

Swarm of Editors To Attend Frolic Here on Monday

Delegates to Convention and Families to Be Entertained At Barbecue in Elmwood Park.

More than 100 Nebraska and Iowa editors have declared their intention of being present in Omaha Monday for the big frolic which has been arranged for them by Omaha business men. The editors and their families will meet at the Rome hotel at 9 a. m. At 11 o'clock chartered cars will take the visitors to Ak-Sar-Ben field, where there will be a special entertainment. The Tangier Temple Shrine band will play a concert there, and special entertainment features will be on the track program. The party will go to Elmwood park, where "Doc" Frye will stage an old-time barbecue. At 3 p. m. chartered cars will take the party to the Nebraska Power's company plant at Fourth and Jones street, where a number of novel electrical features will be staged. The men will take in the "den" show at night and Julius Johnson, manager and organist at the Rialto, will be host to the ladies of the party. Following the theater party the women will be entertained on the roof of the Athletic club.

Newspapers Win Sales Triumph

Exclusive Newspaper Advertising Places Big Industry In Dominant Position.

A recent survey of the market conditions in several leading cities on cleaners or scouring powders brought to light a condition which startled investigators. Of course, anyone familiar with the sale of cleansers in the central western states knows that Kitchen Klezzer far outsells most other brands, but this investigation not only showed Kitchen Klezzer to be the big seller in Chicago, but from what the dealers and buyers say the volume of business is so great that it really has no competitor in many other midwest cities. From a sale of a few cans a day 10 years ago, and from a position at the bottom of a long list of cleansers, Kitchen Klezzer has gradually grown until today it occupies first position by a big majority in the central western states, where the manufacturers, Fitzpatrick & Bros., continued their sales efforts. Moreover, it holds second position in the entire United States.

Often, especially in the early days, it took considerable courage to stand for quality and refuse to meet competitive prices, but the manufacturer knew that there is no article made in the world, but what someone can make it a little lower. They figured there was nothing in a business built on a price basis, so they stuck for quality and waited for that day when the housewife, who carries the destinies of all manufacturers in her hand, gave her indorsement—and finally she did indorse Kitchen Klezzer. And as the product was featured in publicity, it became standard in the minds of the public and as the sales grew this recognition of a standard product more and more prompted the manufacturer to greater efforts in quality, uniformity and fair dealing.

Newspapers were selected as the one medium to be used for 10 years each year's appropriation was confined entirely to newspapers, and so in the building of that greatest of all assets—good will—newspapers must be credited with 100 per cent of Kitchen Klezzer's success. The peculiar feature of this advertising is that from the start only one style of layouts has ever been used, and only once in 10 years has the size of the ads been changed. Always the same size (with only one exception) and always the same general type—strong white on black. So consistently has this style been followed that this class of advertising is often referred to as Kitchen Klezzer style. Perhaps the most remarkable instance of stick-to-it-iveness in the advertising world is the manufacturer's policy of continuing indefinitely its schedule in the papers selected to carry that publicity.

Washer Dries Clothes Without Wringer

Latest novelty in washing machines is a machine which both washes and dries without a wringer. It is being placed on the market by Charles E. Wagner, 1916 Harney street, and is part of a complete assembly of household units designed to lighten the burden of the housewife. According to Mr. Wagner, the finest fabrics can be washed without injury to the fabric and the heaviest clothing can be washed without injury to the machine. The machine is operated by electricity and has been very popular in localities where it has been introduced.

Women's Wear Concern In New Home Monday

Surprises are in store for Omaha women when they attend the opening next Tuesday of the new home of the Lamond's Smart Wear for Women on the ground floor at 1621 Farnam street, directly opposite the Omaha National bank building. For five years, H. C. Lamond has conducted his business on the second floor of the Securities building. The color scheme of his new shop in French blue and ivory, with ivory wicker chairs and tables, and French windows of ivory finish, Mr. Lamond expects to be open for business at the new location Tuesday.

Omaha Bank Clearings. Bank clearings for the week ending August 13 slumped more than \$2,000,000 under those of last week, which were \$38,975,576.52. Clearings for the corresponding week last year were \$50,750,024.42.

