

## Bennett's Spring Opening and Easter Fashion Display

Scores of matchless special opening bargains tomorrow, planned to create the biggest day's business in our history

We have arranged a wonderful style exhibit for your entertainment and pleasure, Monday. The big store will be in gala array dressed in its spring garb. Not only are the decorations very beautiful but the glorious new spring things every department has gathered for the occasion will be on view for the first time. It's a reflex of the most beautiful and practical styles in wearing apparel for ladies and gentlemen.

The big second floor will be particularly attractive to Omaha's fairest. Here amid the growing palms gorgeous Paris hats from Varit, Georgette, Pauyane, Camille Roger and Ester Meyer and New York patterns from Florette, Lichtenstein, Aikens and Francois vie with hundreds from the deft fingers of our own artists.

The suit room will be resplendent with sumptuous gowns, and tailored suits, depicting the most advanced styles upon which Dame Fashion has smiled.

So much for the style feature. In addition we shall offer a series of special opening bargains such as you'll not soon forget if you share in them. Read every item carefully for they mean good money to you. If you enjoy turning an honest dollar to good advantage as well as we think you do you'll not let this opportunity go by untouched. While these are unusual values the goods them-



selves are meritorious and in every way desirable. We are appealing to your economy rather than cheapness.

Be sure and get one of the beautiful silver Souvenir Spoons, we are distributing with every purchase of a dollar or over, made in any department of the store.

### Choice of Any \$35 Suit or Silk Costume in the Store \$25. Opening Day, Monday

Tomorrow the great suit room fairly outdoes itself in the offering of these special one day opening bargains. With out the slightest doubt there never were such beautiful high novelty suits at the price ever shown throughout the West as the ones on sale tomorrow. You have seen many of these suits in the windows or in the department—many more are just in from New York. New exclusive models that are regularly priced at, and excellent values, to \$35.00. Not one or two of them, but unrestricted choice of any in the entire department.

You can select any style that is in vogue, any fabric that suits your fancy best, any color, there are hundreds of them. A clear saving to you of ten dollars, but for one day—Monday—only. Choice of any \$35.00 suit in the house, at

# \$25

### A Great One-Day Sale Voile Skirts

A magnificent style; 19 gored flared circular skirts of best Altman voile, trimmed with 5 half in. silk folds \$9.50 and two clusters of narrower ones; colors, navy, brown, also black, Monday only, \$12.50 skirts.



Another of the great attractions in the suit room, Opening Day, Monday, that will appeal to a large clientele is this: The entire line of stunning silk gowns, demi-costumes, jumper dresses, Princess styles, etc., all made from first quality taffeta, shantung, embroidered silks, plain and fancy stripe novelties. These models are marvels of the designer's art expressing in a marked degree the season's newest and best ideas. There are almost as many styles as there are dresses and the trimmings are of lace, Venise yokes, Oriental lace sleeves, Valenciennes trimmed effects and tucks. The new Manderin sleeves are prominent in the line. Special Opening Day Sale choice of any in the house, values to \$35.00—

# \$25

### Lingerie Waists—a Fine Special

Hundreds of beautiful, elaborate designs in embroidered effects, tucked and lace fronts, many have tucked and insertion trimmed sleeves, open back, half sleeves, strictly new, choice waists, splendid values, at—\$2.95 \$4.00, Monday each.

### A Masterly Exhibit of Distinctive Easter Hats

Opening day brings out the full strength of this great millinery organization. Fashion reaches its perfection in this truly marvelous array of Easter finery. Go where you will, in any of the great cities and nowhere will you find a more brilliant display of high class, practical, and distinctive modes, bringing out every correct style tendency in such a wide variety and at such moderate figures. Prominently featured are the "Soul Kiss," "Waltz Dream," "Merry Widow" and "Patrick Campbell" marvels of millinery conception and beauty. Aside from the wonderful French Hats the great variety of exquisite patterns by our own artists will be of great interest to every visitor. We ask you to come and spend as much time among all these beautiful things as you can. They are arranged specially for your entertainment and pleasure. It's the best time to select your Easter Hat, no matter what price you expect to pay we can please you. Here's the price range:

\$2.50, \$4.00, \$5.00, \$7.50, \$10.00 \$12.50, \$15.00, \$25, \$50



### Ribbons & Laces

Special low Monday prices. Opening sales—great saving possibilities.

