VOL. XL-NO. 4.

OMAHA, SUNDAY MORNING, JULY 10, 1910.

SINGLE COPY FIVE CENTS.



Clearing Table Linen 70-inch bleached

Linen Heavy, double satin damask, damask, heavy handsome pat-59e quality, reterns, \$1.50 valduced to ues, reduced to

Clearing

Table

Clearing Linen Napkins Strictly all linen,

> ular price \$1.85 dox., reduced to

22-in. size, reg-

Clearing White Goods All kinds, checks,

stripes, etc., usually 15c and 19c -reduced toClearing Bed Spreads Heavy hemmed Marseilles quilts -full size-

duced to-

\$1.25 value, re-

Bleached Sheets Heavy, service-

able muslin, 72

x90 inch, regu-

larly 59c each, reduced to-

There are dressy lingerie styles exquisitely designed in lace and

embroidery in several varieties with high neck or low neck, and with

long or short sleeves. The popular "Middy" waists and sailor collar

also Dutch collar styles for outing or business wear. Several tailored lawn gar-

ments with fancy piping for a trimming. \$2.00 and \$2.25 values for Monday at



A Notable Purchase of 1,200 Beautiful New Waists Monday \$1.25

There are twelve charming models in this shipment. A July sale of immaculate new fresh garments at a price barely half the regular retail value. We bought 100 dozen from a maker who was clearing his summer stocks. You can now have three or four new waists for the hot months for as little as two usually cost you.

July Clearing in Women's Wear

are never carried over to other seasons. We sell them out while the demand is still

\$25 Silk Taffeta Dresses for\$12 \$20 Long Pongee Coats for \$10 \$15 Long Linen Motor Coats for \$10 Rajah Silk Dresses, up to \$40 values;

Clumy Art Linens

Less than Half

cluny lace trimmed linen squares with

scarfs to match; sizes 18, 24, 30 and 36-inch-finest assortment we ever had; values range to \$1.50 each; your

3,000 pieces for Monday, fancy

\$15 Lingerie Dresses, tunic style. . . \$7.50 \$25 and \$35 Wool Tailored Suits \$10.00 Women's Bathing Suits \$2.25, \$2.95, \$3.50 Misses' and Jr. \$10 Wash Suits . . . \$5.00 Misses' \$5 and \$6 Wash Dresses...\$3.75

New Showing Wash Dresses

A lot of pretty lawn, gingham and mercerized Foulard dresses get their first showing tomorrow. High and low neck effects with tunic or overdrape feature. Fortunate purchases bring prices uncommonly

July Sales Muslin Underwear

CORSET COVERS Corset Covers—Two styles, lace and ribbon trimmed 25c values 15e
Corset Covers—20 styles, embroidery and lace trimmed 25c values 25c
Mainsook Covers—Finest lace or embroidery trimmed, 75c values 59c

DRAWERS

LONG CAMBRIC SKIRTS

Gowns—Six styles, high and low neck styles, cambric and nainsook, \$1.00 values ... 250 Gowns—Ten styles, round neck, slip-over and short sleeves, also high neck, lace, embroidery and ribbon trimmed ... \$1.00

Clearing Cut Glass

Sugar and Creams

Clearing

Lisle Hosiery

Our 50c and 65c gauge and silk liste hose, black lace and plain and fancy colors; pair—

35c

Clearing

Cups and Saucers

Hand painted Italian China, handsome decora-tions; our \$1.25 kinds— reduced to—

49c

Clearing

Earthen Jardineres

100 on sale, large size, every one worth \$5.00 each; reduced for Mon-day to—

\$1.00

Clearing

Umbrella Stands

Made of solid brass-ull size, regular \$4.75 alue, reduced for Mon-

Clearing Summer Blankets Single bed size, white

grey of tan; 75c blankets

Clearing Linen Suitings All pure linen, in nat-ural shade, finest 36c quality; reduced to—

Clearing Venise Bands White and scru lace, 3 to 3% inches wide — worth to 35c a yard, re-duced to—

15c

122c

Clearing Cotton Blankets Full bed size, white, tan and gray; our best \$1.55

Clearing Pongee Fabrics

Silk and lines mixtures, all colors, diagonals, iac-quards, etc.; lic values, 29c

Clearing Neckwear Samples 25c

Clearing Huck Towels Large heavy ones with red borders, best 15c qualities; reduced for, Monday to-10c

Clearing Mercerized Popins Usually 25c, the right materials for summer suits, all colors; clearing 12½c

Wonderful Clearing 27-inch Embroideries Thousands of yards very fine swiss goods in

Frenchy patierns that are very attractive, 27-inch floundings and 22-inch allovers worth 75c, \$1,00, \$1.25 and \$1.50 a yard. To clear Monday, buy them at 18 and 27-inch embroideries and allovers, in

ahowy patterns, new fresh crisp goods 25c worth to 50c a yard—clearing at ... 25c 2-clasp 25c Lisle Gloves, white and black . 10c 16-but, \$1 Lisle Gloves, tan, gray, white,

