

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

## Here's Word of Some Interesting Things to Happen at Bennett's Monday

### Monday and Tuesday Sees the Last of the Matchless Bargains That We Have Been Offering in Our Great Comparison Sale Fine Millinery



It's very seldom a firm of any reputable character anywhere makes such a startling announcement as the one we have for the last two days of our great Millinery Comparison Sale. Practically everything in this largest and best Millinery department in the entire Middle West at a third less than the actual values and regular selling prices. Guaranteed willow plumes, trimmed and untrimmed hats of all descriptions, beautiful bird of paradise and aigrettes—all must go. Here are the bargains in brief. Not an item reserved in lines mentioned.

- 1/3 Off On Every Trimmed Hat in the Store
- 1/3 Off On Every Untrimmed Hat in the Store
- 1/3 Off On Every Guaranteed Willow Plume
- 1/3 Off On All of Our Beautiful Bird of Paradise and Handsome Aigrettes

**200 Sailor Hats, 98c**  
A large variety of all of the newest blocks in all of the most wanted colors, and black, regularly priced up to \$3.98, Monday and Tuesday, or while they last, each at **98c**

**Children's Hats, 98c**  
This price is for your choice of every child's trimmed hat in the store that regularly sells up to \$4.98, and will be in effect Monday and Tuesday only. Dozens of styles, at **98c**

A Small Deposit Will Reserve Any of the Above Bargains for Future Delivery. You Will Find Many Others Equally As Good When You Come to the Store

### Special Showing of the New Lingerie Dresses

A sumptuous display of the new and beautiful in lingerie and other dresses has been arranged for tomorrow's visitors. Women who realize the importance of being well-dressed naturally turn to the store that speaks with authority; that originates and adapts the best styles from both sides of the water, not content with merely retailing them. Such a store is Bennett's.

This display is composed of dresses of white voiles and lingerie materials, trimmed with embroideries and cluny, filet and valenciennes laces. High and low necks, long and short sleeves, peplum and cascade styles—everything to please the woman of discriminating taste. Price range from \$7.50 to \$35.00. Sizes for women and misses.

**Cream serge dresses in the newest peplum styles, apron tabs front and back, sizes for women and misses, \$35.00 and down to \$7.50**

Among other things, the new foulard and taffeta silk dresses at \$11.50 and up to \$27.50 will prove especially interesting. And there are cream wool skirts of Bedford cords, white cords, serges and diagonals at \$5.95, \$6.95 and \$7.95. Blazer jackets, in pretty striped designs—one of the latest fads—\$5.75 and \$6.95.

### Silk and Cotton Shirts for Women

White and black silk shirts with soft cuffs and soft detachable collars, \$2.95 to \$3.95. Plain white and striped madras shirts, \$1.25 to \$2.50. Pongee silk shirts, preferred by many, \$2.95. All sizes, for women and misses, in each line.

### Lingerie Waists \$2.75, \$4.50

Cosaque styles trimmed with fine cluny, valenciennes and filet laces as well as beautiful styles of all over embroideries finished with wash hall buttons; the finest you have ever known at \$2.75 to \$4.50.

### Chiffon Waists, \$5.75

An almost endless variety of tailored and dressy styles in colors to match the new suits. Exceptional values at **\$5.75**

### Combination Suits—\$1.59 and \$2.29

All combination suits are reduced in price to lower a stock that is too large for the season. These two are extra special for Monday only. Combination suits consisting of either corset cover and drawers or corset cover and skirt—\$2.75 values at \$1.59; \$3.75 values at \$2.29.

\$1.25 corsets covers, drawers, skirts and gowns, on sale Monday at **89c**

Corset covers, drawers, gowns and skirts, worth up to \$9c, Monday day at **49c**

One lot of corset covers and drawers, worth up to \$3c each, Monday at **21c**



### Our Daylight Silk Store

Provides the Finest Qualities in the Length and Breadth of the City at the Least Possible Price

Paris has decided that silks are to be one of the leading fabrics in this season's gowns, suits, waists, etc. You will find the assortment at this store quite satisfying as regards range for selection, quality and fairness of pricing. Also you will appreciate the fact, when shopping and afterwards, that BENNETT'S NEVER SACRIFICE QUALITY TO SECURE A LOWER SELLING PRICE. In choosing at this store you have the benefit of nature's own pure light-right in the department—and do not have to carry the goods outside to see if the shades are in perfect harmony—the ONLY DAYLIGHT SILK STORE IN OMAHA.

