

TWO WEEKS MORE DEMONSTRATION SALE

Sewing Machine Department. DO IT NOW. 25 to 40 PER CENT SAVED. NOTE PRICES. \$26.00 Warranted Machines \$15.98 \$35.00 Warranted Machines \$20.75 \$40.00 Warranted Machines \$25.50 \$42.00 Warranted Machines \$27.50 \$65.00 Warranted Machines \$35.50 \$70.00 Warranted Machines \$40.00

Pine-drawer oak drop head, case new, approved pattern. Although others charge for attachments, we include all attachments, accessories, etc., free of charge. IMPROVEMENTS—Spring tension, automatic bobbin winder, gear revealing device, self-threading shuttle, self-setting needle holder, Positive Feed. Also 60 Sample Machines at greatly reduced prices. Come early and make your selection. New Club Plan, 50c weekly. \$2 brings one to your home. Mail Orders filled promptly.

HAYDEN BROS.

Pressing Dyeing Repairing VACUUM PROCESS Clothes Cleaned Three Suits \$1 Per Month Restores the nap; preserves the cloth; absolutely removes all dirt. CARPETS, RUGS, FEATHER RENOVATING. SANITARY CLEANING COMPANY. 1919 Farnam St. PHONES—Bell 3282—Independent A2522.

Electricity for the grocer and butcher

With electricity in the store, the proprietor is enabled to operate the coffee grinder and meat chopper and small motors, where, heretofore, this laborious service had to be performed by hand. A fourth h. p. motor granulates one pound of coffee per minute. A one-half h. p. motor chops 200 pounds of beef per hour.

Omaha Electric Light & Power Co. Tel. Doug. 1062 Y. M. C. A. Building.

Candidate Cuts

BE PROGRESSIVE and win. Show the people who you are. We can furnish you any size and style cut on short notice. Will be glad to furnish estimates for Large Half Tones and Poster Work

Baker Bros. Engraving Co. Barker Block OMAHA

MEN

No greater mistake can be made than to consider lightly the first symptoms of any disease. Many a bright and promising career has been wrecked through neglect of improper treatment at the commencement. When a man's health is concerned, he should not experiment with uncertain, dangerous or unreliable treatment, or jeopardize his future health and happiness by neglect. Why take such desperate chances when you can secure the services of the honest, skillful, experienced and successful specialists of the State Medical Institute, the best in the country?

CONSULT FREE THE RELIABLE SPECIALISTS OF THE STATE MEDICAL INSTITUTE DOCTORS FOR MEN Call and be Examined Free or Write Office Hours - 8 A. M. to 8 P. M. - Sundays 10 to 1 Only. 1308 Farnam St., Between 13th and 14th Sts., Omaha, Neb. Permanently Established in Omaha, Nebraska.

PILES FISTULA and All Rectal Diseases cured without the knife. Permanent cure guaranteed. Examination free. NO MONEY TILL CURED DR. EDWARD B. TERRY, See Bldg., Omaha.

THE OMAHA SUNDAY BEE: MARCH 15, 1908.

OMAHA HAS GOOD RECORD One of Ten Large Cities Showing Increase in Business.

PRESERVATIVE FOR SHINGLES Method of Crocossing Boards to Prolong Life Described in Detail by Expert in Government Service.

Omaha is one of the ten out of thirty-two cities reported by Construction News as having a heavier building record in February of this year than in February of last year. It is a significant fact, indicative of the place where the financial depression is or has been that only two of the ten cities are in the east. These two are Philadelphia and Patterson, N. J. The other eight are Omaha, Chicago, St. Louis, Denver, Kansas City, Cincinnati, Milwaukee and Terre Haute, Ind. Losses are not confined to the eastern cities. There were large decreases in Detroit, St. Paul and Los Angeles. Of the totals for the thirty-two cities there is a decrease in cost of construction of 41 per cent from last February. Omaha shows one of the most substantial increases in construction in the country during the month. When it is remembered that there was also a substantial increase in January over the preceding January, an idea is given of what Omaha home builders are doing.

