

# W. R. BENNETT CO.

WHERE QUALITY AND PRICE COUNT WE WIN

16<sup>TH</sup> & HARNEY STS. OMAHA.

**SOUVENIRS**

It will take from now until April 6th to complete the list for our 15,000 souvenirs. Drop in when you are down town and register.

**SODA FOUNTAIN**

Strictly up-to-date — we use syrups made from pure fruit juice and sugar

Assorted flavors, glass... **5c**

## Visit the Big Daylight Store of Omaha

where quality and low prices greet you in every department. 50 departments filled with high standard merchandise and at prices within the reach of all. Monday and Tuesday will be the Banner Days of our grand bargain sales.

**Latest Styles, Quality and Lowest Prices Have Created a Sensation in Our Dry Goods, Notions and Ladies' Suits. Monday's Bargains Will Convince You of Their True Values.**

- DRY GOODS**
- Trieste Dimity, the kind that sells at 12 1/2c—special at **8 3/4c**
  - Battate Deauville in a full line of new designs and colors. The regular price 15c—special, to close out **10c**
  - Embroidered Swiss Grenadines**
  - The latest Parisian novelties—all exclusive designs and up-to-date combinations. They will be found very desirable for small dresses.
  - EXTRA SPECIAL**
  - 16-inch black taffeta, weave guaranteed, cannot be duplicated for less than \$1.35. Be sure and see this. Special at **1.10**
  - A good quality striped corded wash silk, known as the "Nippon Cord"—regular price 50c—special **35c**
  - 19-inch fancy striped wash silk, extra quality, worth 65c—special at **45c**
  - All our \$1.00 quality satin finish Foulards in new designs and colors—special at **69c**
  - OUR ENTIRE STOCK of \$1.25 new Foulards—25 designs to select from—special at **75c**
  - ALL SILK SATIN LIBERTIES, sold every-where at 75c, in all colors—special at **55c**
  - EXTRA QUALITY CORDED SILK in white and cream—regular price \$1.00—special at **75c**
  - NEW IMPORTED WAIST PATTERNS—a rare and beautiful combination of embroidery and mousseline de sole—very exclusive and desirable for the coming season. They come in black, white and pink and pongee colors—special at **3.50**
  - COLORED DRESS GOODS**
  - All the 25c quality at **12 1/2c**
  - All the 30c quality at **17c**
  - All the 35c quality at **20c**
  - A complete line of new chevots in all the new shades, worth 60c—special at **48c**
  - See our new line of Princess crepe—regular price \$1.25—special at **79c**
  - A full line of the new shades in granite cloths—regular price \$1.00—special at **69c**
  - OUR LINE OF 150 ETAMINES, imported, in all the new shades—special at **95c**

- BLACK DRESS GOODS**
- Small figured wool and Mohair Black Dress Goods—good value at 60c—special at **29c**
  - A very special line of Black Dress Goods—in plain and small figures, regular price 35c—special **12 1/2c**
  - For a very superior blacks, Etamine and Canvas Cloths—the \$1.00 quality—special at **69c**
  - Our \$1.50 Imported Black Etamine—very desirable and up-to-date for separate skirts and suits—special at **98c**
  - BLACK MOHAIR AND RICHLANS—so very popular this season for WAISTS, SKIRTS AND SUITS.
  - The 50c quality—**39c**
  - The 75c quality—**50c**
  - The \$1.00 quality—**69c**
  - The \$1.25 quality—**75c**
  - The \$1.50 quality—**98c**
  - CORSETS**
  - Ladies' full gored Corsets, made of fine coutille, designed for medium and long waisted figures, satin ribbon and lace trimmed at top and has garter tabs—Come in white, drab and black, for **1.00**
  - A fine Dresden battate for summer wear, medium length, waist, short hips, prettily trimmed with lace and inserted baby ribbon, both top and bottom, tomorrow **48c**
  - A long waisted corset, made of the best quality of satin, embroidery trimmed and silk flossed. Come in white, drab and black—price tomorrow **48c**
  - Also have a full line of children's waists, such as Ferris, Nazareth and the E. Z. waist.
  - SILK SPECIAL**
  - 27-inch black taffeta; very desirable for skirts, waists or full dresses—weave guaranteed. Sold everywhere at \$1.25, our price **89c**
  - 24-inch black peau de sole; fine soft finish. Weave guaranteed. No firm sells it for less than \$1.35—our price **1.19**
  - We are selling silk velvets in all colors and black which you pay \$1.25 for—special at **89c**

