EDITORIAL
PAGES 11 TO 20.

THE OMAHA DAILY BEE.

THE OMAHA BEE goes to the homes—is read by the women—sells goods for advertisers.

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 Saturday—strictly pure wool suits, in greys 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..... **$10-$15-$20**

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 reasonable. On sale at..... **$10-$15**

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 man's fancy..... **$1-$1.50-$2**

BENNETT'S

Summer Style Book and any 15c Ladies' Home Journal pattern free .....20¢

Washable Chamois Gloves $1.00

Not the ordinary $1.00 kinds you find in any store, but a very much superior 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

The Best Silk Gloves—We have everything the best makers produce in silk gloves, two-clasp lengths in the wanted grades and coloring. Double tipped fingers. Kayser & Fownes make—at .....50c, 75c to $1.00

12 and 16-Button Lengths—Best shades 75c, $1.00, $1.50

Handkerchiefs—Two very inviting handkerchief bargains are ready. Women's lace handkerchiefs with the Armenian effect, a good 25c article for.....15c

Women's all linen hemstitched handkerchiefs 8½c kind for..5c

Double S. & H. Stamps in these two departments Saturday.

Boys' All Wool Suits With Two Pairs Knicker Pants

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. Saturday..... **$3.75**

Russian and Blouse Suits, a fine line new-est spring and summer styles, white and fancy effects.....50c, 75c, 89c

Boys' Blouses, plain and pleated, with or without collar, white and effects.....65c to $4.00

Boys' Hats, nobby tourist, Trooper and Telescope felt hats, in new shades..$1, $1.25, $1.50

Boys' Single Breasted Suits (like cut), new and pleasing models of fine pure woolens, in best patterns and shades, at..$5 and $7.50

Boys' Reefers, all wool flannel and covert reefers in red and tan, either with velvet or self collar and emblem on sleeve $2.50

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 busiest shoe day of the year, for it's our best shoe bargain. Extra salespeople will be ready to serve you quickly—pair **$2.50**

Children's Pumps

Ankle strap effects, with one or two bar, in patent colt, dull leather, vici, chocolate and Russia calf. Fashioned on sensible lasts; good, trusty shoes at fair prices:—

Infants'.....75c 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 several other popular makes. The identical shoes retailing in a regular way at $3.50 and $4.00. Have them in patent, dull leather and tans; on sale for.....$2.50

Trusty Shoes for Boys

You make no mistake by coming here for your boys' shoes. We have only the honest, all solid leather kinds that give the service. Boys' and youths' shoes in box calf and dull leathers, made on footform last. Made right, and made to fit. We stand back of every pair. Sizes 10 to 1 at $1.50; sizes 1½ to 5½ at.....$2.00

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 Iris, Phlox, Blackberries. **9c**

California Privet for for hedge, at.....5¢

Honeysuckle, Clematis, Boston Ivy, Rose of Sharon, Lilac, (large size), Gooseberry, Weigela. **19c**

Baby Rambler Roses, Dorothy Perkin's Roses, Red Prairie Queen, Bridal Wreath, Hydrangeas, Dogwood, Japanese Quince, Barberry. **29c**

Clearing Girls' Dresses

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

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 they are worth considerably more..... **1.25**

Sale Undermuslins

25 Dozen Drawers—Made of good material, correctly cut and shaped, carefully made and in either open or closed styles. While they last, at, pair **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, six styles long skirts, six styles drawers 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 trimmed, 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, for their tremendous low price; second, for the timeliness of the offerings; third, for the supremely beautiful and absolutely correct styles.

Taffeta and Foulard Dresses

The newest tunic styles in striped taffetas, in rich braided effects and some with 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 in Omaha at. **19.50**

$25 Buys Our Best Spring Suits

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..... **$25**

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 sleeveless 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**

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

Sleeveless Vests, low neck, with full taped edge, a very superior 18c garment; offering as a Saturday attraction at..... **12½c**

Double S. & H. Stamps on Underwear Saturday.