An article appearing in this column a few weeks ago regarding a preparation of crocossite used by an Omaha contractor for making the shingles with which he built a house resist the weather for two or three times the ordinary life of a shingle, brought a number of queries regarding the preparation. Correspondence with the office of wood preservation of the forestry service at Washington brought particulars of the process from Carl G. Crawford, chief of the office. The treatment is as follows:

The preservative treatment of dry shingles is easily accomplished by immersing them for about one hour in a tank of crocossite (dead oil of coal tar) heated to a temperature of about 212 degrees Fahrenheit. In the case of damp or green shingles, this is often necessary, and is accomplished in the hot oil. If, at the end of the hot bath, it is found that the oil has not thoroughly penetrated the shingles, they should be shut off and the shingles allowed to remain in the cooling oil for an hour or more; or else they may be removed from the hot oil and quickly plunged into a cooler bath of the preservative, preferably at about 110 degrees Fahrenheit. Staining the shingles can also be accomplished in the same process. Any of the common colors of crocossite shingles may be purchased ground in oil, not dry. Of the reds or browns, about one-half pound per square foot is required. For greens or blues the quantity should be increased. The color should be mixed with an equal quantity of water, and then stirred thoroughly into the crocossite at a temperature of about 110 degrees Fahrenheit.

The shingles should be immersed in the bath of hot crocossite at 212 degrees Fahrenheit. If they are the regular size, a half hour in the hot oil will be sufficient. They should then be plunged in the cooler crocossite and color and allowed to remain for about two hours. In this bath the shingles must be loose, in order to permit an even deposit of the preservative. The lattice-work frame will assist in keeping the shingles under the oil. As a final step, the shingles should be allowed to dry. If no suitable iron vats are available, the treating tanks may be constructed by a boiler maker, or sheet iron work. The hot tank need not be very large enough for the immersion of a few shingles, unless it is desired to use it for the treatment of fence posts or other timbers. If the heat must be applied by direct fire, underneath the metal should be heavy enough to withstand the flame, say three-sixteenths of an inch thick iron, with the joints riveted and caulked. If steam coils can be used, the tank may be of fairly light galvanized iron, the coils being placed inside and soldered. The tank for the cool oil can be made of light galvanized iron. The cost of the treatment depends principally upon the local price of crocossite and the quantity of shingles which it is desired to treat. If the shingles are carried out, however, the cost of a crocossite low-grade shingle should not exceed the first of a high-grade shingle of the same kind, nor should the cost of crocossite and staining exceed that of thorough painting, and it is believed that the results are more desirable in every way.

NOTES ON INTERIOR FINISH Suggestions on the Qualities of Different Woods and Their Finishing Value.

In the current number of Woodcraft an expert discusses the qualities of different woods in general use for interior finish which is of interest to home builders. He says, in part: "One of the best woods our American forests furnish for house builder's use is the hard yellow pine and if we consider the merits especially of the curly variety it is a question whether it does not give us a very fine material for furniture. I do agree with a recent enthusiast who declares that it rivals in beauty any wood that grows, when properly hard-finished. "But we all admit that hard yellow pine is not, strictly speaking, a pretty wood; that it is coarse of grain and that it has a habit of darkening with age, not assuming that desirable antique look that oak does but appearing rather dirty looking. And yet it is susceptible to a high polish, it is a very durable wood and many things that would stain and spoil other woods will not affect hard pine. The curly variety is handsome, tentatively speaking it is too coarse of grain to be rated high in this direction. Two or three coats of brown Japan bring out the grain nicely; thin the Japan with turpentine and oil and rub the surface when it has become dry. The application of oil to the hard wood is not recommended, because it will cause the wood to darken sooner. Shellac is a good finish to apply and preserves the natural color of the wood well. With this material it will be necessary to rub down with fine pumice stone and oil.