**Third Floor's Wonderful Bargain Sales**  
Introducing Our Carpets, Furniture and Wall Paper  
**MONDAY AND TUESDAY**

- WILL LONG BE REMEMBERED BY THE PEOPLE WHO VISIT THIS SALE. THE BARGAINS THAT WE OFFER DEFTY COMPETITION AND THE QUALITY AND LOW PRICES WILL BE A CONSTANT REMINDER OF THE NEW DAYLIGHT STORE OF OMAHA.
- LACE CURTAINS AND DRAPERIES**
- WE HAVE ARRANGED FOR THE GREATEST LACE CURTAIN SALE EVER HELD IN OMAHA. EXTRA HELP EMPLOYED TO WAIT UPON TRADE PROMPTLY.
- CURTAINS FROM 48c PER PAIR UP TO \$35.00 PER PAIR.
- SPECIAL NO. 1—White Nottingham lace curtains, 43 inches wide, 3 yards long; the best value ever shown; per pair **1.15**
- SPECIAL NO. 2—Several patterns of an extra weave, full size curtains; regular price \$2.00 per pair; special price **1.55**
- SPECIAL NO. 3—An elegant assortment of very fine curtains, all new effects, 3 1/2 yards long; per pair **1.98**
- GRAND SHOWING OF PORTIER AND PIECE GOODS.
- CARPETS**
- ENTIRE NEW CARPET STOCK. ALL THE LATEST PATTERNS, NEWEST WEAVES AND BEST COLORINGS. DIRECT FROM THE MILLS.
- Brussels weave Ingrain, 36 inches wide, fast colors, per yard **29c**
- Heavy all-wool Ingrains, good colors and large range of patterns. Per yard **55c**
- Extra superb all wool Ingrains, extra heavy weave, best assortment of patterns ever shown, at per yard **64c**
- An extra heavy quality of Tapestry brussels without border at **65c**
- Best quality Tapestry brussels, full line of patterns, Oriental and floral effects in parlor, hall and stair patterns, per yard **83c**
- Best velvet carpet made. Every yard guaranteed. Any color with or without border. All new goods, worth \$1.35, at **1.05**
- MATTINGS**
- Good quality China matting, fibre warp, selected straw, per yard **13c**
- 40-yard roll **4.80**
- Extra quality Japanese matting, linen warp, handsomely colored and very serviceable, per yard **25c**
- 40-yard roll **9.00**
- Carpet Hassocks, each **20c**
- RUG DEPARTMENT**
- 2x12 Tapestry rugs. An elegant line of exclusive designs, at **14.75**
- 2x13 all-wool Smyrna rugs, reversible, extra quality, **21.50**
- 2x17 all-wool Smyrna rugs, reversible, extra quality, **2.75**
- Best quality wool Ingrain Art Squares in any color.
- Sizes 3x3 **6.25**
- Sizes 3x3 1/2 **7.25**
- Sizes 3x4 **8.35**

**FURNITURE DEPARTMENT**  
GREAT BARGAIN DAY MONDAY

- New Styles of furniture and low prices have kept us busy since the day we opened. Tomorrow we offer you some great values.
- Combination Book Case and Desk**
- Made of beautiful selected 3/4-sawed golden oak, fine finish, nicely carved, has a French beveled plate mirror, regular price \$15.00, special at **9.98**
- IRON BEDS**
- Popular design and most substantial bed, massive posts, brass trimmings, rods and spindles, head and foot white enamel, very elaborate. On sale at only **4.89**
- Strong and neat framed, trimmed with brass rosettes and knobs, finished in pea green enamel. The bed is not one of our handsomest bargains, of course, but at this special sale price you will agree that it is a beauty, at **3.78**
- COUCHES**
- An extremely handsome article, covered in the best Belgian velours, steel construction, very best of springs, 7 rows tufts, a beautiful oak frame; usual \$18.00 value. Sale price **10.49**
- DRESSER**
- A highly golden oak finish, neatly carved, French-bevel plate oval mirror, brass handles, best construction; at this sale **8.50**
- EXTENSION TABLES**
- A handsome, carefully and well made, solid oak extension table, the beautiful grain of the wood well brought out by the fine finish. Legs full 3 1/2 inches thick and elaborately fluted and turned. No better table bargain in Omaha. Sale price **5.15**
- CHIFFONNIERS**
- Golden oak, five large drawers, brass handles, well made and nicely finished. Always sold at \$6.50. Special sale price **4.98**
- Another stunner in velour couches. Strong frame, nicely carved, 25 inches wide; 5 rows deep tufting, covered in choice velours. A special bargain at **7.39**
- CENTER TABLES**
- Golden oak finish, top 24x24, strong, nicely turned legs, well braced. We will sell them at this sale at **1.05**