Pure Silk Hose

As we expected, women came in throngs for them last Saturday. We will have plenty more for those who come this Saturday. All pure silk hose, with lisle garter top, heel and toe. No need to tell you how fine a bargain this is. Black only. They'll wear splendidly. Can't promise them again. **59c**

Women's Lisle Hose, also split foot and gauze cotton goods, 35c is regular value, at 25c

Imported Silk Lisle Hose, double sole; you'll recognize the usual 50c quality; special 35c

Mercerized Hose, full seamless, always 20c, buy a supply at, pair.....12½c

Boys' Stockings, good sturdy kind, medium weight, ribbed, our 18c line, for.....12½c

Double Stamps on Hosiery Saturday.

A Corset Maker "Needed the Money"

That's the Reason We Can Offer You Today a Great Lot of

New $2.00 Corsets for $1.29

Our popular corset department is again in the spotlight with another big bargain for you Saturday—$2 corsets for $1.29. Not a mere say so, but actual facts, as you'll realize when you examine them. They are corsets that show every cent and more of two dollar value. It's a lot a maker accepted our bid on by taking all he had. They come in imported batiste of superior grade, and are embroidery trimmed. A distinct model built on right lines, and well tailored. A garment that will give you every satisfaction and more corset comfort than you would ordinarily expect. We know they will please you. All sizes; garters attached; special Saturday, at..... **$1.29**

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 with that indescribable charm that marks our higher priced models. Come to the busiest 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 $5, $7.50 and $10.00 lots.

Drugs and Toilets

Lavender Mothene, per pkg	15c
Red Cedar Mothene, per pkg	15c
White Pine and Tar, per bottle	20c
Sulphur Candles for fumigating, each	5c
Ivo for chapped lips, per tube	20c
Ivo Fever Ice, per tube	20c
Peroxide Cold Cream, per jar	15c
Eastman's Violet Talcum Powder	15c
Vantine's Corylopsis Toilet Water, per bottle	75c
Vantine's Corylopsis Perfume, oz.	50c
Vantine's Corylopsis Sachet, per oz.	50c
Palmer's Perfumes, per ounce	50c
Colgate's Ribbon Dental Cream	20c
Orris Root, four-ounce pkg	15c
Peroxide, 15c, 25c and 50c bottles—at only	8c, 15c and 25c

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 exposure	$2.00
Brownie Film Tank, for daylight developing	$2.50
Sliding Tripods, hardwood	75c
Transparent Water Colors, for tinting, box of ten, for	25c

10,000 Carnations

FINE LARGE ONES ALL COLORS, DOZ..... **29c**

All fresh cut, long stem, regular $1 a dozen.

PANSIES—Growing pansies, ready to plant; all colors. Dozen **29c**

Great Sale Roses—Beautiful American Beauty Roses, worth $1 a dozen, at..... **39c**

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

An unusual offer for one day at half the regular cost.

Select the style you prefer. We will finish the work in a high grade manner.

Not cheap printing, understand, but actually engraved and in keeping with the requirements of polite society. Let us have your order Saturday.

Dollar Sale Umbrellas

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

Build your expectations high and be here early Saturday. 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 SATURDAY.

Women's Styles—Long Directoire handles, ebony, plain and ornamental boxwood, sterling silver trimmed handles, gold and pearl handles, silver and pearl handles, long gold and silver etched handles.

Men's Styles — Plain boxwood or trimmed with sterling silver and rolled gold. Plain ebony or capped with sterling silver or gold plate. Buckhorn, Parisian ivory and stag handles mounted. **$1**

If Lovey Should Die What Would Ducky Do?

An original satire on the run of love songs; composed, published and now introduced for the first time

By Theron C. Bennett, manager of our busy Sheet Music department.

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..... **19c**

Keep Your Foot on the Soft Pedal—for 10c

Put On Your Old Grey Bonnet ..10c

Moon, Moon, Moon, best of all moon songs ...19c

We have all the "In Hayti" music — every number.

