

The Cafe Third Floor

We want you to renew your visiting. The Cafe is more attractive and daintier than ever. The same manager, chefs and neat waitresses that were with W. R. Bennett Co. are retained, and no effort will be spared to make THE BENNETT CO.'S Cafe the MOST SATISFYING PLACE TO DINE IN OMAHA. Breakfast served from 8 to 11 A. M., luncheon 11 to 3 P. M., and AFTERNOON TEA from 3 to 5:30.

PRICES JUST RIGHT.

A Grand Disposal Sale of Easter Lilies and Palms Begins Monday

THE BENNETT COMPANY

THAT THE PEOPLE OF OMAHA NEED AND LIKE THE BENNETT STORE IS MORE THAN PROVED BY THE SURGING CROWDS OF YESTERDAY. THIS GRAND OPENING MEANS THAT OMAHA CAN AND WILL SUPPORT THE BIG STORE, THE BENNETT COMPANY, NOW THOROUGHLY ESTABLISHED AND EQUIPPED, OFFER EXTRAORDINARY INDUCEMENTS FOR THE OPENING WEEK AND PLEDGE THEMSELVES AS BEFORE TO SAVE MONEY FOR THE PEOPLE. WE ASK A VISIT FROM EVERYBODY—EVERY MODERN CONVENIENCE IS AT YOUR SERVICE AND EVERY PURCHASE YOU MAKE—IS THE NEAREST THING ON EARTH TO A FREE GIFT.

The Most Capacious Show Windows

In town are The BENNETT CO. WINDOWS. The most artistically trimmed windows in the entire West are THE BENNETT CO. WINDOWS. The choicest Easter Fashions of the year are shown in a grand display. Our windows are worth coming many miles to see. They are really the best and most educative outside Chicago and New York. SEE THEM.

Clothing Department

Superior Values at Popular Prices

\$4.00 to \$9.75 Boys' long trousers, Confirmation suits, in black and blue, finished or unfinished worsteds, also fancy mixtures, suits that are worth \$15.00, at..... **7.50**

\$1.50 to \$4.95 Boys' Knee Trousers suits, styles Norfolk, Sailors, Russian and single double-breasted suits, materials blue serges, fancy chevots, plaids, stripes and neat mixtures, 3 to 16 years, worth \$7.50 in most stores—only..... **4.95**

SPECIAL IN BOYS' SUITS

\$1.95 for boys' suits worth \$3.00—all wool, double-breasted school suits, sizes 6 to 16 years, Russian, Norfolk and 3-piece suits, ages 3 to 8—latest designs..... **1.95**

\$3.45, Mother's Choice Suits—Our regular \$4.95, \$5.95, \$6.95 suits in this lot, a new suit gratis if seams rip, double elbow, and extra double seat, good for Monday only, selling agents for Omaha..... **3.45**

GRAVENETTE RAIN COATS

for Men. One Special Lot of Cravenette Coats worth \$12.50, While they last we will close them out at **\$7.50**

Are You in Need of a Rain Coat?

Furniture Department

A few of our specials for Monday:

- Iron Bed, heavy, substantial, choice of colors, special, each..... **1.98**
- Fancy Iron Bed, fine finish, special..... **3.39**
- Bedroom Suit, 3 pieces, special..... **16.90**
- Wardrobe, large size, special..... **7.48**
- Rockers, with arms, large, comfortable..... **2.98**
- Parlor Table, 24-in. square top..... **1.15**
- Sewing Rocker, cane seat, special..... **1.28**
- Rattan Ladies' Rocker, special..... **2.24**

CARPETS

To close out all the last fall season's, all wool, two-ply carpets sold by us at 65c (by others at 75c) will be sold Monday at..... **46c**

Remember these are all wool, Ex-Super. Fine Japanese Matting 80c, 35c and 45c qualities, all at a yard, Monday morning..... **25c**

Special sale on Lin oleum, extra good quality, yard..... **63c**

ODD PORTIERES

Single Curtains, to close out the odd, one lot at \$1.95 and one lot at..... **1.48**

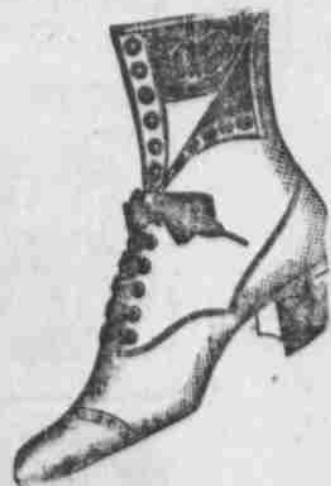
Single Lace Curtains, one lot at 85c, one lot at 50c, and one lot at..... **25c**

Extension Rods, each..... **10c**

The "Dorothy Dodd" Shoe is the Faultless Fitting Shoe for Women

It FITS the foot even to the creating of springy youthfulness in the step. It FITS, a woman's ideal of a perfect shoe—elegance and style are FITTED as perfectly as the foot itself.

