Annual Event--- Opening of

JULY SALES

Saturday, July 5th, the Day

The strongest force on human action is habit. July has always been the time for clearance; so, regardless of the varying conditions of trade, July the fifth means reduce prices, clear your stocks. Real candor, which you expect from us, compels us to say that market conditions are of such an unusual character that many items look like a mark-up instead of a mark-down-but, with equal candor, we can say that never in all of our experience has the merchandise we now offer been a better purchase.

There are but two questions asked in the New York market: Have you the goods? When can you ship?

Understand, however, that beginning Saturday, we shall offer thousands of dollars worth of desirable merchandise at liberal reductions from accustomed prices. Accumulations, broken assortments, new purchases, where the seller has taken the loss, etc.

Ready-to-Wear Garments Are Naturally Interesting At This Season Closing Lots Grouped at Appealing Prices

SUITS

Not a large quantity, but of exceptional quality. Grouped at \$19.75, \$29.75 and \$35.00.

(A good proportion are large sizes up to 51). Group number four comprises expensive and exclusive models of Jersey Cloth, Velours and fine Serges. Many are artistically embroidered. They have sold up to \$125.00; Saturday, \$57.50-

Two groups of early fall models put in this sale to help out and for that reason marked a close price, \$47.50 and \$57.50.

DRESSES

Group of Ginghams at \$4.95. Group of Voiles, \$7.95.

Useless to dilate on description; you will readily recognize the character of materials and models. Group of Taffeta, Gingham, Voile and Organ-

die of the better sout, \$14.75. A group of Sport Dresses, one and two-piece

effects, beaded Georgette, Tricotines, Serges, Foulards and combinations, colors in tremendous varieties-\$29.75 each.

Capes and Dolmans

Here is an old-time cutting of prices. Reduced to about half former prices .- Made from Serge, Gabardine, Silvertone and Ve-

Group 1, sold up to \$37.50, at \$19.75. Group 2, sold up to \$67.50, at \$29.75.

Blouses

A great grouping of Blouses of all sorts, Voiles, Organdies, Lawns, the lacy styles or severe tailored; sold up to \$3.50; \$1.95.

Summer Skirts

White washable Gabardine, at \$3.79

Sweaters and Knitted Coats

of worsted silk and fibre. Our own stock of these practically exhausted. We secured a manufacturer's open stock and samples at a low price. Grouped at \$5.00, \$8.95, \$14.75, \$19.75 and \$22.50.

Bathing Suits

Very much in demand. On tables, \$1.95

Muslin Underwear

Warm weather wearables much wanted. Exquisite trimming, snappy styles. - Grouped into lots for active selling-\$1.35 Night Gowns and Envelopes. \$1.69 Night Gowns and Envelopes.

\$1.95 Envelopes, Pajamas, Gowns and \$2.49 Petticoats, Night Gowns and En-

Flesh colors in Crepe de Chine and Wash

Silk solves the travel problem for under-

Simple laundry; no bulk in packing. Special group of Envelopes, \$3.95. Special group of Night Gowns, \$5.95. Imported hand-embroidered Night

Junior Section

Clearing the Suits for Girls and Small

Capes and Dolmans for all ages. Wide

These will look awfully good next Sep-

Two special closing lots of ages 2 to

tember at these prices. Grouped at \$8.50

Women, youthful styles. At under half price. Two lots, \$8.50 and \$12.50.

variety of colors; grouped at cut price.

Sold up to \$25.00, at \$14.50.

Sold up to \$42.50, at \$24.50.

All ages, all materials—the sensible Play Dress, the Afternoon Dress, the Silk or Georgette or Foulard Dress. Look through these groups-89c, \$1.29, \$1.98, \$3.95 and \$6.95. White or colors. Children's Hats in closing sale lots at

98c, \$3.49, \$5.49.

Smocks and Middles grouped at 59c, 98c and \$1.98.

Corset Clearing

Our character in Corsets is well

Women's Hosiery

If we talk hosiery to you we are liable to boast. Never, we believe, has a full stock room possessed more value to us and to you than our hosiery stock. The most important as-set is quality. Purchases made months ago have quality hard to obtain now.

