

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MAY 20, 1904.

SINGLE COPY FIVE CENTS.

Silverware Dept. Wedding Gift Ideas

Handsome black enameled 8-day Clocks, cathedral gong and built into hall—very best standard movement, fully guaranteed—
Monday.....
And \$10.00 of Little Green Stickers thrown in.

4.50

Dainty Little 3-piece Tea Sets, suitable for two—pretty designs and exceptionally high quality—
Monday.....
\$10 in Little Green Stickers thrown in.

5.47

THE BENNETT COMPANY*"Your judgement is a parcel of your fortune."—SHAKESPEARE.*

This is the weightiest advertisement in this newspaper today. Weightiest because of the masterful advantages that are involved in trading at BENNETT'S. Read this page carefully or hurriedly, as the humor dictates, but DON'T MISS BENNETT'S MONDAY. Remember the claims of your Green Trading Stamp collection book—we know you cannot forget this—and use up these Green Sticker Sensations.

The Sale of Shirts

Men's and Boys' Shirts, bought in New York for cash at 50c on the dollar, is continued Monday. This sale began Friday morning and includes the products of the best shirt makers in the United States—Wilson Bros., Lion and Ideal brands.

Soft collars, attached and detached collars.....35c
50c values, men's and boys'.....50c
\$1.00 values, men's and boys'.....69c
\$1.25 values, men's and boys'.....89c
\$1.50 values, men's and boys'.....

The Auctioneers Began the Sale of the Mammoth Stocks of the Sweetser, Pembroke Co., the Great Dry Goods Jobbers of New York City, Last Monday

It meant that a million and a half dollar stock was to be sacrificed. Our New York buyer was on the ground and secured about Twenty Thousand Dollars worth of the choicest bargains, including Silk Dress Goods, Imported and Domestic Wash Dress Goods, Swisses, Prints, Calicoes, Gingham, Linens, Men's, Women's and Children's Hosiery, Underwear, Handkerchiefs and Swiss Curtain Nets. The first carload of this huge purchase reached Omaha by freight-express Saturday noon. It will go on sale Monday morning. If you have a dollar for a bargain, use it now—it will be as big in purchasing power as \$5.00 when you finish

THE CREAM OF SWEETSER, PEMBROOK CO.'S GIGANTIC AUCTION SALE AT BENNETT'S TOMORROW MORNING**SILKS**
From the Great Sweetser-Pembroke Auction Stock

500 pieces, 20,000 yards. Monday morning at 8 o'clock the greatest sale of silks ever heard of in the history of Omaha will be held at Bennett's big silk department. We have divided this entire purchase in two lots.

LOT 1 FOR 25c YARD—Consists of fine China and Japanese silks, Failles and Bengalines, Surahs, Twills, fancy striped Louisenes and Taffetas—not a yard worth less than 50c—many as high as 80c, all at one price
Monday, yard.....**25c**

LOT 2—Consists of plain Taffetas in all colors, including black—guaranteed to wear—black Peau de Soie, black Japs, black Chinas, colored satins and Louisenes, fancy silks in plaid, stripes, checks and all the new designs in this season's choice styles and hundreds of other styles. Widths 19 to 27 inches, and every yard worth \$1.00 to \$1.75, in this big sale,
yard, only.....**50c**

Wash Goods from the Great Sweetser-Pembroke Auction

3,000 pieces fine Organdies, lights and darks—New York price 15c—Bennett's price, yard.....**5c**

5,000 pieces fine imported wash goods in striped tissues, Heather Hones, batistes, dimities, etc., 32 inches wide. New York price 25c yard, Bennett's price, yard.....**10c**

400 pieces fine imported white goods in checks, stripes and plain goods, worth to 60c yard. Bennett's price, yard.....**10c**

Muslins from the Sweetser-Pembroke Auction

80-inch Bleached Muslins and Cambrics, cheap at 3c and 10c yard, Bennett's price, yard.....**4c**