Our beechnod was never thought of until the woods commonly used in making furniture and house fittings grew decidedly scarce, and then it was found that it was a very valuable addition to our stock, having a fine grain, being quite durable and well adapted for the making of furniture and for decorative purposes. Moreover, it was found to be abundant and cheap. The red variety is especially handsome in appearance when finished, and where a good imitation of cherry is desired it comes in quite nicely.

In addition to beech our American forests furnish us with other beautiful woods—some well adapted to the uses of the furniture maker and many of which were not generally known until recent years. Few of these, however, meet the demands of the furniture maker, though in time we doubt not that they will be found many woods that today he would not think of.

Woods from California and Oregon are now in general use, not only in this country, but they are exported in large quantities to Europe. We may mention as examples of these woods our American forest products, laurel and sycamore. Of these redwood is undoubtedly the most desirable, as it possesses superior wearing qualities and takes a very handsome polish. Some finishers believe that California redwood has no superior in the world. The laurel has a very smooth and hard grain, is beautifully figured and in most respects is a very desirable wood. The grain of sycamore is much like that of our eastern having wavy lines running closely together; it is very tough wood and strong, being well adapted for veneering. Oregon ash has peculiar figurings of concentric curves and takes a very fine polish. Oregon maple is another fine wood from that great state, beautiful of appearance and its surface being covered with small, wavy lines that show up still better by artificial light. It is of a light yellow color.

The finishing of hard woods is quite simple in practice, the secret of success being found in skill and patient labor. The processes employed in this work have been so often described that it would be superfluous to repeat them here were it not that we are constantly meeting with those that do not long in the work. There are three prime stages in the work, filling, staining and varnishing. The work as it comes from the woodworker must be made clean and smooth. Some woods, those having a close grain, like mahogany, for instance, need liquid filling or surfacing. Those having an open grain, like ash or oak, for example, require paste filling. Some woods need staining to bring out their natural beauty—mahogany and cherry, for instance. Oaks run all the way from light natural yellow to stained dark effects, even to black. Oak may be stained, but it is better to use a pigment, like having a suitable pigment in it to approximate the color of the staining.

The A B C and X Y Z of ADVERTISING

A SERIES OF TEN TALKS ON ADVERTISING written by Seymour Eaton of Philadelphia for the readers of THE OMAHA BEE NO. 7

The man who succeeds must fill his job so full that he bulges out a little at the top; where people can see him. The successful store must do the same thing only in a different way.

The goods must be on hand; the price must be right; the service must be commendable; the trading must be square; the kind of square that has four equal sides and four right angles.

Every successful store has its trademark whether the merchant knows it or not. Its advertising and its service have created a public sentiment in its favor which neither reverses nor fire nor time can obliterate. Nine times out of ten this trade-mark is the store's biggest asset.

Much of the ordinary store advertising is a hand-to-mouth sort of business; an effort to make tomorrow's sales equal to today's or yesterday's; and this is just as true of the department store as of the smaller shop. The advertisement appears in the morning and the merchant figures out the net result results in the evening. It is true that the bargain advertisement of today is of little, if any, use next week. It is forgotten in twenty-four hours; but if the store makes a feature of genuine bargains, then each bargain sale helps to advertise the bargain department. The advertising ought to be done in such a way as to permanently advertise the department as well as to emphasize the bargains of the day.

Don't go at it as though you were advertising an auction sale. As I said at the outset your store is the seed in the soil; the advertising is the rain and the sunshine. Inexperienced advertisers dig up the seed every evening to see if it is growing; or pull up the young plant by the roots because it didn't bear fruit or flowers the first week. It is safe to say that not more than one-third of the people are looking for bargains; the other two-thirds are looking for quality and style. The very fact that the goods are offered at bargain prices leaves the impression that there is something wrong with the quality or that the style is a season behind. Good advertising should enable a merchant to sell \$20 coats at \$25 instead of \$25 coats for \$12.50; in other words it should create confidence rather than doubt. As in stocks and bonds, the securities quoted above par are always more desirable in the thought of the investing public than are those quoted at a discount.

