

PUBLIC IS INVITED TO LAYING OF CORNERSTONE

Oil Burning Plant to Be Installed in Firesafe Home

Oil-O-Matic Heater Will Keep House Warm, at Even Temperature, with Little Attention.

There's one part of the Ideal Firesafe home that's going to be as nearly perfect as we can imagine. That's the heating plant. We told you last week all about the Arco boiler and the Corto radiator and C. H. Sommer is installing.

Just to make the job complete, so there won't be any worries about keeping this home warm and comfortable, Cyril Ward of the Oil-O-matic Heating company is to install a Williams Oil-O-matic oil burner to furnish even and regular heat.

There won't be any fun stoking the boiler, for this Oil-O-matic burner regulates itself. Mr. Ward knows oil burners just as any good workman knows his tools, and the wealth of information he tells about the virtues of the Oil-O-matic burner and the advantage of burning oil in a home were so many that we knew that we wanted one in this house.

Regulates Temperature.
In the first place, that word "Oil-O-matic." It means that this burner automatically controls itself. A thermostat tells the burner when the house feels the least bit uncomfortable. If you like your home 70 degrees, it will keep it right at 70; if you like 75 or 80 degrees, it will stay right at those temperatures.

It is equipped with a Williams Thermal control. This operates an electrical device that starts the motor

The cornerstone of the Ideal Firesafe home of The Omaha Bee, being constructed at 718 North Fifty-sixth street, will be laid at 10:30 a. m. Wednesday, March 18. Mayor James C. Dahlman will lay the stone.

You are invited to be present. and starts the pilot light. The pilot light doesn't burn unless the burner is ready to start, and then it shuts off.

Uses Low Grade Oil.
"Oil-O-matic burns a low grade of distillate fuel oil, as low as 30-32 Baume, and is so rated by the underwriters," he declared. "What's more, with a high-grade burner such as this you don't need to worry about the cost of operation," and Ward offered a series of figures that show that the burner he is installing is cheaper than a hard coal fire.

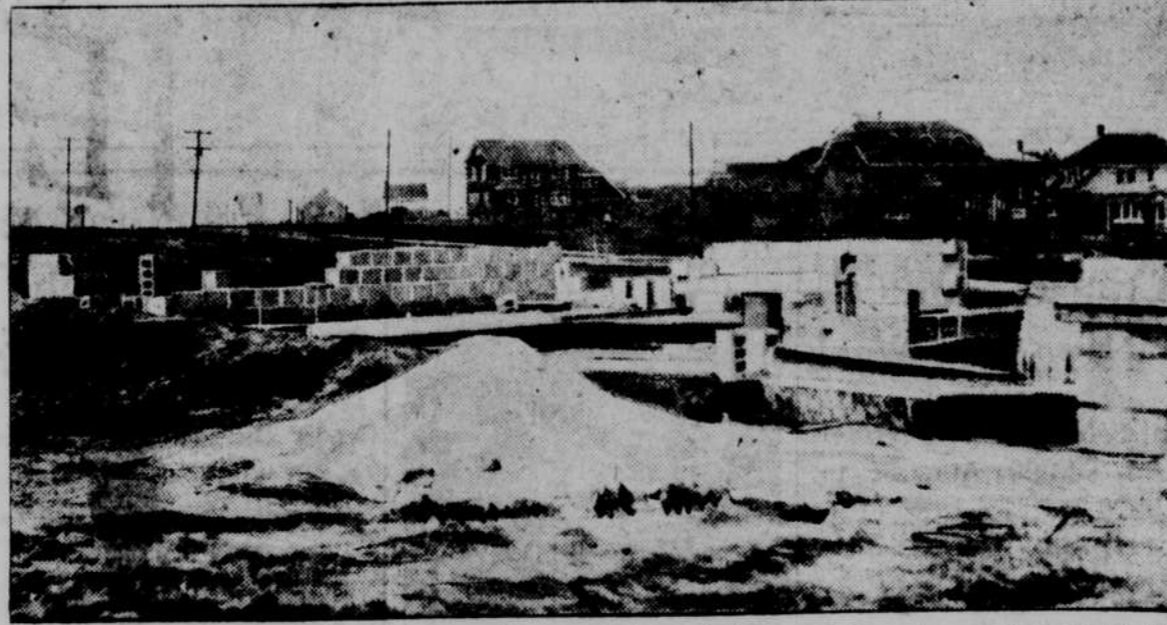
"How about the consumption of gas and electricity?"
"The pilot light doesn't burn continually, and we have records to show that the consumption of gas is about 25 cents a year. The electricity will bring up the total cost to about \$2 a month during the months of operation of the burner."

