who know values:

- FRENCH LAWN**—These are dainty, sheer materials, 46 inches wide and adapted for all occasions; launders perfectly. 39c quality..... **25c**
- PERSIAN LAWN**—In the whole white goods family, these are undoubtedly the favorites. Tomorrow you can take either a 32 or 45-inch kind that usually retails at 40c..... **29c**
- 45-INCH BATISTE**—Just a slightly heavier fabric and one that gives excellent service. Tomorrow we offer a fine 35c fabric, all new and fresh (no remnants), at..... **25c**
- Embroidered Batistes and Swisses**—Also striped and checked lawns and dimities for waists and dresses. It's a fine lot, too. None are worth less than 25c, many are 35c quality; Monday, surprisingly underpriced, at..... **15c**

## Laces, Embroideries, Flouncings

INCREDIBLY LOW FOR MONDAY

Monday's greatest attraction in the stores is the big sale of 5,000 yards ecru lace bands, galleons and alovers at Bennett's. These goods are from 5 to 20 inches wide; handsome Venise, Soutache and Filet effects, absolutely most elaborate designs ever sold at so low a price. Goods worth \$1.00 to \$5.00—at, yard..... **39c**

2,000 yards, 18-inch Corset Cover Embroideries in fifty new patterns, just opened, every piece is a beauty in design. Monday they will crowd the department. For the price is..... **7c**

## That Sale of Parlor Suites

The sale of sample parlor furniture from the manufacturer is a tremendous success, and yet, why not? Such sales are a rarity. Monday this very fine special bargain: Mahogany finish parlor suites, like picture, upholstered in genuine leather or silk plush with loose cushion, a regular \$37.50 suite, Monday's price..... **24.85**

**TEN OTHER STYLES EQUALLY AS LOW:**

- \$75.00 Suites for..... **\$55.00** | \$50.00 Suites for..... **\$32.00**
- \$60.00 Suites for..... **\$47.50** | \$30.00 Suites for..... **\$22.25**
- Iron Beds—21 styles, every color, every size, choice of any \$12.00 and \$13.50 beds, Monday..... **\$8.25**
- Kitchen Cabinets—A few more \$15.00 satin walnut, nickel zinc top cabinets, to sell Monday..... **\$9.45**
- 18 kinds..... **\$12.20** | 22 kinds..... **\$15.00** | 25 kinds..... **\$16.50**

## Go-Carts

We show by long odds the biggest assortment in Omaha—45 styles—Go-Carts of every description from \$1.50 to \$35, with a dozen in between prices. Nowhere will you find them so reasonably priced. With each Go-Cart at \$4.00 or over, we will give FREE a fine \$2.00 Teddy Bear, fitted with sweater and cap, on Monday.

## DOMESTICS

WONDERFUL SAVINGS ON THESE EVERY DAY HOUSEHOLD NECESSITIES.

- 36 Inch Muslins and Cambrics, fine finish for underwear, actually worth 50c, at..... **5c**
- Heavy bleached sheets, worth 45c and 50c, Monday..... **29c-39c**
- Pillow Cases, 42x36 inches, bleached, 1c quality, Monday..... **9c**
- Pillow Cases, 45x36 inches, bleached, 1c quality, Monday..... **10c**



## FASHIONABLE EASTER SHOES

Monday a great movement in low cut patent leather shoes for men, in the following high grade lines:

- Knox \$5.00 shoes for..... **\$3.69**
- Packard \$4.00 shoes..... **\$3.29**
- Fellowcraft \$4.00 shoes..... **\$3.29**

Women's Oxfords—All the most fashionable shades, new tans, golden browns, wine, champagne, etc. No other store is duplicating price

Let our unusual preparedness induce you to buy your Easter footwear tomorrow if possible. Never was a shoe stock at Bennett's so thoroughly representative of the smartest shoe fashions. So extensive are the assortments that we can meet every demand. Our efficient force can serve you better now than during the Easter week, besides these very special offerings should tempt you.

