

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MARCH 25, 1906.

SINGLE COPY FIVE CENTS.



BENNETT'S 1906 SPRING OPENING

HIGH NOON in SPRING MILLINERY

YOU ARE HEARTILY INVITED

As we led last year, so will we lead in millinery exposition of style elegance, originality and value this year. Omaha's best dressed women have not waited for our formal spring millinery opening—hundreds are already wearing our perennial modes.

A Little Disquisition on 1906 Styles

STYLES FOR SPRING are, to a large extent, a revival of the empire period and of the exquisite modes in vogue during the brilliant time of Napoleon and Josephine. The versatility of Paris styles is the chief marvel in all matters pertaining to dress. Small hats with exaggerated trimmings would seem to be destined for highest popularity.

On Colors: Color schemes in 1906 Spring Millinery are charged with a richness and charm that almost indicate color-scheme triumph as a characteristic. Pink, so long neglected, promises to assert pre-eminence. Marie Antoinette, oadet and Alice blue still hold priority; raspberry and old rose shades are strongly entrenched in popular favor; bordeaux shades, lavender, mulberry and gray will command the affections of many votaries.

The Trimmings: Maline, ribbons and roses are the leaders—ribbons of daintiest qualities and subtlest shades, especially so. Exaggerated bow knots, heavy beribboned and trimmed bands and side bandeaux are the correct things for 1906. Spring flowers were never utilized so elaborately.

THE ROSE, FROM THE TRESSELED PEEPING BABY BUD TO FULL-BLOWN AMERICAN BEAUTY, IS QUEEN OVER ALL.



Omaha's Leading Spring Millinery Opening—
MONDAY, TUESDAY, WEDNESDAY

WE SURELY EXPECT your attendance at our 1906 Spring Millinery Opening, not merely because we did best for you last year, but because we will do best for you this year.

Bennett's Spring Millinery Opening sets the styles for the central west for spring, 1906. Your critical inspection is looked for. Your patronage is assured.

An unusual novelty in 1906 Spring Millinery is the Leghorn Hat—unfinished and natural—unusual in the sense that the Leghorn has always been reserved for mid-summer. This year it is the correct thing right now.

A Few Others that Are Popular and Charming:

- The Maxine Elliott, Fete de Fleur,
- Peter Pan, Julia Marlowe,
- Madam Du Barry
- And the Saucy Little Johnnie Jones Sailor.

We have spared no effort to make our Millinery Section irresistible, and in determining the tempting price inducements on the highest grade imported and "own-designed" modes.

Our New Styles for Spring in Ladies' Ready-to-Put-On Costumes, Tailored Suits, Skirts and Dainty Lingerie Waists, in Silk, Lace, Dimity, Mull and Other New Fabrics, is the Greatest we Have Ever Shown.

Monday Morning the Gates Will be Opened Bright and Early
We Want You to See and Admire Our Beauties
Silk and Dress Goods

Handsome Spring Materials on Display at Every Turn
Ladies' New Neckwear, Gloves, Hosiery, Underwear, Corsets and Undermuslins will be given extra prominence Monday.

Ladies' \$12.50 Suits. Equal to any \$20 Suit in the West.

New Kid Gloves for Spring—The celebrated Virginia glove, made of real French kid, new Paris point stitching, in a full line of spring shades, every pair warranted and fitted, special, a pair. **1.50**

GREAT SILK BARGAINS MONDAY

50 pieces of Novelty Silks for waists and suits. This lot contains fancy Messalines, fancy Taffetas in small, neat, pretty designs, and 27-inch cream Japanese silk, worth up to \$1.10 yard, to close Monday. **49c** a yard.

Large Assortment of Fine Imported Silks, in all new spring styles and shades. This lot includes all popular shades of greys, in new, neat stripes, and black and white effects, worth and sold up to \$1.25 a yard, Monday, a yard. **75c**

Big Sale of Black and Cream Japanese Habutai Silks—We guarantee these black silks to be perspiration proof and water proof.

