

A Page of Interesting Store News Concerning Men's Women Alike

A Little Above the Average Are These Spring Suits for Men--From \$10 to \$25 In Material--In Patterns--In Cut

Enough better in every detail than the usual clothing at the same prices, to make a man feel conscious of his superior appearance. A customer of ours, who had just purchased a suit from our new line of Spring Suits, met a friend on the street the other day. So struck was the friend with the fabric, style, fit and tailoring of the suit, that he asked, "Who made your new suit?" The answer and conversation that followed brought both men back to our store—"Why I never dreamed that Bennett's handled such a fine line of Men's Clothing." Our new customer said, "Really I like your clothing better than that of any other Omaha Store." This man was pleased with his new suit, the same as are other men, who see these spring lines. Due to Bennett's idea of striving to go a bit further than has been gone before, to raise the quality without raising the price--

Here are Suits for every sized or peculiarly shaped man, from the new conservative lines to the more radical English cut clothing--and these Bennetts know are correct.

Serge Suits, Gray, Tan and Blue with Pencil Stripes and Hair Line Stripes \$15.00 to \$25.00
Fancy Mixtures and English Drooping Shoulder Suits, two or three button sack--pretty spring shades \$10 to \$25.00

The World's Best Young Men's Suits Are Sold in Omaha by Bennett's

"Bushman Clothes"--the togethery for young men--the famous College Clothes, built perfectly in lines that are characteristic of school man. Spring offers some wonderfully attractive tans and grays as well as blues. See them Saturday, at \$7.50 to \$15.00

Knickerbocker Suits for the boys

"Duplex" Suits with the extra pair of pants have been the prior in boys' clothing for nearly a quarter of a century. This season they have outdone themselves. Never have such pretty fabrics and styles been offered the boys--Saturday, \$6.00 Suits for \$5.00
Boys' Norfolk Suits, in ages 8 to 10 years, at from \$2.00 to \$6.00
Russian Blouse and Sailor Suits, 2 to 6 years, at from \$2.00 to \$6.00
Boys' Top Coats, and Suits to match, each \$2.00 to \$6.00
Boys' Suits from 8 to 17 years, for from \$3.00 to \$7.50
Boys' Blouse and Caps, in just the newest styles all the time.

Shall a Man's Hat for Easter Be a Derby or a Soft Hat?

Up to the man! But before he arrives at a decision, he should see all the good styles. He can see, just these styles, and no more, in Bennett's display of Men's Hats. We have all of Stetson's new ones. This year the stiff hats are black, while soft hats call for pretty shades of gray and tan. Our prices are about the same as you see everywhere. The difference is in the quality--Nobody has equalled Stetson's hats at \$3.50 and \$5.00. Other hats in new spring styles cost from \$1.00 to \$4.00

Men's Furnishings of Particular Interest Today

New Shirts in pretty patterns--and some that are plain--coat shirts with pleated bosoms, attached cuffs, made of the best fabrics that American mills produce--These you'll find Saturday in an endless variety at \$1.00 to \$2.50
Soft Necktie Collars and Ties to match--6 different shades come, per set, at \$2.50
Men's 60c Fancy Silk Four-in-hand Ties--some plain, others with the new bar stripes--Saturday, choice \$2.50
New Neckwear for men--all the newest styles in ties, one is the narrow flowing end tie, choice \$3.50 and \$5.00
Men's 75c Silk Hose--in all shades, Saturday \$3.50
Men's 35c Imported Silk Lisle Hose--All new shades \$2.50
Men's regular 15c Cotton Half Hose--Tan or Black, each \$2.50
Or 3 pairs for \$7.50

Hardware Bargains Saturday

Garden Hake, Malleable Iron, 12" 10c
Lawn Hake, 24-Tine, 45c value for \$25
Pine Socket Garden Hoe, 15c
Long Handed Spade or Shovel, 15c
Garden Set, 3 pieces, 25c, 15c and 10c
And 19 Extra Stamps.
SPORTING GOODS AT COST
10c Air Rifle, 20c
50c Base Ball, 20c
One lot of base ball caps, long as they last, at \$1.00
One lot of Base Ball Hats, as long as they last, at each \$1.00
Base Ball Suits at 1/2 Off.

