

VOL. XLI-NO. 42.

OMAHA, SUNDAY MORNING, APRIL 7, 1912.

SINGLE COPY FIVE CENTS

The Bennett Company Where Styles Are Newest The Bennett Company Where Quality Is Best The Bennett Company S. & H. Stamps Given Here The Bennett Company

To Day's Fashion Parade Strongly Emphasizes The Apparel Leadership Of The Bennett Store

After-Easter Millinery Sale Monday

Naturally our great Easter business left us with many broken lines and odd lots of the finest millinery ever shown in the entire Middle West. It is necessary for us to clear them out and because there may only be one left of a certain price range we have grouped them into different lots and marked them at a discount from their first prices like this:

- Half price for Every Imported Trimmed Hat in the Store.
- 33 1-3 Per Cent Discount on Every Flower Trimmed Hat in the Store.
- 25 Per Cent Discount on Every Ostrich Trimmed Hat in the Store.
- 20 Per Cent Discount on Every Parasol Trimmed Hat in the Store.
- 15 Per Cent Discount on Every Aigrette Trimmed Hat in the Store.
- 20 Per Cent Discount on Every Tailored Trimmed Hat in the Store.

At \$6.98 Monday Morning Only, from 8:00 a. m., to 1:00 p. m.—We will offer fine guaranteed willow plumes, full 21 inches long and 20 inches wide, in black and colors, worth \$15.00, for only \$6.98. Also fine bird of paradise in the natural color only, worth \$12.98 each, for \$6.98.

Remember these very important points when trading in any Millinery store—Bennett's is the only store in Omaha that guarantees willow plumes; Bennett's absolutely guarantee satisfaction with every purchase or cheerfully return the money paid; Bennett's mark everything in plain figures and there is only one price to a small deposit will hold any of the above Monday bargains for future delivery.



Dresses - Suits - Coats

Hundreds of Styles Make Up the Various Assortments—Each One a Fashion Masterpiece and a Work of Art Tailoring. The Values Are a Distinct Triumph in Merchandising.

In directing your attention to our complete assortments of late spring and summer wearing apparel, we do so secure in the knowledge that the exhibit is one that has never been equaled in this store and one which will make for us many new friends. In assembling the various lines our every endeavor has been directed towards one result—general excellence in all essentials such as style, quality, tailoring and value. Each fashion is a faultless reproduction or modification of some foreign or American model of note and our prices, in every instance, mean a saving to the purchaser of some worth-while amount.

From the least priced garment in the store to the highest priced model in each collection, you get the utmost in style and value possible for the money.

Whether you are looking for a simple plain tailored suit, perfect in fit, style and finish, or one with a dash of trimming, or still more fancy; a dress for street wear or an elaborate gown for social functions—it matters not what we can please you not only with one model, but with several.

The fabric range covers every staple weave and the popular fabrics brought out especially for the season. There are all the wanted new colorings and the shades that never go out of style. There are garments to suit all types of women and to become every occasion—a particular feature of the suit and coat stock being the extraordinary range of styles we have provided for very large women; up to 53 bust measure. Here's an idea of the pricing:

- Suits, \$12.50 to \$59.50.
- Coats, \$10.95 to \$35.00.
- Dresses, \$7.50 to \$50.00.
- Lingerie and Tailored Waists at \$1 to \$15.
- Silk, Net and Chiffon Waists at \$3.95 to \$25.00.



Daylight Silk Store

First, you will be able to see exactly what you are getting. You won't have to take the goods out to the sidewalk to be able to match the shades correctly. You will be able to detect every trifle which is absent when you choose silks by artificial light.

In our DAYLIGHT SILK STORE you will find that you can save considerable money on every yard of silk you buy. The same things will apply to the wool fabrics and wash goods sections. Here are a few samples of the pricing:

For smart afternoon, street, dinner or evening gowns you will likely choose from the new bordered foulards, in Bulgarian, Arabian, ombre, flax, Venetian and chiny lace border effects on grounds of every wanted shade. Widths range from 48 to 54 inches and prices from \$1.50 to \$2.50 the yard.

Forgoes with pretty floral borders will be in high favor for summer's silk gowns. Full 48 inches wide and only \$2 per yd.