200 pieces fine Japanese Drapery Silkones, in a beautiful assortment of colors, cheap at 15c yard, Bennett's price, yard.....**3c**

WASH GOODS
From the Sweetser-Pembroke Auction

Finest of Wash Goods at 18c Yard

2,000 pieces extra fine imported wash goods, run from 30 to 45 inches wide, every fashionable make, including suitings. Goods that are worth 75c a yard in New York. Bennett's price, yard.....**18c**

CALICOES—Thousands of pieces of fine Calicoes, lights and dark, yard.....**4c**

Ginghams from the Sweetser-Pembroke Auction

200 pieces very fine Dress Ginghams, New York price 15c yard, Bennett's price, yard, only.....**8c**

Curtain Swisses

5,000 yds. 36-in. white Curtain Swisses. The very finest sheer quality with floral and dot patterns, worth up to 35c yard, Bennett's price, yard.....**12c**

Women's Hose

FROM THE SWEETSER-PEMBROOK AUCTION—15 cases women's black cotton Hose, to sell at 25c, 12½ and.....**10c**

Children's Hose

FROM THE SWEETSER-PEMBROOK AUCTION—8 cases children's black Stockings, to sell at 10c, 15c and.....**10c**

Women's Gauze Vests

FROM THE SWEETSER-PEMBROOK AUCTION—7 cases to sell, at 17c and.....**10c**

Handkerchiefs

FROM THE SWEETSER-PEMBROOK AUCTION—1 case imported embroidered Swiss Handkerchiefs, to sell at.....**15c**

Colored Dress Goods
Values Extraordinary—Some Choice Plums Picked from the Sweetser-Pembroke Stock.

New choice up-to-date goods that we purchased at a nominal price. We will place them on sale Monday at a fraction of the original cost.

40 to 54-inch Sicilians, Volles, Minstrels, Canvas, Etamines, Granites, Mohairs, Twine Cloth, Melanges, stripes and dotted Brillantes, light weight Tweeds, Crapes, Batistes, Serges and Cheviots. Actual value from 75c to \$1.25 yard. Yours Monday, at, yard.....**49c**

48-inch Hermoise Crepes and all wool Crash Suitings, in greys, grey mixed garnet, French blues, brown, tan, green, and cream. Good value at \$1.50 the yard. Monday, at, yard.....**75c**

Attractions in the Women's Ready-to-wear Dept.

MISSER GRADUATING DRESSES—White lawn, organdies and Point de Esprit. Prices \$4.50, \$3.50, \$2.50, \$2.25, and.....**1.95**

WOMEN'S HOUSE WRAPPERS—Light shade of organdy, lawn, percale and batiste, worth up to \$2.50, at.....**98c**

Two-Piece Silk Dresses

Boudoirs—dark and light shades and pongees, at.....**9.90**

FINE HAIR STRIP TAFETAS—Brown, blue, grey and green, at.....**12.50**

PLAIN AND CHANGEABLE TAFETAS, navy, green, gun metal and black and white, at.....**15.00**

BLACK TAFETTA SUITS—ELEGANT STYLES—Prices \$22.50, \$10.00, \$10.75 and.....**11.90**

Big Drive in Lace Mitts and Gloves

FROM THE SWEETSER-PEMBROOK AUCTION—50 dozen Lace Mitts and Gloves, in white, cream, black and novelties—regular street and evening lengths—fresh, clean goods imported for this season's "fine trade," to sell as high as \$2.00 a pair. We put them on sale Monday, at, pair.....**75c**

Enormous Bargains in Men's and Boys' Underwear, Hose and Handkerchiefs Secured at the Sweetser-Pembroke Sale in New York at Our Own Price. Sale Begins Monday Morning.