### Noticeable Among Other Remarkable Values are—

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. Widths range from 40 to 54 inches and prices from \$1.50 to \$2.50 the yard. Pongees with pretty floral borders will be in high favor for summer's silk gowns. Full 40 inches wide and only \$2 per yard. Silk poplins that are unexcelled for wear and which are possessed of fine draping qualities—do not muss or wrinkle—\$1.25 for the 42-inch width.

Foulards are scheduled to out-sell the fabrics of any previous season and when you see the collection at this store you won't wonder why. There is every new shade and staple color you can imagine and dot, scroll, square, geometrical, stripe and other patterns to please all. 58c, 58c, \$1.00, \$1.25, \$1.50 and \$2.00 the yard as the width and quality warrant. Messaline silks will retain a prominent place with the fashionable. Our display is complete in every detail—not a wanted shade or color is missing. 27 to 36 inches wide and 73c to \$2.00 the yard, with several prices in between.

### 1,000 Pieces Enameled Ware on Sale Monday

All these goods are of blue and white, four-coated, first quality enameled ware and we believe they are the greatest enameled ware bargains you will be able to find in Omaha. Each piece is guaranteed perfect and if any should not give satisfactory wear they will be replaced free of charge.

**39c** Seamless Berlin sauce pans—10-qt., 70c; 8-qt., 59c; 6-qt., 49c; 4-qt., 39c

**79c** 4-qt. pitcher

**49c** 3, 2, 2 and 4-qt. coffee pots, like cut, have a n. a. m. e. l. e. d. cover

**49c** Full brass, heavily nickel plated bath tub soap dishes worth 35c each, on sale Monday

**15c** 8-qt. size, at 20c; 4 and 5-qt. sizes at 10c; the 2 and 3-qt. sizes

**25c** 40c toilet paper holders, brass base, heavy nickel plated like the cut, Monday

**1.98** Heavy sheet iron, two-burner ovens with best quality asbestos lining; regular \$2.50 value, Monday only

**49c** Dish pans of blue enameled ware, with white lining are priced as follows—the 14-qt. size only 50c; the 10-qt. size, only

**29c** Seamless preserving kettles—10-quart size, 49c; 8-quart size, 39c; 6-quart size, 29c

**23c** Window Screens Adjustable window screens, like the illustration, 11x20, 18x23 inches; specially priced for Monday only, at, ea.

**59c** Blue enameled rice boilers, with white lining, that regularly sell at \$1.00 and \$1.25, one and two-quart sizes, for Monday's selling, each

**25c** Towel bars of good quality, 14-inch brass tubing—36-inch size, 45c; 30-inch size, 39c; 24-inch size, 35c; 21-inch size, 29c; 18-inch size, 27c; 15-inch size

**\$1.00** North Pole ice cream freezer, an extra quality guaranteed freezer—3-qt., \$1.85; 2-qt., \$1.25; 1-qt.

**White Goods**  
25c and 30c fancy white goods in all the newest weaves and patterns, reduced for Monday's selling **19c a yard**

**Linen Suitings**  
45-inch all linen suitings made especially for summer wash suits and skirts, 45c value, Monday only **49c a yard**

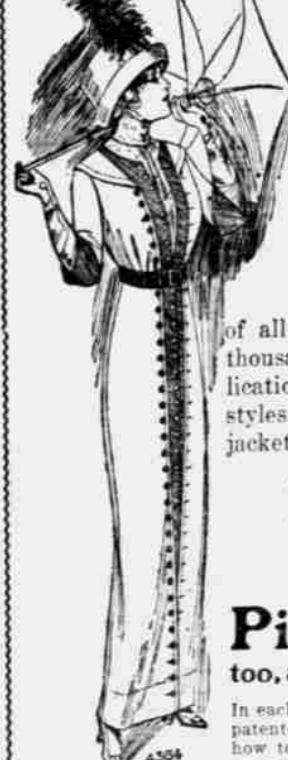
**Linen Crash**  
Linen crash, for summer suits and skirts, full 36-inch wide; regularly priced at 25c, Monday only **25c a yard**

