

Special No. 1

Our grand free Souvenir. We have 15,000 Beautiful Souvenirs which we will give to all our friends who will register their names in our Souvenir book on third floor.

W. R. BENNETT CO. 16th & HARNEY STS. OMAHA.

WHERE QUALITY AND PRICE COUNT WE WIN

Special No. 2

Postal Sub-Station No. 1 It will open next Monday in Bennett's—Miss Maher in charge. Postoffice Sub-Station No. 1 will open for business next Monday morning in Bennett's new store.

Introductory Talk

We will not say wonderful, but we feel that our friends will say that the New Daylight Store is all of that. We will advertise and will prove every day that greater values are offered in this Great Store, during every business day of

the year than ever before quoted on dependable merchandise of the desirable kind in the west. Monday at 9 a. m. our street parade will be a feature of our program. The store will open at 10 o'clock. Band concert all the morning and a fine orchestra will entertain in the afternoon.

Silk Department

New foulard silks, exclusive styles, fine satin finish—only one dress pattern.

75c quality, 48c \$1 quality, 69c \$1.25 quality, 89c

Black Taffeta Silks

10 pieces Lustrom fast black—can't be duplicated at less than 75c—our opening price. 43c

5 pieces 27-inch extra heavy, worth \$1.25—opening price. 89c

5 pieces 36-in.—such as always sells at \$1.35, opening. 1.10

Full line of guaranteed black taffeta silks, in all widths and prices.

New Piano Department

The Finest in the World.

Our policy—Strictly One Price.

A child can buy a piano at Bennett's as safely as the shrewdest buyer. We have the only one-priced piano houses in the ENTIRE WEST. Every instrument plainly marked from which no deviation whatever will be made.

NO MISREPRESENTATION.

Every piano or organ will be sold in its class. We won't sell you a \$400 piano for \$200, or a \$300 piano for \$400, value received guaranteed. If you are not a satisfied buyer, piano or organ can be returned. Every piano is new up-to-date, bought at the lowest possible price and will be sold at a slight advance above the cost. This is a fair business proposition.

EASY PAYMENTS.

While every other department is run on a strictly cash basis, our pianos and organs will be sold on time. Payments as low as \$1.50 per week. Our easy payment plan is unique, we want to tell you more about it. It is simple, definite and fair to all concerned.

SEE OUR ART PIANO ROOM.

Every one should see our "Art Piano Room." It will be a surprise to you, and time spent in viewing it and our stock of new high grade pianos, will be well spent. Visitors are always welcome. Those simply looking as welcome as those fully prepared to buy. If you have time, ask to hear the celebrated SIMPLEX PIANO PLAYER. The most perfect of its kind.

Hardware Department

IN BASEMENT

The most complete line will be carried in this department at prices that will show our old friends and new ones too, that we buy right and sell right.

House Furnishings

1 qt. square Corn Poppers 8c

2 qt. square Corn Poppers 12c

Japaned steel U. S. Mail Boxes, with 2 steel keys. 98c

8 and 10 oz. Carpet Tacks, per paper 1c

Imported Fiber Sink Brushes, each 2c

Tined Wire Lawn Rakes 38c

Universal Food Choppers 1.08

Raisin Seeders 9c

Brass Picture Moulding Hooks, per dozen 5c

Handsomely Japaned two colors 25-lb. Flour Bins, each 48c

Fresh Meats--Fresh Fish

IN BASEMENT

W. R. Bennett Co.'s fresh meats and fish market is the largest and most complete retail market in the west. Popular prices will rule.

Opening day we will quote Jno. Morells celebrated Ottumwa Hams, all sizes, per pound 12 1/2c

All other brands Hams, per pound 10 1/2c

Round Steak 10c and 12 1/2c

Shoulder 8c and 10c

Beef Roast 8c

Prime Rib Roast 12 1/2c

Candy Dept.

Pure, fresh goods handled, only. The highest standard obtainable. French Cream, mixed, per pound 18c

Stationery Dept.

On Main Floor We carry a large and fine assortment of Easter cards, booklets and novelties. Gift books, attractively bound, special at 19c

Lace Curtains and Portiers

THIRD FLOOR We carry the most complete stock of Lace Curtains and Portiers in the city and are fully prepared to show these goods, at the lowest prices ever heard of. Nottingham Curtains, 45-in. wide, 3 yards long, per pair .85c

Jewelry Department

Will be situated on the main floor in front of the Sixteenth street entrance. Everything carried in an up-to-date, first-class modern jewelry store, will be found here. The lowest possible prices consistent with guaranteed quantities will prevail. We offer a full line of the latest effects in Watches, Clocks, Silverware, Rings, Jewelry, Photo Frames and Novelties. Specials for Our Opening Warranted 18k gold Wedding Rings. Sold by weight, per dwt. 1.00

Trunk Dept.