100 dozen boys' medium weight Jersey Ribbed Shirts and Drawers, 35c values.....**15c**
200 dozen men's and boys' fancy honey-combed Shirts and Drawers, 50c values.....**23c**
300 dozen men's balbriggan underwear—Shirts and Drawers—75c values.....**60c**
One hundred dozen Union Suits—dollar and a quarter values.....**89c**
Men's black and brown Hose—twenty-cent values.....**10c**
Men's fancy Hose—twenty-five-cent values—two pair 25c—each.....**15c**
Men's fancy Hose—thirty-five-cent values—three pairs 50c—each.....**20c**
Men's Handkerchiefs—fancy and plain white—ten-cent values.....**5c**
Men's Handkerchiefs—fancy and plain white—15c values—three for 25c—each.....**10c**
Men's Handkerchiefs—fancy and plain white—25c values—two for 25c—each.....**15c**

Clothing Department.**PERFUMES! PERFUMES!**

Are you a regular patron of our Perfumery counters? You will find the latest products and sweetest concentrations of the famed perfumeries of England, France, Italy and America. Monday we will give double Green Trading Stamps with all bulk Perfumes. Dabrook's Arabian Rose, Locust Blossom or Arabian Violets, 50c; Piver's Saffron or Le Yris, etc., per ounce.....**75c**
Violets (Vee-O-Lays) Ambre Royale, per ounce.....**50c**
Eastman's Chinese Incense, per ounce.....**25c**
Double Green Trading Stamps with Violet's fine Toilet Soap, Heliotrope, Violette, Foin Coupe—box of three 75c—per cake.....**35c**
Russian Rubber Sponges—ideal complexion or skin sponge—in four sizes—up from 25c Colgate's La Franc Rose Toilet Water—four sizes—75c, 45c, 35c and.....**25c**

CARPET DEPARTMENT**THIRD FLOOR**

Special sale of Grass Matting, in plain green, blues and red, as well as fancy stripe patterns—a cool, sanitary floor covering—regular 10c quality—special for one week—per yard.....**35c**
6x8 feet Brussels Rug—small Persian effects—very desirable patterns for sleeping room or study—special for Monday at—each.....**7.48**
6x9 feet and 9x10-6 Rug—two odd lines of Rugs, about 15 patterns in all—Rugs in this lot worth up to \$15—all sell Monday at—your choice.....**10.48**
6x12 Kashmir Rug—reversible—looks like body Brussels—warranted fast colors—Persian and Turkish patterns—special for Monday.....**10.98**
Our line of 6x12 Rugs at \$12.48 cannot be duplicated for less than \$21.00. Odd Rugs in this lot worth up to \$12.98—in designs suitable for parlor, back parlors or dining room—in floral, Persian and medallion effects—each.....**10.48**
We are showing a full and complete line of Body Brussels, Wilton, Velvet, Sax and Royal Wilton Rugs—in all the new designs and colorings—prices from \$37.50 to.....**26.00**

Sheet Music

Every 50c piece of Music

25c

And \$2 in Green Trading Stamps

Monday Only.

Second Floor.

GROCERY

Six Thousand Two-Hundred Cases BENNETT'S BREAKFAST COFFEE. This is the quantity sold since the brand was introduced. TWELVE THOUSAND POUNDS.

2-pound Can, 48c

A Tea Sensation

\$2.00 worth Green Trading Stamps with each half lb. package Bennett's Porcelain First Japan Tea.....**34c**

\$2.00 worth Green Trading Stamps with each jar Pure served, assorted.....**20c**

Monday Only.

\$2.00 worth Green Trading Stamps with each pound New York Full Cream Cheese.....**20c**

Honey Special

\$2.00 worth Green Trading Stamps with each jar Pure strained Honey.....**14c**

Candy Dept.

\$2.00 worth Green Trading Stamps with each jar Assorted Candies.....**10c**

Cigar Department

For City B (packed in box),
for.....**25c**
American-Paterson's High Grade Smoking Tobacco, former price 25c lb., now 24c ounces for.....**15c**

MILLINERY! MILLINERY!

The new white Chip Hats trimmed and set off most charmingly with owl heads, gilded crows' feet, gilt quill ends—novelties in trimming that are quite new. First showing in Omaha. See them.

