HE IS A HOT WEATHER BUFFER

Imported Porch Blinds-Greatest value at Lowest Price-4, 5 6, 7, 8 and 10 feet wide, 8 feet long, wood web, extra heavy cords and strong pulleys-None better made-\$2.50 to \$6.50 levator Starter Blamed for Every-

thing These Warm Days. SITS AND SMILES PLEASANTLY

Wheat Bull Trying to Play Bear, Woman Who Collects Tar on Sixteenth and All Vent Their Spleen on This Man.

When the thermometer hovers around 100 and the hot winds wither everything in their path, most everybody is uncomfortabie, and, being uncomfortable, is peevish. And being peevish, there is a grouch, and having a grouch, it must be vented on some one. All of which is very logical.

But speaking of jobs, who wants to be an elevator starter on a hot day? It is upon this official that the peeved ones vent their hot weather irritation. just because he happens to be convenient, handy and receptive.

A. H. Roberts, starter of elevators in the City National bank building, is something of a philosopher. He has grown so from taking the gruff of persons who are out of sorts with the weather.

For instance, the woman with a last year's bonnet, for which she has paid a furrent season price, is out of breath and lagruntled because she had to walk across the street from the car line. Then, perhaps, she has some of that sticky tar formerly on Sixteenth street on her suede shoes. She snaps a question at the elevator starter, because he is convenient. So-and-so has moved his office from the building and falled to leave his new address, he tells her.

Who gets the blame? The elevator starter. She blames him for the Sixteenth street tar, the torrid temperature and the former tenant's error of omission. Not categorically, but by a snippish remark which relieves her pent-up anger at all of the con-

Roberts Only Smiles.

Roberts only smilles. He is used to it. Such performances are many in the 400 to 509 questions he answers every day. It is his business to look pleasant. He goes through the business of looking pleasant automatically as the trained seals in a circus juggle a ball.

Here comes a woman from the country. She refuses to ride in the elevator because It might fall. And then she blames the starter because Blank & Blank's office is on the ninth floor. But she will walk. And the starter gets a supposedly cutting remark because the weather is hot and because he tells that it is far more judicious to ride than to walk. The woman is certain that death awaits any one who rides in one of those cages, and the starter is at fault.

So it goes all day. The man who dabbles n the market snaps at the starter because car is slow. He is preved because the hot winds have made a bull market when he was playing bear.

The telegraph boy is perspiring when he enters the corridor. "Why in the blankety blank don't you

have fans in here?" he wants to know of the starter.

A negro woman, irritated by the heat, on taking the wrong car. She breaks loose in an attack on the starter because he steers her to the right car. Why won't the other one take me up?" the peevishly inquires.

He is a Philosopher.

goes all day long. But Roberts wears a heavy uniform coat and philosophizes. He is paid to be pleasant. The hot weather peevishness of the public is part of the thing he contracted when he took that authoritative position. And he smiles as with a crack his announcer starts a car roofward, breaking off the sentence



JULY FURNITURE SELLING

Real Value-Giving in MID-SUMMER SACRIFICES

W^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 bring 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 upon ourselves. Sale starts Wednesday, July 5. The prices hereto appended will result in the greatest furniture sale Omaha has ever seen.

\$36.00 China Cabinet-Early English oak, high quality\$20.00 \$40.00 Oak Buffet-Early English, quaint design\$20.00 \$28.00 Early English Dining Table -Strong, 48-in., 8-foot extension ... \$14.00 \$4.50 Dining Chairs - Early English, strong\$2.50 \$34.00 Golden Oak Buffett-Gives immediate impression of its worth \$25.00 \$20.50 Dressing Table-Mahogany finish, high legs\$13.50 \$23.50 Mahogany Poster Bed-Durably constructed, pretty\$16.50 \$22.00 Golden Oak Library Table-Very heavy base, 48-inch top\$15.00 \$24.00 Golden Oak Library Table-Durable and attractive, 48-inch base \$18.00 \$40.00 Solid Mahogany Settee-Upholstered in blue denim\$20.00 \$43.50 Solid Mahohgany Settee-New and \$46.00 Genuine Leather Rocker-Harrington springs, very comfortable ...\$29.00 \$63.00 Genuine Leather Rocker-Harington springs, strong\$40.00