Silk poplins that are unexcelled for wear and which are possessed of fine draping qualities—do not wrinkle or wrinkle—\$1.50 for the 42-inch width.

Our spring display of dress goods is notable for what it does NOT contain—that is, the undesirable weaves, the poor colorings that nobody wants, and which are poor investments at any price. Only best qualities and choicest colorings allowed in this store.

First on the list is the new whipcords for their beauty and durability is unrivalled in all wool fabrics. They come in the best shades of tan and gray and handsome two-toned effects. Full 54 inches wide, \$1.75 and \$2.00 the yard.

Reversible double-faced cloakings for long coats, that will be in great demand for even-mer season on account of the sheer costumes which will be worn, come in tan with rose back, gray with tan back, and tan with violet back, \$2.50 the yard. Full 54 inches wide.

Complete lines of plain cream serges in both wide and narrow waist weaves, and cream serges with neat hair line and pencil stripes; \$3c to \$2.00 the yard, according to the widths and qualities.



If You Want to Be in Style

see the Pictorial Review Spring Fashion Book. If you select your dresses from it, you do not run the risk of having them out of date as soon as they are made. Pictorial Review fashions are always the latest—in fact, they are sixty to ninety days in advance of all other patterns. There are two other reasons why

Pictorial Review Patterns are superior to all others

In each pattern is a patented Cutting Guide. This shows how to lay out the pattern as scientifically and economically as an expert cutter could do. You cannot make mistakes or waste an inch of your material. With each Pictorial Review pattern is also a patented Construction Guide, showing how to produce a perfectly fitting garment with absolute certainty. There can be no home-made look about a garment made from Pictorial Review patterns; it looks right, fits right and stays right.

Naturally, there is great economy in using Pictorial Review patterns. Other patterns allow an extra half yard or so of material to compensate for possible mistakes, but you always pay for this extra material. Pictorial Review patterns save your goods. These two Guides, both FREE, are given only with Pictorial Review patterns.

Come to our pattern department and look at the new draped skirt styles, which will be the rage this spring, in the **Spring Fashion Book**. See this splendid publication before you decide about your Spring and Summer dresses and get a copy of the latest Fashion Book—it's waiting for you!

The Perfect Dress in the Easter Parade Is Because the Wearers Chose

Madame Grace Corsets

Carefully dressed women demand first of all good corsets of perfect fit and modish design.

Madame Grace Corsets fulfill these demands and offer additional advantages to the wearer.

They are designed with the greatest care by skilled artists, the materials that go into their construction is of the very finest quality.

The workmanship of these clever models along with their beautiful trimmings make these corsets far superior to other corsets costing two or three times as much.

Madame Grace Corsets at \$3, \$3.50, \$4, \$5, \$7.50 up to \$25.

We have made our Corset Section a Mecca for women who care for their figure. We have the service—the right service, and we are fitting women daily who tell us they have never before had the needed touch in the adapting and putting on of their corsets. WE FIT ALL CORSETS COSTING \$3.00 OR MORE.



GROCERIES

A Special Offer of Bennett's "Capitol" Goods for Monday Only

It is made for the sole purpose of getting more people acquainted with the goodness of the products prepared under our personal supervision or direction.

- 1 lb. Bennett's Capitol coffee, 20c
- 2 lbs. Bennett's Capitol cocoa, 19c
- 2 lbs. Bennett's Capitol pancake flour, 19c
- 1 bottle Bennett's Capitol extract, 18c
- 1 lb. Bennett's Capitol baking powder, 24c

Monday's total price 90c. With each one of these combinations we will give ABSOLUTELY FREE your choice of a silver plated meat fork, a berry spoon or a child's set of guaranteed quality.

Double stamps on granulated sugar. Assorted teas and 50 stamps, 10c. Tea sittings and 40 stamps, 10c. 24-lb. sack "Queen of the Pantry" pantry flour and 40 stamps, \$1.50. Squires' elite sauce and 19 stamps, 10c. 2-lb. roll premium butterine, 40c. Flower and vegetable seeds, 24c-45c.

