

# The Bennett Company

## MEN'S FINE FURNISHINGS

THE liveliest and most interesting MEN'S FURNISHING DEPT. IN OMAHA. Strictly new, clean, up-to-date merchandise, the latest fads of fashion given first display. Interesting to look around; glad to have you do this, whether you buy or not.



**SOME SATURDAY SPECIALS:**  
The Neckwear—All ideas, 4-in-hands, tecks, strings, batwings, in the latest effects; checks, criss crosses, stripes, plaids and fancies—pickwear the man of taste wishes to wear—The 50c goods Saturday, choice, at 40c.  
The Coat Shirt—The most convenient, sensible, proper, with plain or pleated fronts, with attached or detached collars; latest collar effects; stripes, checks, dots, etc.—\$2.00 coat shirt for 1.50.  
All sizes and styles in blue Chambray shirts.

Ballbrigan Underwear for Men—A the Filologist's garment for 50c.  
Have a look at our fine custom made nainsook underwear, knee and ankle lengths, the ideal undergarment for spring and summer.  
\$2.00 Suit for 1.50  
\$1.50 Suit for 1.00

## High Grade Clothing For Men

Our patrons and well wishers are delighted to realize we now own and control our Men's and Boys' Clothing, Men's Furnishings, and Hat and Cap Section.

We have installed a superb line of high grade tailored clothing, to be known to our discriminating trade as the **Rushmore Suits and Top Coats for Men YOUTHS' AND BOYS'**

The Rushmore garments are made of the finest grade materials, they have the best of linings—hand tailored throughout, the most stylish, most up-to-date garments that reliable materials and expert tailoring can produce. Prices, from **\$15 to \$30**



### Our \$15 Suits

These Suits Excel Any Showing of Men's and Young Men's Suits Ever Sold in Omaha at \$15—There are blacks, blue serges, fancy worsteds on newest shades, all wool chevrons in this season's best patterns; single and double breasted models; coats with shaped or regular backs, with or without center vents, each coat finished with new broad lapels, for **\$15**  
OTHER GRADES at \$10.00 and \$12.50

## OUR BOYS' CLOTHING SECTION

Will be the Congregating Point for Discriminating Mothers. They will appreciate the very superior values embodied in our attractive showing of boys' suits, sizes 7 to 16 years; stylish, double breasted coats with knee trousers; nobby belted coats with knickerbockers, plain and fancy colors. Prices **2.50-3.50-\$5 up to \$10**

FOR THE LITTLE FELLOWS 3 to 9 Year CHAPS.  
A carefully selected and extensive stock of the newest middie, Russian and Blouse styles in plain and fancy patterns, with handsome trimmings that match, at—  
**\$3, \$4, \$5 and \$10**



## The American Boy

The American Boy is the Greatest Boys' Magazine in the World. It puts self respect and manhood into every boy who reads it. Every purchase amounting to \$10.00, and composed of Boys' Merchandise—Clothing, Furnishings, Hats, Caps, Shoes, Slippers, Leggings, Etc.—things a boy wears—will entitle the little fellow to a whole year's subscription to this great magazine. It's published at \$1.00 a year—10c a month.

BUY THE \$10.00 WORTH AND IT'S GIVEN FREE.

Cards with registered number, presented regularly at Boys' Department every month, is our method of distributing magazine.

ALL BOY

## HAT AND CAP SECTION



THE best adjunct—seems to us, to an up-to-date clothing department—up-to-date in the sense of having just the thing you want—is to have a hat section that gives you unlimited choice from the season's latest varieties. Our hat and cap section will be the apex of attractiveness for the man about town who wishes to be well dressed. A new appearing hat is a credential in itself. Our hats have this "sustaining" quality.

BENNETT'S SPECIAL—Stiff and soft hats, all shades and shapes, nutrias, blacks, tans, otters, beavers, pearls and grey stones. Pay \$5 for the same quality hat many places, our price **3.00**

Boys' Caps—Greatest Line in Town—Special Saturday—Golf and new Etons for boys and little fellows, 75c values for **50c**  
Main Floor—Northwest.