Girls Scorn Housework While Jobs Go Begging

"Fault of Housewife," Asserts Miss Bessie Stearns of Welfare Board's Employment Bureau for Women.



Elizabeth Stearns

"Why girls leave kitchens" or, more properly, why they won't enter 'em, is the subject of a book Miss Bessie Stearns threatens to write. Miss Stearns is in charge of the women's free employment bureau in the city hall, run by the public welfare board.

The girls in question are girls who seek employment there.

Death of Help. Despite "hard times" and lack of jobs and the fact that great numbers of office and factory girls were thrown out of employment in the last few weeks, it is equally true that the dearth of household help is just as great as it ever has been, members of the welfare board brought out at their last meeting Tuesday night.

J. Clarke Coit opened the discussion by inquiring why \$12 per week and board and room jobs went begging, while a long line of girls and women stood for hours in the city hall, daily, waiting for Miss Stearns to find them an office or factory job at perhaps \$5 per week.

Fault of Girls. "It's the fault of the silly girls. They've got a wrong caste notion," offered Dr. Harry Foster, member of the board, in explanation. "It's the housewife's fault," said Miss Stearns, who is pretty close to the situation. "They treat the maids we send out

Notables to Attend Delta Tau Meeting

Henry Wallace and Governor Allen of Kansas on List of Visitors to Convention.

Henry Wallace, secretary of agriculture; Henry J. Allen, governor of Kansas; A. J. Hopkins, senator from Illinois; Frank White, United States treasurer; Ben Ames Williams, well known writer, and Bruce Bielecki, New York, national president, are among the notables who will attend the 46th biennial kareena of the Delta Tau Delta and the second meeting of the body ever held west of Chicago, which opens in Omaha August 25, continuing until August 27. Headquarters will be at the Fontenelle.

Aside from these men who are known nationally, prominent men of Omaha and Nebraska are in the ranks of the Delta Taus. A. J. Weaver and Adam McMullen, who are spoken of as likely candidates for governor in the next election, were chums and members of the fraternity at Lincoln. Hugh A. Myers, president of the Omaha Bar association, is president of the Omaha chapter. Paul Bradley is secretary.

The kareena was brought to Omaha through the fame of Ak-Sar-Ben and the work of the Omaha chapter and the Nebraska university alumni. The program includes a smoker at the University club; a "Den" show and picnic at Fontenelle park.

Junior Live Stock Judges to Practice

Preliminary School to County Fair Contest on Douglas Farms This Week.

A school of practice for the junior live stock judging contest at the Douglas county fair, September 14, will be held this week at various farms. Boys and girls between 10 and 18 may enter. The first meeting will be Wednesday at 10 a. m. at Sam Gelston's farm, one-fourth mile south of Elk City. Judging of Shorthorn cattle and draft horses will be followed in the afternoon by an auction of 10 head of 2-year-old Shorthorn bulls.

Woman Hurt In Fall From Porch

Mrs. H. W. Cowduroy, 115 Park avenue, lies in Ford hospital with a scalp wound and several fractured ribs received yesterday when she fell from the second-story back porch of her home. Mrs. Cowduroy was drying her hair. A woman called to her from below. She leaned out over the railing of the porch to hear what the woman wanted and the railing gave way, precipitating her to the ground. Hospital attendants said her condition is critical because of possible internal injuries.

Kiwanis Clubs to Hold District Convention Here

The district convention of all Kiwanis clubs of Iowa and Nebraska, and all officials, is to be held at the Rome hotel September 15-16. There will be a two-day session including social events. The annual election of officers will also take place. The Omaha Kiwanis club will resume activities Friday noon, September 2, at the Rome hotel. In order to qualify, according to President H. W. Bubb, all members are expected to be at the opening meeting.

like dirt under their feet. Work them long hours, give them no liberties and treat them like inferiors."

Interviews Girls

A Bee reporter interviewed several girls applying for stenographic jobs—none of which were available that day. "Wouldn't you rather work in a home?" they were asked. "Indeed not, I spent a lot of money learning stenography. Why should I give it up?" replied one. "My mother wouldn't let me do it. She would be horrified if I went to work in someone's kitchen," replied a second.

Couldn't Do Housework.

