

The Bennett Company Where Styles Are Newest The Bennett Company Where Quality Is Best The Bennett Company Where Prices Are Lowest The Bennett Company

In Some Stores Quality Is a Talking Point. In This Store Quality Is a Merchandising Asset. Quality Is the Foundation of this Business; Fair Pricing the Magnet that Builds It

Saturday's Demonstration of Smart, Yet Inexpensive, Spring and Summer Suits and Dresses

will be one of the best illustrations of the wonderful opportunities this store affords the woman who would dress well and becomingly and must do so on a reasonable outlay. The newest models, most fashionable materials and colorings shown in this demonstration.

TAILORED SUITS at \$12.50

\$24.75, \$19.50 and

These three prices represent three extra special values we feature in Saturday's selling. Thoroughly distinctive models with those smart touches that appeal to the fastidious woman. Many are handsomely trimmed and dressy enough for any occasion; others are plain tailored along graceful, correct lines.

Every wanted material is shown—English whipcords; swaggy mannish mixtures; narrow and wide wale serges, stripes, checks and imported novelties. Sizes for misses, the woman of average size and the very large woman.

Junior suits in novelty and Norfolk styles, \$12.50 to \$14.85.

Fine Coats, \$10

Stunning styles so accurately proportioned and finely made, chances are you can put one on and wear it home with you without any alterations whatsoever. Novelty and plain models in every material and coloring in vogue. All sizes; including extra sizes up to 52-inch bust in some models.

Junior coats of plain cloths and fancy mixtures; a wide variety of becoming girlish styles; sizes 12, 17 and 19; \$7.95 and up to \$14.95.

100 foulard and serge dresses in a wide range of the new spring models—a special number marked for Saturday's selling only, at \$5.95.

Sample Line of Dresses, 1/3 Off Values from \$20.00 to \$35.00

Snappy novelty and plain tailored styles of finest quality, light weight, wool serge. Since there is only one of a kind in the assortment it is impossible to give you an idea of their beauty in a printed page—you must come and see them for yourself. And, come early that you may have best choosing if you care to invest. \$20.00 to \$35.00 values at a third less than actual worth.

Tailored Waists 49c

One lot of tailored waists of good quality percales in various patterns, soiled or mended from display, Saturday, or while they last, 49c for your choice.

Lingerie Waists 93c

One lot of lingerie waists, a fine lot of waists that formerly sold up to \$1.50 each, priced for Saturday, or while they last, at 93c for your choice.

Combination Suits \$3.79

At this price you have your choice of either corset cover and drawers or corset cover and skirt combined—made from finest lingerie materials and elegantly trimmed with beautiful laces and embroideries. Also, the muslin underwear at the other prices quoted in this advertisement is to be had in a variety of styles and trimming schemes.

One lot of combination suits of either corset covers and drawers or skirts, worth \$3.99 and \$3.75, at \$2.29.

One lot of combination suits of either corset covers and drawers or skirts, worth \$2.75 the suit, \$1.99.



The above is a picture of the new "Double Service" House Dresses, which will give you a fair idea of what they are.

We think they are the most practical and useful house dresses ever designed for they can be put to many different uses and cost but little more than the average house dress of a like quality. Some of the important features are—

- No buttons, hooks or eyes. -Two reversible fronts. -Easy to launder. -Easy to put on and off. -Can be made into four different styles.

They are made of best quality Sea Island percales and are characterized by very superior workmanship. Striped and figured patterns in both light and dark colorings. The price is \$1.50 for all sizes. One lot of low-necked house dresses of striped percales, in all colors, worth \$1.25 each, Saturday only \$2.

\$1 Union Suits, 75c

Extra fine \$1.00 union suits in low neck and umbrella style, trimmed with torchon laces; no sleeves; the right weight for between-season wear; Saturday, 75c.

Women's one-by-one ribbed union suits in every desired style, for spring and summer wear, the most reputable manufacturers \$1.90 the garment. This garment cannot be duplicated in quality at the price elsewhere in Omaha.

Children's fine ribbed union suits at 25c. Low necks, no sleeves, tight-fitting knees.

Women's silk hose with double tops and soles, three pairs for \$1.00.

A big line of women's sample hosiery, in black and colors, is marked to close out, at 21c the pair.

Boys' and misses' fine and medium ribbed hose, 20c the pair, Saturday, 12 1/2c.

Women's two-clasp silk gloves in all of the wanted shades, and black and white; the famous Kayser make, 50c, 75c and \$1.00 the pair.

Kayser's 16-button length silk gloves in all colors and sizes, \$1.00 and \$1.50 the pair.

Roses Worth \$1.00 and the dozen, Saturday, 39c

Carnations, worth 50c and 75c a dozen, Saturday only, 29c. Also special prices on Ferns, Geraniums and Hyacinths.

Trimmed Hats at 20% to 50% Off--Saturday, the Last Day

Saturday sees the last of our Great After-Easter Sale of Trimmed Millinery—everything goes. Imported dress hats marked at the price of a plain street hat; ostrich, bird of paradise, aigrette and beautiful flower trimmed hats at prices that would be remarkable in an end-of-the-season sale; tailored and street hats at very small sums, indeed—20 to 50 per cent less than regular for anything you choose.