STYLISH
ELEGANT
STRIKING
SHAPELY
GRACEFUL
DISTINCTIVE



CORRECT
DRESSY
GENTEEL
DAINTY
MODEST
EXCLUSIVE
COMFORTABLE

Our Price \$3.00



Piano and Music, Palms; Flowers at BENNETT'S

THIS IS A STRAIGHT-FORWARD, HEART-TO-HEART TALK. OUR PIANO AND ORGAN DEPARTMENT HAS BEEN ENLARGED, REARRANGED AND NEWLY STOCKED WITH SOME OF THE FINEST GOODS THAT EVER CROSSED THE MISSOURI RIVER. THIS SUPERIOR STOCK WILL BE THROWN ON THE MARKET ON MONDAY MORNING AT PRICES AND TERMS THAT WILL DEFY COMPETITION.

BARCAINS GALORE

1 \$25.00 Ebony Upright Piano.....	\$100	1 \$25.00 Walnut Upright Piano.....	\$238
1 \$25.00 Mahogany Upright Piano.....	\$135	1 \$25.00 Mahogany Upright Piano.....	\$258
1 \$25.00 Walnut Upright Piano.....	\$145	1 \$25.00 Mahogany Upright Piano.....	\$288
1 \$25.00 Oak Upright Piano.....	\$185	1 \$25.00 Walnut Upright Piano.....	\$318
1 \$25.00 Mahogany Upright Piano.....	\$198	1 \$25.00 Mahogany Upright Piano.....	\$338
1 \$25.00 Walnut Upright Piano.....	\$210	1 \$25.00 Mahogany Upright Piano.....	\$368
1 \$25.00 Oak Upright Piano.....	\$215	1 \$25.00 Mahogany Upright Piano.....	\$388
1 \$25.00 Walnut Upright Piano.....	\$228	1 \$25.00 Mahogany Upright Piano.....	\$395

One \$750. This is one of the finest upright walnut case pianos that ever came to the city of Omaha. You cannot appreciate it without seeing it. It will be sold at this opening sale for the sum of \$450. All of these goods will be sold on OUR EASY PAYMENT PLAN, \$5.00 to \$25.00 down and \$5.00 to \$25.00 per month.

ORGANS

\$50.00 Walnut Case Organ.....	22.50	\$50.00 Walnut Case Organ.....	48.50
\$50.00 Oak Case Organ.....	26.50	\$50.00 High Top Walnut Organ, with plate glass mirror.....	52.50
\$75.00 Oak Case Organ.....	28.50	\$100.00 Oak Case Organ.....	58.50
\$75.00 Oak Case Organ, with mirror.....	32.50	\$100.00 Walnut Case Organ.....	62.50
\$100.00 Oak Case Organ.....	38.50	\$125.00 Oak Case Organ.....	68.50
\$125.00 High Top Oak Organ, with mirror.....	42.50		

All of these Organs will be sold at from \$5.00 to \$10.00 cash and from \$3.00 to \$5.00 per month.

We have arranged and restocked our small goods and music department. All of the latest and up-to-date songs, folios and music books will be found on exhibition every day at prices that will sell them; do not fail to hear our CHASE & BAKER PIANO PLAYER that will be used on the renowned Everett Piano, on the first balcony.

We are dwelling in the perfect consciousness of a great success for our Piano Department, as we propose to make it in every detail the leading piano store in the West.

While in our store do not fail to look through our stock and see on exhibition some of the finest goods that money can buy. Pianos shipped to any point on approval, correspondence solicited, first-class tuning and repairing done, and fully guaranteed.

Millinery Department



Our Millinery display this season has surprised artistic loving people for its elegance—never before could we offer so fine a line at the same price.

We excel on the handsome hats we sell at \$12.00, \$12.00 and \$10.00.