\$18.00 Golden Oak Library Table-Thoroughly constructed, 48-inch \$12.00 \$19.00 Golden Oak Library Table-Heavy base, durable, pretty\$14.00 \$90.00 Gentleman's Auto-Valet-Solid mahogany\$45.00 \$130.00 Colonial Post Dresser-Solid mahogany, large mirror\$75.00 \$33.00 Four Post Bed-Mahogany finish, durably built\$20.00 \$110.00 Dresser-Solid mahogany, French beveled mirror\$60.00 \$72.00 Colonial Dressing Table-Solid mahogany, circular mirror\$40.00 \$90.00 Colonial Chiffonier-Mahog., thoroughly built, spacious drawers, \$50.00 \$60.00 Napoleon Bed-Solid mahogany, distinct design\$35.00 \$12.00 Dressing Table-Mahogany finish, high legs\$8.00 \$16.50 Dressing Table-Mahogany finish, wide top\$10.00 \$23.00 Mahogany Chiffonier-Five large \$25.00 Mahogany Dresser-Four spacious drawers, polished\$15.00

\$23.50 Bird's-Eye Maple Dresser-Handsome article \$15.00 \$19.75 Oak Dresser - Spacious drawers, strongly made \$11.00 \$13.00 Solid Oak Dresser-Very attractive distinct design\$8.50 \$60.00 Circassion Walnut Chiffonier-Six large drawers\$45.00 \$35.00 Circassion Walnut Desk-Excellent \$56.00 Chiffonier - Quarter sawed, six spacious drawers\$35.00 \$75.00 Auto Valet-Quarter sawed oak, very attractive\$45.00 \$18.50 Princess Dresser-Quarter sawed oak, excellent piece\$12.50 \$34.00 Golden Oak Buffet-Leaded glass doors, high quality\$25.00 \$40.00 Golden Oak Buffet-Heavy mirror, broad top\$28.00 \$20.00 China Cabinet-Golden oak, five \$32.50 Dining Table-Solid oak, 40-inch diameter\$24.00 \$8.00 Green Reed Rocker - Comfortable and strong\$4.00

\$9.50 Fiber Rush Chair—Spacious seat only
\$9.50 Fiber Rush Rocker-Heavy runners, durable
\$17.00 Fiber Rush Chair-High back and wide seat\$10.00
\$14.00 Fiber Rush Rocker-Very broad, restful and strong\$8.00
\$12.00 Fiber Rush Rocker-Strong, heavy runners, comfortable\$8.00
\$30.00 Fiber Rush Settee—Excellent article, comfortable
\$14.00 Genuine Prairie Grass Rocker — Beautiful article
\$17.00 Genuine Prairie Grass Rocker - Strong, handsome
\$17.50 Genuine Prairie Grass Rocker — Comfortable, lasting
\$16.00 Genuine Prairie Grass Chair—Dis- tinctive
\$9.50 Crex Table-Strong legs and solid top \$4.75
\$3.50 Crex Rocker-Heavy runners, wide seat\$1.75

of a cross old tenant, who has stopped to tell him. "If I pass another summer in this coun-

try you can-" The irascible one addressed to the starter as though he were to blame for his presence in sweltering Omaha, instead of facng cool lake zephers, or mountain breezes

Gardening Costs Lucius W. Wakeley **Considerable Money**

Now He Says that it is No Sane Occupation for the Man in the City.

Gardening is decidedly no occupation nor even pursuit for the civilized and sane man. So says L. W. Wakeley, general passenger agent of the Burlington, and he out to know for it has cost him \$73.50 cash, and about \$10 worth of his spare time. Along in the early spring when the call of back to nature was strong in his blood, Wakeley got out the old spade and dog up the space annually dedicated for garden use. Digging that garden gave him lumbago and getting rid of the lumbago has cost him \$60 in doctor bills.

But, nevertheless, the garden grew (with the help of \$12.89 worth of water, which he religiously sprinkled on it in the summer evenings.) Then came the joyful harvest time. Up to date \$1.35 worth of the green things of this earth have appeared on the Wakeley table, and even L. W. himself will admit they tasted good.

Now, of course, that investment of \$73.50 and the \$10 worth of time are not entirely lost, for Wakeley has the finest array of tomato plants in the middle west, growing in his back yard at 311 South Thirty-third street. And he has a ingenious shotgun attachment to drive away marauders.

But he asks in a plaintive tone, "How can a man with lumbago threatening him drive the voracious bugs from those esteemed tomato plants and save them and the \$73.30." Prize for the most successful

MANY ARE PLANTING POTATOES Ground is Now Being Put in Spare

Tubers to Get the Big Prices.

Late potatoes planted in the first week of July, will be one of the big crops of Nebrasks this year, according to present indications. Planting late pointo crops in Nebraska is taking a big chance, but the prospective profits will tempt many of them to try this way of making back money lost on early potatoes, planted in the spring.

