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JEAN LALA IN THE

208 Wilton Velvet Rugs

Size 10-6x8-3. Price

These rugs are made by one of the

foremost weavers of America, but he

will not permit us to mention his name because of the low price we

most dependable; made of high grade

material, made with extra high pile, deep and luxurous. The patterns

are of great beauty, coloring most pleasing and of greatest durability.

The quality of the rugs is

**Rugs at A Third Off** 

515 Matting Rugs, 27x54 .....\$ .75

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Plainly.

Home



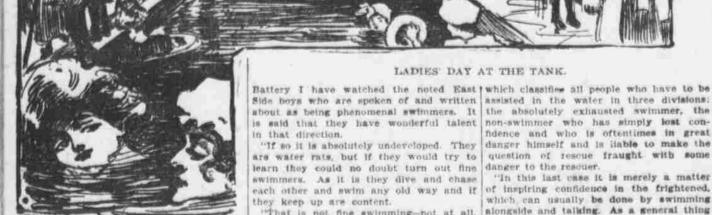
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420 Fine Axminster Rugs 2150 Size 10-6x8-3. Price

An Axminster rug of such excellent quality positively never sold in Omaha before at such an amazingly low price. This is a value that will surprise the most experienced rug buyers. These rugs are made for long, satisfactory service—made the best the weaver knew how, and he stands at the head of the rug weavers in America. Ho had an extra large assortment of pat-terns from which to select.

**Carpets--A Big Saving** 

15 W W B 3 7 1



### MANY GOOD SWIMMERS Useful Art Much Neglected, Says Instructor Holroyd.

FEAR IS THE GREAT DIFFICULTY

Really Fine Swimming Different from Merely Keeping Afloat-On Saving People from Drowning.

NEW YORK, June 29 - At the newest swimming pool in town women are taking les ons in mentation for the coming sum- stroke, which is the popular favorite, can mer campaign and in addition they are be used with equal advantage for a short Laving evening swimming parties.

The fun of a swim beween the aftertheater hour and the post-theater supper as a man can. has proved alluring, and, while in a party "As the names indicate, the underarm of fourieen only half a dozen may care for side stroke is used without raising the

the swim, the others have the pleasure of arms out of the water and the overarm is si ting on the polished wood bank in com- used above, raising the weight slightly with fortable chairs and making comments on every motion, but keeping the body below the grace, skill, agility and embonpoint of the water as much as is possible with the those in the water.

This is the frivolous side of the pool the harder it is to swim. The serious side of it is presented by file "The course of modern instruction begins Instructor, Charles Holroyd, who has in- with the breast stroke, which is still used ually and little by little acquire the comnumerable medals for his skill and was for by many good swimmers, and that is, I plete confidence that comes only with seven years instructor of the swimming believe the one employed by Captain Webb classes at Columbia university. in crossing the English channel. As a cosmopolitan who has witnessed and "After that swimming on the back is

participaged in many contests, he declared taught to give the pupil an understanding that the swimming of the American ama- of how fatigue may be lessened by changteurs as exhibited in ocean resorts, lakes and rivers is far below the standard that they should maintain. With the opportun les to learn and practice so abundant, the American should pay more attention to this useful and enjoyable sport.

We believe that the trouble is to be found in the indifference with which the American amatour regards all matters of athletic training. He is content to let well enough slow. He tries many things and achieves distinction in none. The indifference displayed by the amateur swimmer reacts on the question of instruction, and, there being little demand for knowledge of the technicalities, there are in consequence few capable instructors.

he man you may see swimming at

is said that they have wonderful talent non-swimmer who has simply lost confidence and who is oftentimes in great "If so it is absolutely undeveloped. They danger himself and is liable to make the are water rats, but if they would try to question of rescue fraught with some learn they could no doubt turn out fine danger to the rescuer. "In this last case it is merely a matter swimmers. As it is they dive and chase each other and swim any old way and if of inspiring confidence in the frightened.

LADIES DAY AT THE TANK.

which can usually be done by swimming hey keep up are content. That is not fine swimming-not at all, alongside and talking. As a general thing It is necessary to understand that there is it is not necessary to touch the person at technique and then to follow it. Without all, as the trouble comes from a mental system nothing can be accomplished.

good with swimming."

of the overarm side stroke.

