

Phone Douglas 137

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The Bennett Company



Grand Advance Opening in Women's Tailor-Made Suits and Millinery Sections

Women's New Tailor-Made Suits—We have assembled for Monday's special advance display, a superb variety of styles at popular prices. Omaha women of taste never had a more entrancing opportunity for inspecting the season's best style-models in ready-to-wear garments from as large and complete an assortment as we put on special display Monday. The new Eton, the three-button cutaway, the Prince Chap, the popular pony and many more fads and fancies, etc., etc. See window display.

Our Advance Opening Week Special in Man-Tailored Suits
Smart Tailor-Made Suits in the new three-button, tight-fitting cutaway model; the new Eton with taffeta braid and trimming, and the charming short Pony Coat style, made of Panama in blue, brown, new leather shades, tan or gray; also striped and checked woaded, worth \$35.
Opening week special, **\$25**

Our Advance Opening Week Special in Women's Coats
Women's coats—made of fine Covert Cloth, box or semi-fitted back, double or single breasted, handsomely strapped and tailored, full lined with heavy taffeta silk, regular \$10.00 value, opening sale price **\$7.95**

Our Advance Opening Week Special in Walking Skirts
Walking Skirts in the new Cluster Side-Pleated Model, made of Panama and Voile, colors black, blue, tan and russet. These Skirts are extremely full and splendidly tailored; regular \$12.50 value. Opening sale price **\$9.50**

Our Advance Opening Week Specials in Lace and Net Waists, at \$5.95
Net Waists with printed yokes of Irish lace, body and sleeves effectively tucked, Japanese silk lined; another of allover net, handsomely trimmed in Filet lace and medallions, reg. \$8.50 value—opening week special **\$5.95**

An Engaging and Beautiful Display for Girls and Misses.
Handsome new Junior Suits in attractive checks, single-breasted effect, with half fitted back, mannish coat collar, new cluster pleated skirt; also large variety Jumper Suits in two and three piece styles at **\$19.50-\$15-\$12.50**

Millinery Every new idea of merit in American, French and English Millinery will be on exhibition in an exclusiveness, elegance, variety and in an extent that will secure for us the admission—spontaneous and universal—that our beautiful millinery section is the home of Spring Millinery fashions
Spring '07



SEE OUR OWN CREATIONS—A GREAT MANY OF THEM EQUAL AND EVEN SUPERIOR TO HIGH PRICED IMPORTED MODELS. WHAT YOU'VE READ ABOUT, THOUGHT ABOUT OR DREAMED ABOUT—YOU'LL FIND HERE IN A CAPTIVATING REALITY—SECOND FLOOR

Gloves
Complete, beautiful line of Long and Short Gloves in kid, silk and lisle—all the latest shades. The Kid Gloves are our own importation, insuring our customers of a better selected line than has ever been shown in Omaha.
SPECIALS MONDAY
Ladies' 16-button Trousseau Kid Gloves, in black, brown, tan, gray and white, \$3.75 quality, Monday only, pair for **\$2.69**
Ladies' 12-button Trousseau Kid Gloves, \$3.25 quality, Monday only, pair **\$2.19**

Spring Underwear
Our entire spring line of ladies' Knit Underwear has arrived and is ready for inspection. The largest and most complete line west of Chicago, in silk, silk and lisle, silk and wool, lisle and cotton, Vests, Pants and Union Suits.
Ladies' low neck sleeveless Vests, fancy lace and embroidery trimming, 25c quality, Monday, each **17c**
Ladies' ribbed Umbrella Pants, lace trimmed, 25c quality, Monday **17c**

SILKS Our Customers Realize Our Silks Are Better in Quality and Lower in Price. Greatest Bargains in the History of Omaha Silk Selling.
20,000 yards 75c and 65c pure silk colored Taffetas, in all colors, elegant shades for suits, dresses or underskirts, Monday, a yd. **29c**
DRESS GOODS Every Item Exactly As Advertised. Every Piece New and Fresh, and Paramount Value.
Black Goods—Voiles are in great favor. Monday, best 48-in. French Voile, beautiful fine mesh, this quality is as fine and soft as a silk voile—every yard actually worth \$1.25, Monday, yd. **48c**
32-in. Black Panama, the chignon quality, soft and pretty; this fabric still holds advantage over softer stuffs—it'll shed the dust—retails everywhere at \$1.25 yard; Monday, per yard **59c**
46-in. Chiffon Voile—Prettiest and finest quality, worth \$1.25, very fine, pretty open effect, every color—cream, tan, brown, pink, light or dark blue, red, etc., Monday, a yard, **58c**
\$1 Black and White Wool Checks—Latest arrivals, all sizes, some large block effects which are swell for coat suits, also black and white checks with overplaid, new and stylish, Monday **49c**

