



### New Wash Fabrics

Linen Suiting; 46 inches wide, in the out-of-the-ordinary, French shades. This is a fine, \$1.25 fabric, at, yd. . . . . **75c**  
 Mamie Linens, for suits, in fifteen colors, coarse, open weaves, at yard . . . . . **50c and 55c**

# BENNETT'S

Get the new Spring Style Book at the Pattern Counter. Book and any Pattern, only **20c**

### New Wash Fabrics

Auto Suiting; yard wide; looks like real linen; splendidly adapted to motoring; makes fine dust coats, at . . . . . **25c**  
 Poplin and Ottoman weaves for summer coats and suits, come in all the best shades, at, yard 25c, 35c and . . . . . **40c**

## Masterful displays and impressive sales in all departments at our SPRING OPENING MONDAY AND ALL THE WEEK

Opening day at Bennett's means more than a gala dress event. While it's the first complete show day of the new season, we have also planned to make it the most conspicuous sales day. Look over this page. You cannot recall a time or occasion that was so rich with out-of-the-ordinary bargains. The goods you want, and that everybody is buying now will be far below prices you'll be obliged to pay anywhere else. It's the cream of our season's best purchases reserved for this day (tomorrow) and week.

Our regular Easter Millinery Opening will be next Monday, March 21st

### Opening Week's Marvellous Sale 75c and \$1 Silks at Half

No better example of our powerful buying resources need be mentioned than this silk offering reserved for one of our spring opening day attractions.

Several hundred pieces of beautiful new silks in their original bolts, representing the pick of the season's select colorings and weaves.

These silks come to us under more favorable price concessions than any we have had in years, and these advantages you are now going to share with us. In the assortment are: 59 pieces Faille or Bengalie Silks; 30 pieces Shepherd Check Silks, in black, brown, navy and white combinations; 43 pieces Louisiana Silk Waistings, fancy patterns, in all leading colors; 86 pieces fancy Dress Silks, in wonderful variety.

This entire line grouped into two big bargain lots—per yard, at . . . . . **39c and 49c**

### Buy Spring Dress Goods Tomorrow

69c for newest \$1.25 and \$1.50 goods. Never before such a sale on the choicest fabrics at the opening of a season. 250 pieces purest of all wool materials, in solid colors and fancy shadow stripes; beautiful grey novelties, white wool fancies, etc.; all the best shades, too, such as rose, green, reedsa, open, plum, wine, navy, tan, etc.—Opening sale price . . . . . **69c**

### Opening—Emphasizes Our Pre-eminence for Suits, Dresses, Coats, etc.

Women's Wear, in all its springtime glory, resplendent in the new 1910 modes as shown this week, marks the triumphal achievement in the store's history. A time has there been such a wealth of variety as our opening week brings out. It's a portrayal of the practical refined ideas of the American woman's conception of the niceties of correct dress. We invite you to view the display of Suits, Dresses, Coats, etc., etc. Everything that finds favor among the best dressed women of today is widely featured. More than this it's a further demonstration of the Bennett policy of always naming most moderate prices.

Tailored Suits at . . . \$15.00, \$19.50, \$25.00, \$29.50, \$35.00, \$45.00  
 Silk Dresses . . . . \$13.50, \$15.00, \$19.50, 25.00, \$35.00, \$45.00  
 Spring Jackets, in new lengths . . . \$5.95, \$6.95, \$10.00, \$15.00  
 New Long Coats, light weight serges . . \$19.50, \$25.00, \$29.50  
 Misses' Junior Suits, for ages 13 to 17 years, at . . . . . \$15.00

Special attention is directed to our new "Wooltex" Suits and Coats, for which we have exclusive sale in Omaha. "Wooltex" quality and "Wooltex" style are supreme. You certainly will be overwhelmingly in favor of "Wooltex" once see them.



### Notable Values in Linens and White Goods

Our opening day sales are given increased prestige by the addition of these splendid underprice offerings. Every housewife will appreciate them. They are timely offerings. Each one better value than you could reasonably expect.