Monday Specials

Tailor Made Hats at \$12.00, \$10.50, \$8.00, \$5.00, \$3.45, \$2.25, \$1.50, 98c and 75c.

300 Dozen Hats to see to see for **\$5.00**

Jewelry Department

CLEAN-UP SALE LADIES' BELTS.

Lot 1—Belts which sold for up to \$2.00.....	98c
Lot 2—Belts formerly up to \$1.50, choice.....	75c
Lot 3—Belts worth up to \$1.25, choice.....	49c
Odd sizes, etc., choice.....	15c
Watches cleaned.....	\$1.00
Finest mainspring.....	\$1.00

All work guaranteed for one year. Elgin and Waltham watches in Boss and other high grade cases, at very little prices.

BARGAIN CIRCLE—OPPOSITE MAIN ENTRANCE

THE BENNETT COMPANY

THE DRY GOODS DEPARTMENTS

WOMEN'S WALKING SKIRTS—
\$2.89—A handsome full flare skirt, fancy stitching, vertical straps and buttons, shades of gray, blue and black, well worth \$4.50, Monday morning..... **2.89**

WOMEN'S WAISTS—
Four bargain sales of white waists, marked at cost of materials—\$1.00, 98c, 68c and..... **50c**

SILK WALKING SKIRTS—
Black taffeta silk, drop of fine spun glass, trimmed with lace Black taffeta, tailored and strapped, seven rows of stitching, a \$10.00 skirt at..... **7.50**

SILK DRESS SKIRTS—
and stitching, worth \$12.50, for the opening..... **9.90**

HOUSE WRAPPERS—
Heavy percale, nicely trimmed, worth \$1.25— for the opening..... **98c**

GIRLS' SUITS—
New two-piece wool suits, handsomely trimmed, dresses for girls and misses, exclusive styles, at \$9.90 and..... **7.95**

WOMEN'S TAILORED SUITS—\$13.00—
Artistic designs, new cloths, the latest cuts, including wide, circular collars, double capes, collarless, draped pouch, sleeves, postillion and peplin backs and new shaped skirts. We are going to make a noise on these suits at..... **13.90**

BLOUSE JACKETS—
Black cheviot, postillion back, full sleeves, trimmings, stitched taffeta silk and fancy braid, up-to-date, new style—\$20.00 and..... **\$15**

WOMEN'S SPRING JACKETS—
Monte Carlo Coats, in blue and brown cloth, special value at..... **7.95**

MONTA CARLO AND COFFEE COATS—
In taffeta, silk, peau de sole and more—very noble..... **9.90**

CHILDREN'S AND INFANTS' CAPS AND BONNETS—
An elegant stock for Easter at, up from..... **25c**

HANDKERCHIEFS FOR A PENNY—
100 dozen, worth 5c to 15c, on sale at 9 o'clock Monday at..... **1c**

WOMEN'S POCKETBOOKS AND PURSES—
Wrist bags and chatelaine bags worth from 40c to 50c, opening sale..... **25c**

HOSE—
Special value, boys', girls' and misses', sizes 5 to 10, worth 15c, opening sale..... **10c**

UNDERWEAR—
500 dozen women's, misses' and children's cotton and lisle underwear, best styles and finish, our 30c quality, at opening sale only..... **19c**

SILKS—
Yard wide black taffeta silk, one case splendid value, guaranteed not to cut, Monday prices—\$1.45, \$1.35, \$1.25, \$1.19 and..... **98c**

WASH SILKS—
Extra quality—intended for sale at 50c—Monday..... **34c**

COVERT CLOTH—
62-inch, all wool English, in gray, brown, green and blue, not too heavy, makes a beautiful spring costume, positively cheap at \$1.25, special opening sale..... **70c**

SHANTUNGS—
Embroidered waisting and dress silk, extra wide, the very latest—\$1.10 and..... **98c**

CHALLIES—
Fine imported French styles, one hundred patterns, 30c and..... **35c**

DRESS GOODS—
One case of colored mixtures, all new shades, 46 inches wide, the dollar quality, at..... **75c**

EASTER GLOVES—
Our new spring shades of glace and washable kid and suede and pique finish, are now on sale, including the best quality of the Reynier, (for which we are the agents), every pair is guaranteed; prices—\$2, \$1.50 and..... **\$1**

EASTER FANS—
A beautiful assortment of chiffon, lace and spangle, including choice importations from Japan, France and Austria; prices from \$10 down to..... **\$5**

