VOL. XXXIX-NO. 265.

OMAHA, SATURDAY MORNING, APRIL 23, 1910.

SINGLE COPY TWO CENTS.

"Making Good" Day after Day with our Men's Spring Clothes

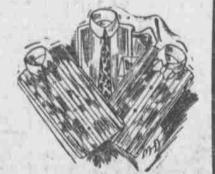


Let us show you how splendidly we are "making good" on a lot of about 500 suits we are putting on for Saturdaystrictly pure wool suits, in grevs and blues, shadow stripes, diagonals, self stripes, velour cassimeres and serges. They are as "fit as a fiddle" and no apologies are necessary for any one of them. Their cut proclaims absolute style perfection, the finished hand-tailoring stamps them as leaders in the clothing field. Unmistakably the best

clothes in town at..... Snappy Suits for Young Men

You high school fellows and you who want all those nobby style kinks that mark the well dressed man owe it to yourselves to come here. We have the variety, the right shades and right materials. Bennett prices, too, are always the most reason-

Shirts-Splendidly Satisfying Plenty of shirts and ever so many "just right" patterns, colorings and neat stripe or figure effects that are very pleasing to particular men. Shirts that are cut to fit, from best madras, percales, etc.—plain or pleated styles. Immense new lines; catering to every



Summer Style Book and any 15c Ladies' Home Journal pattern free20¢

Washable Chamois Gloves \$1.00

Not the ordinary \$1.00 kinds you find in any store, but a very much emperior quality; pique and overseam gloves in natural shades and white. They are genuine Chamois and washable; one clasp style; the usual \$1.25 kind, for......\$1.00

Handkerchiefs-Two very inviting handkerchief bargains are ready. Women's lace handkerchiefs with the Armenian effect, a good 25c Women's all linen hematitehed handkerchlefs 8%c kind for .. 50 Double S. & H. Stamps in these two departments Saturday.

Boys' All Wool Suits With

Anybody with any knowledge of clothes values whatever will say this is a real bargain. We don't overstate facts that this outfit we are offering boys Saturday is big \$5 value. These suits are made for boys 7 to 15 years of age. They are smart double-breasted styles of all wool cheviot and cassimere, in best shades and have two pairs of knickerbocker pants.

Boys' Eats, nobby tour-ist. Trooper and Tele-scope felt hats, in new-shades. \$1. \$1.25, \$1.50 Others at. . \$3.50, \$5, \$6



\$2.50 For These Smart Pumps, Oxfords and Ties

Another great shoe commotion tomorrow. We put on sale over 1,000 pairs of women's fashionable low cut Pumps and Oxfords. The smartest and daintiest of footwear and of a high-grade character. We show new Dull Leather Pumps; Patent Colt Pumps; Gibson Ties with plain toe, short vamp, high arch effect; cloth top, one eyelet Ties; dull leather Oxfords for business wear. We look for the business est shoe day of the year, for it's our best shoe bargain. Extra salespeople will be" ready to serve you quickly—pair

Children's Pumps

Ankle strap effects, with one or two bar, in patent colt, dull leather, vict. chocolate and Russia calf. Fashloned on sensible lasts; good, trusty shoes at fair prices:-Infants'......75e to \$1.25 Larger sizes-

\$1.50, \$2.00, \$2.25, \$2.75

Men's Small Size Oxfords

Another clean-up day for small sizes. This time it's the well-known W. L. Douglas Oxfords and neveral other popular makes. The identical shoes retailing in a regular way at \$3.50 and \$4.00. Have them in patent, dull leather and

Trusty Shoes for Boys

Annual Sale Rose Bushes, Plants, Etc.

This is our big yearly event. Thousands of families avail themselves of the opportunity each year to supply their needs. Plant now-the killing frosts are surely over. Our stock is just in, absolutely fresh and healthy and sure to bloom. Lowest prices ever quoted in Omaha.

General Jack Roses, Japanese | Honeysuckle, Clematis, Boston | Baby Rambler Roses, Dorothy | Iris, Phiox, Blackberries. | Ivy. Rose of Sharon Lilac. | Perkin's Roses, Red Prairie (large size), Gooseberry, Weigela.

California Privet for 19c

Queen, Bridal Wreath, Hydrangeas, Dogwood, Japanese Quince, Barberry.

29c

Clearing Girls' Dresses

man's fancy

We have a lot of 75 Wash Dresses for girls 6 to 14 years, that are a little mused, and which will be closed out Saturday. They are percale and galates dresses, correct in style, but have lost some of their original, freshness; values 69C \$1.25, \$1.50 and \$1.75; now...

A Day for White Waists

Here is a fine line of new, fresh, crisp waists that we are offering at a snug saving. Handsome allover embroidered front waists, which also open in front.

Quite a nice variety of pleasing styles. Our word for it 1.25 more.