## Great Bargains Saturday in Silks, Dress Goods, Wash Goods and Domestic

EXTRA SPECIAL IN DRESS GOODS.  
Saturday Morning We Place on Sale Our Entire Collection of Foreign Novelty Suitings—44 inches and 56 inches wide; these goods are being sold right now in Omaha at \$1.25, \$1.50 and \$2.00. To give you the greatest bargain ever had in dress goods Saturday, hoice, yard **49c**

**SILKS!** 27-inch Black Peau de Sole—Best wearing silk made, very heavy and lustrous; we secured ten pieces, which will be sold Saturday, regular price \$1.25; our price Saturday, yard **59c**  
**SILKS!** Silk Suit Patterns for \$6.75—This offer for Saturday only—consisting of the best 36-inch fancy silk—made in neat, stylish designs, all colors to choose from, eight yards in each pattern—equal to 16 yards regular width—Saturday, each suit pattern for **\$6.75**

**DOMESTICS—** Dark Calicoes, in good styles, yard **4c**  
Double fold Percales, yard **5c**  
36-inch Silkoline, worth 12 1/2c yard, at **5c**  
36-inch Cretonne, fancy patterns, yard **5c**  
12 1/2c Percales, light colors, yard **7c**  
36-inch Unbleached Muslin, worth 7c yard, at **4c**

**WASH GOODS—EXTRA SPECIAL**  
15c lawns, figured, elegant qualities, extra fine, large or small designs, yard **3c**

**\$1.00 CORSETS 69c**  
Straight front, long hip, medium bust, batiste corset; supporters side and front, all sizes, 2nd floor **69c**



**Silk Jumper Suits Saturd'y at \$9.90**

Made of plain colors and checked and striped taffetas, many little natty effects, all the new shades, including russet, brown and black and figured Jap white checks, regular \$15 value, Saturday **\$9.90**  
Lawn Waists, Batistes, Waists and Lingerie Waists. New Arrivals for Saturday. — Trimmed in dainty laces, embroidery, and medallions, each, at \$3.95, \$2.95 and **\$1.95**  
Silk Kimonas Short, in plain colors, and bordered and figured Jap silk, in colored satin, special Saturday **\$3.48**

\$8.50 Women's Panama Walking Skirts for \$5.95—Eight styles, latest 1907 models, all colors and black, also extra sizes, each **\$5.95**



## Saturday-Children's Day

Lots of Children's Coats—Made of covert, nicely tailored; also navy blue, Peter T's, plaids and checks, ages 6 to 14, worth up to \$2.95—Saturday, at **1.59**

Children's Dresses—Made of percales, fancy ginghams and good chambrays, all colors and all styles—Peter Pans, Buster Browns and Blouses, ages 2 to 14, Saturday each, **89c** and **48c**

Visit the Stork Room  
Second Floor—Special Attractions

## Women's Jackets and Coats

Taffeta Silk Pony Coats, for **5.95**

Covert Box or Pony Coats, for **4.95**

Fancy Mixture Box or Pony Coats, for **3.95**

Taffeta Silk full length coats, for **12.50**

## GLOVES

Complete line of men's gloves—in red kid, lambskin, mocha, suede and buck. See our new automobile glove for men. Come and have one of our expert fitters fit you to a pair.

**SPECIAL IN LADIES' GLOVES:**  
12-Button Mousquetaire Kid Gloves—\$3.25 value for **2.39**  
16-Button Mousquetaire Kid Gloves—\$3.75 value for **2.69**

## HOSIERY

Ladies' Fast Black Seamless Gauze Lisle Hose, garter top, 25c value, Saturday, pair **15c**  
Ladies' Allover Lace and Lace Boot Hose—Black, white and tan, 25c value, Saturday, pair **15c**

## Saturday in Shoes For Boys and Girls \$50.00 FOR A NAME

We Want an Appropriate Name for Our Special Shoe for Boys and Girls  
The boys and girls of Omaha are going to wear this shoe, and, therefore, we ask them to select a suitable name. The Name Buying Syndicate, of New York, who buys for the BENNETT COMPANY and forty-one other great American departments, stores—connected with one of the largest manufacturers of children's shoes to make for these forty-two great stores THE BEST BOYS' AND GIRLS' SHOES THAT CAN BE BUILT OF LEATHER, AND SHOEMAKING SKILL.

Ask at our shoe section—Main Floor—for a form on which to write the name you wish. This most suitable. There is no charge and you don't have to buy anything unless you wish.

Contest commences April 6th and ends June 15th.  
**THE QUALITY, THE SHAPE AND THE STYLE WILL BE ABSOLUTELY UNQUALLED AT THE PRICE.** We want a name for this shoe, and will pay you for the trouble of selecting a suitable one. **SIX PRIZES OF THE VALUE OF \$50.00** will be given for the most appropriate name selected by judges—representatives from the World-Herald, The Associated Press, who will decide upon the most suitable name.