Silver Hollow Ware Sale Saturday

This is our annual spring sale of High Grade Hollowware, and this year we are offering the biggest values we have ever known. Every article is reduced 1/2 to 3/4 off the regular prices. Every piece is guaranteed and is quadruple plated, all standard makes. Our goods come from such houses as Reed & Barton, Homan Manufacturing Company, Knickerbocker Silver Company and Van Berg Silver Company. Here are just a few bargains this sale offers:

4-Piece Tea Set, quadruple plated, \$4 values, Saturday at \$2.99
1-Piece Tea Set, quadruple plated, \$3 values, Saturday at \$2.99
Other Tea Sets from \$5.99 to \$19.99, all at 1/2 to 3/4 off regular values.
3-Piece Quadruple Plated Bake Dishes with Porcelain lined inner dish, \$4 values, at \$2.99
1-Piece Quadruple Plated Bake Dish with Porcelain lined inner dish, \$2.50 values, at \$1.99
1-Piece Quadruple Plated Bake Dish, Grape design, \$2 values for \$1.50
Casserole, quadruple plated, fancy open work designs with brown Guernsey ware dishes with cover, come in different shapes and sizes, half price, at only \$2.99
8-Piece Fruit Bowls, large and massive worth \$7.50, Saturday, at \$3.99
Others worth much more at remarkable prices, Saturday at \$4.99 to \$10
Sugar and Cream Set, quadruple plated and gold lined, \$4 values, at \$1.99
Candlesticks, each \$1.99; Fruit Baskets and Cake Baskets, \$4.00 values, at \$2.25
Quadruple plated Children's cups, gold lined, at \$2.00, 40c, 30c and 20c

These Wall Paper Prices Will Repaper Your House for You

Wall Paper for the bedroom, Kitchen, Hall and other patterns, 20 different designs, our regular 15c patterns, one day sale, Saturday, at, per roll \$4c
Wall Paper for the Bed room, Kitchen, Hall, Den and other patterns, some thirty different designs, our regular 25c papers, Saturday, only, choice, at, per roll \$4c
And Wall Papers in twenty-five different patterns for the Library, Dining Room, Bed Room, Kitchen, come in quilt and two-tone effects, our regular 45c papers, Saturday, a one day's sale, your choice, at, per roll \$10c
Our House Furnishing, Curtain and Rug Departments carry the finest of the world's standard goods. It would pay you to see these sections when in need.

Have a New Pair of Gloves for Easter Day--See These

French Lamb Gloves, 2-clasp, fully guaranteed and fitted. Come in all the desirable colors, at, per pair \$1.25
Our Layayette real Kid Gloves, in all the best shades and colors, fully guaranteed, at, per pair \$1.75
Lamb Gloves, 2-clasp, 98c values, Saturday, at, pair .69c
We carry a full line of Kayser Silk Gloves in all lengths and colors, pair \$1.75
New Range in Men's Easter Gloves in Cape and Mocha, in Tans and Greys, at--pair .98c to \$2.50



The Most Popular Woman in Omaha

Will be awarded the \$100.00 Paris made Hat, Saturday Evening at 7:30 p. m. in our Millinery Department. Contest closes Saturday at 6 p. m.

We ask that all contestants be present. Saturday promises to be a heavy polling day. Come and vote. Leaders to date--

Eva Lang leads by 75,595
Miss Wemberg, second, by 48,184
Stella Evers, third, by 25,606

50c Brassiere

Lace trimmed, extra value, good quality, Saturday--

29c
(Corset Section)

BENNETT'S

FREE--One Ladies' Home Journal Pattern with each copy of the new Summer Fyle Book at 20c

Saturday Night

From 7 to 10
500 Large English Semi Porcelain Berry Bowls, fancy blue decorations--each worth 50c, choice 10c

Low Shoes for Easter Wear--Fabrics and Leathers

The tendency to the use of fabrics in delicate colors as well as black is more marked than ever in Women's footwear this season. The low cut pump with high Cuban heel in the style par excellence--the color being a matter of completing the harmony of the toilette where color is preferred. In leathers, tans and black.
The newest styles of Pumps and Oxfords are shown in the Bennett's shoe section--the pumps that show skill in designing and good shoe-making, cling to the foot and show the foot to the best advantage.
The showing includes the finest in leathers and workmanship from acknowledged leaders in shoe styles, ranging from \$2.50 to \$5, and including short vamp effects--instep strap and flat bows.
\$2.50 buys our "Special Made" Women's feature this season.

Men's Easter Shoes--\$3 and \$3.50

Shoes and Oxfords at \$2.48
Saturday we will surpass all records for value giving in our Men's department. Just 600 of hand tailored, well known maker's shoes in all sizes and leathers, guaranteed \$3.00 and \$3.50 values, as long as they last Saturday. Each pair carefully fitted, at, per pair \$2.48

Young Ladies' Footwear

We have all other shoe stores backed off the boards with variety of styles and beauty in young ladies' footwear. We always fit where others fail, and our prices make such innumerable and lasting friends. We wish that Saturday you would inquire about our regular lines of \$3.00, \$3.50 and \$4.00
White Duck Oxfords, sizes 5 to 8 and 8 1/2 to 11, Saturday only, at, per pair \$1.50

Pongee Silk Removes Its Profits Saturday

National colors and black Pongee Silk, in 36 in. widths, regularly sold at \$1.00, Saturday .69c
These Pongees are queently made up in Coats, Suits and Dresses. They wash and wear beautifully too.

