

VOL. XXXIX—NO. 259.

OMAHA, SATURDAY MORNING, APRIL 16, 1910.

SINGLE COPY TWO CENTS.

Week End Candy Special

We shall have 500 boxes Bennett's Fluffeta Chocolates on sale—delicious, creamy centers, worth 50c, for 29c

Special Hair Goods

Natural Wavy Swirls—28, 30 and 34 inches, for \$6.00 \$7.50 and \$10.00

BENNETT'S SUMMER STYLE BOOK 20c, including any 15c Ladies' Home Journal Pattern Free.

Carnation Day Here

Duplicating tomorrow last week's great sale success, with 10,000 fresh cut Carnations, in all colors; regular 29c

Great Sale of Tumblers

Glass Tumblers—Never were cheaper—None sent C. O. D. or delivered—Must come in person.

Bennett's Saturday Store News--An Entire Page of Unmistakable Bargains

New Rajah Silk Tailored Suits

Something distinctly pleasing are these superb suits. Made from Roger & Thompson silk Rajah, recognized as the most serviceable silk made.



Wool Tailored Suits

There's an indefinable charm about Bennett suits that is apparent the moment one slips them on, there's a fit to them that is woefully lacking in most inexpensive suits.

Stunning New Long Coats—Full length garments, in light weight diagonals, silk pongees, serges and Tussahs, in natural, navy, tan, brown, grey and cream, at \$15.00, \$19.50 and \$25.00

Spring Jackets—A very select showing of new styles, light tans, grays, also black—on sale, at \$5.95, \$7.95, \$10.00 and \$12.00

Girls' Wash Dresses—Of bestingham; 24 dozen lot from prominent maker, sharply underpriced; handsome plaids; 6 to 14-year sizes; all \$2.25 values, at \$1.25

Noteworthy Display of Women's Hats



The triumphant display of the entire Spring season. We put on sale over 500 striking hats tomorrow that speak volumes for the beauty and luxurious air of Bennett millinery.

\$5, \$7.50, \$10 and \$15

Not a mere handful, but hundreds at these prices. By far the best selection in Omaha. Come and see why the bulk of the millinery selling comes here.

Just Think! Pure Silk Hosiery at 59c

Almost unbelievable as it seems, you'll admit this the greatest value ever. Most women can afford the luxury of silk hose now. We have a large quantity of black, all silk hose, with full lace garter tops and heel and toe and heel, giving extra strength and service.

Economical and Satisfying Clothes for Men

Let the Bennett store be responsible for your personal appearance this spring. You can entrust this charge to us with every assurance that you will be fashionably and becomingly attired.



A Young Man's Suit for \$10

Don't let the low price deceive you. Ten dollars here buys a surprisingly good suit. Just the kind to make a tremendous appeal to the particular young fellow.

Men's 50c Neckwear at 29c

Judge them by the best 50c four-in-hands you ever knew of. They are all silk; either plain or fancy colors; have wide, flowing ends, and are priced for Saturday at almost half value.

Men's Soft Shirts with Collar—Cream and white madras; plain blue madras; checks and neat figure effects.

Men's Suits in Russian, sailor blouse, Juno or Norfolk and two-piece styles, of castimer, chevrot and worsted, in the best shades—Special, at \$3.50

Boys' Suits; practically in same styles as above, including single and double breasted models, but of better grade materials—Sizes to 16 years—\$5.00

The Carrot Soft Hat These new telescope hats are here in a variety broad enough to please any man's fancy—New shades, new dimensions, new modes of trimming, and best of all, at less than usual prices, \$2 \$2.50 \$3

Who Wants New \$2.50 Corsets for \$1.35?

Grasp the opportunity while you may. Don't come your way very often. It calls for quick action for quantity is limited.

These corsets are the very newest long hip models of light weight batiste. They have the long skirted effect to snugly encase the hips, improving the figure and moulding it to the desired lines without the slightest discomfort to the wearer.

Buy a Brassiere—Made of fine long cloth, lace trimmed and well made. It's a Saturday special—75c kind, for \$1.35

Meats, Fruit and Vegetable Market There has been a decline in prices on some lines and we give you all the advantages. Quoting much lower prices than are to be found elsewhere.

