

The Bennett Company

GRAND EASTER OPENING

The season's richest ideas—rarest products of the most artistic and industrial brains in the world—are pouring into this huge merchandising center every hour of the day. For weeks and weeks past our buyers were on the eastern markets with your interests and tastes as their guides. Now they have all returned, ready to give you personal attention with the merchandising glories of Easter. No better discrimination on your part is possible than trading at Bennett's. Nobody appreciates your demands better than this great store, and no store surpasses ours in Easter preparation of style-facts and in money-saving realities. Proceed:—

Ladies' Ready-to-Wear Sections Clever New Ideas In Easter Attire

THE WORLD of FASHION has yielded scores of beautiful new ideas for Easter. In many cases these original conceptions, possessing a smartness of design and treatment which at once characterizes them as masterpieces of world renowned designers.

COSTUME EFFECTS in the most beautiful imported copies of gowns, lavishly displaying the exquisite Filet Nets and Baby Irish Laces in trimmings; profusely showing all the new Spring colors and tints—peach, russet, champagne and many others.

Elaborate Showing of Fine Waists

Waists of the New Filet Net and Baby Irish Lace, also Lingerie Waists, daintily trimmed in Val. lace and elaborately embroidered, at—

\$5, \$7.50, \$10, \$12.50 and up to \$50

Extra Special in Man-Tailored Suits and Silk Dresses

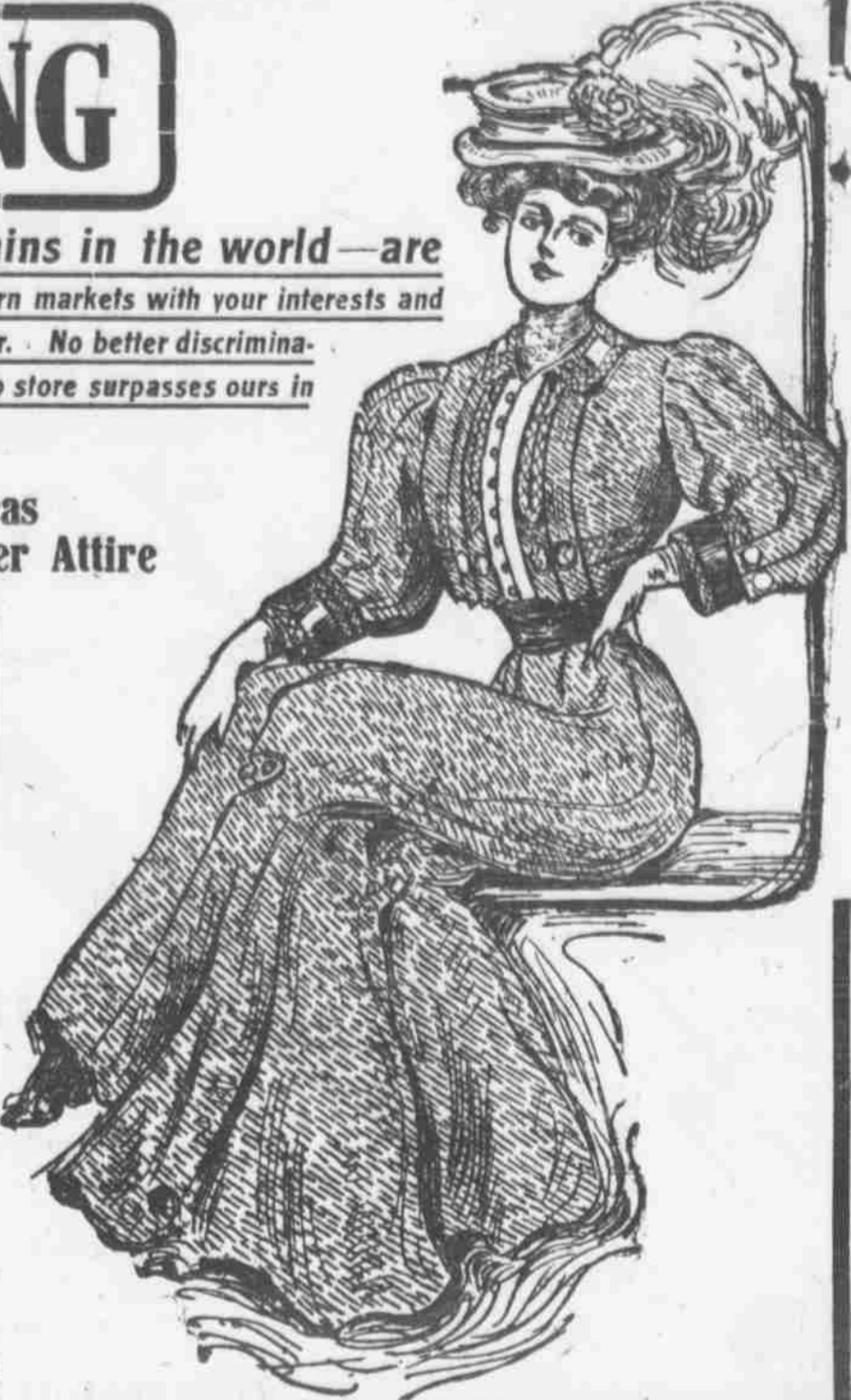
For Monday's Grand Showing.