16-but. \$1.25 Silk Gloves, double tipped. . 49c Hemstitched White Hdkfs. for women, doz 15c Men's 10c Japonette Handkerchiefs 3c

Lace Curtains at Half

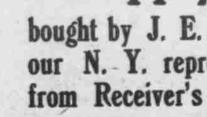
Odd curtains, 1, 11/2 and 2 pair lots only, one curtain of each kind used as sample and is a little mussed-Nottinghams, Irish Point, Brussels Net and Cluny Half Off

Clearing Furniture

Liberal reductions all through the depart-Iron beds at one-fourth off.

Brass beds, 2-inch posts, at big reduction. Bed Room Furniture-Three-Piece Suitesdresses, chiffonler and table, solid 24 other bed room suites at 30 per cent off.

N. Y. Dressmaker's Supply Co. Stock Silks



bought by J. E. Manix Co. on the our N. Y. representatives from Receiver's Sale at Dollar A \$15,000 stock of foreign silk novelties from one of the most fashionable and exclusive establishments in New

York City. A concern that catered to the elite and the handsomest gowned women of the east. Their entire stock consisted of rich imported silks and the better lines of domestic production. Our New York office captured this magnificent stock from receiver's sale at lowest price in history of the trade. It's the most phenomenal silk sale ever heard of in Omaha or elsewhere. See the windows today.

MONDAY MORNING AT NINE O'CLOCK we start the selling to give you ample time to be here with the first crowds. Many of the finest silks are in single dress lengths, so they'll be snapped up early. Gorgeous silks for evening and dinner gowns, for street wear, for suits, for dresses, for coats, will be displayed in profusion.

Silks worth up to \$2.25 for 59c

Women of refinement will recognize them as the most fashionable silks worn today. Sliks that readily sell at \$1.50, \$2.00 and \$2.25 in the best stores. The variety is almost unlimited. The entire following lines at one price, per yard, 59¢.



\$1.50 Silk Poplins in best shades; \$1.50 imported colored Shantungs; \$1.50 gray silk Shantungs, 36-inch; \$1.50 navy Diagonal Silk, 36-inch; \$1.50 Crystal Cords, in street shades; \$1.50 Silk Moires, pink, blue and lavender; \$2.00 Crepe de Meteor, all best shades; \$1.50 Silk Cotele, for coats

and suits; \$2.25 Silk Marquisettes, with gold cobweb design; \$1.50 Shepherd Plaid Pongees, in navy and white or black and white; \$2.00 Rose Cashmere de Soie—

Silks worth up to \$5.00 for 79c

The silks in this lot are simply gorgeous, very high class French novelties suitable for elaborate gowns. Never were we so fortunate before for we can sell silks worth \$2.50,

\$3.00, \$3.50 to \$5.00 for 79c-such as: \$2.50 silk Pompadours, 36 inches wide... \$3.00 black crepe Rayo, 36 inches wide . . . \$3.50 Marquisettes in gold and chameloon

effects \$2.50 Crepe Plisse, 36-in. in pastel shades \$3.00 Persian Peau de Cygnes \$5.00 French Embroidered Silks \$2.50 cashmir de soie in plain shades..... There are many others, buy them Monday.

Silks worth up to \$1.00 for 29c

Kimono Silks-Finest Florentine | Crepe de Chine-24-inch, florai quality, charming Japanese and floral designs, also plain shades, all 75c goods— 29c all 75c goods-

Stripe Lining Silks-Rich soft finish taffetas, used for lining suits and coats and for fancy petticoats: \$1.00 values-

crepes, also silk Foulards, plaid

Colored Taffetas - Changeable and plain shades, peau de cygne, messalines, etc., for dresses, drop skirts, etc., values to \$1.00, at..... 29c

\$2.98

Clearing Cut Glass Vases Fifty in the lot and all \$4.00 values, beautifully cut, reduced to-

\$1.98

Clearing Wide Ribbons Fix-inen all silk moire, taffeta, glace and fancies —worth to the a gard, at 15c

Clearing Brass Jardineres

Nearly 400 pairs black and tan low cuts, in many different styles.