- Bleached Table Damask—A durable, 70-inch material we always sell for 65c, now at . . . . . **49c**
- All Linen Napkins—Dinner size; bleached, in five different patterns; our \$2.25 line at, dozen . . . . . **\$1.49**
- Glass Towelling—All linen; red and blue checks; best 15c quality, yd. . . . . **11c**
- Huck Towels—Good wearing article, worth 3c, for . . . . . **6 1/2c**
- Bleached Muslin—36-inch, 10c grade, Monday, yard . . . . . **6 1/2c**
- Bleached Sheetting—3 1/4 yards wide; best 25c quality, at . . . . . **22 1/2c**
- Outing Flannel—In colors and white; 12 1/2c usually, yd. . . . . **8 1/2c**
- White Goods—A large line of pretty checks, stripes and embroidered effects; nice sheer 19c goods, at . . . . . **12 1/2c**
- Embroidered White Goods—Dainty patterns; also stripe and checked goods; plain poplins and others, worth up to 35c, at . . . . . **19c**
- White Linen Suiting—Beautiful finish; heavy linen; the correct thing for suits; it's 65c cloth, at . . . . . **49c**
- 90-inch Linen—For suits and skirts; all pure white linen; usually \$1.25, at **98c**
- Drapery Cretonne—Special lot 15c goods; Monday, yard . . . . . **5c**

### Tomorrow the Biggest of All Our Big EMBROIDERY BARGAINS

From P. K. Wilson & Son, N. Y. importers of high grade embroideries comes this lot. Omaha was never known to have values that could compare with these. 50,000 yards fine Swiss embroideries at less than half. Every judge of quality will recognize the values. These goods are in exquisite matched sets. Narrow and very fine baby patterns in edges and insertions.

Edgings and flounings, up to 18 inches, all matched patterns. Goods worth up to \$1.00, matched patterns. Goods worth up to \$1.00, a yard, suitable for finest garments. Rarely are such fine goods so cheaply sold. Three immense lots, on sale Monday—



**12 1/2c, 19c  
and 25c**

### Matchless Sale of Fine Lisle Hosiery

175 dozen fine lisle, imported Spring Hosiery for women for the opening week sales. You will be very fortunate if you secure a share of them. Price is one-half and a third of actual value. In the lot are plain black, lace boot lises and hand embroidered goods, in shades to match spring suits and dresses—50c and 75c goods—now at . . . . . **25c**

- Spring Underwear—The ideal garments and weights for spring. Introductory sales for opening week makes buying now interesting.
- Lisle Union Suits for Women—With wide umbrella style, lace trimmed knee, taped neck and arms; the best 75c values; specialized, at . . . . . **49c**
- Handkerchiefs—Pure linen, embroidered edge and lace edge; also colored effects, with all-over embroidery; 25c values, at each . . . . . **15c**
- Low Neck, Sleeveless Vests—Mercerized tapes in neck and arm and crocheted edges; our 25c garments; all sizes, **19c**
- Easter Gloves—Quality gloves of prime lambskin, in black and all the principal spring colors. These gloves are two-clasp length, and finely trimmed; regularly selling at \$1.25; every pair fitted, Monday, at . . . . . **98c**
- Kayser Silk Gloves—The spring shipments are in; all the new colors and blacks—**50c 75c \$1.00 and \$1.25**

### Sale Music Rolls

**FREE** With Every Roll Purchased We Will Include a Sheet of 25c Music.

The Sheet Music Man—Mr. Bennett—now in the east, makes a fortunate purchase of music rolls. We can sell these goods for less than wholesale cost. There are several hundred to be sold Monday at about cost to make at the factory—Besides we give you the 25c music as a complimentary offer. Prices . . . **18c to \$1.12**

### \$2.00 Belt Pins 50c

500 fine, gold filled, oxidized and Dutch silver Belt Pins, each one boxed, bought at about 25c on dollar from maker pressed for cash. The styles are those now in greatest vogue; values \$1.00, \$1.50 and \$2.00, at . . . . . **50c**

**SILK BELTING**—Special lot on sale for opening day—Monday—best colors, AT **2c AN INCH** And a belt buckle **FREE** with each belt length.

### Opening Day Sale Rugs and Curtains

House cleaning days are close at hand. Doesn't that parlor rug need replacing with a brighter and fresher one? Whatever room needs it, you can get a rug that just meets your requirements Monday and make a fine saving on it.