"I couldn't do housework; I don't know the first thing about it," replied a supercilious miss, polishing her nails. "I know I would earn more money and have a better home, but—well, I just wouldn't like to be a maid," replied another. And so on down the line. Miss Stearns has another interesting observation to make. It is that when girls do decide to make the change, it is the office girl who will go into a home quicker than the factory girl.

Spoiled for Housework.

"The factory girl, the foreigner especially, is entirely spoiled for household work. She thinks it's beneath her. The office girl who has had a hard time making both ends meet and who appreciates a good home is intelligent enough to see the advantages in housework," said Miss Stearns. Dr. Foster is dead set against the anti-kitchen girl. "Every girl who can get other occupation should come out of the factory where is taking some man's job and do the housework. She ought to be willing to give up her factory job while hundreds of men are out of work entirely—heads of families, some of them."

He emphasized the great number of women employed at big salaries in the packing houses.

UPON hearing a Steinway for the first time, Richard Wagner wrote: "Our early tone masters, in writing the grandest of their creations for the pianoforte, seem to have had a presentiment of this, the ideal piano." Happily, the Steinway was born in time to inspire the immortal Richard, and to be divinely played and truly loved by Franz Liszt. Happily, too, it is still here to voice the art of that most gifted and brilliant of pianists, Paderewski, and to bless the playing of Rachmaninoff and Hofmann. And happily again, it will live on to be played by future masters and to minister to all people who love great music.

The Steinway is Priced as Low as \$875 Sold on Easy Terms. Scholler & Mueller 1514-15-18 PIANO CO. Phone Dodge St. De. 1623 Home of the Steinway—Standard Piano of the World.

"Onward Omaha"

What is your impression of St. Marys Avenue now? This improvement from 16th to 19th streets is practically completed. A wonderful work accomplished in a remarkably short period of time.

Hotel Flatiron and its patrons have been somewhat inconvenienced. We think it is worth the sacrifice. We now wish to announce that we are not only accessible from all directions but that we have taken advantage of the conditions and improved our own property. We are now prepared to make reservations for those who may wish a warm comfortable home for the winter or a delightfully cool place in the summer. **A Real Home in a Down Town Hotel.** HOTEL FLATIRON St. Marys Avenue at 17th and Howard Streets.

BURGESS-NASH COMPANY

EVERYBODY'S STORE

New Fall Silks

\$1.69 a yd.

Thousands of yards of silks of beautiful quality are offered in this great August Sale at this one remarkable price—a price lower than in many years. The group includes—

- 36-in. Changeable Taffetas in light and dark color combinations.
- 36-in. Dress Satins.
- 36-in. Changeable Satins in exquisite light colorings.
- 36-in. Plaid Taffetas.
- 40-in. Canton Crepes in light colors.
- 36-in. Wash Satins in flesh and white.
- 36-in. Brocaded Lining Satins.
- 36-in. Tricolettes.
- 36-in. Figured Lining Satins.
- 36-in. Black Chiffon Taffetas.
- 36-in. Black Messaline Silks.
- 36-in. Navy Blue Chiffon Taffetas.
- 36-in. Satin Messalines.

Three Feature Groups:

- In One Group—Black Chiffon Taffetas, Black Satin Messalines, Black Satin Duchesse, Georgette Crepes and Crepe de Chines in light and dark shades. **\$1.29** a yard
- In One Group—Plain and fancy Taffetas, Messalines, Kimono Silks, Pongee, plain and fancy Georgettes, Silk Shirtings, Lining Silks. **\$1.00** a yard
- In One Group—Heavy black Satin Duchesse, Crepe de Chines in all colors, Georgette Crepes, Foulards, Chiffon Taffetas, Navy Blue Satin Faille. **\$1.95** a yard

The New Silk Shop—Second Floor

Gowns: Envelopes of Crepe de Chine

\$1.95 Each and **\$3.45** Each

All are new garments of finest quality—a remarkable purchase, just received. They are fashioned in crepe de chine in the most exquisite pastel shades—blue, yellow, peach bloom, orchid and pink. These can be bought in sets, the gown and the envelope chemise matching in the same delicate hue.

The Gowns: \$3.45 are daintily lace-trimmed, with cap sleeves or sleeveless.