Smart tailor-made suits in the three-button cutaway, the pony coats, the etons with braid and taffeta trimmings, the princess, the jumper and the three-piece styles in silk, panama and fancy suitings—black, brown, navy. These handsome creations are worth up to \$40; special for Monday's grand showing..... **\$29.50**

Handsome Spring Coats

Made of covert; fancy mixtures and plaids; white serge, taffeta silk and handsome braided effects over silk; styles and prices to please the most fastidious—

\$12.50, \$8.95, \$6.95, and \$4.95



Wonderful Display of Beautiful LACE and EMBROIDERED ROBES

Embroidered Batiste and Lace Robes, elaborately combined with lace and French embroidery, exquisite models, each, from \$198 down to..... **\$45.00**
Princess Lace Robes, with and without flounce, imported, worth from \$39 to \$49 each, at..... **\$22.50**
Tinted Embroidered and Lace Combined Robes, in pink, light blue and lavender, dainty, exquisite combinations, from \$75 down to..... **\$29.00**
Colored Batiste Embroidered Robes, daintily combined, in light blue, lavender, pink, white, etc., worth \$19, at..... **\$12.50**
Spangled and Lace Robes, Sample Lace, in the latest shapes, worth up to \$25, at..... **\$7.98**
Real Laces—Real Irish Crochet Laces, Edgings, Insertions, Bands and Medallions; Heavy Irish Lace and Insertions and Allover, including Baby Irish Edgings and Bands; French Novelty Laces, consisting of real Princess and Cluny with Filet combinations, in Bands, Medallions, Edgings and Allovers.

Real Valenciennes Lace in all desirable new styles; Motif Edgings, Bands, Insertions and Allovers.

Linen Embroidered Collars With washable Lawn and Lace Embroidered Ties 25c to 98c	French and German Val. Edges and Insertions to Match, worth up to \$1.50 dozen, Monday, dozen yards..... 39c 3,000 Yards Venice Applique Lace, the much wanted kind for trimming waists and jumpers, all large shape ornaments, from 5 to 12-inch, worth up to \$3.50 yard, per ornament, at..... 10c 5,000 Yards Allover Embroidery Waists, all this spring's patterns, worth up to \$2.50 yard, Monday, yard..... 29c 18-Inch Corset Cover Embroidery, worth 35c yard, at..... 19c	Hand Embroidered Coat Sets Collar and Cuffs, Embroidered in Irish Laces 25c to \$6.98
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SKIRTS Walking Skirts of fine Chiffon Panama and Voiles, full pleated models, side pleated models, and cluster side pleat, in black, brown, champagne and russet shades, at **5.95**

SPECIAL SHOWING OF DRESSING SACQUES, MATINEES AND NEGLIGES.

These are made of Jap Silk, in Oriental designs and satin ribbon effects. They are handsomely trimmed in dainty lace and insertings, \$5, \$7.50, \$10, up to **\$25**

Grand Display of Easter Millinery

OUR superb millinery attractions are conceived strictly in varieties, styles and values—not in glitter, glamour, extravagance and exaggeration of department fixings and appurtenances.

The first is yours every time; the second would not be of any use to you.

Although our Millinery Section is elaborate and beautiful, it's but secondary to your requirements—an Easter hat with snap, style and beauty.

For the glories of Easter we offer a great line of

Imported Hats

Just taken out of bond—some packages happily delayed because of heavy freighting—such a specially designed model for Easter.



WE are in touch—cablegram touch—with the most talented and highest-salaried designers of France and England. These have carte blanche to forward to us the latest conceived ideas of dame fashion. We are but two days behind Fifth Ave., N. Y., and one night later than State St., Chicago.

We have been embarrassingly gratified at the many compliments given us as a result of our market-searching efforts. Data for our millinery advertising is gleaned from the comments and enthusiasms of visitors and buyers. We assure you of the most considerate sales attention and best trained style advice.