"Suppose something breaks?" we objected.
"We give you complete service. Simply call us and we will be right on the job. Incidentally, that don't cost us much, for there is no reason why anything on this should get out of order."

Needs No Care.
"Does it work all the time?"
"It's on the job all the time, but it is only in operation, in zero weather, about one-third of the time. In this home, with a solid concrete block wall, and a heavy concrete floor, and the type of construction you are using, it ought to operate at a minimum cost."

"Do I have to attend to it?"

Just Before Snow Stopped the Work



M. A. Disbrow has the frames all ready so Hany Roessig of the Diamond Concrete can run up his walls. Watch Contractor Dave Johnson on this home this week.

Walls of Firesafe Home Are Praised

Concrete Masonry Units Used Will Withstand Great Pressure.

With the coming of good construction weather, rapid progress is being made at the Ideal Home site. The concrete slab for the first floor has been completed and the walls of the first story are now being laid.

When you visit the Ideal Home site, note carefully how the concrete masonry units are being laid. Notice that each unit is true and square and that when laid in the wall these units make a wall which is likewise true. Such a wall has no deep recessions to require an excessive amount of stucco or plaster. In addition this wall has almost unbelievable strength.

Each of these masonry units if tested would be found to support a load of something like 170,000 pounds before it would crush. This means that a wall eight inches thick and 2,000 feet high would be in no danger of crushing from its own weight. Of course we could not build such a high wall so thin, but this is a good illustration of the great strength being built into the walls of the Ideal Home.

The actual load coming on the bottom row of blocks in the ordinary two-story house is less than 30 pounds per square inch. Each of these units is able to support a load of more than 2,000 pounds per square inch. Think of it—each block 70 times stronger than necessary to support the wall. It is small wonder that a home built of such units is permanent.

The concrete masonry wall is in itself virtually water-proof, but in addition it is to have the exterior finished with water-proof Portland cement stucco to make it doubly safe from the elements. The stucco has a purpose other than that of mere mechanical protection. It is a medium for the expression of the ideals of the artist. With Portland cement stucco we add beauty and charm to the rugged strength of the concrete masonry wall.

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In selecting the texture for the stucco we have a surprise for you. It will be a texture direct from old Spain and will adjust the necessary touch to a home of typical Spanish lines. A fair fenestrated to adorn the little balcony over the entrance would complete the picture.

Can't Scratch It.
Hollis Johnson dropped in with a new set of samples of the material used in making Slyker radiator furniture, which is one of the new things to be used in the home of The Omaha Bee.

"Try and scratch it," he said. "So, the stuff not being ours, we grabbed our trusty bunch of keys and deliberately tried to make a mark on the sample of old ivory finish. Not a chance. Hollis just took his handkerchief, wiped off the little mark we made and you couldn't even see a trace of our efforts."

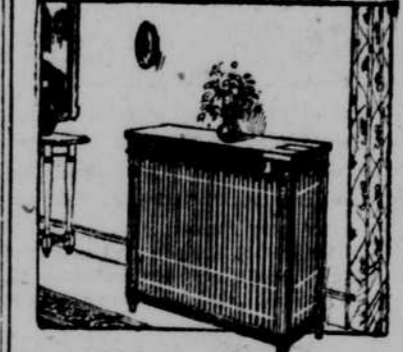
Use It for Wood.
Fellow pulled a fast one on us. What do you want with that fancy Des Moines All Steel coal chute if you are installing an oil burner? Had our answer all ready. It will be the handiest thing you can imagine to drop in chunks of wood for the fireplace.

If we were as particular about apple pies as we are about silk hose, there wouldn't be any dust or flies on apple pies.

See It Done.
Everybody is invited to an interesting party. When the Concrete Exterior Stucco people get ready to cover the walls they're going to invite every one in town to come and see how it's done. Just incidentally, a whole lot of the contractors on The Ideal Firesafe Home have extended this invitation. All of them are the sort of fellows that are proud of the work that they do, and they're all ready to tell people interested in building the why and wherefore of the work they do.

Steel Door Casing.
One learns. We thought that basement doors weren't much of anything but doors. But you ought to see the heavy steel casing that the Gate City Iron Works has made to hand that Richards-Wilcox Flyerwall door between the garage and the cellar proper. And they guarantee it won't ever sag or stick.