Ribbons—All silk taffeta, 3 1/2 ins. wide, a high lustre ribbon in pink, light blue, maize, brown, lavender, white and black, worth 20c, 10c for

Point Venise Lace Bands—Two to five inches wide, in cream or ecru, worth up to one dollar, Monday at 19c

45-Inch Nets—White, cream and ecru, fancy, figured, spot-nets, very stylish, \$1.50 goods 69c

27-Inch Flouncings—Elaborate embroidered effects, 5,000 yards fine Swiss quality, worth one dollar and twenty-five cents, Monday, 29c

Filet and Net Top Laces, in white, butter and ecru, five to ten inches wide; 20c to 35c values, yard, 4 1/2c

Veilings, all black fancy mesh spot veilings, worth up to 50c; opening day special, 15c

Ruching, in white, pink, dark blue and black; Monday special, at 12 1/2c

### SPECIAL MONDAY SALE, WOMEN'S FURNISHINGS

**ROBBERY**—Splendid imported gauze hose, double soles, 3/4 regular, Monday for 25c Imported lace hose, brilliant finish, our regular 75c sorts, opening special 49c Pure silk hosiery, black or white, our \$1.25 sorts; opening special 89c

Handkerchiefs—20c quality, pure linen for women, all width hems, Monday 10c Women's 25c pure linen colored embroidered handkerchiefs, Monday 15c Women's 35c linen initial and embroidered handkerchiefs, Monday 21c

**GLOVES**—Gantlet, kid gloves, best colors, our usual \$2.00 quality, Monday \$1.39 Powne's 12-button double tipped silk gloves, our usual \$1.50 quality, Monday 95c Powne's 12-button silk gloves, double tipped, our regular \$2.00 kind, Monday \$1.49

**UNDERWEAR**—Women's crocheted 3/4 low neck, sleeveless vests, Monday 19c Women's hosiery, white, pink, blue, hand crocheted, our 75c kind, Monday 49c Umbrella pants, wide knee, lace trimmed, our 35c quality, Monday 23c

### SMARTEST SHOES for WOMEN, OPENING DAY PRICES

Faultlessly fashioned Shoes, novelties of every description from the foremost designers who set the vogue. These very special opening day sales.

Patent leather pumps, light weight, hand turned, with small pearl buckles, Cuban heel, a dainty, comfortable shoe, \$4.00 value, Opening day, \$2.69

Women's tan Russia calf, colonial buckle, pumps, light extension sole, high pointed tongue, all sizes, and widths, \$4.00 value, Opening day, \$3.59

Gibson ties, pink, blue, and white calfskin, with Cuban heel. Can be readily cleaned, \$5 value opening special, \$3.29

Fine patent ideal kid, hand welt, bench made Oxford ties, Cuban heel and new narrow toe, \$5.00 value, Opening special \$3.69

Boots and Oxfords in new Ox blood or wine shade, very new and genteel, \$5.00 value, Opening Day \$3.89

If they are Bennett's Shoes they're Correct



### Dress Goods

Marvelous Monday specials in the Dress Goods Section

Opening day we offer some of the finest imported black all wool French Taffeta, a light weight fabric and a deep rich black; it's our \$1.25 retailer, just for one day, 69c Monday, yard.

Colored Dress Goods—You positively cannot afford to overlook such a bargain; large lot new spring fancy suitings, checks, stripes, etc., in every desirable Spring coloring; our regular \$1.25 goods; opening day, only 48c

Those Black Silks Again—27-inch heavy lustrous black taffeta, excellent value at \$1.00; special, 58c \$1.25 taffetas for 69c; \$1.50 taffetas for 88c

Wash Dress Goods—For Monday, 25c embroidered Swisses, tan and colored grounds, with neat embroidered dots and designs, Monday 9c

Batistes—150 pieces light grounds, in small and floral designs and dots, very good quality, worth more than double; our price 4 1/2c

**Linen Specials**  
Strictly all pure linen, 72-inch, bleached or cream table damask, heavy quality and new designs, our regular 75c line, Monday 50c

**White Goods**  
Big line 35c goods, including embroidered batistes, dotted and figured Swisses, waistings, checked and stripe materials, Monday only, for 15c

