

New Books

Fiction. DODD'S DAUGHTER. By E. F. Benson. 200 Pp. \$1.25. The Century company. Do you remember "Dodo" and the eccentric she made in 1887? Dodo plays a large part in this new book, and her chatter is just as sparkling and tantalizing as ever. Dodo marries her first lover and is intensely happy, and her characteristic treatment of her divorced husband, who occasionally appears on the scene, is delicious. Her daughter Nadine is a modern of the moderns, with all her own of these qualities. Of course, she has many lovers, whom she queens over till the right one finds her very modern young heart.

HOW TO IMPROVE THE MEMORY. By Edwin Gordon Lawrence. 120 Pp. 25 cents. The Macmillan company. The author summarizes the principles used in training men and women to remember. THE CHILDHOOD OF THE WORLD. By Edward Clodd. 225 Pp. \$1.25. The Macmillan company. Although the work is written for the young, it will afford to older persons interesting information concerning primitive man. The author narrates in simple language the story of man's progress from the unknown time of his appearance upon the earth to the period from which writers of history ordinarily begin. HOW TO REST. By Grace Dawson. 32 cents. Thomas Y. Crowell company. Dr. Dawson emphasizes the intimate connection between body, mind, and spirit and shows how to secure real rest by complete relaxation of mind and body. LIPS IN MEXICO. By Madam Calderon de la Harca. 241 Pp. E. P. Dutton & Co. Letters written by the author during her residence in Mexico, not for publication, but with all the freedom of one addressing her own home people. Her official position enables her to give clear and entertaining information. HOW TO BE BEAUTIFUL. By Marie Montaigne. 143 Pp. E. P. Dutton & Co. The author endeavors to give simple and sensible instructions as aids to beauty and health. TENNIS TACTICS. By Raymond D. Little. 120 Pp. 75 cents. Outing Publishing Company. Mr. Little furnishes a practical guide for tennis playing from his store of experience as a tennis player. TRAINING THE GIRL. By William A. McKeever. 257 Pp. \$1.25. The Macmillan company. Prof. McKeever's treatment of such matters as vocational guidance, religion, marriage and social service is especially different from that of other authors. His is a most courageous and inspiring effort to show how, out of the common stock of the boys and girls of today, a great generation of men and women may be molded. A BISHOP AMONG HIS FLOCK. By Bishop Talbot. 225 Pp. E. P. Dutton & Co. The author—known to the reading public by his book, "My People of the Plains"—now addresses that large family of spiritual children which makes up his own diocese, then all those interested in the conditions and possibilities of the church. He dwells upon the relation of religion to business, the duties of the church and its members to social service and to missions. DOWN THE YEAR. By C. DuFay Robertson. 127 Pp. \$1. Boston: Maitre. A series of nature essays. The author sees beneath the surface and his understanding love of nature makes for keenness of intellectual and spiritual interpretation. GRAND PRIZE FOR CHEMISTRY. Experiments with Process for Making Artificial Rubber Brings Death. The death of a young chemist from an explosion of chemicals at Squawen, N. J., where he was experimenting with a process for making artificial rubber, will serve to call attention to the present eager pursuit of what is, everything considered, the grand prize of synthetic chemistry. Synthetic rubber, of course, is not a novelty. It has been successfully produced for some years, but more as a laboratory "stunt" than as a practical article of industry. There remains the discovery of a process by which it can be produced in quantities and sufficiently cheaply to make it commercially profitable. That is the goal of the synthetic chemist, and to the one who attains it there will be "wealth beyond the dreams of avarice" once more. With the natural supply of rubber declining and with the industrial demand for the manufactured product enormously increased, there are practically no limits to the fortune that awaits the inventor, who can put artificial rubber on the market on a commercial scale. This is the modern quest for the philosopher's stone, but with the difference that instead of the familiar picture of the alchemist bent over a retort trying to transmute the base metals into gold, synthetic chemistry has filled the laboratories with young men fresh from college, all at work transmuting industrial substances into new sources of wealth. Andrew Carnegie has testified to what "my chemists" did for steel manufacture, and what they have done with it is a wonder story of itself. Certainly artificial rubber cheaply produced will be a richer prize to the inventor than artificial gold.—New York World.

UNCLE SAM AS A BOOKMAKER. Vast Output of Books and Documents from Government. Uncle Sam is becoming a really successful publisher. As is generally known, congress has appropriated increasingly large amounts of money for printing documents on thousands of subjects for many years, but only in recent times has the government attained much success in selling the publications which it prints. The number of books sold and not the number printed make for the success of either a private or public concern, and it is on this business principle that Uncle Sam now may be rated as a successful publisher. There has been a tremendous increase in the government's business in selling publications during the last ten years which can only be appreciated after a careful study of the reports of the superintendent of documents of the government printing office, the official through whom all government publications are sold. Josiah H. Brinker, the present superintendent of documents, has recently completed statements which show that the public's interest in government publications is growing monthly and that this appreciation is being shown in continuously increased sales of publications by his office. During last year the sales of government documents were nearly 50 per cent more than the sales of 1904. Ten years ago the amount of cash received from sales of government documents was less than \$1,000. For each year there has been a steady increase in the government's book business and during the fiscal year ending June 30, 1913, more than \$100,000 was received from cash sales. Superintendent Brinker's books show that for the period beginning July 1, 1912, and ending March 1, 1913, year, \$30,000 worth of documents were sold, against \$70,000