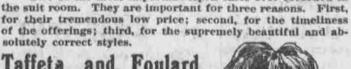
Sale Undermuslins

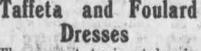
25 Dosen Drawers—Made of good material, correctly cut and shaped, carefully made and in either open or closed styles. While they last, 19c

At 59c Tables heaping high with bargains, including Gowns. Corset Covers. Short Skirts, Drawers and Chemise; values to 75c. Trimmings are exquisite.

At 89c 12 styles gowns, at styles long skirts, six styles 1 rawers and twelve styles Corset Covers;
finest and daintiest \$1.00 and \$1.25 garments—lace and embroidery trimmed. At\$1.00 Gowns, Skirts, Covers, Drawers, from four to ten styles of each kind. They are elaborately frimmed, and in newest designs—values to \$1.50 in this lot.

Remarkable April Bargains Silk Dresses and Suits Two of the most important April sales ever recorded in the suit room. They are important for three reasons. First,





The newest tunic styles in striped taffetas, in rich braided effects and some ith velvet ribbon trimming to blend with the colorings. The foulards are in polka dots and other neat figure patterns, trimmed with wide plain satin folds to harmonize. We promise you these are the best \$35.00 values ever

\$25 Buys Our Best Spring Suits

in Omaha at

An unconditional selling of every colored cloth suit in our department, irrespective of former selling price. Over 300 of them. High class \$29.50, \$35.00, \$40.00, \$45.00 and \$49.50 suits, including the

Wooltex models. Every one a new 1910 style and a marvel of tailored elegance; good taste and quality; plain tailored and exquisitely braided effects, at

Darly mark property and propert

Union Suits-Special

The underwear section is beckoning you with a tempting offer just for the day, It's a lot of union suits for women, in light weight. They are low neck and aleeveless and have either wide or tight knee. You'll need them badly soon. Better prepare now. It's a lot of 75c garments, at..... 50c

s lot of 75c garments, at...

Summer Vests, a fine line of beautiful crochet trimmed garments, also pretty lace and medallion trimmed, styles low neck and sleeveless; especially 25c showy garments, for...

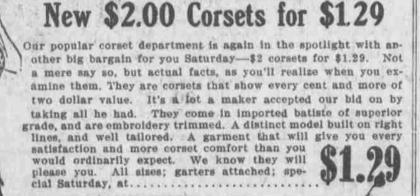
Sieveless Vests, low neck, with full taped edge, a very superior loc garment; offering as a Saturday 121c attraction at...

Double S. & H. Samps on Underwear Saturday.

Pure Silk Hose

for Double Stamps on Hosiery Saturday.

A Corset Maker "Needed the Money" That's the Reason We Can Offer You Today a Great Lot of



Drugs and Toilets

Kodaks and Supplies

We are headquarters for Eastman goods and always have new, fresh stock. No substitution.

Eastman Folding Pocket Kodak No. 1, weight 16 ounces, daylight loading and fixing focus. \$10.00

Eastman Folding Pocket Kodak No. 3, six or twelve exposures without reloading, double R. R. lens. \$17.50

Brownie No. 2 Camera, for snapshot or time exposures.

Trimmed Hats \$5, \$7.50, \$10 All the energy our millinery organization is capable of has been turned loose in our endeavors to surpass our great Saturday displays of popular price hats. Our reputation

for the prettiest hats is well known. The milliners have outdone themselves in this week's showing. Hundreds of artistic hats will greet you again. The cleverest shapes, touching the extremes of good style, trimmed that indescribable charm that marks our that indescribable Come to the busiest the extremes of good style, trimmed with place in town for your hat. We show greater variety and ask the lowest prices, that's why it's a busy place. Be sure and see the new



10,000 Carnations FINE LARGE ONES ALL COLORS, DOZ.....

\$5, \$7.50 and \$10.00 lots.

All fresh cut, long stem, regular \$1

PANSIES-Growing pansies, ready to Great Sale Roses-Beautiful American Beauty Roses, worth \$1 a dozen, at......

100 Engraved Cards and plate any 75° style script....

Select the style you prefer. We will finish the work in a high grade manner. Not cheap printing, understand, but actually engraved and in tooping with the requirements of polite society. Let us have your order Saturday.

Pickles, 2 for ... 84

Picalilli Pickle, per

Shredded Wheat Bis-

euit, pkg......12160 .And 10 Stamps.

Hazelnut Pretzela-

Cookies, lb. 12e Full Cream Cheese-

And 10 Stamps.

Virginia Bwisa

Cheese, ib 25c And 10 Stamps.

BAIRIN DAY

day throughout America. To held

svem edt extraluque

ment, we offer spe

Seedless Rainins, at.

Unbleached

April 30th is raisin

quart

Dollar Sale Umbrellas-



YEAR'S GREATEST SURPRISE, FINEST UMBRELLAS EVER SHOWN IN OMAHA FOR ONE DOLLAR

Build your expectations high and be here early Satarday. A more promising sale was never advertised. Our dollar umbrella sales have been famous in Omaha in the past but this one outstrips them all. Quantities, qualities, values, were never so great.