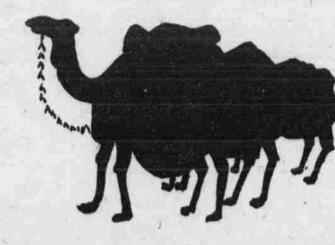
Potatoes planted in the first week of July will mature the first or second week of October. Frost may catch them in Nebranks before that time, but the chance of getting a crop that is selling at such a price as potatoes will sell this fall in this state, will lead many a Nebraska land wner to plant his seed and take chances on frost and the lack of rain for the rest of the crop season.

All the irrigated sections of Colorado and Weoming are planting their spare ground in potatoes and the price may take just sudden a drop next fall when the harcomes as it has taken a rise.

Dangerous Surgery

inal region is prevented by the use of Dr. King's New Life Pills, the ainless purifiers. No. For sale by Be-Drug Co.







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 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. 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 character of the following prices:

BRUSSELS RUGS.

\$10.00 Brussels Rug, 6x6-9......\$5.00 \$10.00 Brusses Rug, 6x7......\$5.00 \$12.75 Brussels Rug, 4-6x10-6...... \$7.50 \$13.00 Brussels Rug, 6x10-9.....\$8.50 \$30.00 Brussels Rug, 8x10-6.....\$15.00 \$17.00 Brussels Rug, 8-3x8......\$10.75 \$24.00 Brussels Rug, 8-3x12-6....\$18.00 \$20.00 Brussels Rug, 8x10-6.....\$10.50 \$17.00 Brussels Rug, 8-3x9-3...... \$9.50 \$20.00 Brussels Rug, 8-3x10-6....\$10.50 \$20.00 Brussels Rug, 8-3x11-6....\$10.00 \$16.50 Brussels Rug, 7-9x10-6....\$12.50

\$23.00 Brussels Rug, 8-3x12-6....\$13.50 \$18.50 Brussels Rug, 8x10-6.....\$12.00 \$26.50 Brussels Rug, 10-6x10-6...\$18.00 \$28.00 Brussels Rug, 10-6x11-9...\$15.50 \$30.00 Brussels Rug, 10-6x13-9...\$20.00 \$45.00 Brussels Rug, 10-6x12-6...\$25.00

AXMINSTER RUGS.

\$15.00 Axminster Rug, 6x7-1.....\$6.00 \$16.50 Axminster Rug, 6x8......\$8.00 \$32.50 Axminster Rug, 8-3x10-8. . \$22.50 \$35.00 Axminster Rug, 8-3x12....\$26.50 \$22.50 Axminster Rug, 8-3x8-9...\$15.00 \$24.00 Axminster Rug, 8-3x10....\$12.50 \$24.00 Axminster Rug, 8-7x10....\$16.50

\$25.00 Axminster Rug, 8-7x12....\$17.00 \$22.50 Axminster Rug, 8-3x10....\$16.50 \$23.00 Axminster Rug, 8-3x10-9. . \$13.50 \$25.00 Axminster Rug, 8-7x10-9. . \$16.00 \$27.50 Axminster Rug, 7-4x10-6. .\$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 \$32.00 Axminster Rug, 10x12-3...\$22.50

WILTON VELVET RUGS.

\$22.50 Wilton Rug, 8-1x10-6.....\$12.50 \$24.00 Wilton Rug, 8-3x9-6.....\$15.00

\$22.00 Wilton Rug, 8-3x10-6.....\$16.50 \$27.00 Wilton Rug, 8-3x11-2.....\$20.00 \$25.50 Wilton Rug, 8-3x11-6.....\$16.00 \$24.00 Wilton Rug, 8-3x10-6.....\$13.50 \$20.00 Wilton Rug, 8-3x8-3..... \$15.50 \$24.00 Wilton Rug, 8-3x11-3.....\$11.50 \$24.00 Wilton Rug, 8-3x9-10.....\$16.00 \$22.50 Wilton Rug, 8-3x8-3..... \$13.00 \$18.50 Wilton Rug, 8-3x8-3.....\$11.00 \$26.50 Wilton Rug, 8-3x11-6.....\$19.00 \$26.50 Wilton Rug, 10-6x9-10.....\$16.00 \$32.50 Wilton Rug, 10-6x12.....\$22.00 \$24.50 Wilton Rug, 9-10x8-10....\$14.00 \$30.00 Wilton Rug, 10-6x11-3....\$15.00 \$31.00 Wilton Rug, 10-6x10-6....\$24.00