- 27-inch black and cream Japanese Silk, 75c quality, a yard. **50c**
- 36-inch black and cream Japanese Silk, \$1 quality, a yard. **75c**
- 36-inch black and cream Japanese Silk, \$1.25 quality, a yard. **1.00**

A Bargain in Black Peau de Soie—Wear guaranteed, 85c quality, Monday, yard. **59c**

COLOR DRESS GOODS

- New Oriedo Tropical Suitings—Chiffon Panama weave and weight, with small, irregular checks; colors, navy, brown, green, Alice blue and black—the newest and neatest spring styles, Monday—a yard. **1.00**
- 54-inch Stellas—In staple colors and black, has no equal for ordinary street wear, worth \$1.00 a yard, Monday, a yard, only. **50c**

Biggest Lace Bargain Ever Offered—1,000 yards of fine Imported Lace Bands, Appliques and Dress Trimmings, not a yard in this lot worth less than 10c, and some worth 25c—Bargain Price—a yard. **3c**

Gigantic Purchase of Pearl Buttons—1,000 gross of fine Salt Water Pearl Buttons, perfect goods—three lots:

- Lot 1—Half Ball Pearl Buttons, proper things for shirt waists, sizes 8 to 16-line, worth 20c dozen, sale price—dozen. **10c**
- Lot 2—Fish Eye French Pearl, sizes 14 to 30 lines, first-class quality—worth 25c a card—sale price, a card. **10c**
- Lot 3—Beautiful line of fancy and plain Shirt Pearls, two- and four-hole and fish eyes, clear pearls, worth to 15c a dozen—sale price, dozen. **5c**



The Beautiful China Display

Adjoining the Millinery Section—Monday's second strongest magnet. The very newest novelties in China for Wedding Gifts, Birthday Gifts, Card Prizes, etc.

- Handsome new pieces of Cut Glass marked from \$1.00 up to a superb Cut Punch Set, complete. **100.00**
- New Japanese Satsuma ware, cups and saucers, 65c, 50c and. **25c**
- Pin Trays. **25c**
- Covered Boxes. **35c**
- Salts and Peppers. **20c**
- Mayonnaise Set, plate, bowl and spoon. **\$1.25**
- Tooth Pick Holder, 25c, 22c and. **19c**
- The Tomato Mayonnaise—It's a novelty—each \$1.25, 65c and. **35c**
- Salts and Peppers, 25c, 20c and. **10c**

A showing of dinnerware that is the largest, lowest priced, cheapest and best it has ever been our pleasure to display.

NEW INDIAN TREE DECORATION ON PORCELAIN.

- Old Blue Willow from Adderley Potteries (we have the history of this pattern, ask for it) a set. **12.00**
- HAVILAND PATTERNS—A splendid selection—White Ranson, complete sets, Monday. **27.00**



Sewing Machines

Patents having expired, we offer a drop head, automatic lift sewing machine, equal to any machine in build and utility on the market. Has full line of attachments and fully guaranteed, **\$25** MONDAY, at...

(No extra charge for a dame.)

FURNITURE—3d Floor.

BENNETT'S BIG GROCERY

Bennett's Excelsior Flour, sack. **\$1.00**
And fifty green trading stamps.
Best granulated Sugar, twenty lbs. **\$1.00**
And thirty green trading stamps.
Bennett's Capitol Coffee, lb. pkg. **25c**
And twenty green trading stamps.
Bennett's Capitol Baking Powder, 5c.
Tea, assorted, pound. **50c**
And thirty green trading stamps.
Diamond 8 Pineapple, Cherries, Strawberries, can. **25c**
And thirty green trading stamps.
WHITE CORN MEAL SPECIAL—For young chicken feed, 10 lbs. **10c**
Bennett's Capitol Baking Powder, lb. can. **25c**
And ten green trading stamps.
Two pounds Sultana Seedless Raisins. **20c**
And forty green trading stamps.
CANNED SPECIAL—2 cans Genesee Tomatoes. **25c**
2 cans Maine Corn. **25c**
And Twenty Green Trading Stamps.
Imported Macaroni, pound pkg. **10c**
And ten green trading stamps.

PROVISIONS BUTTER! BUTTER! BUTTER!
Received Daily from Best Dairies.
FRESH COUNTRY BUTTER, lb. **15c**
NEW LAID COUNTRY EGGS, doz. **15c**
CHEESE! CHEESE!
Finest Virginia Swiss Cheese, lb. **25c**
And ten green trading stamps.
New York full cream Cheese, lb. **20c**
And ten green trading stamps.
Royal Luncheon Cheese, jar. **24c**
And ten green trading stamps.