**WALL PAPER OPENING**  
THIRD FLOOR

We have just received another carload of beautiful Wall Paper. This department is complete in every respect and will carry a fine line of imported and domestic goods.

**SPECIALS FOR MONDAY**

- 5c papers, per roll **3c**
- 7c papers, per roll **5c**
- 10c papers, per roll **8c**
- 12c papers, per roll **10c**

Same reduction on all better grades.

See our large line of Room Moulding—price from 1 1/2c per foot and up.

**IN THE CLOAK DEPARTMENT**

- TAILOR MADE DOUBLE BREASTED ETON SUIT**, made from fine homespun cloth black satin trimming, flounce skirt, percaline lined, colors mixed blue and gray. **5.95**
- DOUBLE BREASTED ETON SUIT**, made from good quality domestic cheviot, all wool, peau de sole reverses, 5 gored skirt with flounce, percaline lined **7.95**
- OPEN FRONT ETON SUIT**, striped velvet vest, reverses, sailor collar, moire trimming, 5 gored skirt with 5 rows moire trimming—colors black and navy **9.90**
- WALKING SUITS**, tight fitting with pepplim, 5 gored flounce skirt, finest quality of melton—colors brown, blue, gray, green and black **10.90**
- (Other walking suits \$7.90, \$12.90, \$16.50.)
- WALKING SKIRTS**—an elegant assortment from \$16.50 down to **1.95**
- DRESS SKIRTS** in cheviot, brilliantine, homespun, broadcloths, and Venetian, from \$22.50 down to **1.95**

- WOMEN'S WAISTS**—In this department will be found an immense assortment of the very latest styles and most attractive materials. Particular attention is called to our
- Percale, Madras and cambric waists at **48c**
  - Black mercerized sateen waists at **98c**
  - Fine lawn and embroidery waists at **1.25**
  - Self dotted pongee silk at **1.95**
- CHILDREN'S DRESSES** in gingham, percale, calico, cashmere and lawn—sizes from 2 to 14 years—prices up **25c**
- CHILDREN'S JACKETS**—just the latest things for little tots, including **1.98**
- pretty wool meltons, at **1.98**
- AND UP TO HANDSOME SILK RAGLANS AT ANY PRICE.
- MUSLIN UNDERWEAR**—We are showing the most complete line of cambric, nainsook and muslin underwear for women, misses and children and infants at popular prices. As a test of value, look at our women's night gowns at **48c**
- RAGLANS**—You ought to inspect our new raglans for women. In cravenette cloths, covert, plain and changeable silk—up from **7.95**

**WOODENWARE DEPARTMENT**  
BASEMENT

- OUR INCREASED STOCK AND PLENTY OF ROOM MAKES BUYING A PLEASURE.
- Willow Clothes Baskets at **35c**
  - Large size washboards **13c**
  - Fancy imported salt box **12c**
  - The No-Sag curtain stretcher **1.00**
  - Pine washtubs **38c**
- A large line of imported novelty in wood and willow ware. Carved salad sets, bread plates, rolling pins, palm knife baskets, etc. We carry a full line of churns, all sizes and styles. Just received a car of refrigerators, the best made box on the market. We have them in all the sizes and styles. Look over our line before buying.