NECK WEAR—
Come and inspect our nobby women's neckwear, all the very latest styles—special sale Monday at..... **25c**

TWO BARGAIN NOTIONS TABLES—
Piled up with purses, pins, charms, necklaces, lockets, cuff buttons and hundreds of little things— one at a choice for..... **25c**

LACES BARGAIN TABLE SALE—
One hundred pieces of torchon, chantilly, elmy, galions, etc., up to 5 inches wide, at per dozen..... **48c**

WASH CLOTHES—
Thousands of them at each..... **1c**

LINEN CRASH—
300 pieces silver bleach at 5c yard. Glass Toweling, good quality, at..... **3c**

MUSLIN UNDERWEAR on main floor—
Every garment made. Special price..... **12c**

WHITE VESTINGS—
26-inch White Vestings, in a variety of fancy weaves, a limited amount, worth up to 50c a yard; while they last, at per yard..... **12c**

APRON GINGHAMS—
27-inch good quality lace effect Curialin Scrim, apron gingham, v and all size check, an 26-inch wide cream arranged to wash—worth up to 10c a yard, at..... **3c**

FANCY CURTAIN SWISSES—
26-inch fancy lace stripe curtain Swisses, a beautiful line of colors and patterns; a regular 35c grade at, per yard..... **10c**

SHEETS—
\$12.90 ready to use bleached bed sheets, made of good quality full sheeting, worth 55 cents, at, each..... **39c**

A SENSATION IN TOWELS—
22x40 in hemstitched, guaranteed all pure linen buckabuck towels, regular 50c grade; Monday only, each..... **25c**

26x40 all linen buckabuck hemmed towels, regular 15c grade, at, each..... **10c**

Women's Suits, Skirts and Wrappers

We invite the ladies of Omaha to visit our Ready-to-Wear Department. We do not hesitate in saying that the finest collections of Suits and Wraps ever shown in this city will be open for their inspection from the highest class imported patterns down to substantial every-day garments.

SPORTING GOODS Main Floor

Full line of Sportsman's clothing, guns, ammunition, etc., at very lowest prices.

A complete new line of 1903 Base Ball Goods.

Infielder's Glove **Up from 10c**

Glove Bats **Up from 19c**

Boys' Bats worth 15c, now **6c**

Complete line of Tennis and Golf goods at prices that cannot be duplicated elsewhere.

Fishing Rods and Tackle of all kinds.

EASTER PERFUMES

WE INVITE EVERY LADY to come and see our charming perfumery display on MAIN FLOOR, everything therein is fresh and sweet, the very rarest in charm and delicacy, and surprisingly dainty in price—everything new, clean, and just in such shape as to make you feel like buying things for Easter Presents.

Colgate's Perfumery in the choicest and completest varieties.

- Colgate's Lily of the Valley.....
- Colgate's White Lilac.....
- Colgate's Italian Violet.....
- Colgate's Pansy Blossom.....
- Ricksecker's Golf Queen.....
- Ricksecker's Martha Washington.....
- Ricksecker's Ping Pong.....
- The new and delicious perfume.....

We have the choicest representations in Perfumery from Paris, and the leading perfumatories in Europe.

- Pinaud's Royal Violette.....
- Pinaud's Royal White Rose.....
- Pinaud's Essence Violette De Parme.....

Here's something new for Easter. Extra Chypre, per oz., 75c. Toilet waters in profusion—all at specially cut prices.

Foreign WALL PAPER Domestic

Tapestries, Burlaps, Orientals, Antiques, Ingrains, Florals, Stripes, Etc., Etc.

The Latest, Rarest, Choicest and Best at Prices Thinner Than Wall Paper.

Cigars

- E. J. MAST 5c Cigar, 7 for..... **25c**
- Three Daisies Stogies, 3 Cigars for..... **4 1/2c**
- Star Perfection Smoking Tobacco, 1 lb for..... **22c**
- 3 1-3 oz. for 5c.
- Pipes, up from..... **1c**

MEATS MEATS MEATS

THE BIGGEST REFRIGERATING PLANT OUTSIDE SOUTH OMAHA STOCK YARDS. The most palatable meats that money can buy, everything from an ox-tail to a spring chicken. Union Butchers to wait on you, every one of them an expert, supervised by Mr. C. E. Schmidt.

- Choice Breakfast Bacon..... **13c**
- Choice Roast, per lb..... **8c**

Everything in the meat line at cut prices, and nothing but choice steer meat handled.