**Cut Glass**  
High grade, rich sparkling Cut Glass, at Special Opening Day Reductions.  
Cut Star Water Tumblers, 4 for 75c  
Cut Glass Salts and Peppers, pair, 25c  
Handsome Cut Celery Trays, \$1.50  
Cut Nappies, many shapes, 90c  
4-oz. Cologne Bottles, cut, at 90c  
Cut Spoon Trays, at 85c  
\$1.50 Cut Glass Bowls, at \$1.25  
\$1.00 Cut Glass Bowls, at \$1.00  
Pin Wheel Cut Tumblers, dozen, \$4.50

**Sewing Machines**  
"Bennett's Special" \$13.69  
Monday we offer this splendid light running machine lower than our regular very low price. Here's a machine equal to any \$25.00 machine made. Drop head style, has five drawers, fitted with complete set nickel attachments, fully guaranteed for ten years. Examine this thoroughly, it's a fine bargain at the price \$13.69

Monday we will sell needles for any Sewing machine, at 1c

### Carpets and Draperies

Fibre Matting—New Carpet designs, yard wide, usually 50c, Monday yard 33c  
Linooleum Remnants—Six feet wide, many room lengths, 50c and 60c goods, Monday, sq. yd. 39c  
Axminster Rugs—2x54, big line of colors, to match any carpet, \$2.50 kinds, \$1.69  
Axminster Rugs—9x12 feet, floral and Oriental patterns, rich colorings, \$27.50 regularly, Monday \$22.69  
Nottingham Curtains—White or cream, \$4.00 values, Monday, pair \$2.69  
Cable Net Curtains—Six patterns, three and a half yards by fifty-four inches, \$5.00 values, Monday pair \$3.79  
Irish Point, Brussels, and Cable Net Curtains, worth \$7, Monday's special price, \$4.95

**GROCERY, OPENING DAY SPECIALS**  
Bennett's Breakfast Coffee, 3-lb. can, 48c. And 10 G. T. Stps. Bennett's Santos Coffee, pound, 10c. And 10 G. T. Stps.  
Tea: E. F. Japan, Golong, Gunpowder, 50c. And 10 G. T. Stps.  
English Breakfast, Ceylon, pound, 10c. And 10 G. T. Stps.  
Japan Rice, 3 pounds, 14c. And 10 G. T. Stps.  
Bennett's Capitol Baking Powder, lb. 25c. And 20 G. T. Stps.  
Small bottle, 20c. And 10 G. T. Stps.  
Medium bottle, 30c. And 10 G. T. Stps.  
Large bottle, 40c. And 10 G. T. Stps.  
Basket bottle, 50c. And 10 G. T. Stps.  
Hartley's Imported Marmalade, jar, 30c. And 10 G. T. Stps.  
Best We Have Corn, 2 cans, 35c. And 10 G. T. Stps.  
Bennett's Capitol sweet wrinkled peas, 2 cans, 25c. And 10 G. T. Stps.  
Seeds, packages, 25c.  
Wunder Wax for washing, 10c. And 10 G. T. Stps.  
**SOYERS**  
Three thousand, five hundred pounds Bennett's Capitol creamery, 30c

**Hardware Specials**  
Best quality 1x Wash Sifters, 14 oz. copper bottom, worth \$1.89 for 99c  
50 lb. Flour cans, 50c kind, Monday only, for 45c  
Five Staps, 10c quality, Monday 5c  
24 Fine Steel Lawn Rakes, 50c  
And 20 Green Trading Stamps  
Carpet Beaters, best quality, 90c  
And 20 Green Trading Stamps  
Rice Root Scrub Brushes, 15c kind 10c  
And 10 Green Trading Stamps  
Mouse Traps, 2c kind, five for 10c  
Dust Fans, with hood, 15c kind for 10c  
Poultry Netting, in full rolls, 100 square feet for 60c

**Corsets**  
Opening Day Special; silk brocade corsets, pink, white, blue, long and short hip, high bust, lace trimmed, simple line, small sizes only, \$4.50 garments for \$1.69  
White Coutil or batiste corsets, high bust, long hip, front and side supporters; fit your new spring gown over one \$1.00 goods for 69c  
"American Beauty" Corsets in every new spring model.

**GO-CARTS**  
Automatic collapsible Folding Carts, New 1908 models, upholstered in English leather cloth, green, maroon, and tan, cart has reclining back and adjustable dash for sleeping purposes. Fold up compactly complete with hood, Monday special, 948

Everything in Paints, Oil, Varnish and Builders' Hardware.

# The Bennett Company

OMAHA'S GREAT STYLE STORE