Three Specials— Women's Fine Cotton and Lisle Stockings in black and colors,

Women's Fine Mercerized and Soft Lisle, also Fibres, in colors and black,

To protect you in price we have departed from our established custom and offer a case of Fashioned Silk Hose that are well worth today \$2.00 a pair, for

But we cannot guarantee them perfect. They are liable to have manufacturer's flaws. Examine them before you buy.

Dress Goods and Wash Goods

Gowns, \$2.95 and \$3.95.

Dress materials are having a rejuvenation. This new Miss Ready-to-wear is being challenged. A few yards of goods-a little tastea sewing machine and lo! a dress for little money. Two groups of Wash Fabrics:

Tissues in stripes and plaids, 36 and Fine 40-inch Printed Voiles and Silk Mixtures; the season's popular designs. 79c

Worsted Summer Fabric, Silverbloom. 32-inch, 79c instead of \$1.00. 54-inch, \$1.29 instead of \$1:50.

Silks

Such a season in Silks, and now with prices gone sky-high, present stock is still more desirable. However, we will clean the stock by closing out odd colors, short lengths and broken assortments. All grouped into two lots.

36-in. Plaids and Stripes. 36-in. Satins and Taf-

fetas. Sold up to \$2.50. Yd. \$1.69

plain and fancy, in

\$2.98

38 and 40-in. Foulards. | 40-in. Satin in various shades. 36-in. Sport Silks in splendid qualities. Sold up to \$4.00. Yd.

and \$12.50.

6, at \$2.95 and \$5.95.

mown, and the values in our clearing sales famous. Silver Seal, Warner, Kabo, R. & G. makes; sold to \$3.00; \$1.89 Warner, Justrite, R. & \$2.89 G., Kabo; sold to \$4.50, Redfern, Modart, La Camille, La Warner, Justrite, R. & sold up to \$8.50.....\$4.98 A group of models wrought in the very finest fabrics -Aristocrats in the corset world. Sell-ing up to \$12.00..... \$6.98

Bungalow Aprons

\$1.69

Porch and House Dresses of Ging-ham and Chambray, big range of

Men's Furnishings

Equipped with warm weather comforts. Thin Underwear, Soft Shirts, Wash Neck-

Special lot Madras Shirts-Desirable \$2.00 grades\$1.35 Union Suits-Athletic and all shades. Madras, Namsook and Knit Fabrics. Includes the famous "Hatch" one-button suit, and Shedeker make of athletics. These retail up to \$2.00. Sale\$1.25 Special grouping of silk four-in-hands. Silk and Fiber Socks, many colors . . . 65c Boys' Porosknit B. V. D. Suits......69c

Coolings from our giry

Basement

Electric Fans a feature . . \$19.00 and \$32.50 Electric Irons make summer laundering a pleasure \$6.50, \$7.00 and \$7.50

Women's and Children's Knit Underwear

Whatever you buy here is a good pur-

Fine ribbed Union Suits in pink 89c American Hoisery and Carter Make . . \$1.69 Silk Top Suits.....\$1.59

Summer Vests-Here again we have ventured to purchase from Julius Kayser & Co. a case of Vests that may have manufacturer's flaws in the knitting. The

A Very Special Purchase

Of high grade Union Suits in all shapes. Four separate models and outsizes are included in the lot. The price will be \$1.15. We recommend that you anticipat your

White Silk Gloves

Sought by correct dressers. Just in, priced \$1.75 and \$2.50. Kayser's Silk Gloves in various shades. This is to close out broken lines. Most all

Yours for Service Saturday Hours--- 9 a. m. to 6 p. m.

Thomas Repatrietto

Workers Urged by Government Officials.