Advertising is a tremendous force which in action contradicts all mechanical laws. The circumference and speed and working power increase, while the motor remains the same. Make your advertising continuous. This is the first great secret of success. Copy and medium and circulation are all subordinate to keeping everlastingly at it.

Without any criticism of the sheriff or his jailer, I want to tell you what I know about the contaminating influence of the jail. If you send a boy or young man there he will come out in thirty days a fit subject for a morphine or cocaine fiend. It makes a desperate man every day and it is inhuman to keep a man in it.

"At the Nebraska penitentiary, which is a humanitarian prison, there has not been a man in the hospital for four years until Omaha sent one of its prisoners there to die because there was no place in Douglas county to lock him up.

"Then it is hard to get a jury because of the discomforts at the court house. We frequently have men tell us after they have served that they have contracted rheumatism or other disease by occupying the rooms we furnish them. Sometimes they object to serving the jury because a physician saying that they are physically incapable of enduring the foul air and damp of those jury rooms."

Judge Estelle said that if the real estate dealers of the city did not understand the necessity for a court house, the judges would see that they did. The jury rooms were drawn on juries and they would understand the need for a court house at the end of thirty-six to forty-eight hours.

Judge Sutton and Commissioner Ure both spoke along the same lines, and Sheriff Bralley told of the extra expense to which the county has been put for guards when had men were confined in the jail, and of his bull pen, in which seventy-five men are confined, many of them sleeping next to the ceiling where no air can possibly be admitted.

After the county officials had put in their boast and plea for a new court house and jail some of the real estate dealers who had investigated the matter were ready and willing to support the county official. Henry T. Clarke wanted a new jail without thinking about the court house, but could not get a resolution to any kind of a motion. C. E. Harrison tacked an amendment on the resolution putting the amendment on record as opposed to the \$1,000,000 bond issue, but his amendment was voted down. The committee which brought in a report, written by D. C. Patterson in a sarcastic way, gave the capital trial with the seed, severity of, if not the conscious innocence, sanguine anticipation. On the day appointed, when conclusive evidence against him had been tendered, he was asked formally, whether he had anything to say for himself. Pat, throwing a glance of shrilling contempt at the prosecutor, turned to the judge, and said: "The man's a perjured villain, yer 'onour. That gun's bin in my possession, yer 'onour, iver since it was a pistol."—"Dublin Freeman."

An All Round Man. William V. McManus, the new president of the Letter Carriers' association of New York, had been discussing the ideal letter carrier.

With a laugh he ended: "Yes, the ideal letter carrier needs to be as all-round as the letter carrier himself, as the man in Cincinnati advertized for last month. "The advertisement ran: "Wanted—A man able to teach Spanish, water color painting, and the violin, and to look after a bull."—"New York Sun."

Unionism's Spread. John Mitchell, the miners' famous leader, was talking to a Pittsburg reporter about the spread of unionism.

"Why," said Mr. Mitchell, smiling, "I hear that in a Pittsburg school the other day, when the teacher told a little boy that he must stay in after school and rewrite a composition, the youngster flared up and answered stoutly: "What, and get put out of the scholars' union for working overtime?"—"Pittsburg Times."

One of the most convincing addresses to the real estate dealers was that by John J. Kennedy, who spoke for himself as well as for J. L. Brandies & Sons, who, he said, were probably the largest taxpayers in Omaha, and favored the building of a new court house.

When you have anything to sell advertise it in The Bee Want Ad Columns.

MEAD CYCLE COMPANY, D 259, CHICAGO, ILL.

WANTED—A RIDER AGENT IN EACH TOWN and district to sell and introduce our new... \$8.50 HEDGETHORN PUNCTURE-PROOF SELF-HEALING TIRES A SAMPLE PAIR \$4.80