The entire millinery department overflows with hats that elicit volumes of praiseful comment—the hats you get in this sale.

In this magnificent value-giving event you will find the most elaborate profusion of the newest shapes, trimmings, color-harmonies and exclusive models that show fascinating diversity of brilliant style inventions, ever in the entire Middle West.



Children's New Percale 98c Dresses, Saturday Sale

This sale is the result of a fortunate buy of some girls' dresses that were originally made to sell for \$1.50 each—all new spring styles. Extra quality percales, in many patterns and colorings, to fit girls from six to fourteen years of age.

Styles are suitable for school wear as well as for the summer vacation. Undoubtedly, many wise mothers will purchase several while they are only 98c.

Girls' Coats—Ages 8 to 14 Serges and mixtures, in browns, tans, greys and blues. Most of them have fancy trimmed large collars. \$2.75 and up to \$4.95.

Girls' Coats—Ages 2 to 8 Exceptionally pretty styles of plain blue and tan fabrics and fancy mixtures; finished with contrasting collar and cuffs. Prices range from \$2.50 up to \$5.00 each.

Children's White Coats White serge coats, beautifully trimmed to become little ones from 2 to 6 years of age. Our prices are \$2.75 and \$2.75, but expert shoppers tell us they have seen coats selling other places at \$4.00 to \$5.00 no finer in appearance or finish.



Roller Skates

100 pairs of boys' and girls' ball bearing roller skates that regularly sell at \$2.50 the pair, Saturday only, \$1.75.

200 pairs of boys' and girls' roller skates, purchased at a concession and offered as a leader for Saturday only, at \$1.45. G. H. & Y. with heavy rubber tires and extra long handle, \$1.75 values, Saturday, \$1.19.

Kodak Albums

1175 interchangeable leaf albums with genuine walrus seal grain covers, Saturday, \$1.50.

\$1.00 interchangeable leaf albums with black cloth covers, 75c.

65c, 8 1/2 inch leather album at \$1.00.

45c, 5 1/2 x 3 1/2 inch black cloth album, with 16 leaves, 15c. Seven 5c tubes of Metal-Quinol developer, Saturday only, 45c.

Let us do your developing and finishing. Complete lines of Eastman Kodak and supplies always on hand.

Good Fortune Brings Women \$2.50 Long Hip Corsets for \$1.69

The picture at the left of this section illustrates one of the corsets in this big sale and such good news should interest every woman in Omaha to the extent of at least one pair.

The entire lot of 750 pairs was purchased at a great price concession, as the reduction shows. All are new, clean, fresh goods and perfect in every way. The newest styles are greatly featured in the pictured model, as well as many other characteristics that have built for it a wide popularity this season.

We believe this to be one of the greatest values in a high grade corset ever offered in the length and breadth of Nebraska.

For This Sale Only \$1.69 or While They Last

They're Regular \$2.50 Values

Assortment consists of styles in long hip, medium low bust models of fine quality batiste and coutil, with dainty trimmings of ribbon and fine laces, large ribbon bows and draw strings. Each corset is supplied with three pairs of excellent hose supporters, at front and sides.

Actual \$2.50 values, priced for this sale only, \$1.69.



Most of You Men Have Your Own Ideas of the Clothes You Want

You know the style you wish to wear. The question is "Where can I be satisfied?" Here you will find two and three-button sack coats; coats with the short soft roll front; some that hang loose to the figure, fitting where the fit is hardest to obtain; some that hug the form closely.

There are all of the fabrics that add a quiet grace and dignity to the wearer; weaves and colorings that please the tastes of those inclined to the extreme of fashion—prices beginning at \$12.50 and ranging up to \$35.00.

"National Student" Clothes for Young Men

They are tailored by men who make a specialty of young men's clothes and who have attained a wide reputation for producing the best clothes for young men—best in style, fabric and finish. Chosen from the sturdy blue serges and novelty fabrics new to the season, \$7.50 and up to \$15.00.

How About Extra Trousers? \$1.95 to \$4.00 buys an excellent pair of men's or young men's extra trousers. Novelty mixtures, casimers and the staple worsteds in the assortment.

Raincoats, such as gabardines, English alpaca, cravenettes and rubber coats are a specialty with us. They are variously priced as the quality warrants.

If You Would Like to Save on a Boy's Suit

Investigate the splendid two-pants suits we are offering at \$5.00. Parents who have shopped all around the town have come to us with the statement that our boys' two-pants suits at \$5.00 save them from \$1.00 to \$2.50.

Double-breasted suits at \$3.75 to \$6. Norfolk suits at \$3.00 to \$6.00.

Russian and sailor blouse suits, \$2.50 to \$6. Boys' top coats at \$2.50 to \$6.00.

Elegant wash suits, \$1.00 to \$3.50. One lot of about 150 boys' summer suits that are worth up to \$3.50 will be closed out Saturday at \$1.95.

Children's cloth spring hats worth up to \$1.50 each, odds and ends to close out Saturday at 40c "Little Tudor" rompers, 50c the garment.