- ROYAL WILTON RUGS**—Full 9x12-ft. size; in handsome medallion, oriental and all-over designs; luxurious, \$47.50 and \$52.50 rugs, including 500 stamps, now at . . . . . **\$39.75**
- ALL WOOL WILTON RUGS**—9x12-ft. size, in medallion, all-over and Oriental designs; beautiful enough for your best rooms; \$42.50 values, including 500 stamps, now at . . . . . **\$31.50**
- WILTON VELVET RUGS**—Seamed or seamless; 9x12-ft. size; oriental and floral designs; very rich rugs, usually selling at \$27.50 and \$30.00; opening day, with 300 stamps, at . . . . . **\$19.75**

### Fine Curtain Offerings

**AND TRIPLE S. & H. STAMPS IN ADDITION, MUSLIN CURTAINS**—Ruffled, flat and lace effects; also colored border novelties; the daintiest we ever had at the prices—now at . . . . . **30c, 40c, 60c, 90c and \$1.25**

**NOTTINGHAM CURTAINS**—White Arabian and Ivory; special values, pair, **98c to \$3.98**

**CURTAIN MATERIALS**—By the yard—New spring lines to show you now; etamines, scrims and nets of all kinds.

### Another of Bennett's Famous Sales Tomorrow 700 Fancy Vases and Bric-a-Brac

- The first great shipment from our buyer now in New York. Finest Japanese Vases, Fern Dishes and Art Wares imported, at less than half price. One of our biggest opening day attractions.
- 250 Vases, worth up to \$1.50, for . . . . . **50c**
  - 300 Vases, worth up to \$3.50, for . . . . . **\$1.00**
  - 50 Vases, worth up to \$5.00, for . . . . . **\$1.50**
  - 50 Vases, worth up to \$7.50, for . . . . . **\$2.50**
  - 12 Vases, worth up to \$8.00, for . . . . . **\$2.98**
  - 18 Vases, worth up to \$10.00, for . . . . . **\$3.50**
  - 12 Vases, worth up to \$12.50, for . . . . . **\$5.00**
  - 8 Vases, worth up to \$20.00, for . . . . . **\$7.50**

### Grocery List for Monday and Tuesday

- Pride of Bennett's Flour, sack, lb. . . . . **15c**
- And 40 Stamps
- COFFEE**—Fresh roasted daily in the department.
- Bennett's Reliable Coffee, lb. . . . . **30c**
- And 40 Stamps
- Bennett's Golden Coffee, lb. . . . . **30c**
- And 20 Stamps
- Teas, assorted, lb. . . . . **50c**
- And 75 Stamps
- Teas, assorted, lb. . . . . **40c**
- And 65 Stamps
- Bennett's Capitol Oats, 2 lb. pkgs. for . . . . . **8c**
- Granulated Sugar, 15 lbs. for . . . . . **\$1.00**
- Pure Fruit Jam, Hartley's, jar . . . . . **20c**
- Capitol Extract, bottle, lb. can . . . . . **10c**
- And 20 Stamps
- Capitol Baking Powder, lb. can . . . . . **24c**
- And 20 Stamps
- Jan. Rice, 7c quality, 5 lbs. for . . . . . **30c**
- Small Sour Pickles, at . . . . . **5c**
- And 10 Stamps
- Stollwerck's Chocolate, 1/2 lb. cake . . . . . **23c**
- And 20 Stamps
- Bennett's Capitol Mince Meat, 3 pkgs. . . . . **25c**
- And 10 Stamps
- Full Cream Cheese, at . . . . . **10c**
- And 10 Stamps
- Bayshore Tomatoes, 10c cans, 3 for . . . . . **25c**
- Stollwerck's Cocoa, 1/2 lb. can . . . . . **30c**
- And 20 Stamps
- Condensed, ready to use, for . . . . . **10c**
- cans, 3 for . . . . . **25c**
- Seeded Raisins, 12-oz. pkg. 5c, or 3 for . . . . . **15c**
- Galliard Olive Oil, bottle . . . . . **45c**
- And 40 Stamps
- Peanut Butter, two jars for . . . . . **20c**
- And 10 Stamps
- Pickles, assorted, bottle at . . . . . **10c**
- And 10 Stamps
- Orange Marmalade, Hartley's make, jar, at . . . . . **15c**

### Corsets--A Premier Spring Exhibit

The Newest  
**American Beauty Models**  
 And Spring's newest creations in various other popular makes, depicting the best, the very best in present day corset making.

We ask you to come and see them, come now, during our opening week, while the assortment is at its best. Models that mold the figure, almost reconstruct it, we might say, to those long graceful lines, so much desired today, and so much needed to wear the season's most advanced styles in dress.

Every corset has been selected on its merits, giving particular attention to its rich construction, its beautiful finish, its dainty trimmings and its staple wearing qualities.

Really, American Beauty Corsets are works of art. Again we ask you to come and see them.

**Price Range, \$1.00 to \$8.00**  
 Our expert corsetiere is an authority on everything pertaining to the corset and its proper mode of fitting.