Easter Flowers and Their Prices

Chicago is trying to corner the Easter Lilies market this season, but we placed our order for 10,000 Plants and Blooms February 1st, and today they arrived. Never were finer Lilies grown, and our prices are lower than others.
Besides Lilies we're showing Spruce, Cinerarias, Hydrangeas and Gernialuna, together with a beautiful display of American Beauty roses, Carnations and Daffodils.
These will all wear prices far below other florists' prices. Come and see this display. It'll remind you of Southern California for its beauty and variety.

Big Sale Spring Bulbs and Plants Saturday

Hardy Phlox--4 kinds, large package 10c
Peonies, assorted variety, each 20c
Dahlias, 6 colors, each 10c
Gladioli, per dozen 20c
Tuberoses, per dozen 20c
Asparagus, per dozen 25c

You'll Relish These Candies--

Pure Food Products Underpriced
Fresh Maraschino Cherries, large size--Our regular 60c kind, special Saturday 39c
Fresh Salted Peanuts, 20c box, Saturday 10c
Bennett's Puffenza Chocolates, 60c a pound regularly, Saturday 29c

Easter Specials Drugs and Toilets

5c Fleck's Egg Dyes 4c
Bottled Perfumes, value to 25c at 10c
50c White Rose, Lily of the Valley, Crabapple, etc. 25c
50c Pompano Massage Cream 34c
25c Mennen's Colgate's, Williams' talcum 15c
25c Graves' tooth powder 15c
50c Pozzonis' Powder 34c
25c Jerques Rice powder 19c
15c Talcum, Saturday 8c
Melba Cream 50c
10c Rose nail polish 7 1/2c
5c Hand Pumice 4c
Peroxide, 4 lb. 8c
Moth balls, lb. 8c
Borax, lb. 8c

1,000 Pictures Saturday \$1 Values 20c

These are genuine Carbonettes finished in Sepia tone, mounted on brown mats with a black inset margin, size 2 1/2x2 1/2 and 1 1/2x2 1/2.
Reading from Homer:
Cupid Awake
Cupid Asleep
Maddonia
Purity
Head of Christ
Hunting Scene
Little Mother
The Protector
St. Anthony
Noon Tide
The Laughing Cavalier
A Frolic
The Angelus
The Nymphs (Carols)
The Mill
Good Shepherd
The Fishermen
The Golden Stars
Ladies Angelo
The Christening
Sir Galahad
Christ at Twelve
The Cross
The Breakfast
The Shepherdess
Evening Prayer
Good Morning
End of Day
Feasting Ships

Our Fruit and Vegetable Section Will Help You to Plan Easter Dinner

Extra Fancy Strawberries--2 boxes for \$2.50
3 Large Bunches of Radishes--for \$1.00
3 Large Bunches of Plain Lettuce--for \$1.00
Extra Fancy Florida Tomatoes--per basket, at \$2.50
New Potatoes, lb. 8c
Fancy Rhubarb, 3 pounds for \$2.50
2 Large Bunches Oyster Plant, 5c
Home Grown Green Onions, 3 bunches for \$1.00
Fancy New Cabbage, 3 lbs for \$1.00
Special Sale of Oranges.
Regular prices, 50c, 35c, 25c and 20c
Sale Prices Saturday--
at \$1.00, 75c, 50c, 25c and 15c
Genuine Early Ohio Seed Potatoes, at, per bushel \$1.50

400 Lovely Foulard Frocks

Made to Our Order by a Manufacturer Who Makes Only the Finest Dresses

All at One Price, \$14.95

The Dresses were made by a High Grade American Manufacturer, who uses only Cheney Bros' Foulards (because it's the best Foulards made). He had just enough material remaining after his season's orders were filled, for 400 dresses. Our buyer, who has just returned from his buying trip, selected from this manufacturer, six of his best this season's models and had these Foulards made into the most charming lot of dresses ever shown in Omaha. The sizes run complete from 34 to 42. The shades are navy blue, black, brown, tan, Copenhagen grounds with figures, polka dot and stripe effects. Some dresses have pretty lace yokes and collars, others are cut low around neck with yoke of plain materials to match. Some wear little touches of Bulgarian trimmings; all are made with the three-quarter Mikado sleeves. Each of these dresses were model draped to insure a perfect hanging garment; Saturday will price \$25.00 and \$30.00 dresses for \$14.95

Some of these silk patterns you will find in our Cheney Bros. silk display, priced per yard, at \$1.25

Ladies' Pure Thread Silk Hose 50c Pr.

