

Ready this minute at Bennett's—Brand new merchandise for Summer

Bennett's has raised the standards of store service in Omaha.

It has brought to Omaha service conveniences which through thorough tests in larger eastern stores have proven successful, in saving time, in relieving irksome systems, in making shopping a delight for gentlemen.

It being the belief of our store that The Right Service, the Right Spirit, the Right Merchandise and to have it all ready the moment you want it, is the only possible way for our store to win the increasing favor and confidence of the people in this community.

Omaha deserves our kind of a store, and we promise you, all that is best in store service, store spirit, and merchandise at all times.

BENNETT'S

FREE One Ladies' Home Journal Pattern with each copy of the New Summer Style Book, at 20c

Every Day We Receive New Shipments of Pretty Wash Goods

This makes it possible if you were here yesterday or even a week ago, and could not find just the wanted material for that new dress maybe that now we may be showing a number of different patterns of it in all shades.

- Dainty bordered 40-inch Lawn, in white grounds with beautiful floral borders, at 25c
- Near Silk "Cotton Foulards," dots, stripes and floral designs in 27-inch goods, at 15c
- Cotton Voiles in plain novelty and bordered effects, at 50c, 25c and 15c
- Egyptian Tissues, a brand new lot, one hundred styles, choice, at, per yard, 25c
- Dimities, Organdies and Batistes in a charming line of floral and striped designs, at 25c, 15c and 10c
- Cotton Poplins—The new Wash Goods so much in demand, at 50c, 25c and 15c
- See the new Gingham, Percales, Galates, Lincens, colored and natural cotton and silk goods, such as wide silk, Tussah, etc., per yard 35c, 25c and 15c

Beginning Monday We Will Sell Any Ladies' Spring or Summer Suit in the House for \$25

Including All Our Stunning Tan Suits, Navy and Cream Serge Suits That Regularly Bring up to \$50.00.

Besides, One \$5.00 Messaline Silk Petticoat Free With Each Suit

A most extraordinary offer for this time of the season. Such sacrifices usually are proclaimed in June or even in July, but this season's market condition are so upset that we must reduce our stocks earlier.

Bear in mind that we include every suit, not a single garment held out, or put out of sight for further sales. All those pretty new tans, greys, navy blues, cream; serges and fancy novelty fabrics, are included in over 112 distinctively, exclusive styles, that have past New York and Paris style creators, as authentic.

We also have included all our extra sizes for stout women, making the sizes complete up to 51's.

All Suit Alterations Free During this Sale

Without question, it would be a part of wisdom to come as early as you are able—Many expert sales ladies will be here to make your trip as pleasant as possible.

Sale Begins Monday at 8 O'clock Sharp.



A Great Disposal of Fine Silks Monday

Prices Range from One-Third to Less Than Half Regular Values

Owing to the backward market conditions, manufacturers are already reducing their prices. These silks we purchased at a splendid advantage—Some over 10,000 yards to select from—Sale opens at 8 o'clock.

- Colored Pongees—27 inches wide, regular \$1.50 values; Monday, per yard, at 69c
- Colored Messalines—In all new shades, 36 inches wide, \$1.25 silk, per yard, at 98c
- Black Taffeta, Peau de Soie and Peau de Cygne—All guaranteed \$1.25 values, per yard 98c
- Foulards—A most bewildering assortment of pretty shades, 75c quality, per yard, at 49c
- Checked Louisines—Pretty for waists and dresses, guaranteed 85c goods, per yard, at 59c
- Natural Pongee and Black—In a fine heavy quality, 27-inch widths, 85c silks, per yard, at 69c

What a Splendid Opportunity for Girls of the Graduation Classes

Who Need Linens and White Goods for Their Gowns

- 72-inch All Linen Sheeting—All fine round thread finish, our best \$1.25 quality; for Monday, very special, per yard, at 89c
- 27-inch Embroidered Batiste—All nice, new patterns, goods that demands 50c a yard; Monday, a big special, per yard, at 25c
- 36-inch Long Cloths—Good quality, our best 12 1/2c goods, comes in bolt of 12 yards; Monday, per bolt, at \$1.29
- 27-inch Sheer White Goods—In all the newest patterns and weaves, worth 35c a yard regularly; Monday, choice, per yard, at 19c
- 2x2 1/2 Pattern Cloths—All round patterns, extra fine quality, \$4.00 and \$4.50 values, reduced for one day only, each, at \$2.98

Bedding for Summer Needs

- 72x84 Summer Comforters, nice light weight, needed on cool nights to complete one's comfort, are filled with pure white cotton, Monday, a remarkable opportunity, at each \$2.79
- 72x90 Bed Sheets, our best quality at 79c, made of extra fine sheeting, Monday, a big special, each \$1.49
- 45x36 Pillow Cases, extra heavy grade, 15c ones for \$1.00
- 84x Bleached Flannel Sheet, nothing more durable, Monday (with 10-yard limit) special, at, per yard, \$2.49

Holding Monday the Complete Display of Porch Furniture, Swings and Related Things

There are two kinds of people—people who enjoy summer and people who endure it.