First Floor Near Passenger Elevator TRUNKS! TRUNKS! We have them in all sizes and makes. No better line to be found in the city. A good size trunk, metal covered, with tray and hat box. Will make only 1.78 Large Canvas Covered 2.98

Cigars, Tobacco and Pipe Dept.

A most complete line of all the popular brands of cigars—carried in stock and offered at the lowest prices. Corona Cigars, very popular, 25c

Dress Goods Department

Challies worth 50c, for 33c. Satin stripes, figures, plain and brocade.

Irish Dimities—An elegant assortment of the latest up-to-date patterns and all shades of plain colors usually sold at 25c, for 14c

A flyer in apron Gingham, 1 case small checks, per yard 2c

10 cases handsome new Calicoes and prints at, per yard 5c

New Dress Goods in the very latest spring weaves, regular 75c goods, at 48c

Wash Silks—Checks and plaid. An extra heavy quality, worth 37 1/2c, opening sale, 20c

Our Millinery Department

Bewitching Creations in Easter Spring Millinery

The grandest exposition of artistic millinery creations ever gathered together to charm the eyes of womanhood will be shown in the Bennett millinery parlors on the second floor. The Paris designs are here, but the crowning achievements are the works of our own artists. You should see this vast array of springtime loveliness before choosing your Easter hat. Stiff hats are the correct thing now, but there is a grace and beauty about their stiffness that you'd never dream about. They come in a variety of most striking shapes and effects, and thanks to their stiff frame work—retain their shape under all circumstances.

Hand-made modish hats trimmed with flowers or pom poms and ribbons for misses and women. Latest Eastern designs and novelties 4.98

Hand-made straw crown hats, trimmed with chiffon and velvet and fancy buckles. All the new spring shapes, at 5.98

Nobby Street Hats

Stiff effect—feather quill and velvet band—Ultra style—all colors, at 89c

Stylish stiff effect Turbans—fancy ribbon trimmed with quill and ribbon—all colors 1.29

Bunch of three crinkled Roses in all colors—3 in a bunch, for opening sale special at 35c

Men's and Boys' Clothing and Furnishing Goods

Bennett's dependable ready-to-wear clothing will be found in most complete assortment at prices that will make it an object for you to think of Bennett's when you think of clothing. Men's suits in all sizes. All the late spring styles in desirable patterns.

Bennett's dependable prices \$9.75, \$11.75, \$14.75 Boys, 11 to 20 years sizes, in long trouser suits \$4.25, \$5.45 And for the dressier suit we have a fine showing at \$8.75, \$10.45

Spring Hats and Caps

Men's and boys' stiff and soft hats in the new spring styles, small, large and medium shapes. No back numbers at a price that will surprise you for quality. Bennett quality is something you can bank on.

We start out with a \$1 stiff or soft hat and go on to \$1.50 and up to the finest, at \$5.00.

Shirts and Suspenders

An unusually large assortment of both. All the new, pretty things in shirts are

here. Our full variety, consisting of light stripes and figures, some medium dark. Many of the new platted front shirts are here too. Prices, \$1.00 to \$3.50

Men's and Boys' Furnishings

If there is any one time in the year when men pay more attention to dress than any other, it is Easter. If there is anything you

need for spring wear it seems to come natural "to have it for Easter."

Our dollar neckwear—new handsome scarfs, in both large and small shapes, light, medium and dark shades—Regular \$1.50 qualities, at 1.00

No store in the west will carry as much 60c neckwear as we do.

A special showing from now to Easter—an extra value, at 50c

In Our Grocery Department

Only reliable goods handled in this department. The best at lowest prices. Everything guaranteed.

Table listing various grocery items and prices: SPECIAL RICE SALE—We offer a splendid clean, full grain Japan rice, at, per pound 4 cents; BAKING SODA, finest quality, per pound 6c; Breakfast Cocoa, strictly pure, can 10c; Wheat Breakfast Food, nothing finer 9c; Mackerel, per can 10c; Herring, per can 15c; Sardines, imported, per can 10c; Sardines, domestic, per can 5c; Sardines, mustard, per can 6c; Salmon, per can 10c; Shrimps, per can 12 1/2c; Jelly, assorted, glass 5c; Lye, per can 4c; Mince-meat, pkg 8 1/2c; Macaroni, pkg 10c; Peas, can 7c; Pumpkin, can 10c; Hominy, can 10c; Corn Starch, 1-pound pkg 5c; Olive Oil, per bottle 9c; Mustard, French, per bottle 5c; Olives, per bottle 9c; Pickles, assorted, per bottle 9c; Catsup, per bottle 8c; Cheese, full cream, per pound 12 1/2c; Celery Salt, per bottle 10c; Soda Crackers, per pound 5c; Oyster Crackers, per pound 5c; Ginger Snaps, per pound 5c; Lemon Extract, per bottle 5c; Vanilla Extract, per bottle 8c; Flour, 48-pound sack 75c

Display of Spring Suits

Spring chosen gowns and waists. The note of the robin and the blue bird seems to sound in the Suit and Cloak department. Would you know what suits and gowns are essentially correct? Then accept our invitation for this week to be present at the event of the year.