Monday we will make a special discount of TWENTY-FIVE PER CENT on Viot's, Poyanes and all other imported pattern hats, giving you a charming choice—every possible ambition met, every taste abundantly gratified. These superb creations at ONE-FOURTH OFF.

Big lot of Trimmed Hats—divided into four lots—Lot one, four ninety-eight—lot two, three forty-nine—lot three, two dollars—and lot four.....**1.00**

Street Hats—worth as high as four dollars—the most of them easily worth three dollars—at ninety-eight cents and.....**25c**

An assortment of Flowers at—per bunch—

only.....**10c**

And \$2 Worth Little Green Stickers thrown in.

Wall Paper! Wall Paper!

Spring season is advanced, we have quite a number of patterns in small lots to clean out. Yours cheap.

White Blanks, up from.....**3c**

Gilts and Glimmers, up from.....**7c**

Embossed Golds and Tapestries up from.....**15c**

Room Moulding, up from, per foot.....**2c**

Wall Paper Cleaner, 1-lb. cans.....**15c**

Double Green Trading Stamps Monday and Tuesday. 3rd Floor.

Automatically True

When you want accuracy in a picture there is only ONE sure way to secure it—by a photograph. A drawing made on careful measurements may or may not be accurate; a photograph must be. In the same way when you want an accurate fit in a shoe there is only one sure way to secure it.

Don't trust to luck on a last made by ordinary measurements, but use a last constructed from an "X-ray" photograph.

The "Dorothy Dodd" Shoe fits the foot as no other shoe ever can, because in shaping it I have been guided entirely by "X-ray" photographs of the foot.

This explains the marvelous fit of a "Dorothy Dodd." Sincerely yours,

Dorothy Dodd.

Oxfords \$3.00 and \$2.50

The Bennett Company

CROCKERY! CROCKERY!

Large else fancy shape Bowls and Pitchers—
Alfred Meakin's new shape—per pair.....**59c**

Plain white china Teacups and Saucers—nice thin ware—Cups and Saucers—each.....**8c**

Rich Cut Glass 8-inch Bowls—new designs and splendid cutting—our regular price \$5—Monday only.....**2.98**

The best Cut Glass value we have ever offered. Do not miss seeing our large and elaborate line of Cut Glass.

Pint, quart and half gallon Water Pitchers, assorted colors, rich glasses, values up to 60c—choice.....**25c**

The lot and 2.00 in Little Green Stickers thrown in.

Mason Fruit Jar Caps—per dozen.....**24c**

And 8 in Little Green Stickers thrown in.

ONE-THIRD OFF ONE-THIRD OFF.

We will give a special discount of one-third off on all White China Vases for Monday only.

Blue Willow 100-piece Dinner Sets—\$15.00 value.....**8.98**

IN THE ART GALLERIES—2nd Floor

ESTHER HUNT'S CHINESE BOYS

Bryson's popular Girls in Red, special Monday, only.....**69c**

And \$5.00 worth of Green Trading Stamps with either.

300 beautifully framed pictures (by above artists) in brown veneer frames, red bead ornaments, oval opening, a good bargain at \$1.00. 69c Sale price.....

And \$5.00 or 50 Green Stamps Thrown in. A limited number on sale. No orders taken.

Visit our Art Gallery, Day Room and Burnt Wood Display—Second Floor.

The Right Things in**HARDWARE**

at Talking Prices

Three Panel Fancy Screen

Doors—natural wood finish, 11-8 in. thick.....**98c**

Four Panel Screen Door, made

of kiln dried pine, 11-8 inch

thick, covered with best

quality wire cloth, all sizes, go

at.....**78c**

Extra Fancy Screen Door—

11-8 inch thick, covered with

best quality black wire cloth,

very handsome front door—

at.....**1.50**

"Sunshine" Ready Mixed Paints

—strictly high grade—will

go at.....**1.30**

JAP A LAC gives a magnificent

finish to floors or wood work,

wears like iron, small can,

at.....**15c**