On our Third Floor a large section is given over entirely to things which make summer a joy for everybody—young, old and in-between.

Monday this section is a-bloom for its first time this year—complete in Summer Furnishing—and here are a few of the things which it offers you. Things dedicated to the proposition that summer was made for the people—and not people for the summer.



- PORCH FURNITURE THAT IS COOL**
All made to battle with all kinds of weather—put together with screws and bolts that are hidden, instead of glued. Some are fitted with casters.
- SOLID OAK PIECES WEATHER FINISHED**
Chair \$3.00
Rocker \$3.25
Settee \$3.75
- SOLID OAK PIECES NATURAL FINISH**
Chair \$4.25
Rocker \$5.00
Settee \$5.75
- SOLID OAK PIECES MYRTLE GREEN FINISH**
Chair \$4.00
Rocker \$5.00
Settee \$5.75
- RAMBOO SUN SHADES—FOR THE PORCH**
In natural colors, complete with pulleys.
Size 4x669c
Size 6x81.39
Size 8x81.79
- CREX GRASS RUGS—FOR THE PORCH**
These come in such shades as green, blue and red—striped or plain centers.
Size 6x91.50
- Size 8x113.50
Size 9x123.50
- WOODWED PORCH SUN SHADES**
In green, complete with pulleys.
Size 6x84.50
Size 8x86.50
- SWING SETTEES HUNG BY CHAINS**
from the porch ceiling. These also are put together by screws and bolts.
4-ft. Weather Oaks \$3.48
4-ft. Weather Oaks with arms4.25
4-ft. Myrtle Green Oaks, with arms5.00

Then there are Porch Tables, Lawn Swings, Cane Chairs and Settees, Rattan Furniture and in fact every kind of summer conveniences are here shown—and the prices are of all kinds of sizes.

- ### 40c Lawn Rakes for 22c—THESE SPECIALS ARE REMARKABLE
- 2-Burner Gas, Hot Plate, classic style, guaranteed, at \$1.49
 - Guaranteed Garden Hose, seamless, complete with coupling and nozzle, per 50-foot length, Monday, at97c
 - Brass Lawn Sprays, Monday, at45c
 - 25c Ice Shavers, so Monday, at1.00
 - White Lead in steel kegs, guaranteed in every way, at, per lb.,7c
 - 12-inch fine Lawn Mowers, Monday, at2.40 to \$10
 - Grass Hooks, steel,25c
 - Furniture Polish, per can,1.00
 - Carpet Cleaners, per can,1.00
 - Furniture Polish, per bottle,1.00
 - Mrs. Potts' Sad Iron Handles,7c

Dorothy Dodd

\$3.50 to \$5.00

Not a single "Dorothy Dodd" shoe leaves the factory until scrutinized by a battalion of eyes. No detail too trivial to escape notice. A flaw an impossibility.

Why buy other makes you're not sure of when the trade-mark "Dorothy Dodd" is an absolute guarantee of quality. You pay no more for this additional security.

The Bennett Company

Three Big Millinery Specials of Unusual Interest Go on Sale Monday

- Monday Morning From 8 to 1 P. M. Only—250 Guaranteed Willow Plumes, in black, white and all shades; 18 inches long and from 18 to 20 inches wide; very heavy, fine quality. Monday morning at less than half, \$8.98**
- FROM 8 TILL 1 P. M. 100 IMPORTED TRIMMED HATS.**
- 250 guaranteed Willow Plumes, extra good quality, 16 inches long, and from 14 to 16 inches wide, also in black, white and all colors, and for less than half price, choice at \$5.98
- Remember we guarantee every statement in our advertising and that we are the only Omaha store that guarantees Willow Plumes. We agree to refund your money if not perfectly satisfied with every purchase.