Spring Specials in Hardware Monday

Big Granite ware sale continued. Remember this is Quadruple Plated Imported Enamel Ware.

- Gasoline Ranges—Direct Action Dangler Gas Range—saves from 20 to 30 per cent gas—prices from \$35.00 down to **\$8.00**
- Gasoline Stoves—Best quality—\$3.98, \$2.98. **\$1.08** And 40 Green Trading Stamps with One Monday.
- Best Grade Gasoline Ovens—\$1.98 and. **\$1.50** And 40 Green Trading Stamps with Each Monday.
- Extra Good Scrub Brush. **10c**
- And 10 Green Trading Stamps with Each Monday.
- Mrs. Vrooman's Japanned Silk Strainer, 19c and. **15c** And 20 Green Trading Stamps.

Mrs. Putt's style Sad Irons, regular value \$1.15, special while they last. **68c**

Jelly Moulds—All sizes, shapes and prices.
Millinery Pliers—Extra good, 4 1/2 and 5-inch, special price Monday. **25c**
Potato Slicers—Extra good, 30c and. **25c** And 20 Green Trading Stamps Monday Only.
Black Candlestick Holder for decorating purposes—special. **15c**

Premier String Orchestra Monday and Tuesday Afternoon in Millinery

No. 825 FIRST FULL SPRING DISPLAY OF



Dorothy Dodd

Bench-Made Oxfords

The Glove-Fitting and Glove-Feeling Footwear—the Supremely Correct Thing for My Lady.

No. 825—A dainty and swell natty Gibson tie of lustrous patent kid and dull English calfskin. Two large eyelets, silk ribbon lace and plain toe without cap. This model has a trifle more outside swing than usual, which, in conjunction with the extension edge, gives it a snappy, up-to-date appearance. Can be worn on any occasion demanding patent leather.

Omaha's Rarity: The smartly dressed woman who doesn't wear a Dorothy Dodd!

Spring Opening of Fine Arts

MANY CHANGES IN THE STYLES OF FRAMING AND OF FRAMES.
FOR WATER COLORS AND OIL PAINTINGS—Double sweep gold mouldings.
FOR CARBONS—Handsome effects in rich brown gum wood mouldings.
SPLENDID PATTERNS OF MAHOGANY, ROSEWOOD AND WALNUT MOULDINGS.
IN OVAL FRAMES—Gold, brown, black, mahogany, rosewood, Circassian walnut and the popular colonial patterns.

SPRING ART SPECIAL—Tapestry Shadow Box Pictures. These handsome pictures, frames copied from Louis XIV designs, fitted with rich colored heads by the great Italian artist, Asst. sold exclusively by us, at. **38c**

PHOTOGRAPHY SPECIAL—100 frames (for two pictures)—Chas. Dana Gibson's three most popular subjects, "The Greatest Game in the World," "Their First Quarrel," "Reciprocity," regular value 85c, at. **50c**

FURNITURE AND THINGS CONNECTED THEREWITH Carpets, Draperies, Etc.

Cash is the power! It's the "low price" dynamo. A bargain on a credit basis is ridiculous.

PAY CASH—It'll carry you through anything. It means absolute satisfaction and positive bargain-getting at BENNETT'S.

Here are some Specials for Spring House-Furnishing:

- Cobler Seat Elk Rocker (like cut), credit price \$2.75. **2.25**
- Saddle Seat, solid wood Elm, high armed Rocker, with bolted arms, generally priced at \$2.50, Our Price. **1.95**

We have the biggest and cheapest line of rockers in the city.

Now is the Time to Buy Your Go-Cart, while our line is complete, at prices to suit.

- Small Folders, at. **\$2.37**
- Small Folders and Recliners. **\$4.00**
- Prices from \$28 and \$25 down to \$4.50

FURNITURE—3rd Floor.

Some Real Bargains in Drapery—Monday

- Ruffed Swiss Curtains, made of plain and figured Swisses, full 3-yards long and 45 inches wide, regular \$1.25 values. **79c** a pair.
- Brass Extension Rods, extend from 30 to 54 inches, with large silver or brass knobs, worth 25c, Monday, each. **15c**
- A lot of Nottingham Curtains, worth up to \$7.50 a pair, two and three of a pattern, your choice, each. **89c**
- Just received a big line of colored Madras in all shades and beautiful patterns, a yard, at \$1.10, 98c, 75c and. **65c**