**Special in Boys' Shoes**  
\$2 and \$2.50 Tan Shoes, laced and blucher styles, just 61 pairs, at **\$1.99**  
**Special Lot of Misses' and Children's Shoes**  
laced styles, box calf, viol kid, regular \$1.50 value for **90c**  
Infants' Shoes—the famous Kant Slip make—Roman sandals, ankle straps and patent leather button, with white, brown and black tips.

## BENNETT'S GREAT MEAT MARKET

In a few days we will absorb the Central Meat Market—our competitors across the street for years in the retailing of meats of quality.

These practical and expert butchers, who have hitherto conducted our strongest opposition in the meat business, will hereafter be found in the Bennett service. This is the survival of the fittest.

**Fresh Dressed Roosters**, per lb. **7 1/2c**  
**Pig Pork Loins**, lb. **9 1/2c**  
**Pot Roast**, lb. **7c** and **5c**  
**Chuck Steak**, lb. **7 1/2c**  
Best grade California Hams, lb. **10 1/2c**  
Morrell's High Grade Lard, in 5-lb. pails, pail **70c**  
And 20 Green Trading Stamps.  
**Morton-Gregson Co.'s Best Grade Bacon** (backs), lb. at **14 1/2c**  
And 20 Green Trading Stamps.

## Saturday in the Crockery

Beautiful New White and Gold Dinnerware



Pattern, the Edwin M. Knowles China, sold in Separate Pieces, or in Sets, till 100 pieces, Saturday **\$10.98** or 25 per cent off all Sales of Open Stock in This Pattern

## For Ten Ninety-Eight

Cut Glass Bon-Bon—6-inch size, cut very deep on the best blanks made (one to a customer), worth up to \$2, for **98c**

The Majestic Gas Light, put up by the Welsbach Co., a good burner, mantle and Q globe, each one in a box (limit two to a customer at this price), Saturday, each **39c**

Many New Things in Cut Glass—such as Vases, Jugs, Bowls, Berry Sets, Celery Trays, Pickle and Olive Dishes—finest glass line shown—all at reasonable prices.  
Five Times Green Trading Stamps on All Glass Sales—Saturday.

Colonial Glass Table Tumblers, like cut (limit 1 dozen to customer), Saturday

**6 for 25c**

Thirty Green Trading Stamps on Any Piece of Japanese China Saturday; prices up from **25c**  
100 Dozen Oatmeal and Cereal Bowls—In finest German China, each one decorated, some tinted in pink, blue and green—Saturday, each **5c**

## Fashionable Millinery

An Extraordinary \$5.00 Value in Down-to-the-Minute Street Hats—Whites, pinks, blues, blacks and greys—copies of entrancing French and



English models, copied and finished in our own workroom **\$5**  
Exceptional values in higher grade—grades that sell ordinarily elsewhere at \$10—SATURDAY, YOUR CHOICE FROM AN ABUNDANT DISPLAY, at **7.50**  
We are conceded to be the leaders in high grade hats. Comparisons establish the fact without question.  
SECOND FLOOR.

## ANNUAL BIG PICTURE SALE

Prices and Quality of Pictures Extraordinary  
\$2.00 Christy, Fisher, etc., framed 16x20, at **98c**  
\$2.50 Extra large Cupid Awake or Asleep, in ovals, at **\$1.45**  
\$2.50 Modern Madonna, oval gold frame, at **\$1.65**  
\$3.00 Etchings, in 3-inch rich chestnut mouldings, brass name plate of scenes, at **\$1.95**  
\$3.75 handsome original Pastels, in oval gold frames, finest quality pastels, at **\$2.35**  
\$5.00 genuine Carbon Pictures, in 16x20 oval frames, most artistic assortment of subjects ever shown in Omaha. **\$3.69**

**OIL PAINTING SALE PRICES**  
\$10.00 Oil Paintings...\$6.75  
\$15.00 Oil Paintings...\$9.00  
\$20.00 Oil Paintings...\$12.00  
\$35.00 Oil Paintings...\$23.00  
\$100.00 Oil Paintings...\$67.00  
\$125.00 Oil Paintings...\$79.00  
\$175.00 Oil Paintings...\$95.00  
\$200.00 Oil Paintings...\$139.00

## WALL PAPER

Saturday Wall Papers at **12 1/2c-10c-7 1/2c-5c-2 1/2c**

Will Interest You  
THIRD FLOOR