Magnificent NEW WASH GOODS
The most extensive collection of good, new merchandise. Notice our styles—we don't sell the cheap, second grade goods. These prices mean a saving to you.
36-inch Pure Linen 25c Cotton Voile Suitings in every conceivable shade: pink, light blue, Nile, navy, brown, tan, etc., these linen suitings are swell for coat suits, etc., worth 39c yard, Monday, a yd, **19c**
25c Cotton Voile Suitings, all spring colorings, swell shades of tan, brown, navy blue, gray or delf grounds with overplaid or checks—Monday, a yard, only **9c**

Hosiery
All the latest novelties in hand embroidered, lace boot and allover lace, in silk, lisle and cotton. We imported these goods last summer for this spring's selling at last year's prices, which puts us in position to sell hosiery cheaper than any other firm can buy.
Ladies' Imported Lisle Hose, double sole and high spliced heel, 35c quality, Monday **19c**
Ladies' Imported Lisle Hose, hand embroidered, 50c quality, Monday, a pair **29c**

Handkerchiefs
Our Handkerchief Department is one of the most complete in the west, comprising Real Duchess and Empress Lace, fine Swiss and Irish Linen, in embroidered, lace trimmed, plain and initial.
Ladies' Pure Linen Cross-bar and Allover Embroidered Handkerchiefs, 35c quality, Monday, each **21c**
Men's All Linen 20-inch Handkerchiefs, 34 and 1/2-inch hem, 20c quality, Monday, each **10c**

If It's From BENNETT'S It's Good
Bennett's Big Grocery
Monday and Tuesday List of Interesting Items for the Housekeeper
Bennett's Excelsior Flour, 40 lbs. **\$1.39**
And Fifty Green Trading Stamps.
Bennett's Capitol Coffee, 1 lb. **25c**
And Twenty Green Trading Stamps.
Granulated Sugar—Double Green Trading Stamps.
Tea—R. F. Japan, Oolong, Gunpowder, English Breakfast, 1 lb. **43c**
And Forty Green Trading Stamps.
Bennett's Capitol Oats, 20 lbs. **90c**
And Twenty Green Trading Stamps.
Bennett's Capitol Baking Powder, 1 lb. **24c**
And Twenty Green Trading Stamps.
Corn, can **5c**
Gelatin, pkg. **5c**
Pepper Sauce, bottle **5c**
Salmon, half-size can, **10c**
Grape Nuts, pkg. **10c**
Toasted Corn Flakes, 2 pkg. **20c**
Prunes Special—California Santa Clara Prunes, splendid quality, lb. **4c**
California Sultana Raisins, lb. **15c**
And Twenty Green Trading Stamps.
Jos. Testly & Co.'s Tea—Special Offer.
Sunflower brand, 1 lb. tin **15c**
And Fifty Green Trading Stamps.
Sunflower brand, 4 lb. tin **40c**
And Twenty Green Trading Stamps.
Sunflower brand, 10 lb. tin **70c**
And Ten Green Trading Stamps.
Japan Rice, 2 lbs. **15c**
And Twenty Green Trading Stamps.
Bennett's Capitol Mince Meat, 3 pks. **15c**
And Twenty Green Trading Stamps.
New York Full Cream Cheese, 1 lb. **30c**
And Ten Green Trading Stamps.
"Best We Have" brand Tomatoes, large can for **15c**
And Ten Green Trading Stamps.