Also complete lines of boys' felt, cloth and straw hats; Puritan blouses and waists, pajamas, Indian and cowboy play suits, and other furnishings at the same fair prices you have always found in this store.

Men's Shirts That Fit

The fit of a shirt generally depends on the store that provides them for you. At this store shirts that fit cost no more than the common kind. We insist that all the men's shirts that come into this store be liberally cut through the shoulders, accurately proportioned for the body, with plenty of sleeve length, and buttons put on to stay. The new arrivals of this week are especially pleasing in pattern and coloring and they will cost you but \$1.99 and \$1.50 as you choose. Every one noted for its perfect-fitting qualities.

Men's blue Amoskeag shirts with soft collars; sizes 14 to 17 1/2, specially priced Saturday's selling, 40c. Soft shirts with military collars and French cuffs, in solid colors and neat pin stripes, extra value at \$1.50. Strictly high grade leather belts in black and the wanted shades of tan and grey, 50c and 75c.

Four-inch wide in solid colors and all of the newest bar effects, 25c, 35c and 50c.

"Riteside" union suits of finest combed mako and lisle thread, perfect fitting and warranted to give entire satisfaction, \$1.50 and \$1.50 the suit.

Men's fine Sea Island cotton union suits that regularly sell at 75c the suit, priced as a leader for Saturday only, 50c.

Men's and young men's hats in the newest blocks, in both rough and plain effects, exceptional value at \$2.99 and \$2.50.

New spring and summer caps for men and young men; every wanted shape, material and pattern. In the assortment, 50c, 75c and \$1.00.

\$4.98 Buys a Watch Worth \$10 to \$12, Saturday

A special purchase of styles for both men and women—every movement being fully guaranteed and the cases warranted for ten years by the Illinois and Philadelphia Watch Case Companies. There has never been such a bargaining of guaranteed watches as this in all the merchandising history of Omaha.

All Fancy Clocks at Half Price

Also a Sale of Alarm Clocks

Jump alarm clocks, regularly 75c, Saturday, 35c. Auto alarm clocks, regularly \$1.00, Saturday, 75c. Tattoo intermittent alarm clocks, \$1.50 value, \$1.15.



Silk Boot Hose, 50c

Looks and wear go together in this beautiful silk boot hosiery at 50c the pair. Comes in black and colors and has lisle tops and soles which insure satisfactory service.

Women's silk hose with double tops and soles, three pairs for \$1.00.

A big line of women's sample hosiery, in black and colors, is marked to close out, at 21c the pair.

Boys' and misses' fine and medium ribbed hose, 20c the pair, Saturday, 12 1/2c.

Women's washable doekskin gloves with one large pearl button for fastening; very dressy and specially desirable for spring and summer wear; \$1.00 the pair.

Women's 16-button length washable doekskin gloves; unexcelled for service; \$3 the pair.



Dorothy Dodd SHOES \$3.50 to \$5.00

For these "Dorothy Dodd" Shoes have been subjected to the inspection of exacting purchasers who have never yet found them wanting. That's why each season they unfailingly please the most particular, and that's why we have absolute confidence they will satisfy you.

The Bennett Company

Candies for Less Saturday

50c Fluffeta chocolates, Saturday, 29c the lb. 40c chocolate peanut blocks, Saturday, 25c the lb. Dixie molasses candy, 10c quart.

This Store Closes Every Saturday Evening at 9 O'Clock

GROCERIES

FOR YOUR SUNDAY DINNER. Bennett's Capitol flour, special offer of a sack at \$1.25. Bennett's Best coffee and 20 stamps, 35c. 2 pounds Bennett's Best coffee and 60 stamps, \$1.00.

17 Pounds Granulated Sugar for \$1.00

Bismark strawberry or raspberry jam and 10 stamps, 35c. 6 cakes Electric Spark soap and 10 stamps, 25c. 2 bags Tomato soup flakes, 10 stamps, 25c.

FRUITS AND VEGETABLES

2 boxes fancy strawberries, 25c. 3 bunches home-grown spring onions, 3c. Fancy young beets and carrots, bunch 3c. 3 large heads plain lettuce, 10c. 4 fancy rhubarb, 25c. Large juicy lemons, dozen, 20c. Those famous Redlands oranges, shipped direct to us from Redlands, Cal.; none better grown anywhere—per dozen, 15c, 20c, 25c, 30c and 35c. Special prices on Red Rose, Early Ohio and Early Rose SEED POTATOES quoted on application.

MEATS

PORK SHOULDERS, 9 1/2c. PORK BUTTS, 12 1/2c. POT ROAST, 10c, 8c. PORK CHOPS, 15c. VEAL ROAST, 12 1/2c, 10c. HAMBURGER, 3 lbs. for 25c. COUNTRY SAUSAGE, 3 lbs. for 25c. CORNED BEEF, 3 lbs., 25c. 9-lb. pkg. LEAF LARD \$1.00. MORRELL HAMS, 18 1/2c. MORRELL SHOULDERS, 12 1/2c. BACON, 18 1/2c, 16 1/2c, 14 1/2c. From 7 to 9 P. M. Only. PORK CHOPS, 12 1/2c.