

VOL. XLI-NO. 43.

OMAHA, SUNDAY MORNING, APRIL 14, 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*
By Sheer Strength of Merchandise This Store Grows and Maintains Its Prestige

Our Greatest Millinery Comparison Sale

BEGINS MONDAY APRIL 15TH

When the Clock Strikes 8

Monday morning we will open the doors to our best Semi-Annual Comparison Sale of fine millinery. These sales are but stepping stones in the forward march of the store—more forcibly demonstrating, by actual comparison, the matchless value-giving power of our millinery department.

**We Planned This Sale to be One of the Most Successful We Ever Held
—And There is Not a Mere Handful of Offerings for Comparison But**

Our Entire Millinery Stock

Consisting of Thousands of Dollars Worth of

High Grade Untrimmed Hats: Trimmed Hats: Ostrich, Paradise and Aigrette Hats: Flowers, Feathers—Everything that goes to make up a Millinery Dept.

At Prices Ranging 'Round A Half

The items in this advertisement are only specimen values. You can expect new bargains daily, but grasp the opportunities as they are offered through the medium of the public press for they will not occur again. **WE POSITIVELY BACK UP EVERY STATEMENT MADE IN ANY OF OUR ADVERTISEMENTS**, and among other things that has made this millinery store are—We give a written guarantee with every willow plume we sell; we refund money paid for all goods that are not satisfactory without any quibbling; we mark all goods in plain figures and there is only one price to all; we undersell every millinery store in the entire Middle West; we are particular about the genuineness of statements made concerning our sales; we reserve goods for future delivery upon the payment of a small deposit. Here's a sample of the extra specials we are going to offer while the sale is in progress:

Five Hundred Trimmed Hats
Worth \$12.98, Priced for Our Great Comparison Sale Only **\$4.98**

These beautiful hats are of a style and quality that will make you remember the sale for a long time to come, for they are of such character that only a personal inspection will enable you to fully appreciate their true worth. Only high class materials were used in their construction and only the choicest of the new styles are to be found in the assortment. Values that regularly command \$10.00 to \$12.00, for the Comparison Sale only, \$4.98 for your choice.

Four Bargains that Will Bring a Crowd

White Untrimmed Dress Hats at \$1.00	Various Milan Untrimmed Hats \$1.98	Handsome Hemp Sailor Hats at \$2.48	Untrimmed Milan Sailor Hats at 59c
---	--	--	---

A large variety of beautiful Ajure brad hats in pure white only. Regular \$3.98 values, for the Comparison Sale, \$1.00. Twelve of the most popular styles in Milan hats ever manufactured. Black, burnt and white. Regular \$5 values at \$1.98. A beautiful hand block sailor shape in colors only. These hats that were formerly sold up to \$7.50, Comparison Sale, \$2.48. Black Patent Milan sailor hats that are regularly priced up to \$2.00, only 59c to go in the Comparison Sale, at 59c each.

Morning Specials

\$15 French Plumage at \$7.98	Guaranteed Willow Plumage \$6.98	Fine French Ostrich Plumage \$4.98
--	---	---

Extra S. & H. Stamps in the Pure Food Store
10 Bars "Beat-'Em-All" Soap, Monday, 25c
All of These Grocery Bargains Are for Monday Only

Bennett's Capitol coffee and 20 stamps, the lb. pkg. for 30c	Beauty asparagus and 10 stamps, can 20c	Quart bottle, malt or cider vinegar and 10 stamps 20c
Assorted teas and 50 stamps, the lb. 50c	2 cans Evergreen corn and 10 stamps 20c	Medium sour pickles and 10 stamps, quart 15c
Tea sittings and 10 stamps, lb. 15c	Bennett's Capitol extract and 20 stamps, bottle 15c	Bennett's Capitol pears and 20 stamps, can 25c
1/2 can Potatoes each plum for 15c	3 pkgs. Toasted corn flakes and 10 stamps 25c	2 pkgs. Laxative Compound and 20 stamps, bottle 15c
2-lb. pkg. Bennett's Capitol oats or wheat, with 10 stamps, pkg. 10c	Onion salt and 5 stamps, bottle 15c	Blue Label catsup and 20 stamps, bottle 25c
Full cream cheese and 10 stamps, lb. 20c	5 lbs. 7c Jap rice 25c	4-lb. pkg. Laxative Compound and 20 stamps for 25c
Soldier's chili sauce and 10 stamps, bottle 25c	1/2 lb. Jap rice 15c	
4 cakes York Rose or Violet toilet soap 25c	1/2 lb. Jap rice 15c	

