HE IS A HOT WEATHER BUPFBR cor Starter Blamed for E
thing These Warm Days. SITs AND smmess pleasantly SITs AND SMILES PLEASANTLX
Whant nan tritiss to Phay near,
 spleen on thite man.









## JULY FURNITURE SELLING <br> Real Value-Giving in <br> MID-SUMMER SACRIFICES

$\mathrm{W}^{\mathrm{E}}$ have gone into our stock with the muckraking idea; with the notion that if anything lies hidden from which we can make no immediate profit--something the public might appreciate--that we will hring it out and expose it to view and sentence it to public slaughter. Sensational talk for this house, you may say. Well, its justification is found in the prices. They are sensational in the extreme. Here is fine furniture at fallacious prices and it gives one the circus poster impulse, but not a single fibre of this furniture is offered to which we cannot attach our tag policy guarantee, our insurance that every screw, every brad, every bit of glue used, all are of the quality represented. If hair cushions are 20 per cent black and 80 per cent white it is our policy to tell you so, and it is
put into writing OVER OUR SIGNATURE. Nowhere in the United States is furniture sold under more strict exactions than we have placed upen put into writing OVER OUR SIGNATURE. Nowhere in the United States is furniture sold under more strict exactions than we have placed upon ourselves. Sale starts Wednesday, July 5. The prices hereto appended will result in the greatest furniture sale Omaha has ever seen.



| \$23.50 Bird's-Eye Maple Dresser-Handsome article ...... .............. $\$ 15.00$ | $\$ 9.50$ Fiber Rush Chair-Spacious seat-only $\qquad$ |
| :---: | :---: |
| \$19.75 Oak Dresser - Spacious drawers, strongly made . . . . . . ........... \$11.00 | $\$ 9.50$ Fiber Rush Rocker-Heavy runners, durable $\qquad$ $\$ 6.00$ |
| $\$ 13.00$ Solid Oak Dresser-Very attractive distinct design ..................\$8.50 | nd |
| $\$ 60.00$ Circassion Walnut Chiffonier-Six large drawers ................... \$45.00 | \$14.00 Fiber Rush Rocker-Very broad, |
| $\$ 35.00$ Circassion Walnut Desk-Excellent article, distinctive ............\$22.50 | Fiber Rush Rocker-Strong, heavy |
| \$56.00 Chiffonier - Quarter sawed, six spacious drawers $\qquad$ $\$ 35.00$ | nfortable . . . . . . . . . $\$ 8.00$ |
| $\$ 75.00$ Auto Valet-Quarter sawed oak, very attractive $\qquad$ $\$ 45.00$ |  |
| \$18.50 Princess Dresser-Quarter sawed oak, excellent piece $\qquad$ $\$ 12.50$ | tiful article |
| $\$ 34.00$ Golden Oak Buffet-Leaded glass doors, high quality ............. $\$ 25.00$ | Strong, handsome ..............\$8.50 |
| $\$ 40.00$ Golden Oak Buffet-Heavy mirror, broad top $\qquad$ $\$ 28.00$ | \$17.50 Genuine Prairie Grass Rocker Comfortable, lasting .............\$8.75 |
| $\$ 20.00$ China Cabinet-Golden oak, five shelves $\qquad$ | \$16.00 Genuine Prairie Grass Chair-Distinctive ........ ................. $\$ 8.00$ |
| \$32.50 Dining Table-Solid oak, 40 -inch diameter $\qquad$ | $\$ 9.50$ Orex Table-Strong legs and solid top ............................ \$4.75 |
| $\$ 8.00$ Green Reed Rocker - Comfortable and strong $\qquad$ $\$ 4.00$ | $\$ 3.50$ Crex Rocker-Heavy runners, wide seat ........... .................... $\$ 1.75$ |

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## A Rug-Fest With Profits Ignored