The "thousands of families in the United States are below the poverty line because its breadwinners happen to be women" is an interesting statement made by Mrs. Mary Van Kleeck, director of the Women in Industry, United States Department of Labor, at a conference on reconconstruction recently held in Wash-

Emphasizing the need for a permahent women's bureau in the department, to be charged with the duty of making continuous and careful investigation of women's industrial problems, the speaker pointed out that the millons of women in this country now "receive less than a living wage, millons are working to long hours for health and efficiency and many are working under conditions which are

OMAR ONDER FLOUR



A Nutritious Diet for All Ages Quick Lunch at Home or Office

OTHERS are IMITATIONS





unwholsome and unsafe." She age; an eight-hour day and urged that the improvemets in 44-hour week, with a weekly day of working standards which are now rest; abolition of night work for to be found in many of the well women and minors; the establishmanaged plants be extended ment of minimum wage commisthroughout industry by means of sions in every state with represengovermental policy formulated by tation of employers and employes Legislature measures for the pro- sioners! equal pay for equal work

A Knitting Yarn

The hunting season has opened. Hunting? Certainly-for those recalcitrant balls of yarn which roll from the knitter's lap under the

darkest sofa just when things are going smoothest. But Marguerite Clark of film fame has solved the problem with her hunting dog "Thim-

ble," shown in the above picture. He is trained to retrieve those self-starting balls at top speed. "Thimble" has proved a wonderful aid to

the motion picture star's knitting for American armies of occupation,

which she has undertaken in spare moments at the studio.

ection of women in industry sched- and wages based on occupation and uled for introduction during the sex; right of workers to corganize girl's modesty suffers even more sepresent session of congress and to bargain collectively through their chosen representation, and labor and a compulsory education other measures tending to alleviate of all children from 6 to 16 years of conditions among working women

FLOUR

has passed, by a majority of two votes, a motion in favor of woman suffrage. Such an effort has failed on four previous occasions. EATON'S

aturday pecials

BATH CAPS 19¢

Any bathing cap in the store worth up to \$1.00 -your choice Saturday29¢ Limit one to a customer.

\$1.00 Williams' Toilet Water, all odors 69¢ 50c Imogene Toilet Wat-

75c Crab Apple Extract 49¢ 75c White Rose Extract 49¢ 75c Locust Blossom Ex-

15c Face Chamois.9¢ \$1.50 Bath Sponges 986 50c Abonita Face Powder24¢ 50c La Noye Face

15 & 20c Powder Puffs...7¢

Johnson's **Quintette** Chocolates

The gray package containing more than a pound. Has bitter Sweets, Swiss Milk Chocolate Caramels, Chocolate Butterscotch, Chocolate Honey Nougat, Choco late Nuts.

\$1.35 and \$2.75 sizes.

25c Trailing Arbutus or Corylopsis Talcum. 17¢

ARGAINS

25c Williams' Talcum ... 17¢ 25c Armour's Talcum . . . 17c

\$1.50 Goutorbe, Face Pow-50c Goutorbe Liquid Nail Polish24¢

50 Stationery 25¢ 40c Pound Box of Fancy Writing Paper 29¢ Pure Fuller's Earth for cleanings straw hats in

\$1.00 Penn Safety Razors69¢

5¢ and 10¢ pkgs.

25c Dewitt's Foot Tab-25c Meritol Foot Tablets19¢ CIGARS

15c Mozart, Perfecto or Magic, at. 10¢ Box of 50.\$4.85 15e Roitan Breva10€

Box of 50.84.50 8c Pacficos5¢ Box of 50.\$2.50 8c Antonella5¢ Box of 50.82.50

Mozart Cigar THE POPULAR SMOKE

A mild, mellow, fragrant, com fortable smoke-proof of how subtle blending and skilled workmanship can make choice Havana tobaccos so enjoyable.

10¢ and 2 for 25¢ sizes.

aturday pecials

and both men and women commis-

A postal savings system has been

established throughout Spain and at

its opening bank books were distributed to the school children of Mad-

The Parlament of South Africa

rid by the king and queen,

club members last year.

and children.

30c Sloan's Liniment ... 24¢ 15c Home Spun Toilet Paper8¢ I dozen for 90¢ 35c Castoria24¢ 50c Orazin Tooth Paste 34¢ 25c Opal Liquid Sham-25c Beecham's Pills 17¢ \$1.00 Glycothymoline ... 79¢ \$1.25 Delatone98¢ 50c Eatonic34¢ 15c Rat Nip.....9¢

10c Diazzo Shampoo.....7¢ 25c Absorbit (for perspiration)16¢ 50c Hays Hair Health ... 27¢ \$1.00 Dioxogen 69¢ \$3.75 Horlicks Malted

Milk\$2.98 50c Durham Duplex Razor Demonstrator21¢ PHOTO DEPT.