In Our Big China Section Brass Ware at a Nice Savings

- Ten-inch Brush Brass Jardiniers, velvet or satin finish, \$2.98
- Eight-inch Hammered Brass Jardiniers, ball feet, \$3.00 values, for \$1.98
- Ten-inch Hammered Brass Jardiniers, ball feet, \$5.00 values, for \$3.50
- Six-inch Brush Brass Fern Dishes, ball feet, \$1.50 values, for 89c
- One lot of Fern Dishes of all kinds, with lining, worth \$1.50, Monday, 75c
- \$5.00 Brush Brass Umbrella Jars, \$2.98
- Engraved Brass Flower Baskets, very special at \$1.25
- One big group of Brass Trays, Candle Sticks, C & B, Hair and Powder Boxes, special Monday at 33 1/2% OFF

- ### Bennett's Grocery Specials
- Pride of Bennett's Flour, per sack, \$1.20
 - Bennett's Breakfast Coffee, 2-lb. can, for 60c
 - Teas assorted, per pound, 50c
 - Tea Siftings, pound, 15c
 - And 40 Stamps.
 - 10 bars Beat-Em-All Soap, 25c
 - Double Stamps on Granulated Sugar, 15c
 - Beauty Green Asparagus, 20c can, for 15c
 - Snider's Salad Dressing, per bottle, 20c
 - And 10 Stamps.
 - Snider's Pork and Beans, large can, 20c
 - Snider's Pork and Beans, medium size can, 15c
 - And 15 Stamps.
 - Snider's Chili Sauce, per can, 25c
 - And 10 Stamps.
 - Burnham's Tarpon Bay Clams, 2 cans for 15c
 - Bennett's Capitol Baking Powder, 1/2 lb. can, 15c
 - And 15 Stamps.
 - Trojan Crackers, per can, 25c
 - Candied Lemon and Orange, per pound, 35c
 - Bennett's Capitol Pure Maple Syrup, qt. can 35c
 - Sweetheart's Toilet Soap, 5 cakes for 25c
- Combination Specials for Monday and Tuesday**
- 15 pounds Granulated Sugar, 50
 - 3 large cans Columbian Milk, 25
 - 1 pound package Bennett's Capitol Coffee, 20
 - for 30
 - 1 bottle Galliard's Pure Olive Oil, 25
 - 1 pound can Bennett's Toilet Soap, 25
 - Powder for, 24
 - Total \$1.84
 - Special price for \$1.50

MILLINERS CATCH THE IDEA

Discover What Women Like in Hats and Supply the Goods.

MEDIUM SIZES ARE IN FAVOR

Supremacy of the Picture Hat for Formal Functions—The Summer Lid and the Decorations.

Now that the great millinery festival of Easter is a thing of the past until another year rolls around, there is more assurance in New York millinery circles. The trade has learned to a certain extent what the women want, and it looks very much as though they wanted the medium rather than the extremely large or extremely small chapeau for ordinary wear, while for evening and formal functions the supremacy of the picture hat is unquestioned. It is a hard fight that the flower trade is making against other trimmings which threaten to oust their product from popular favor for the helmet and the banded sailor and the many ribbon-trimmed hats, to say nothing of the more elaborate feather-trimmed concoctions, all have devotees whose name is legion. There is still time for the flower-decked hat, for from a climatic standpoint summer is as far distant apparently as it was months ago, and even one's winter hats do not seem unreasonable, for with the middle of April past many women have not discarded their furs.

quantities, for when they are used to trim, a hat must be all but buried under them to be really chic, but the tailor-made hat has decided that a flower-trimmed hat is not appropriate with an abbreviated bobble, and so she reserves it for dressier occasions and pins her faith to a more simply decorated affair of moderate proportions and rather scant trimming.

also may also be mentioned as good, but roses lead, as usual, all varieties having their uses.

particularly in combination with black. A change has been rung in the still popular black and white combination by using oyster white, which is slightly off the white, and while to the initiated it appears smart enough to those who are not "in the know" it comes dangerously near looking soiled.

conservatively trimmed, while daughter would wear a wide flange effect, taking four times the amount of braid or other material, and elaborately trimmed, but she would be astonished if she were asked four times the price.

question of suitable dress for men when high temperatures are intensified by high humidity is as far from a sane solution as at any time within a century. Before long the average man will awake to a realistic sense of the fact that however ample his wardrobe he has nothing to wear which in any respect is suited to his meteorologic environment.

innovation would mean to mankind in the north temperate zone could scarcely be exaggerated. The two-piece suit would consist of shirt and trousers, united by a belt or sash as fancy might dictate. It could be perfect in cut and fit, facilities in creasing, agreeable in color and so obviously comfortable as to command the approval of the most fastidious. Incidentally, it would have the advantage of being strictly practical, and when a drop in the temperature demanded it might be worn with such suit would depend upon the condition of the sensory nerves of the wearer. The only reason the average man does not provide such an outfit in anticipation of what he knows is imminent is that in such matters he is pigeon-livered and lacks gall. His mother, his wife or his sister should take him in hand and inspire him with the courage to be comfortable.—James C. Bayles in New York Independent.