**The Dressiest Low Shoes for Men Underpriced**

Women's Oxfords—Most beautiful styles of the year, patent colt Oxfords, temptingly underpriced: Bennett's \$5 bench made **\$4.19** Pingree \$4.00 Oxfords..... **\$3.29** D. & M. \$3.50 Oxfords..... **\$2.89** Another lot embraces all the new and quality. \$5.00 shoes for..... **\$4.19** \$4.00 shoes for..... **\$3.39**

## New American Beauty CORSETS

The Spring Models are all in. We are featuring the new broken bust corsets that impart that brassiere effect every well-gowned woman demands, also the new extreme length hipless models now so much in vogue. Expert fittings, padding and steaming done by trained corsetier, assuring perfect fitting corsets that impart a graceful figure. Fit your new gown over an American Beauty Model. We continue again Monday that sale of 150 Corsets of well known makes, at..... **89c**

## Monday's Astonishing Silk AND Black Dress Goods Sale

Monday silk sales stand supreme as the biggest bargain event of recent years, bargains on choice goods, not the trashy old fashioned stuff you wouldn't have at any price.

Colored Taffetas, in every wanted shade, a handsome brilliant silk, very soft finish, will make elegant petticoats, linings, waists, etc., a full third saving, too, at, yard..... **47c**

**36-inch Black Taffeta**—Finest Swiss taffeta with the lustre and rustle that are found only in the high grade, imported silks, nothing like them for service, \$1.50 is actual value, Monday..... **1.08**

**\$1.00 Fancy Silks 48c**—A world of exquisite new styles in stripes, checks, dots and other novelties, finest dollar dress silks in the market, Monday, yard..... **48c**

**\$2.50 and \$3.00 Foreign Novelties 95c**—These are high novelty exclusive effects, bought by our European buyer, the most exquisite embroidered and printed chiffons, cloths, satin bordered Marquisettes, 44 and 48-inch widths, finest \$2.50 and \$3.00 goods shown in Omaha, yard..... **95c**

## BLACK DRESS GOODS

A tremendous sacrifice on fine materials, black voiles, in deep rich black, equal to any dollar voile, anywhere, does not crease or wrinkle, yard..... **59c**

**Black French Taffeta**, strictly pure wool, light and firm, this is also a big dollar value, on Monday..... **69c**

**Black Polonette**, one of the best most serviceable wool fabrics for skirts and suits, best \$1.25 material, will be offered Monday, at..... **79c**

27 pieces finest black Chiffon taffetas, qualities unmatched at the prices. Here's how they go Monday:

- \$1.00 qualities for..... **69c**
- \$1.25 qualities for..... **79c**
- 35c Mercerized Satens for..... **17c**
- 20c Black Sunstage..... **9c**

## Des Moines Dept. Store Stock—1500 PIECES JAPANESE WARE on Sale Monday

Here's a sale so intensely interesting and so full of fine bargains that every woman in Omaha will want some of these goods. Genuine Japanese teapots, cracker jars, vases, plates, bon bons, hair receivers, sugars and creams, etc., etc., extremely beautiful and fine. Des Moines Department store prices were 25c to 60c, Monday on sale at..... **10c**

Genuine Japanese Cups and Saucers, in Satsuma decorations, Des Moines Department store price was 25c, six to a customer, each..... **15c**

**JARDINIERS AGAIN MONDAY FROM SATURDAY SALE**

- 29c kind..... **15c** | 75c kind..... **39c** | \$1.50 kind..... **75c** | \$3.00 kind..... **\$1.75**
- 59c kind..... **29c** | 98c kind..... **49c** | \$2.00 kind..... **\$1.15** | \$5.00 kind..... **\$2.69**