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before outdoor exposure and keep your skin soft, smooth and Sempray Jovenay is a solidi-



fied face cream.

grow hair nor will it enlarge the pores. 60c pack-age Satur-day for

BEATON DRUG COMPANY

10c La Purencia.5c

Box of 50.82.50

EDISON MAZDA

LAMPS

10 to 50 Watt Lamps

each35¢

each40¢

60 Watt Lamps,

75 Watt Blue Lamps,

each85¢

15c Fuse Plugs,

15th and Farnam Streets Mail Orders Receive Our Most Careful Attention

Lovelorn

BY BEATRICE FAIRFAX.

Good Ideas. Dear Miss Fairfax: I am 11 years d. I think girls up to the age of les instead of boys. Don't you?

I read the lovelorn once in a while and think some letters are very silly. Do you think I am too little to read

etters from high school girls, I should indeed say that girls to the age of 18 years could well give more of their time to studies-epecially spelling. "Boys" is a study open for students all through life. You really can well begin after 18 and doubtless will never complete the entire course. I'm glad you like this column, and I agree-some of the letters seem rather silly. But it takes many kinds of people to make one kind of a world.

A Questionnaire.

Dear Miss Fairfax, Omaha Bee: We are two cousins, 15 and 17, and we chum together very much, and we are writing to you for some adthe "Advice to the Lovelorn" col-

1. Do you think it is proper for a boy when he brings you home to kiss the g!r! before leaving her? 2. When a girl is trying to keep steady company with a young man. the young man you're keeping com-pany with isn't there that night, do you think it is right to go home with

go out walking after that! 4. How long should a girl wear

Hoping to see this in print and in the future, we thank MICKY AND BILLIE. much. 1. Good standards are essential, if one expects to amount to anything. and good standards lived up to will exclude promiscuous kissing from a young girl's life. A kiss is valued only for what it signifies and how cheap hand-out when given to every

one? The rose loses its

its color and its fragrance

her person to all who call. If you you must first respect yourself. It may be added that granting a young man a kiss in a careless way invites further liberties more difficult to check because of a gathering bold-

ness and confidence 2. If you are going with A boys' and girls' club in Washoe cares for you he will ask for a ounty, Nevada, is supporting an "r und-trip" and not merely t's Armenian orphan by selling fruit "pizzere of taking you home." and vegetables raised and canned by This would save you from chagrin and disappointment of not finding

him when you expect to. 3. Yes, if you walk home. 4. Long enough to cover any em-

Unhappy High School Girl-An uncongenial family, self-conscious ness and lack of companionship Quite a heavy burden to bear, but not too heavy for a girl of courage and optimism; much too heavy for a girl who broods over it. ture holds every promise for you-not one of your ills but can be overcome. Sweep the cob-webs of meancholy out of your brain and then

do what you can to remedy the conditions which distress you. We needn't worry about self-consciousness. That will disappear when you are older and have more experience. The uncongenial family is a far more serious matter. All sentimental tradition teaches_us to revere the members of our family. That is as it should be, and I am respect. But you and I know a girl can find herself in a family where there is no real joy or association. Finish your high school course and then get a position, or take steps to fit xx...self for some work which seems more attractive to you. Your mind will then be occupied, you will make friends at your business, and will eventually become financially independent of your family. This will give you sufficient independence in other ways to relieve much of your

present anxiety. Do not be discouraged because you have not yet gone with boys. Your desire for their companionship perfectly natural, but you are still very young, and there is much time ahead for their society. I fear them. Be pleasant, make yourself attractive, and fill your mind with good reading and good thinking, so that you can carry on an entertaining conversation. Don't put your Bible aside; continue to read it. Keep up your church association and your acquaintance with young people there. Remember that there are many others as lonesome as yourself. See what you can do for them. Try to make life happy for others, and in doing so happiness will come to

Blue Eyes and Brown Eyes— When in doubt, marry neither. As beautiful and wealthy as you admit yourselves to be, why stop short of anything but a prince, or at least a duke, or an earl for a husband?

In the opinion of the competent judges the failure of women as public speakers is most often due o their restlessness of manner and their total lack of effective ges-