state and can be treated mentally. "The swimmer who is -exhausted but "You take half a dozen boys, give them retains his presence of mind can be helped the freedom of a gymnasium with apparatus as to the use of which they are by a shoulder on which he can lean until unfamiliar and at the end of a certain time he has recovered. If he is thoroughly they will no doubt achieve results of more exhausted he must be grasped by the arm, or less note. But if you had provided an the bleeps usually, so that he cannot get an opportunity to grasp in return. instructor who would conserve energy and "Fear is the initial difficully with which train it rightly you would be astonished at

xperienced swimmer should feel no greater

'No course of swimming instruction is implete without lessons in regard to sav-

ing people from drowning. The newest nethod is along the lines of simplification

strain than if he were walking.

the pupil has to contend. Sometimes it the records made. The illustration holds may take many lessons before this is eradi-Asked in regard to the various strokes, cated; again, confidence may be immediately established. Here the personality of the swimming master cast a vote in favor the intructor counts and the teacher who

knows his profession will not try to force "This I consider the most economical of any, and economy of strength is the great | the feeling in any way. "This fear is oftentimes implanted by factor to be considered," he said. "This wrong training in youth. An Englishman whom I taught in a few lessons told me or a long distance, and while the crawl is how, when a boy at a private school at home, he was thrown into the water while too vigorous for a woman, generally speaking, she can use the overarm side as well the teacher, waiting on the bank, used a pole to poke him back. So great a terror was inspired that he could not learn, and

for years the sight of the water made him shudder. "That was the old system, which was sometimes efficacious, but oftentimes it was responsible for many after effects of stroke, for the more weight you get above nervousness. Today we believe that the beginner must learn to love the water by degrees, must make its acquaintance grad-

time "After considerable experimenting I have invented a scheme which is quite effica-

clous in this respect. I tell the pupil to take a bowl of water, and after inhaling a



# Remarkable Sale of Rugs

## Nearly Every Price Represents a Saving of One-half

OMORROW we begin a sale of 4,000 Rugs at prices we would not have believed possible a month ago. The sale is possible now only because one of the greatest weavers in the east-one of the greatest in the world, in fact-decided to close out in a lump all the rugs they had on hand before starting the looms on next season's goods. Since the Hartman concern sells more rugs than any other store, combination of stores or syndicate in America, they naturally come to us with their propositon. The great weavers had no time to bother with the remainder, so they said-out they go with a big quick loss, and the mill was cleared for further work. A bold move, surely, but that sort of management always wins.

> In addition to the rugs mentioned we have marked down nearly 2,000 from our regular stock; some are remainders of lines not to be re-ordered, others are of lines we could not reorder if we would, not being made any more, and some are of patterns that represent odds and ends on which we are willing to take half price in order to close out.



#### Hartman's Imperial Monarch Brussels Rug, size 11 ft. x 9 ft.

The Hartman "Imperial Monarch" rug is made without point worthy of much consideration. miter seams-a The materials are of highest grade; made of worsted, aniline dyed. They are rugs that insure the greatest wearing quality and will never fade. They are closely woven, firm and durable. These rugs of highest character and the price is, as you'll agree, amazingly low. Above rug 11x9, at \$10.55.



Strictly Confidential.

Extension Table 4.0J Like Illustration-5-foot extension, heavy fluted legs, fitted with Hart-man's easy running slides, is extra

well constructed.



through

out the

United

Solid Oak Pedestal

Extension Table, Price...

This table is made of solid oak,

selected, large, flaky grain. Has a most beautifully grained top. Base is exceu-tionally heavy, with heavy feet and man-sive pedestal, extends to 6 feet.

Manhattan beach, at Brighton or at half : hundred resorts easy to recall is spoken of as a fine swimmer if he can go far out from shore and return safely." Holroyd said. "That is not fine swimming; it is just swimming.

"It is merely a matter of keeping affoat, while the really fine swimmer may not go far out. A man who knew the technique of this profession could see a dozen ways in which the so-called fine swimmer could be improved, his wark made easier, more graceful and his energy saved.

"People who sit on the beaches and watch never talk understandingly on the subject. 'Ian't he an elegant swimmer' they will say; and, asked why, they have only that inevitable answer that he is be yond the life lines. The really fine points, the sweep of the arm, the cutting the water without splashing, the proper leg movement, the change of position, are all unnoted; but if he goes far out, blowing and sulashing, he schieves distinction.

"That is why a swimming pool in a city is a good institution. It arouses interest and gives people an opportunity to do away with preliminaries, so that when the vacation comes they can enjoy the ocean to the fullest extent

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"Down on the river front and along the

due order, came the side strokes which comprise the under arm and the over arm already spoken of, as well as the double over

arm, in which both arms are lifted alternately, the body swaved slightly from side to side and a quick and graceful 6 movement established. "With these side strokes per-

fectly learned and practiced the

count slowly, keeping under water just as long as possible. This practice takes place with the eyes open. Then a coin may be dropped into the water and the lips may be used to draw it out without swallowing. It is surprising what con fidence this simple device gives. "One of the fallacies you hear is that

children are more easily taught than grown-ups. This is not true. They are



#### AGE 0F Wonder in Material Things, Yet

Human Nature Remains Unchanged.