## BENNETT'S BIG GROCERY

**PEA SPECIAL**

Bennett's Capitol Sweet Peas, 2 cans..... **25c**—And 20 Green Stamps  
Best We have Corn, 2 cans..... **25c**—And 20 Green Stamps  
Batavia Fancy Salmon, can..... **30c**—And 20 Green Stamps  
Tos Garden Preserves large jar..... **40c**—And 20 Green Stamps  
Snider's Pork and Beans, large can..... **40c**—And 20 Green Stamps  
Bennett's Capitol Flour, sack..... **1.50**—And 50 Green Stamps  
Baylor's Cystonine Refresh, 2 bottles..... **20c**—And 15 Green Stamps  
Pork's Soups, assorted, 3 cans..... **35c**—And 10 Green Stamps  
Blue Ribbon Brand Raisins, lb..... **15c**—And 20 Green Stamps  
Small bottle..... **90c**—And 10 Green Stamps  
Medium bottle..... **90c**—And 10 Green Stamps  
Large bottle..... **90c**—And 10 Green Stamps  
Hartley's Imported Jams, jar..... **25c**—And 10 Green Stamps  
Bennett's Capitol Flour, small sack..... **30c**—And 20 Green Stamps

**COFFEE SPECIAL**

Bennett's Golden Coffee, pound..... **25c**—And 20 Green Stamps  
Basket Brand Tea, pound..... **35c**—And 20 Green Stamps

**SOMETHING NEW**

Johnson's Brand Biscuits, pkg..... **10c**—And 5 Green Stamps  
Johnson's Cheese Wafers, pkg..... **10c**—And 5 Green Stamps  
Onion Sets, two quart..... **25c**  
Seed, Vegetable and Flower, package..... **25c**  
Maple Cream, cake..... **40c**—And 5c  
Dusky Diamond Soap, seven cakes..... **25c**

## MONDAY'S GREAT HARDWARE SALES

A carload of Enamelware on sale at lowest price ever recorded. Kitchen utensils of every kind and every price, worth from 25c to 40c, Monday, at..... **10c**

Clothes Wringers, best makes, 2 year guarantee 11-inch roll, regular \$3.48, Monday..... **\$2.69**  
Solid Steel Spades, long handles, regular 75c, for..... **49c**  
Steel Garden Hose, special..... **29c**  
Steel Lawn Rakes, 21 size..... **30c**—And 20 Green Stamps  
Electric welded steel garden rakes..... **20c, 25c and 40c**  
And 20 Green Stamps  
Shirt Hangers, adjustable..... **15c**—And 10 Green Stamps

Wash Boilers, every kind, prices start up from..... **90c**  
And 20 Green Stamps  
Suit Hangers, special..... **15c**  
And 10 Green Stamps  
Children's Garden Sets, 19c, 15c and 10 Green Stamps  
Hand Saws, 20 inch..... **90c**  
And 20 Green Stamps  
Poultry Wire, roll rolls, 100 a square feet, for..... **90c**

## SEWING MACHINES

We offer special bargains in sewing machines every Monday. Bennett's special Sewing Machine is fitted with all the latest attachments, drop head, has 5 drawers, with solid cast frame, guaranteed for 10 years, special on Monday..... **13.69**

## CARPET SALES

Room rugs from our big sale this week, 9x12 four sizes..... **\$24.79**  
\$10.00 rugs for..... **\$18.49**  
\$15.00 rugs for..... **\$18.49**  
\$18.00 rugs for..... **\$8.69**  
All Carpets closing out at big reductions:  
\$1.25 Axminster for..... **90c**  
\$3.00 Velvet for..... **70c**  
\$5c Brussels for..... **25c**  
**PIRE RUGS**—all desirable and fast colors:  
6x9 sizes now are..... **\$4.95**  
9x12 sizes now are..... **\$7.95**

## The Horton Spinner, Washing Machine

The most satisfactory Washer on the market is the lever type, with gear- ing attached to side of tub, thereby relieving the lid, lever is adjustable to suit operator. Mechanism is simple, durable and does not easily become out of order. Monday's price, roll rolls, 100 a square feet, for..... **\$9.85**  
And 20 Green Trading Stamps.

## BOYS' SUITS

Monday big lot boys' \$2.00 suits, size 7 to 15 yrs., all the popular styles..... **\$1.95**

Boys' Russian sailor and 3-piece suits, in best fancy fabrics, blue serge, many styles with 2 pair knickerbocker pants, 3 to 15 yrs. sizes, cheap at \$3.00, Monday for..... **\$4.00**



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OMAHA'S GREAT STYLE STORE