Footed style, made of solid brass, same as we sell regularly at \$2.58, \$1.75

Bennett's Big Grocery

Cornmeal, yellow or white, 10 lb. sack 186 Bennett's Golden Coffee, special, 1b, 220 Bennett's Capitol Cof-Bennett's 48c grade

Marshall's Mippered

Dutch Hand Sosp, three And 10 Stamps Sterling Gloss Starch 6 lb. box for... 500 And 50 Stamps

Bennett's 58c grade Dried Beef, Jar. 18%c

Capitul Wheat, 2 pound Tea Siftings, pound pkg. Jap Rice, 7c grade. 5 ibs. for 25c Armour's Shield Sliced Flake Taploca, 2 lbs. Veal, Beef, Ham Loaf, Gaillard Imported Olive per can 10c Oli-Herring, can ... 20c Large size bottles .. 75c And 10 Stamps And 50 Stamps And 50 Stamps Chicolate 25c Walker's Chili Con Car-

ni, can And 10 Stamps

Spratt's Puppy Cakes. Snider's Chill Sauce, pt. And 10 Stamps York Rose Toilet Soap. 25c And 19 Stamps And 10 Stamps Snider's Pork and Beans and 10 Stamps Hartley's Pure Orange Jelly jar 20c

Capitol Baking Powder.
1b. can Ste
And 20 Stamps Medium size bottles.450 Newport Catsup, bottle. Pinkles, assorted, bot-Imperial Grape Juice, pint bottle 25c And 10 Stamps

Clearing Haviland Dinner Sets Complete 100-piece sets, genuine Haviland



china, in four different patterns. These sets sold originally as high as \$40.00. We have 50 sets to clear tomorrow. Such a bargain may never come again; \$12.50 while they last, per set..... Cut Glass Vinegar Cruets,

Cut Glass Knife Restsclearing at, each . 10c

usually \$1.50- 75c clearing now for.



Monday Great Clearing Lot Women's Odd Lines Oxfords

to 8 on AA, A, B, C, D and E lasts. Best \$3.50 \$1.98 tans we know of; Monday, special.......\$1.98

Tan Russia Calf Two Eyelet Ties

We offer tomorrow our second lot of those

handsome "Lady Betty" Oxfords for the

summer months; smartest of new foot-

wear for street wear, for business

or for the vacation trip. They

are cool, comfortable and shapely

-fairly bristling with good style.

We have all sizes, all widths, 112

The shoes are all correct styles and in good condition-simply broken lines culled from our stocks during inventory; sizes 3 1/2 and 4, on D, E and EE lasts; Monday you shoose any, and they are all \$3.00 values,

she may in turn teach it to her people, corn, and bread and wraps each one sep- springs are divided, according to their tat- always a delicious feast, and the Maori mined English and Maori customs is that votes in his family. she may in turn teach it to her people, corn, and bread and wraps each one sep-springs are divided, according to their tast and bread and wraps each one sep-springs are divided, according to their tast always have had fireless arately in a mat woven of sweet grass, irral temperature, into those which are woman, who has only to ask her guests to unbody has a parier except a few old which is wet abundantly before being put used for bathing, others for washing cotten.

acquiring the science of dressmaking that she takes her ment or fish, rams, indian the bank to well until it is cooked. The the housewife that has grown out of com- importance because there are so many

his end.

A best seller gathers no duet.
You may lead a reader to a book, but
you cannot make him think.

It is an ill leads that high no index.
The genealogist is the thief of time.
Many rare books are not well done.

A five-foot shelf to the wise is sufficient.

Life.

FIRELESS COOKER ANCIENT Nature Built Them Centuries Ago Natives . Have Used Them for Ages.

s superceded by one cannot say now many proturberance on the side of a hill which with her.

"They have gone even farther than that into the oven. Once in, it is shut up and and the boling hot ones, which are left pionic all the time. and had fireless ovens, made by nature, left to cook for an hour and a half, when sacred for cooking. These are called Tu Pu' "Even the educated Maorie naven't al. covered with native mais, which makes Again the "new idea" is found not to be and in the northern part of the islands, the moisture will be exhausted, and the moisture will be exhausted, and the moisture will be exhausted, and the moisture will be exhausted. new or original, but an adoption of a where these conveniences did not exist, cook who has gone back home to rest so that no dirt will fly into them, so par-except that they have a detached kitchen hot overburdened with the care of her comfortably while the dinner was cooking, ticular is the Maori woman.

"The original fireless oven is a chalky while the dinner was cooking thousand the family of the except when they are allowed to run wild reduce the family of the except when they are in school. Children

is superceded by one cannot say how many producterance on the side of a hill which with her.

civilization who think so, but all travelers colonists have scorned the better ways of are popular, and the girls are considered of years by the custom of the Maori people of is bulged out by force of heat. The heat "When she doesn't want to bake the Gin- who have seen the best colonists, how as much or more value than the boys, as Australia. Mrs. H. T. Rowel of Auctiand. permeates it perpetually, and the Maori ner the Maori woman puts the fish and pean clubs agree to the wonderful super- ever, have adopted many of the native though this is only since women have

New Zealand, who is now in Chicago and woman who lives near the thermal district potatoes in a grass basket and dips it into locity of food cooked in this way. When customs.

In a suffrage. Now a man who has three environments and suffrage on the springs and site down on they open the hangi, as the Maoria call. "One of the ways making it casy for one of the ways making it casy for the down on they open the hangi, as the Maoria call." had suffrage. Now a man who has three