Here are rug prices that buyers cannot ignore; we've ignored profits. however. Just glance at a few-you'll see that this July Rug Sale is going to be a record breaker. We never have done such startling price cutting; we hope it will be many months before we shall repeat it. Some
are cut more than half-nearly all are cut half. But after all, what is the use of more talk on prices; here they are-clear down at bottom. You know what this store gives in its are cut more than half-nearly all are cut half. But after all, what is the use of more talk on prices; here they are-clear down at bottom. You know what this store gives in its
sales-prices are brought down, but goods are the same that sold for the original figures. Great value at almost-profitless-figures. The sale includes stock rugs-made from the best sales-prices are brought down, but goods are the same that sold for the original figures. Great value at almost-profitless-figures. The sale includes stock rugs-made from the best
grades of carpets and borders in sizes not sold by factories-and hundreds of dropped patterns in all grades of Brussels, Axminsters and Wiltons. The stock rugs will fit any sized room. grades of carpets and borders in sizes not sold by factories-and hundreds of dropped patterns in all grades of Brussels, Axminsters and Wiltons. The stock rugs will fit any sized room.
The durability and beauty of all the offerings will multiply the pleasure of the summer hours. Only examination of weaves, weights, sizes and coloring will reveal the investment The durability and beauty of all
character of the following prices:

BRUSSELS RUGS. $\$ 10.00$ Brussels Rug, 6x6-9... $\$ 10.00$ Brusets Rug, $6 \times 7 \ldots$ \$12.00 Brussels Rug, 4-6x7-6. . \$12.75 Brussels Rug, 4-6x10-6. \$13.00 Brussels Rug, 6x10-9.. *30.00 Brussels Rug, $8 \times 10-6$. $\$ 17.00$ Brussels Rug, $8-3 \times 8$. \$24.00 Brussels Rug, $8-3 \times 12-6$.. $\$ 20.00$ Brussels Rug, $8 \times 10-6$. . $\$ 17.00$ Brussels Rug, 8-3x9-3. $\$ 20.00$ Brussels Rug, $8-3 \times 10-6$.. $\$ 16.50$ Brussels Rag, 7.9x10-6.
$\$ 23.00$ Brussels Rug, $8-3 \times 12-6 \ldots$. . $\$ 13.50$

| .. $\$ 5.00$ |
| :--- |
| \$5.00 |

.$\quad 87.50$
$\$ 8.50$
$\$ 25.00$ Axminster Rug, 8-7x12 ... $\$ 17.00$ $\$ 22.50$ Axminster Rug, $8-3 \times 10 \ldots . . \$ 16.50$ \$23.00 Axminster Rg, \$25.00 Axminster Rug, 8-3x10-9.. \$13.50 \$27.50 Axminster Rug, 8-7x10-9. . $\$ 16.00$ $\$ 27.50$ Axminster Rug, $7-4 \times 10-6$. $\$ 19.00$ \$27.50 Axminster Rug, 8-3x10-6.. \$18.00 \$34.00 Axminster Rug, 10-6x12...\$25.00 \$32.50 Axminster Rug, 10-6x11-6.\$22.00 $\$ 35.00$ Axminster Rug, 10-6x13-5. \$25.00 WILTON VELVET RUGS. \$12.00 Wilton Rug, 6x6-6.........\$5.00 \$22.50 Wilton Rug, $8-1 \times 10-6 \ldots . . . \$ 12.50$
$\$ 24.00$ Wilton Rug, $8-3 \times 9-6 . . .515 .00$
$\$ 22.00$ Wilton Rug, $8-3 \times 10-6$. $\$ 27.00$ Wilton Rug, $8-3 \times 11-2$. $\$ 25.50$ Wilton Rug, $8-3 \times 11-6$. $\$ 24.00$ Wilton Rug, $8-3 \times 10-6$. $\$ 20.00$ Wilton Rug, $8-3 \times 8-3 \ldots$ $\$ 24.00$ Wilton Rug, $8-3 \times 11-3$ $\$ 24.00$ Wilton Rug, $8-3 \times 9-10$.
$\$ 22.50$ Wilton Rug, $8-3 \times 8-3$ $\$ 22.50$ Wilton Rug, $8-3 \times 8-3$.
$\$ 18.50$ Wilton $\mathrm{Rug}, 8-3 \times 8-3$. $\$ 26.50$ Witton Rug, $8-3 \times 11-6$ $\$ 26.50$ Wilton Rug, $8-3 \times 11-6$. $\$ 32.50$ Wilton Rug, 10-6x12. $\$ 24.50$ Wilton Rug, $9-10 \times 8-10$ $\$ 30.00$ Wilton Rug, $10-6 \times 11-3$
$\$ 31.00$ Wilton \$31.00 Wilton Rug, $10-6 \times 10-6$.