17 Pounds Granulated Sugar for \$1.00

Hardware and Electroliers

10-quart galvanized water pails; perfect goods of a heavy quality. Monday's special price. 15c	Eight styles of electroliers and gas lamps in large sizes with heavy bases, metal trimmings and Cathedral glass shades; \$5.00 values up to \$12.00, Monday. \$7.50
Guaranteed gas lights, like the illustration, complete with globe and mantle, regular 50c values, for Monday's selling special at 35c only. 35c	Four styles of electroliers with Cathedral glass shades and brass bases; \$15.00 values at. \$7.50
Double sleeve boards with cloth coverings, fold up as shown in the illustration, specially priced at. 49c	Gas and electric desk lamps with Cathedral glass shades—an entire new line just received—specially priced at. \$3.00
Extra heavy wire carpet beaters, with handles that will not pull out; sold in some stores for as much as 25c; our price, Monday. 10c	Heavy tin copper wash boilers, No. 8 size, like cut, Monday. 95c
4-coated Ivory enameled wash basins with white lining, Monday. 9c	



ADVANCE STYLES For Spring and Summer

—the real Paris designs—such as the new draped skirts and waists, the new cut-away jackets for tailored suits, delightful novelties in plain, simple house-dresses, the smartest tailored dresses in serges and silks—in fact, all the novelties, too numerous to mention, will be found in the

Pictorial Review Spring Fashion Book

Before you decide on your Spring and Summer dresses, look through this book. It will be like a trip to Paris to visit all the leading masters of fashion. And these designs are sixty to ninety days in advance of all other pattern publications. You will avoid the risk of finding your dress out of date as soon as you have finished it. Thousands of women have learned this by comparing the different pattern publications. They have also learned that

Pictorial Review Patterns are much more economical, because with the Patented Cutting and Construction Guides that go with every pattern, you can lay out your material just as economically as the best professional cutter. If your goods cost you a dollar a yard, one Pictorial Review Pattern will save you fifty cents. Visit our pattern department and see for yourself—get a copy of the latest Pictorial Review Fashion Book—it's ready for you.

Women's Suits--Special

One Lot of Suits Worth From \$25 to \$35, Secured From Prominent Eastern Makers, On Sale Monday at **\$19.50**

Every Suit in the collection shows exclusive new style features that will appeal to the women of discriminating taste—features that are found in tailored suits that often sell at three times the price we ask for these. They are the finest, best tailored and most perfect fitting suits obtainable at the price. All are plain tailored models of neat pencil-striped materials or fancy Scotch mixtures—lined with pean de eygne. Sizes for women and misses.

Cream wool suits in a variety of weaves and plain or novelty styles; lace, braid and silk trimmed; \$17.50 to \$59.50. Cream wool coats in many charming styles, \$14.95 and up to \$35.00.

100 \$18.00 Dresses \$9.95
Plain and changeable taffetas and foulards in novelty styles and conservative modes. Actually worth \$15 and \$18, on sale Monday at \$9.95 for your choice.

100 \$10.00 Dresses \$4.95
Dresses of foulards, and serge dresses with novelty side revers, in a variety of popular styles. A special purchase brings them down to \$4.95—\$10 values.

150 Dress Skirts at \$3.98
The skirts in this lot are regularly priced at \$5.00 to \$7.50—fancy Scotch mixtures, striped fabrics, plain serges, panamas, etc., in new spring models. Monday's price, \$3.98.

Junior Coats, \$7.95 to \$14.95
Serges and fancy mixtures with the new shawl collars, sailor collars and side revers; trimmed with contrasting materials and colors. Ages 13 to 19.

Correct Corsets

Foundation of Stylish Dress
Before the new suit or gown is fitted, see to it that there is a fashionable corset beneath. It is the very A B C of smart dressing. Even if just that much less has to be expended for suit or gown—buy a stylish corset.

Our extra quality, guaranteed corsets embody to a remarkable degree the fine construction and new stylish features of corsets costing two to three times as much. Models perfectly adapted to every figure.

American Beauty Corsets—The finest of all American made corsets; \$1.00, \$1.50, \$2.00, \$2.50, \$3.00 to \$5.00.
Madame Grace Corsets—The acme of perfection, true copies of the famous Parisian models.