An interesting piece of news--Market conditions are a bit upset. Today we're selling Silk Hose, the same identical quality for 50c, that last Easter, the market wouldn't allow the manufacturers to make such hose for less than 75c. See them Saturday, they come in sky, pink, tan, lavender and black shades--
Ladies' Fine Mercerized Lisle Fast Black, 35c value, 25c
Ladies' 50c Grade Lisle Hose, 35c or 3 pairs for \$1.00
We also carry a Beautiful Line of McCallum's Celebrated Silk Hose, in black and colors, at \$1.00 to \$4.50

The Crowning Feat of Bennett's Millinery Challenge Sale

Saturday all our imported French Models Your choice, unrestricted, at Half Price

Each feature of our great Millinery Challenge Sale has been an unheard of concession in millinery circles in Omaha. Never have prices been so radically reduced the last ten days of Easter shopping. Our aim has been more than realized. The values and special features has been the talking event with all Omaha women. But we do not stop now--Omaha will always be so favored, we assure you of this. Saturday we crown this great challenge sale with its finishing feat by offering you your unrestricted choice of all our Parisian made, (and shipped to us) hats at just their original price. Former prices \$30 to \$125, Saturday, at, only \$15.00 to \$62.50
100 Beautiful TRIMMED HATS--Made of fine Milan, Chip, Tegal, small, medium and large shapes trimmed stunningly with high grade materials such as imported flowers and foliage, fancy feathers together with some extra fine white Milan tailored hats. Not a hat in the lot worth less than \$15, your choice Saturday, regardless \$10

20% discount on all Willow Plumes. Bennett's is the only Omaha store that sells guaranteed Willow Plumes.
100 extra S. & H. Green Trading stamps Saturday with each hat purchase.

New Waists--Dressing Sacques for Women

We just received 50 dozen Women's Waists--all new patterns of pretty checked and striped percale--they have the three-quarter Mikado sleeve and low neck effect--They come complete in sizes, from 34 to 42, and are exceptionally well made garments, Saturday \$1.00
Women's House Dresses, made in Check and Nurses' Stripe Percale, square neck and Mikado sleeves, each \$1.00
Lawn Dressing Sacques in Percale design--either high or low neck--some have ribbon tie at waist, these are \$1.50
Saturday we place on sale--one lot of girl's dresses, 2 to 6 years--made of pretty percale, with Bloomers and Sun Bonnet to match dress, at \$2.25
This is a New Garment for the little girls, full of service and beauty.

Bennett's Pure Food Groceries at Still Lower Prices

Pride of Bennett's Flour, sack \$1.20
Bennett's Best Coffee, pound .35
Bennett's Best Coffee, 5 pounds 90c
Double Stamps on these Coffees.
66c grade Tea, assorted, pound 90c
56c grade Tea, assorted, pound 80c
Tea Siftings, pound package .12c
B. C. Baking Powder, 5 lb. can \$1.00 and 100 stamps
B. C. Extract, bottle .10c and 20 stamps
Queen of Pantry Flour, sack \$1.25 and 10 stamps
Lady Washington Bean Soup, per 20c
Bennett's Capitol Pure Maple Syrup gallon can for \$1.00
Fitted Cocoa Butter and Fruit Wafer, per pound .15c
10 bars Bennett's Bargain Soap 50c
Hulled Beans with chicken, 2 cans for \$1.00 and 20 stamps
Red Cross Milk, 3 large cans for 25c
Green Turtle Meats for Soup, Close Out Sale!
\$1.00 size, long as supply lasts 20c
50c size, as long as supply lasts 15c
Diamond Crystal Table Salt--two sacks for \$1.00 and 10 stamps
Peanut Butter, 2 jars for \$1.00 and 10 stamps
Vegetable and Flower Seeds, two packages for \$1.00
Quart of Red or Yellow Onion Sets, for \$1.00
SPECIAL SALE OF GAILLARD'S PURE OLIVE OIL
Pint can for \$1.00
Quart can for \$1.50
Half gallon can for \$1.25
Cheese, full cream, pound .30c and 10 stamps
Gold Medal Corn, 3 cans for \$1.00 and 10 stamps
5 lb. Tea Jar Rice for \$2.50
6 lb. Navy Beans for \$2.50
S. W. C. Table Syrup, quart can 10c
Snyder's Chili Sauce, bottle .25c and 20 stamps
Canned Currants, 3 pounds for 25c
B. C. Minicomet, 3 lbs. for \$1.00 and 10 stamps
DALY'S MARIANO CHERRY SAUCE
50c bottle for \$1.00
60c bottle for \$1.25
25c bottle for \$1.00
10 stamps with each pound of Butterine.

Butter and Egg Sale

BENNETT'S CAPITOL CREAMERY BUTTER--Full weight pound bricks, Friday, at \$2.50
FRESH EGGS--Direct from the farm, each egg tested, fresh, doz. 17c