The Envelope Chemise: \$1.95 are in regulation shoulder or bodice top styles, trimmed with rows of Val lace.

Also Step-Ins: \$1.95 in pink, blue and lavender, delightfully lace-trimmed.

Princess Slips of Satin: \$2.95 in pink, blue or white, with bodice top and hemstitched around the hem of skirt.

Exquisite Breakfast Coats: \$10.95 Delightfully new and delightfully becoming, these charming soft silk breakfast coats are in the delicate pastel shades as well as the darker colors for travel and practical uses. They are trimmed with little rose buds, with ruffles, pockets and pretty belts, and reasonably priced at \$10.95 and \$12.95. The Lingerie Shop—Second Floor

Knitted Things for Wee Tots

Half Price

Sweaters, Sacques, Booties, Caps, in fancy weaves; in white with pink or blue bandings. Leggings, Helms, Mittens, Nightingales—adorable things and practical as well—all perfect, all new, are offered Monday at half their usual prices.

New Jolie Joan Froks

Are Here for Kiddies of 2 to 6.

Froks for play time and party time, in styles which are understandingly designed for children's wear; new and unusually attractive.

The Infants' Shop—Third Floor

Curtains: Draperies

New for Fall

New Madrases, Silks, Damasks in beautiful colorings, for curtains and over-curtains, are much lower priced this season. 50 inches wide. The Madras, \$1; the Silks and Damasks, \$3.50 and up.

Ruffled Curtains, a pair, \$2.95 Many higher priced curtains are included in this group; in voiles and Swisses, attractively ruffled.

New Velour and Tapestry Scarfs Delightful new patterns and colors in moquet and tapestries are priced from \$3.50 to \$12.

The Drapery Dep't—Fourth Floor

Blankets and Linens in August Sale

Wool Blankets: 66x80 Inch: a pair \$4.85
A heavy, soft, fluffy blanket of great warmth, in handsome plaid designs in pink, blue, gray and tan. August sale price, \$4.85 a pair.

Cotton Blankets These excellent blankets may be had in gray, tan or white with pink or blue borders. Size 70x80 inches. A pair... **\$2.45**

All Wool Blankets An extra large size, in handsome block designs, neatly bound with ribbons; 72x84 inches, a pair... **\$8.95**

Silk Mull Comforts These are filled with long staple, pure white cotton and neatly tufted. Size 72x84 inches. A pair... **\$5.95**

Medium Weight Comforts Filled with splendid quality cotton and covered with good quality figured silk-line; 72x84 inches. A pair... **\$4.95**

The New Blanket Shop—Second Floor

Linen Huck Towels: 20x35 Inches: each 50c
These are of excellent quality huck, made of pure flax, with ends neatly hemstitched, 1½-inch hem and damask borders. Quantities limited.

Breakfast Table Cloths In colors of blue, pink, green or gold. These are 45 inches square and of good quality, hemmed ready for use. At, each... **\$2.50**

Marseilles Bed Spreads Satin finish bolster spread with bolster cover to match. There are of very fine quality that will retain its beautiful finish. At, set... **\$10**

Large Size Bed Sheets One of the best qualities manufactured in America. A limited quantity sold at this special price. Size 81x90 inches. At, each... **\$1.69**

Fine Damask Cloths Fine linen tablecloths of extra heavy weight in a good design. Size 72x72 inches. At, each... **\$9.75**

½ dozen napkins to match for \$6.50

Monday: A Sale of New Fall Oxfords

Remarkable Values in Modish Styles for Women and Misses

\$7.95

Remarkable Values in Modish Styles for Women and Misses

This is a sale of new, correct footwear—oxfords of fine quality, in kid and calf skin, designed especially for Burgess-Nash—in all widths and sizes from AAA to C and from 3's to 9's. Only five of twelve desirable styles are pictured.

The "Co-ed" Tan calf and in tan calf.

The "Dorothy" In black kid and brown kid.

The "Varsity" Brown calf blucher.

The "Trotteur" Brown calf; black and brown kid.

The "Collegian" Tan calf and black gun metal.

The "Diane" Brown calf and black kid.

Correct for the Fall Tailleur

Sale Opens Monday at 9 A. M.

The Shoe Shop—Main Floor