**TEA, COFFEE AND SPICES**

- Headquarters for these goods. Our sales are large and consequently can sell on smaller profits. A trial will convince. The department is strictly up to date.
- Teas, your choice, per pound **38c**
  - Coffee, splendid drink, per pound **12 1/2c**
  - Bennett's Capitol Coffee, MOST DELICIOUS, per package **28c**
- SEE OUR COFFEE PULVERIZER. No waiting. No delay. All our mills run by electric power.
- Full line of strictly pure Spices, put up in air-tight cans.

**GROCERY DEPARTMENT**

- MONDAY SPECIALS:**
- California Prunes, per pound **4c**
  - New, Fresh and Delicious.
  - Rice, good, per pound **5c**
  - Navy Beans, clean, per pound **4c**
  - Pickles, assorted, per bottle **8 1/2c**
  - Jelly, assorted, per glass **5c**
  - Olives, per bottle **9c**
  - Preserves, assorted, jar **10c**
  - Worcester Sauce, per bottle **10c**
  - Plum Pudding, can **10c**
  - Mince-meat, package **8 1/2c**
  - Catsups, pint bottle **9c**
  - Oil Sardines, can **5c**
  - Clam Chowder, can **10c**

**DRUG DEPARTMENT**  
MAIN FLOOR

- Perhaps you are in need of a good Hot Water Bottle or a Fountain Syringe. Ours are of the celebrated "Syrian" brand and every one guaranteed.
- 2-qt. Syrian Gem Hot Water Bottle **50c**
  - 2-qt. Syrian Gem Fountain Syringe **60c**
  - 2-qt. Syrian Gem Hot Water Bottle **60c**
  - 2-qt. Success Fountain Syringe **98c**
  - 2-qt. Syrian Cloth Inserted rubber Hot Water Bottle **89c**
  - 2-qt. Ten Fountain Syringe **1.38**
  - 2-qt. Syrian Cloth Inserted rubber Hot Water Bottle **98c**
  - 2-qt. Globe Fountain Syringe **1.68**

**CROCKERY DEPARTMENT**  
SECOND FLOOR

- On Monday we display a new line of CHOCOLATE WARE, comprising a full assortment of useful tableware—choice for **10c**
- Jardiniere, 2 sizes, beautiful shades of color, 35c and **45c**
  - Rose Relief-Art Pottery—Vases **75c**
  - Underglaze Fused Colors—Cuspidors **22c**
  - Thin Blown Engraved Tumblers **5c**
  - Table Tumblers, set of six **10c**
  - Decorated Stand Lamps, globe chimneys **55c**
  - "Pyramid" line of bright terra-cotta Cuspidors, choice for **10c**
  - Imperial Austria gold leafage and floral sugars and creams, two pieces **75c**

**CANDY DEPARTMENT.**  
FRESH MADE DAILY. ONLY PURE CANDIES SOLD HERE.

- MONDAY SPECIALS;**
- Mixed, per pound **8c**
  - Gum Drops, per pound **8c**
  - Trilby Cups, per pound **18c**
  - Goobar Rock, per pound **18c**
  - Butter Daisies, per pound **25c**
  - Assorted Berries, per pound **25c**
  - Mixed, per pound **9c**
  - English Walnuts, per pound **35c**
  - Almond Taffy, per pound **35c**
  - Pecan Taffy, per pound **35c**
  - Creams, Mixed, per pound **35c**

- Butter and Preserves**
- Big supply of Fresh Country Butter at lowest prices. See our up-to-date refrigerator.
- Country Roll Butter, per lb. **21c**
  - Bennett Capitol Creamery, lb. **29c**
  - Eggs, fresh, guaranteed, doz. **14c**
  - Preserves, assorted, per lb. **9c**

- Cigars, Tobacco and Pipes**
- Largest and best assortment of these articles at lowest prices.
- Graf Cigars, 5c value, each **3 1/2c**
  - Capaduro Cigars, 5c value, each **4c**
  - Red Indian Smoking Tobacco, 5c pkg. **4c**
  - Battle Ax Shewing Tobacco, per cut. **9c**
  - Big line of Pipes. **1c, 2c, 3c, 4c, 5c**

- Sporting Goods Department**  
MAIN FLOOR
- Complete line of Guns and Ammunition, Fishing Tackle, Athletic Goods, Base Ball Goods, Golf, Croquet and Hammocks, Bicycle Sundries, etc.

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# W. R. BENNETT CO.

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