\$1.000 Umbrellas for Men and Women

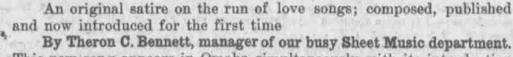
250 of them are all pure silk serge, yarn dyed and guaranteed not to crack. The balance are silk and linen and American Taffeta, mounted on interlocking paragon frames, insuring a close roll. Umbrellas worth up to \$5.00 each—The handles alone on many

are worth 75c to \$2.50; greatest variety, too. The unusually long, dry spring season forced a well known maker to suffer a loss in disposing of his stock, which enables us to offer the extra values now. It's a one day sale and you must come

plain and ornamental boxstewing silver

Women's Styles-Long | Men's Styles - Plain Directoire handles, ebony, boxwood or trimmed with sterling sliver and rolled trimmed handles, gold gold. Plata ebony or and pearl handles, ativer capped with sterling siland pearl handles, long ver or gold plate. Buckgold and silver etched horn, Parisian ivory and latag handles mounted.

If Lovey Should Die What Would Ducky Do?



This new song appears in Omaha simultaneously with its introduction in New York. The song "If Lovey Should Die What Would Ducky Do," has been chosen by Elsie Janis and is to be incorporated into the last act of The Fair Co-Ed, that recently played in Omaha. Hear Mr. Bennett demonstrate his own production tomorrow. This is Mr. Bennett's best effort. The large army of Omaha admirers of his versatility as a composer will be sure to want this number. Introductory price.....



Meats, Fruits, Vegetables

Another sharp drop in meat prices. Bennett's keep step with the market and give you immediate benefit. Our Saturday prices lower than for weeks.

FRESH LEAF LARD-8 LBS. 95c

Fork Roset, shoulder, young, ib 111/20 Lamb Chops, fall lamb, loin 15c Beef Steak, young steer, lb 12140

Pork Loins, young pig. 15..... 1314c Vsai Chops, per 15...... 1214c Veal Roast, per pound...... 11c and 9c Lamb Roast, fall, shoulder, 15..... 10c Lamb Stew, per lb Voal Stow, per lb

Sugar Cure Hams, 2,000 lbs. 1b 13146 Arkansas Strawberreis, extra fancy, per Florida Tomatoes, very fine, lb.,...100 (40c per basket.)

Radishes, large bunches 2 for 50 Oucumbers, large size, each 7140 Green Onlong S bunches So Leaf Lettuce, large bunches ... 3 for 100 Fancy Mead Lettuce, head So, 754c, 10c

Bennett's Big Grocery-

Mignonette Marrowfat Peak, 4 canssacks, white or yel-Bennett's Excelsion Keystone Lye, 10 cans250 Bennett's Best Cof-Stollwercks' Premium fee, 3 lbs....\$1.00 Chocolate. 1/2-1b..230 And 100 Stamps. And 20 Stamps. Bennett's Best Cof-Bice Bale-10c grade fee, 1 pound ... 35c And 30 Stamps. head Rice, 4 fbs. Bennett's Challenge Double Stamps on Coffee, 1 lb 180 Granulated Sugar. And 10 Stamps. Double Stamps on Bennett's Teas, as-And 60 Stamps.

Bennett's Teas, as-

sorted kinds, per

And 75 Stamps.

Tea Siftings, 1b. pkg.,

Peanut Butter Sale

10c jars, 2 fgr. . 15c

15c jars, 2 for .. 20c

25c jars, 2 for .. 35c Feed for young chick-

ens, pound......do

Seeds, Flower and Vegetable 256 Hartley's Pure Fruit Jams, jar 206 French Cut Loaf Sugar, pkg. 256

Sugar, pkg. 25c
And 10 Stamps.
Jell-O Ice Cream
Powder, 3 packages
for 25c

for 25c And 20 Stamps.
Cal. Ripe Olives, 50c cans for 25c Macaroni. Star and Crascent, 5 pkgs.
Lor 25c And 10 Stamps.
Delon Mustard.
French, a. jar. 25c And 10 Stamps.

Diamond "C" Soap, S bars for 25e Crackers, Iten's Soda and Oyster Crack ers, 18-1b box .. \$1.25 Boup Sale Francobrand Mock Turtle, Ox-tall, Chicken, Mulligatawney. Chicken Gumbo, French Boullion, usual 200 pint cans for ... 150 Gaillard Olivo Oil-Small sise 240 And 20 Stamps.

Medium size43c And 100 Stamps. Armour's Shield Sliced Beef And 5 Stamps. P. & W. Clams, large 19c cans, for ... 10c Small 13c cans ... 7c Spotlight Matches-

boxes250

pound Se 15c Bleached Richolieu Seedless Raisins, ib. 10e Rabins, 15 pkg. 86 Raisins, pks ... 56 Saturday Can y Day

12360

Bennett's Fluffeats Chocolates - rich creamy centers, the usual 50c quality-Saturday I pound Bennett's Gream Wafers Asserted: our special price,