- Fresh Leaf Lamb—8 lbs. \$1.00
Fig Pork Loins—per pound 15c
Pork Chops—Very young and choice, per pound 15c

You Save In Bennett's Big Grocery

- Cornmeal, yellow or white, 5-pound sack, 15c
Bennett's Best Coffee, 2 lbs., \$1.00
Bennett's Best Tea, 1 lb., 50c

Pyrography and Picture Framing---Fourth Off

The second floor art store holds out to you very alluring low-price inducements Saturday. If you are a pyrography enthusiast you'll enjoy the quarter off on all wood novelties and pyro sets as well as our complete lines of art brass goods.

PICTURE FRAMING—Tomorrow is the last day of our fourth off offer. Whatever pictures need framing bring them in now. We have over 500 samples of frame moulding; every wood finish, and silver and gold and bronze effects. Let us help you to artistic effects in framing. Work guaranteed to be of highest order—One day more, at 25% off

Sensational Sheet Music Selling

The most popular songs in Omaha today. The most popular songs anywhere, including—KEEP YOUR FOOT ON THE SOFT PEDAL 10c

MOON MOON MOON A delightfully beautiful song that pleased a host of music lovers last week—Featured again tomorrow, at 19c

1,000 Pairs Sample Pumps and Oxfords

A really wonderful sale. A bargain in shoes of recognized merit. High grade footwear, made on honor for exacting people who appreciate quality and style.

Children's Ankle Strap Pumps Attractive one and two-strap pumps and one-eyelet pumps, on wide toe lasts, in patent coil, dull leather, chocolate and tan Russian calf—The smartest shoes of the year for children—\$2.50

PATENT COLE DULL LEATHER TAN SHADES 2 1/2 to 8, at 75c 5 to 8, at \$1.50 2 to 5, at 75c 5 1/2 to 8, at \$1.25 8 1/2 to 11, at \$1.75 8 1/2 to 11, at \$2.00 11 1/2 to 4, at \$2.00 1 1/2 to 2, at \$2.25 2 1/2 to 5 1/2, at \$2.50 2 1/2 to 5 1/2, at \$2.25

BOYS' AND YOUTHS' SHOES—Strong, sturdy, all leather shoes of box calf and gun calf, made on new, wide toe last; big extra value for Saturday—9 to 1, for \$1.50 and 1 1/2 to 5 1/2, for \$2.50

A Real Treat for Men

Another record sale day offering for men Saturday in low shoes. Hundreds of pairs of \$4.50 and \$5.00 shoes, on newest, up-to-date lasts; dull leather, button oxfords; blucher, high toe oxfords; Russian calf bluchers; patent coil bluchers; high toe, etc., etc.—Eight good styles in all; all sizes and all widths \$3.50

Annual Silver Sale: Best of All

The window display has shown you what to expect Saturday—Hollow and flat silverware; high grade, 15 and 20-year guaranteed ware, from such makers as Homan Mfg. Co., Van Berg, Webster & Rogers, at almost half real values.

- \$2.50 quadruple plate Bread Trays, \$1.25
\$4.50 quadruple plate Tea Sets—Tea, Espresso, Bowl, Cream Pitcher, Spoon Holder, \$2.50
\$9.00 quadruple plate Tea Sets—Four pieces as above, \$5.00

Chamoisette Gloves

They come in the natural shade, and only on close inspection can they be detected from real chamois. They are washable, too, and very durable—50c is the prevailing price—We have a quantity for Saturday, per pair, at 35c

Look to Bennett's for the best in silk gloves—Kaysor & Fowner's goods are featured here, and are everywhere conceded to be the best. They fit as perfectly as a kid glove; have double tipped fingers, and come in large line of shades. Two-clasp Silk Gloves, in either of above makes, at \$1.00 75c and 50c 12 and 16-button lengths Silk Gloves—Kaysor & Fowner's, at \$1.50 \$1.75 Double S. & H. Stamps On All Gloves Saturday.

Berlin and Jones Box Stationery

1,000 boxes consigned to an Omaha jobbing house, who for certain reasons refused to accept the shipment. We wired to take the whole lot at 50% reduction and secured it. It's a fine grade paper, selling at 35c to 50c a box; Saturday we put it on sale at 19c

Drugs, Toilet Articles, Cameras, Etc.

- Arsenic of Lead for spraying, 15-ounce bottle, 50c
Prima Vita Talc, 15 box, 10c
Peterman's Boob Powder 15c-25c
Peterman's Head Bug Destroyer, at 15c and 35c