for the same period a year previous. If the sales continue for the remainder of the fiscal year as heavy as they have been for the first eight months, the government will have sold more than \$120,000 worth of documents before July 1 next, which will be more than 25 per cent increase over last year's sales, and more than eleven times the amount of cash sales recorded for the same period two years ago. During the eight months beginning July 1, 1912, and ending March 1, 1913, \$6,000 letters were received including cash for one or more documents, an increase of 43 per cent over the returns for the same period of the previous year, when only \$4,200 letters were received. There was also a 24 per cent increase in ordinary office correspondence. With the increase of sales of government documents there has been an increase of all kinds of business in the superintendent of documents' office. Besides sending out all of the publications

sold by the government for cash, the office of the superintendent of documents, under the present law, also has the mailing of publications distributed by the various departments. During the five months from October to February, inclusive, nearly 16,000,000 such publications were put into the mails, against less than 11,000,000 for the same period in 1912. Most publications issued by the departments are distributed free, and those which are sold, usually at a very small charge, are purchased through the superintendent of documents, and not at the department for which the documents are printed.—Washington Star.

gentleman who overheard their conversation, and was evidently interested. "You fellows are making the mistake of your lives," the old gent said at last. "You are chasing the will of the wisp while you have the chance of wealth within your grasp. Why, I'm considered pretty well off financially, as you both know, and I never received a salary of \$50 a week in my life. But I saved money when I was your age, and I found opportunities for investment that soon put me out of the salary class and made me a business man on my own account. And just then the flashily dressed young man got nervous and started to go. His parting shot was: "That may be all true, pop, but they didn't have lobster palaces in your days, neither was the tango ripe."

GUARANTEE CLOTHING CO. 1519-21 DOUGLAS ST. H. S. ARNSTEIN ALFRED MATYER. See our great \$1.00 Gloves—the best street glove ever sold for the money. You pocket fifty cents by buying our \$2.50 shoes—all the new shapes, leathers. Save On Your Easter Clothes Money. You will want to be well dressed for Easter. We are in position to serve you with what is best in the apparel world for the least amount of money. The Best Suit Values in Town! \$10.00 \$12.50 \$15.00 to \$30.00 Handsome Balmacaan Top Coats \$10.00 \$12.50 \$15.00 to \$20.00. Your New Hat, Boys' Norfolk Suits, Choice Shirts, Neckwear.

Young Couples about to marry. This is pre-eminently the store for young couples just starting housekeeping. We give particular attention to their wants. We make a special feature of assembling complete home outfits and making artistic, cozy, comfortable homes for the young brides. Credit Terms to Suit. Ours are the easiest terms made by any store in Omaha. We leave it for you to say what you will pay and when you will pay it. You make your own terms. The Easiest Terms. Solid Oak Dresser 9.75. GAS STOVES 9.75. TERMS TO SUIT. Refrigerator Bargain 15.75. Solid Oak Library Tables 7.75. Extension Table 9.75. Gold Bronze Bed 4.98.

Beauty Lecture Entertainment and Musicale AMERICAN THEATER. Saturday, April 11, Matinee and Night Complimentary by The BRANDEIS STORES FREE. MATINEE, 2:00 P. M.—NIGHT SHOW, 8:00 P. M. Madam De la Vie. World's greatest authority on Fashions and Beauty Culture. Ethel Kendall-Jack Lund. In all the latest society dances, including the Maxixe, one-step, Hesitation, Tango, etc., and Dr. Dunn of New York. Representing the Nemo Hygienic Institute, will lecture upon scientific corseting and corset fashions.

Count Perrone, Operatic Baritone. Miss Vera Long Prima Donna. Jessie Mae Curl Contralto. Mr. A. H. Harrison, Scissorographer. Free Tickets May be had at the Drug Department, BRANDEIS STORES.

MELOROSE BEAUTY CREAM. Dainty. Is an excellent skin cleanser and massage cream. Excellent for the complexion, for freckles, blackheads, wrinkles, pimples, chapped hands and face, etc. As dainty as fresh flowers is the odor. Large size, special at 45c. Melorose Face Powder or Rouge—sold special at 45c. Blue Melorose Perfume or La Petite Geraldine FREE. SATURDAY. to every purchaser of 50c worth of any of the articles mentioned in this announcement. Blue Melorose and La Petite Perfume are delightfully dainty and lasting in odor.

More News of Our Purchase of the Henry Siegel Stocks. Five large trunks of fine jewelry and silverware purchased from the bankrupt 14th Street Store in New York have just arrived, and have been spread out in our stock rooms for inspection. We never saw such a wonderful lot of fine jewelry, considering the price we paid for it. It is all worth twice as much in the wholesale market. It will make a wonderful sale. When it is ready for you, we promise the greatest bargains ever seen in Omaha. Wait for this event! Watch the papers for complete details!

Easter Novelties in Candies. Favors and Table Decorations. Specials in Candy Saturday. Delicious Pompeian Chocolate Bitter Sweets and Swiss Style Milk Chocolates in a variety of crushed fruit and nut centers. Our regular 40c chocolates Saturday, 29c at per lb. Easter Plants—Beautiful blooming Easter lilies and hydrangea specially priced Saturday. Cut Flower Dept., Main Floor. Brandeis Stores. A special for this week only. Not more than one bed to a customer; all sizes; gold finish. 4.98.