Fruits and Vegetables
3 lb. Bennett's fancy large rhubarb, 10c
New solid cabbages, 10c
Fancy ripe tomatoes, 10c
3 large heads plain lettuce, 10c
Redlands' oranges—the best grown anywhere, per dozen, 15c, 20c, 25c, 30c and 35c
Special prices on Early Ohio and Early Rose SEED POTATOES will be quoted on application.
Monday Meat Bargains
Steer Pot Roast, 10c, 8 1/2c
Boiling Beef, 4 lbs., 25c
Corned Beef, 3 lbs., 25c
Hamburger, 3 lbs., 25c

A Sale of Fine Curtains

Various Styles, Kinds and Qualities Are Far Underpriced for a Rousing Monday's Sale

- Nottingham lace curtains, full three yards long and 60 in. wide, that have sold up to \$1.75 the pair, Monday, while they last, 75c
- Genuine imported, hand made chiny lace curtains, mounted on fine French cable net, formerly priced \$2.75 the pair, Monday, \$1.59
- Cable net curtains, of either white or Arabian color; values up to \$4.75 the pair, Monday, \$3.50
- Serim curtains, showing a pretty stenciled border and a figured center; values up to \$2.50 the pair, Monday, \$1.35
- Brussels net curtains, full 60 inches wide and 3 and 3 1/2 yards long; excellent curtains for parlor use; formerly priced at \$7.50 the pair, Monday, \$3.98
- Imported La Salle curtains, in Arabian color only; values up to \$9.00 the pair, Monday, \$4.25
- Bungalow sets in white and Arabian color, full 45 inches wide, excellent values at, the yard, 25c
- Washable Colonial serims with stenciled borders on white, cream and Arabian grounds; borders come in the best shades of blue, brown, red and green; full 42 inches the yard, 25c
- Bungalow sets in flax woven patterns, choice of white and Arabian, full 45 inches wide, the yard, 35c
- Sun-fast madras in blue, green, old rose and brown colors; suitable for over-drapes, summer portieres and bungalow window hangings; the yard, \$1.75 and down to, 75c

There is a large display of matting shirt waist boxes and moth-proof red cedar chests in our Harney street windows. Many more styles can be found in the furniture department at prices beginning with \$2.98.

Wall Paper Bargains for Monday Only

- Parlor papers in varnish, gilt, hammered brass and two-toned effects, regularly 35c per roll—Monday, 12c
 - Bed room papers in floral, plain, satin striped and chamberly effects; regularly 12c the roll, Monday only, 7c
 - Dining room papers in fruit and two-toned designs, regularly 25c per roll, special for Monday, 12c
 - Plain ingrain papers, full 30 inches wide, come in all colors, Monday, while they last, per roll, only, 10c
 - Out meal papers in both plain and figured designs, choice of all colors, 15c values, Monday, the roll, 22c
- Also a large line of plain ingrain and oat meal papers for lower and two-toned work at special prices Monday only.

Dorothy Dodd

SHOES

\$3.50 to \$5.00

The Eternal Question
The eternal question with women—what's going to be the correct style this season in dress, is always a problem. In footwear no such dilemma, as "Dorothy Dodd" shoes are always a safe fashion guide to go by.

Why not entrust yourself to this authentic style leadership? We anticipated "what's what" six months ago and you may safely follow the smart models as correct to the minutest detail. Why not see them today?

The Bennett Company

JAP-A-LAC

For Floors, Furniture, and All Interior Woodwork.

The Quality of JAP-A-LAC is known. There is no better finishing material made. It renews everything from cellar to garret, and it not only makes old things new, but it keeps new things from getting old. JAP-A-LAC is so easy to apply that any amateur can get beautiful results with it—and JAP-A-LACING is a Joy Job. There's nothing in the world like JAP-A-LAC to renew the youth and beauty of old woodwork, furniture, floors and a thousand and one other articles of household use. Here is your opportunity to buy the famous JAP-A-LAC at

REDUCED PRICES

- Half gallons, formerly \$1.65, now \$1.55
- Quarts, formerly 90c, now 80c
- Pints, formerly 50c, now 45c
- Half Pints, formerly 30c, now 25c
- Quarter Pints, formerly 20c, now 15c

Paint Department, Basement.