Your attention is directed to our Corset, Lace, Notions, Hosiery, Underwear, Trimming, Neckwear, Handkerchiefs, Embroidery Art Velling and other departments, all on the ground floor. Every one of them will offer unusual attractions.

IN OUR CLOAK ROOM—Our stock of women's and children's jackets, Raglans, Skirts and Dresses will be found one of the most complete ever opened in Omaha.

Our opening leader is a handsome tailor made woman's suit—all colors, all sizes, perfect fit and workmanship, for 5.95

KID GLOVES—In this department we will show only such gloves as we can guarantee. We are exclusive agents for the celebrated Reynier gloves.

Drug Department

MAIN FLOOR

We have given special attention to our new prescription department and are now better prepared than ever to handle this important branch of the drug business. Your prescription will be handled only by pharmacists of known ability and experience and the quality of drugs and medicines is the finest and best we can buy; but at the same time we do not charge you the outrageous price of the drug stores.

Perfumes, Toilet Powders and Fine Soaps

In our perfume department (in drug department) you will find every popular odor, selected from both French and American manufacturers.

Colgate's Pearly Soap 30c per ounce 30c

Colgate's Cashmere Bouquet 40c oz.

Colgate's Lotus Blossom 75c

Pinnaud's highest quality Quint essences, sold in bulk at per oz. 40c

Pinnaud's Quint essence of Violet De Hay 75c

Pinnaud's Quint essence Chrysanthe-mum 75c

Pinnaud's Quint essence White Violet 75c

Pinnaud's Quint essence Carnation 75c

Pinnaud's Quint essence Royal Ixora 75c

Of the exquisite Violet (Vee-o-lay) perfumes we have a complete assortment of which the following are the popular odors:

A La Marchale, Cypria, Bouquet Farnese at \$1.35 per ounce.

Toilet and Face Powders

Colgate's Talcum Powder 19c

Lubin's Violet Powder 22c

Telous Swans Down Powder 14c

Paper Powder 22c

Furniture Department

Iron Beds of elaborate design, heavy post, re-enforced joints, heavily enameled, at the opening sale go at 1.85

DINING TABLES, golden oak, heavy square legs, easy working slides, nicely finished, castored, opening sale price 3.98

DRESSERS, solid golden oak, good finish shaped top, three drawers, brass pulls, French plate mirror, tastefully designed, 7.48

COUCHES, 30 inches wide, 6 ft. long, 7 deep rows Turkish tufting, heavy oak frames, covered with best grade Belgian velours tow, moss 9.98

HALL RACKS, golden oak, fine finish, swell front, lined silver drawers, beveled edge, French plate mirror, bracket shelves, neatly carved, at 5.89

ROCKERS, elegant rock rocker, extra large, genuine shellac finish, nicely wrapped arms, handsome design, durable, at 2.75

COMBINATION BOOK CASE AND WRITING DESK, made of solid oak, has pattern French plate mirror, large book case, writing lid and cupboard, good cabinet work and finish—should sell at \$15.00, opening price, 9.98

LABOURETTE, golden oak or ash finish, nicely shaped, well constructed, nice finish, at 34c

Carpets and Rugs—Third Floor

We will show a full assortment of Rugs and Carpets of every description, including all the newest weaves and colorings at very low prices.

All wool Smyrna Rugs, splendid line of patterns, all new, clean goods, size 9x12, at 25.00

9x12, at 16.75 9x12, at 16.75

6x9, at 11.50 6x9, at 11.50

Best Brussels Rugs 9x12, all the newest effects, in Oriental and coral design, at 17.50

A good Brussels Rug, size 9x12, guaranteed first colors—a very desirable rug, at 14.85

Crockery Department

SECOND FLOOR

Extraordinary specials to inaugurate our China Bargain Room. Fine China Sugar Bowl and Creamer, 3 pieces 25c

Full tableware collection of gold and floral decorations "Imperial Austrian" China, your choice for 10c

A Souvenir Offering

Extra fine thin decorated Tea Cups and Saucers 10c

Set of 6 Japanese Tea Cups and Saucers, egg shell weights, and dainty 1.00

Vienna Salad Bowls, gold trace and flowers 25c

Bavarian China, lace, gold and bouquet decorations, 4-piece set—Butter Dish, Sugar Bowl, Creamer, and Spoon Holder 98c

2-piece China Berry, Sugar and Creamer 45c

Decorated Cake Plates, China—A floral and gold 20c

New spring assortment of heavy gold border crystal ware. Choice for 10c

Underglaze Aurora gold and color Cuspadores, a 5c value 35c