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. 96c

Pork Loins, young pig, lb	13½c
Pork Chops, young pig, lb	14½c
Fall Lamb Legs, per lb	14½c
Pork Roast, shoulder, young, lb	11½c
Lamb Chops, fall lamb, loin	18c
Beef Steak, young steer, lb	12½c
Beef Pot Roast, per lb	12½c
Veal Chops, per lb	12½c
Veal Roast, per pound	11c and 9c
Lamb Roast, fall, shoulder, lb	10c
Lamb Stew, per lb	7½c
Veal Stew, per lb	7½c
Armour's Shield Bacon, 5,000 lbs. narrow strips, lb	18½c
Cudahy's Rex Hams, skin and fat removed	13½c
Sugar Cure Hams, 2,000 lbs. lb	13½c
Arkansas Strawberries, extra fancy, per quart box	17½c
Florida Tomatoes, very fine, lb (40c per basket.)	10c
Radishes, large bunches	2 for 5c
Cucumbers, large size, each	7½c
Green Onions	2 bunches 5c
Leaf Lettuce, large bunches	3 for 10c
Fancy Head Lettuce, head 5c, 7½c,	10c
Wax Beans, quart	15c
String Beans, quart	10c
Rural Potatoes, bushel	50c

Bennett's Big Grocery

Cornmeal, 8-pound sacks, white or yellow 12½c

Bennett's Excelsior Flour, sack....$1.50

Bennett's Best Coffee, 3 lbs.....$1.00 And 100 Stamps.

Bennett's Best Coffee, 1 pound....35c And 30 Stamps.

Bennett's Challenge Coffee, 1 lb.....18c And 10 Stamps.

Bennett's Teas, assorted kinds, per pound .....58c And 60 Stamps.

Bennett's Teas, assorted kinds, per pound .....68c And 75 Stamps.

Tea Siftings, lb. pkg., at 12c

Peanut Butter Sale—10c jars, 2 for..15c; 15c jars, 2 for..20c; 25c jars, 2 for..35c

Feed for young chickens, pound.....3c

Seeds, Flower and Vegetable 2½c

Hartley's Pure Fruit Jams, jar 20c

French Cut Loaf Sugar, pkg.....25c And 10 Stamps.

Jell-O Ice Cream Powder, 3 packages for .....25c And 20 Stamps.

Cal. Ripe Olives, 50c cans for 25c

Macaroni, Star and Crescent, 3 pkgs., for .....25c And 10 Stamps.

Dejon Mustard, French, a jar..25c And 10 Stamps.

Mignonette Marrowfat Peas, 4 cans—for 25c

Keystone Lye, 10 cans 25c

Stollwercks' Premium Chocolate, ½-lb..23c And 20 Stamps.

Rice Sale—10c grade head Rice, 4 lbs. for 25c

Double Stamps on Granulated Sugar.

Double Stamps on Butterine.

Diamond "C" Soap, 8 bars for 25c

Crackers, Iten's Soda and Oyster Crackers, 18-lb box..$1.25

Soup Sale—Franco-American brand, Mock Turtle, Ox-tail, Chicken, Mulligatawney, Chicken Gumbo, French Bouillon, usual 20c pint cans for...15c

Gaillard Olive Oil—Small size.....24c And 20 Stamps. Medium size ....42c And 50 Stamps. Large size .....78c And 100 Stamps.

Armour's Shield Sliced Beef — per jar .....12½c And 5 Stamps.

P. & W. Clams, large 19c cans, for....10c Small 13c cans....7c

Spotlight Matches—noiseless, 6 large boxes 25c

Pepper Mangoes Pickles, 2 for...35c

Picalilli Pickle, per quart 15c

Shredded Wheat Biscuit, pkg.....12½c And 10 Stamps.

Hazelnut Pretzels—pound 10c

Cookies, Cream Honey Cookies, lb.....12c

Full Cream Cheese—pound .....22c And 10 Stamps.

Virginia Swiss Cheese, lb.....25c And 10 Stamps.

RAISIN DAY

April 30th is raisin day throughout America. To help popularize the movement, we offer special—

12½c Unbleached Seedless Raisins, at, pound 5c

15c Bleached Richelieu Seedless Raisins, lb. 10c

12½c Muscatel Raisins, lb.....7c

15c Kamo Seeded Raisins, 1b pkg..8c

12½c Commander Raisins, pkg 5c

Saturday Candy Day

Bennett's Fluffeata Chocolates — rich, creamy centers, the usual 50c quality—Saturday 1 pound box 32c

Bennett's Cream Wafers—Assorted; our special price, per pound 29c