White Goods Specially Priced

27-inch white piques in all of the new small and wide stripes, regularly 50c the yard; Monday only, 30c.
90-inch all linen sheeting made especially for women's and children's spring and summer wash suits and dresses; an extra fine \$1.50 quality; Monday, \$1.00 the yard.
27-inch sheer fancy white goods in an extra wide range of pretty patterns; goods that have always sold at 30c and 25c the yard, marked down for Monday's selling only to 15c the yard.
36-inch soft finished long cloth, designed more particularly for fine underwear and children's dresses; regularly \$1.50 the bolt of twelve yards; Monday, \$1.20.
40-inch plain white voiles for summer waists and suits; the 35c grade; Monday, 10c the yard.
69c Table Linen at 49c
68-inch mercerized table linen in assorted patterns—an extra special bargain for Monday.

Thousands of Yards of Imported and Domestic Dress Goods @ Silks

Specially Designed for Spring and Summer Wear—A Few Have Brief Mention in This Advertisement
The majority of the styles you will find in our silks and dress goods sections are exclusive to this store, being manufactured expressly to our individual order. They represent months of painstaking labor, careful selection and thorough planning. Assortments are broad and satisfying as regards weave and color range—not a new or staple shade being omitted. Even though a comparative price is not given with every item, an inspection will show they are worth more than the price we ask.

Five of the Most Popular Lines in the Silk Store
For smart afternoon, street, dinner or evening gowns you will likely choose from the new bordered foulards in Bulgarian, Arabian, ombre, filet, Venetian and cluny lace border effects on grounds of every wanted shade. Within range from 48 to 54 inches and prices from \$1.50 to \$2.50.
Pongees with pretty floral and eyelot embroidered borders will be in high favor for summer's silk gowns. Full 48 inches wide and only \$2 per yard.
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.
Foulards are scheduled to outsell the fabrics of any previous season and when you see the collection at this store you will wonder why. There is every new shade and staple color you can imagine and dot, scroll, square, geometrical, stripes and other patterns to please all; 50c, 55c, \$1.00, \$1.50 and \$2.00 the yard as the width and quality warrant.

Mention of Five Superior Lines of Dress Goods
First on the floor is the new whiteouts for their beauty and durability is unrivaled in all wool fabrics. They come in the best shades up to tan and gray and handsome two-tone effects. Full 66 inches wide, \$1.75 and \$2.00 the yard.
Striped serges in an almost endless number of rich shades; 54 to 54 inches wide, 50c to \$1.50 the yard.
Wide wale serges for smart street suits, tans, navies, Copenhagen, leather and other shades, full 54 inches wide, \$1.50 the yard.
Reversible double-faced cloakings for long coats, that will be in great demand for evening wear this spring and summer 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, \$1.50 the yard. Full 54 inches wide.
Complete lines of plain cream serges in both wide and narrow wale weaves and cream serges with neat hair line and pencil stripes, 50c to \$2.00 the yard, according to the widths and qualities.

Wall Paper at 3c Per Roll
This is a closing out of several of last year's patterns and patterns that we have not the room to stock again—great wall paper bargains of the season if you buy it in room lots. There's a good variety of colorings, kinds and patterns with borders to match. In room lots only, Monday, 3c per roll.

50c Imitation Art Glass 33 1/3c
Imitation art glass is used to make stained glass effects out of plain glass. Heavy imported quality in twelve different plain and novelty colored styles, regularly sold at 50c the yard, Monday, 33 1/3c. Very easily applied.

"Absorene" 2 cans for 25c
"Absorene" is a new wall paper cleaner, far superior to the ordinary kinds, in that it is always ready to use and does the work more effectively. The price of two cans for 25c is for Monday.

Skirt and Shirt Waist Boxes
Moth-proof red cedar chests, in size 32x15 inches, with dust-proof lids, \$9.75.
42x18-inch moth-proof red cedar chests with dust-proof lids, bound with heavy copper, \$11.95.
27x15-inch matting-covered shirt waist boxes; can also be used for baby's clothes, \$2.95.
27x17-inch matting-covered boxes with French feet, \$4.50 each.
40x19-inch matting-covered boxes for skirts, waists and other clothing, have French feet, \$6.50.

The Bennett Company

OMAHA'S GREAT STYLE STORE