Tesla, the electrician, says that in ten ears power will be conveyed without wires to ships at sea, propelling them swiftly the mind, but moral development lags. The without visible connection. Con! bunkers synthetic powers of the chemist have not and steam engines will be superfluous and yet sufficed to create and combine ethical cargo capacity will be enlarged.

This is a startling prediction, but in an age of miracles like the present, who can with the raw material that lies about the confidently pronounce it absurd? Are we world, but man himself remains a tough not talking with friends hundreds of miles proposition .-- Baltimore Sun. away? Sending messages under thousands of miles of ocean and over thousands of miles of land? Traveling under water in submarines? Flying above the clouds like birds?

Propelling ourselves at sea and ashore with hot vapor, gasoline and bottled elactricity? Isn't a man in California making new fruits and flowers and another in England showing us that the atoms of a cherry seed contain enough latent energy o blow up a mountain?

We are no longer content to go to nature's quarries for stone, but manufacture it, making a bridge or entire house sometimes of one piece. We defy climate and change of seasons, making the products of ne last for use in another.

When we journey, mountains, rivers and seas are no longer obstacles to us, but we rush through or over them in luxurious case at a speed of from twenty-five to 100 miles an hour. Our houses are lighted with the brilliancy of Jove's thunderbolt by means of the harnessed power of a waterfall hundreds of miles distant, and the same utilization of the earth's force of gravitation propels cars, hauls trains, illuminates streets and cooks a beefsteak. When one is ill his physician takes a picture of his internal organs, opens him if need be, cuis away a diseased part and sews him up, leaving him in a few weeks as good as new. Chemists produce artificially many of the products of nature and predict that the time is approaching when a man will make a good meal out of the contents of a waterpall and a coalscuttie.

Compared with these wonders, houses of from twenty-five to thirty stories hardly der, rye remark. Ict there

MIRACLE is a limit to the power of science. With miral Dewey, at a recent dinner, to praise ill its achievement of the miraculous in the bravery of the American troops during material things, human nature, it must the civil war. be confessed, remains much the same as it was a hundred years ago.

"Both sides alike were brave," he said. 'north and south, soldiers and sailors And the bravery of the raw recruit was a thing to be seen to be believed.

"There used to be circulated, though, & good story about a Connecticut recruit. This young man, after he had gotten initiated, fought heroically, but in his first engagement he was very nervous.

"A chunt of his was in the line ahead of him and when the bullets began to fig the chum began to dodge.

"Thereupon the recruit shouled excitedly: "Hey, Jim, don't duck. I'm behind ye."



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Intellectual progress has been consid-

erable. Education enriches and quickens

perfections for the making of a good

man. A good deal, it seems, can be dons

The Human Shield.

## **Old Dutch** Cleanser is a new, natural cleanser that

does the work of all old-fashioned cleaning agents put together, and does it easier, quicker and better. Old Dutch Cleanser is a fine, white mineral powder, absolutely free from acid, caustic or alkali. Its action is mechanical, not chemical.

#### Cleans, Scrubs, Scours, Polishes

Wood Floors, Painted and Unpainted Woodwork, Enamel and Porcelain Tubs, Windows, Marble, Tiling, Glassware, Cutlery, Pots, Kettles, Pans -almost everything but Furniture and Silverware. Large Sifting-Top Can IOC (At all Grocers') THE CUDANY PACHING CO., S. Omaha, Neb.





EIGHT HUNDRED of the most prominent physicians in the west have recommended STORZ MALT EXTRACT as being invaluable to the convalescent, the nursing mother,

those suffering from indigestion, insomnia, anaemia, a rundown constitution or an overworked brain. ASK YOUR DOCTOR.

If you would like to know more about STORZ MALT EXTRACT write for our beautiful illustrated booklet entitled, "Has Your Blood Red Corpuscles?" It explains in detail. It's free.

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end.'

less ffurful and quicker; but on the other hand, they do not grasp details of swittming; they want to play, and they really seem adverse to anything in the way of technical instruction, while the older usual grasps the idea of things and realize that the more attention there is paid to details in the beginning the hetter awimmer there will be in the Wretchl

th had a strangely confident air. If dezen engagement rings, as-The "A serted The /"Bu

" smilled. Is usually enough, sir," he so with a puzzled air. mid the other, "but I'm off sore for a week."-Philadelphia

THE TIMID ONE'S FIRST LESSON.