Millinery artists will not fail to see our superb line of French and English modes. These are especially on display during Easter week, up from..... **\$35**

You are especially invited to see our \$10 Easter special, made of the prettiest materials, wrought into the most entrancing styles, at..... **\$10**

Great Sale of Bibles

\$3.99, \$2.99 and \$2 Values, 96c—Monday we place on sale a large quantity Teachers' and Scholars' Bibles, bound in French Morocco leather, divinity circuit, red under gold edges, self-pronouncing, printed in large type, with maps, references, concordance and index. This is the best bargain ever offered on Bibles—they are worth as high as \$3.99. Monday, Book Section, main floor, only..... **99c**

Catholic Religious Books

"Key of Heaven," bound in flexible leather, gold edges, \$1 value, for..... **45c**
"Key of Heaven," padded leather binding, gold edges, comes in black cover, \$1.25 value, for..... **58c**
Large line Rosaries, from \$2 to \$100 Gold Rosaries in 10 and 20-year assortments, assorted stones, from \$10 down to..... **\$2.25**
Full line of Prayer Books, St. Vincent's Manuals, Manual of Prayers, Catholic Bibles, etc., prices from \$1 down to 45c. Large assortment White Prayer Books for First Communicants.

Books for Easter

Beautiful line of books which make very appropriate gifts for Easter. "What is Worth While" series, bound in white vellum, stamped in gold, best book paper, 35c value, for..... **25c**
Padded editions of neat gift books, stamped in gold, beautiful floral designs, printed in colors, such titles as "The Story of Christ," etc., 55c value, for..... **35c**



Easter Silks

Grandest Showing of Magnificent Silks of the Season—Monday

New arrivals (received last week), will be shown for the first time. Colorings the latest, styles the newest, qualities the best. We invite your inspection.

85c Crepe de Chines—In all colors, very beautiful for gowns, pure silk, yard..... **39c**

\$1.50 Silk Grenadines—In beautiful effects—stripes of various widths, black and white, 46 inches wide, fine assortment; Monday, yard..... **39c**

36-inch Pongee—Natural shade, very heavy, for coat suits, etc., the much-wanted fabric; Monday, a yard..... **63c**

Dress Goods

Exclusive Beautiful Novelties on Sale—Monday

These swell ideas will be offered Monday only at these prices:

\$1.00 Black and Wool Taffeta—Checks in all sizes, large checks or block effects, 46 inches wide; Monday, a yard..... **49c**

\$1.25 Novelties that are the very latest ideas, handsome rich colorings, exclusive styles, in spring shades, 46 in. and 54 in. wide; Monday, yard..... **79c**

46-inch Swell Novelties—In handsome rich plaid effects with brown or plaid overplaids, the most attractive line of the season; on sale, yard..... **95c**

Easter Gloves

Every smartly dressed woman is discriminating and even hyper-critical in her selection of gloves for Easter. There's a superlative satisfaction in pleasing. We please! Gloves that are perfect in material, in manufacture, in finish, style and fit—these are our gloves.

A FINE EASTER SPECIAL.

16-button Trefousse Gloves, in black, brown, white, tan and gray, \$3.75 value; Monday only, pair..... **2.89**

Handkerchiefs

We're showing an elegant line of Handkerchiefs for Easter, in fancy crossbar, allover embroidered and duchess lace edge.

SPECIAL FOR MONDAY.

Ladies' hand embroidered all linen crossbar Handkerchiefs, 35c value; Monday only..... **21c**

Underwear

New spring and summer underwear, every piece this year's goods—large assortment vests, pants and union suits, in silk, lisle and cotton—prices to suit any purse.

Special for Monday.

Ladies' low neck, sleeveless Vests, tape arm and neck, crocheted lace trimmed, 25c value, Monday only..... **17c**

Hosiery

Our foreign hosiery, our own direct importations from Chemnitz, Germany, bought last July—before the big advance.

Special for Monday.

Ladies' lace boot, allover lace and hand embroidered lisle, 50c value; Monday, pair..... **29c**

White Goods for Easter

In a big variety of designs; plain goods for confirmation dresses at a big saving.

INDIA LINONS—

12 1/2c quality, yard..... **10c**
15c quality, yard..... **12 1/2c**
20c quality, yard..... **15c**
25c quality, yard..... **20c**
35c quality, yard..... **25c**

PERSIAN LAWNS—

25c quality, yard..... **19c**
35c quality, yard..... **25c**
45c quality, yard..... **35c**
50c quality, yard..... **40c**
65c quality, yard..... **50c**

SWISS MULLS—

35c quality, yard..... **25c**
45c quality, yard..... **35c**
50c quality, yard..... **40c**
65c quality, yard..... **50c**
75c quality, yard..... **60c**