March Sale of Laces and Embroideries
Monday we place on sale ten thousand yards fine French Embroidery. This lot includes many patterns of lace and embroidery combined—Galloons, Bands, Flouncings, Insertions, Medallions.
\$2.00 value, yard, **39c** | \$1.25 value, yard, **29c** | 75c value, yard, **19c**
Lace Waistings, Lace Dress Nets. Values such as Omaha has never seen.
20-in. Oriental Allover Embroidery Waistings, at **49c**
42-in. Dress Nets, in white and butter color, \$1.50 value, yd., **59c**
2,000 yards 10-inch Allover Embroidery Waistings, a variety of desirable styles at absolutely the lowest prices ever quoted—50c value, yard, for **28c**
Oriental Net Top Laces in white and butter, very charming designs, 2 to 15 inches wide, 98c value, yard, at **12 1/2c**
New Beautiful Batiste and Lawn Robes, made in the newest shapes, each, from \$32.50 down to **\$5**
—Main Floor

PICTURES Most Appropriate Easter Gifts
100 hand colored platinum Modern Madonnas, 7x3 oval gold frame, regular \$2.50, sale price, one in a box, ready for mailing or otherwise, Easter sale price, Monday **\$1.95**
Photogravures, in quarter oak frames—"Christ at Twelve," "Christ at Gethsemane," "Bordenhauser's Madonna," etc., regular sale price \$1.69, Monday **\$1.29**
Other suitable gifts at 75c, 48c, 39c, 26c and **15c**

Specials in Hardware Monday
Big Sale on Spring Goods, Such as:
65c extra quality Shovels and Spades at **49c**
24-tooth Steel Lawn Rake at **40c**
And 20 Green Trading Stamps.
36-tooth Steel Lawn Rake at **65c**
And 30 Green Trading Stamps.
Good Steel Rakes, 35c, 30c, **25c**
And 20 Green Trading Stamps.
Extra Good Dirt Wheelbarrow for **\$1.75**
Top Shine Furniture Polish, extra quality, at **25c**
And 20 Green Trading Stamps.
Rice Root, Tampico and Palmetto Scrub Brushes—choice **10c**
And Ten Green Trading Stamps.

Easter Novelties in Stationery
Great assortment of Post Cards, Rabbit and Chicken Novelties, etc. — Main Floor.

The Vollmer Clothing Co.'s Closing Out Sale
Norfolk, Buster Brown, Russian Blouse—Perfection Make—Black or Blue Confirmation Suits—Choice of Any Suit that we've sold up to \$9.50, 3 to 16 years, at **\$3.98**
Men's and Boys' Spring Overcoats or Rain Coats, 1/2 Price Monday—Choice of White or Colored Shirts, sold up to \$2, at **85c**

Corsets
Monday will be the greatest Corset day of the season. We will place on sale Coutil and Batiste Corsets, long and short hip models, odd ends and discontinued styles of several well-known makes. All Sizes, values \$1.50, \$2.00 and \$2.50, **87c**
—2nd Floor.

WALL PAPER
Paper Hangers and Property Owners—Attention
16 patterns Silk Bed Room Stripes and Silk Parlor Papers, worth from 17 1/2c to 45c roll, your choice Monday and Tuesday, a roll **10c**
Moires, any color, roll at **5c**
Imitation Oak Moulding, per foot **1 1/2c**
Imitation Hard Pine Moulding, per foot **1 1/2c**
Out-of-town orders and Paper Hangers' orders filled for any amount. **THIRD FLOOR.**

Bennett's Fine Carpets
Twenty-five Green Trading Stamps on every \$1.00 purchase—Monday, Tuesday and Wednesday—18th, 19th and 20th.
Big Stock, New Goods; Lowest Prices.
Extra heavy cotton chain Ingrain Carpet, elegant assortment of new patterns and colors, worth 65c a yard, on sale now, a yard only **45c**
9x12 Rugs at \$19.75, \$14.75 and \$12.75

Furniture
250 Green Trading Stamps with every purchase of \$10.00 in Furniture Section—Monday, Tuesday, Wednesday.

Baby Walkers
at **\$3.00**

Handkerchiefs
\$3.25



Bennett's Candies
Easter Novelties, up from **3c**
Rabbits, Ducks, Chickens, each **5c**
Candy Eggs, 95 for **5c**
Birds' Nests, each **5c**

Lace Curtains
Nottingham — 15 new patterns, all full size, worth up to \$1.75, our price, pair **98c**
Cable Nets—Copies of real lace that sell at \$15 to \$25 pair, linen thread, strong, full size, big variety, our price, pair at **\$1.98**