**Linen Sheeting**  
90-inch all linen sheeting made for summer wash suits, regularly sold at \$1.50 the yard, Monday **\$1.00 a yard**

### The Really "Latest" Styles—those fresh from Paris—

those showing the new draped skirt, for example, which is to be all the rage this summer, are found at their best in the

### Pictorial Review Summer Fashion Book



It can't help being that way—for the Pictorial Review pattern business is the big part of the American Fashion company, which supplies advance models (as it has for twenty years past) to the cloak and suit manufacturers, who must have their styles three or four months before the retail selling season opens. This is why Pictorial Review patterns are

### 60 to 90 Days Ahead

of all others. You could easily convince yourself, as have thousands of other women, by comparing all the pattern publications. If you do, just notice the numerous Pictorial Review styles of draped skirts, the latest waists, the new cutaway jackets. Our own study of styles leads us to say:

When you select your patterns from the Pictorial Review Summer Fashion Book you do not run the risk of having your dress out of date as soon as it is made.

### Pictorial Review Patterns too, are superior to all others—here are the reasons

In each Pictorial Review pattern is a patented Cutting Guide. This shows how to lay out the pattern and just as scientifically as an expert cutter could do, so as to use the least possible material. You cannot make mistakes; you cannot waste an inch anywhere.

These two guides, both FREE, are given only with Pictorial Review patterns. A Copy of the Monthly Style Book of the Pictorial Review Patterns Free at the Pattern Counter.

### Specials in the China Store

**23c ea.** Genuine Rockingham teapots, like the illustration; in two sizes and three shapes

**5c** Two hundred dozen white porcelain bowls, like the illustration, three sizes for selection

**9c a Pair** 150 dozen cups and saucers, like the illustration, of guaranteed pure white porcelain ware; come early so you will not be disappointed for the quantity is limited—Monday

**39c** Colonial tumblers of clear crystal glass, like cut, dozen

### Mme. Grace Corsets (HAND-TAILORED) Effect Fashionable Lines

Slender women as well as women of average figure, will find MADAME GRACE CORSETS the ideal garment.

Complete freedom of movement and graceful, easy carriage all come naturally to the woman who wears a properly fitted MADAME GRACE Corset.

They gently grade off the curves, molding the figure perfectly into smooth sweeping lines.

Every height of bust, and a comprehensive assortment of hip styles will be found here at

**\$3.00 - \$4.00 - \$5.00**  
**\$7.50 up to \$25.00**

### The New Style Models in American Beauty

**\$1.00 - \$1.50 - \$2.00**  
**\$3.00 up to \$5.00**

THE ATTENTION OF OUR SKILLED CORSETTIERS IS AT YOUR SERVICE—THEY WILL PERFECTLY FIT ALL CORSETS COSTING \$3.00 OR OVER.



### 17 lbs. Granulated Sugar, \$1

And Other Pure Food Bargains for Monday

Bennett's Golden coffee and 25 stamps, lb. 90c  
Assorted teas and 40 stamps, lb. 90c  
Tea sifters and 19 stamps, lb. 15c  
1/2-lb. can pure pepper and 5 stamps, 10c  
1/2-lb. can 100% cocoa and 20 stamps, 24c  
Pure fruit jelly and 2 stamps, glass, 10c  
3 cans Eagle Eye and 19 stamps, 25c  
Colman's mustard and 2 stamps, can, 10c  
Maple butter and 29 stamps, can, 55c  
2 pkgs. Toasto corn flakes and 10 stamps, 25c  
Pint can Galliard's pure olive oil reduced to 40c

Bennett's Capitol pears and 20 stamps, can, 25c  
2-lb. roll Premium butterine, 40c  
Full cream cheese and 10 stamps, lb. 40c  
Horseradish, of pickles, and 4 stamps, bottle, 10c  
2-lb. pkg. Bennett's Capitol oats and 10 stamps, 25c  
Pork and beans, 30 stamps, can 50c  
4-lb. jar Bishop's California fruit-ate for 20c  
One dozen boxes safety matches for 50c  
Snider's chili sauce and 10 stamps, bottle, 25c  
24-lb. sack "Queen of the Pantry" pantry flour and 40 stamps, \$1.50

**\$2.16**

*The Bennett Company*