Pictures Coming.
We hate to make any promises, but next week we are hoping to be able to show you some pictures of the fine hardware that Johnson, Nelson



This new device adds beauty to the home—and protects draperies, walls and ceilings from radiator smudge

SLYKER Radiator Furniture

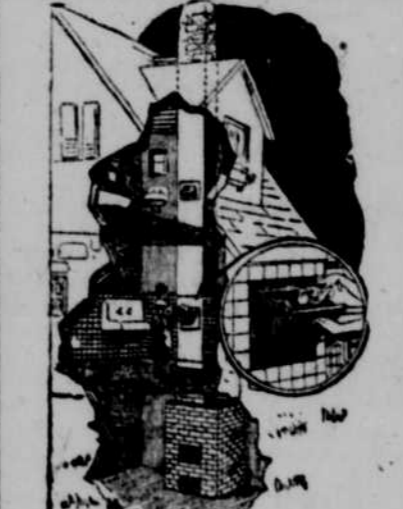
Every good home needs this health safeguard. Patented Humidifier maintains proper moisture for comfort and health. It transforms the radiator into a useful and decorative feature that will harmonize perfectly with your other furnishings. Finished with six coats of enamel baked on in Mahogany, Walnut, Ivory or White.

Made of sheet steel, in three styles. Quality guaranteed.
OUR PRICES ARE LOW
Phone us AT. 4730 or write for estimates on your requirements. We have the largest factory in America, enabling us to standardize quality and prices.

AMERICAN APPLIANCE CO.
1214 Harney St., Omaha, Neb.
Factory Representative
Telephone AT 4730

Use Coupon for Quick Results

American Appliance Co.,
1214 Harney St., Omaha, Neb.
I am interested in Radiator Furniture and desire information and estimate of cost for the following:
HOUSE APARTMENT HOTEL OFFICE
Name _____
Street and No. _____
City _____ State _____
Phone _____



Garbage Disposal Now Easiest Task in Kitchen

COMPLETE independence of the garbage collector's infrequent visits—banishment of the unsightly, unsanitary, evil-smelling garbage can and refuse pile—countless steps saved daily—

these are the advantages the Kernerator brings you and all without a penny for upkeep cost!

Right where the garbage is created—in the kitchen—the tidy, handy Kernerator hopper door is your constant servant, receiving all waste and eliminating it from the picture—immediately!

The Kernerator consists of a built-in combustion chamber, at the base of the chimney, with hopper doors in the chimney on the floors above. All waste—garbage, sweepings, tin cans, bottles, papers, etc.—passes down all ports—is dropped through the hopper doors on floors above (see illustration). Falling to the combustion chamber, everything combustible is quickly burned, while non-combustibles, such as metallic objects, are flame-sterilized and removed with the ashes. No fuel is used, as the air-dried waste is easily consumed, so the Kernerator costs nothing to operate.

Consult your architect—he knows and recommends the Kernerator. Write us for descriptive literature explaining further advantages or phone for appointment and ask us to show you the many Kernerator installations already made in the city.

G. H. Alwine
658 Brandeis Theater Bldg.
J.A. 1151
Omaha Representative
KERNERATOR
Unit in the chimney

& Douda are supplying, and at least one or two of the beautiful fixtures that are going to be installed by the Nelson Electric company.

HAYDITE The New Baked Clay

Fireproof material is used in making the cement floor of The Ideal Firesafe Home.

One-third lighter than a sand and gravel mixture and capable of withstanding successfully the hottest of fires.

Haydite will play a prominent part in future building.

Omaha Clay Works
Second and Dorcas. JA. 3250

FREE!

Samples of Soft Water from Wayne Water Softeners

Samples of water softened by this remarkable device—THE WAYNE WATER SOFTENER—will be sent on request. Fill out coupon and mail

E. D. DeLashmott
Factory Representative
1901 Harney St. AT. 6511

Name _____
Street Address _____
City _____
State _____

IRON WORK

There's only one place to buy iron work—grilles, stair railings, balconies, steel basement girders and posts.

For the Ideal Firesafe Home of The Omaha Bee, it is, of course,

GATE CITY IRON WORKS
11th and Seward Sts.
AT. 1197

We'll Wire It

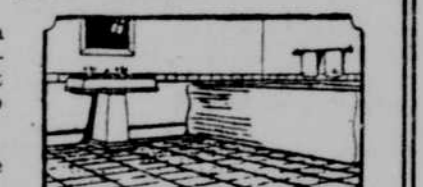
The Ideal Firesafe Home will be wired throughout by us.

Our guarantee covers the job as on every bit of our work.

O. K. Electric Co.
Anton Haney, Mgr.
4831 So. 24th MA. 4976

PLUMBING FIXTURES Properly Installed

Fine plumbing fixtures in a house deserve the finest craftsmanship in their installation. It is literally our pride and joy to complete the job right.



That's the kind of a job the Ideal Firesafe Home will have.

C. L. RODSTROM
5315 North 24th KE. 1236

EVERYTHING with TO BUILD which

Quality and service at the right price—are the reasons for independent lumber on The Ideal Firesafe Home.

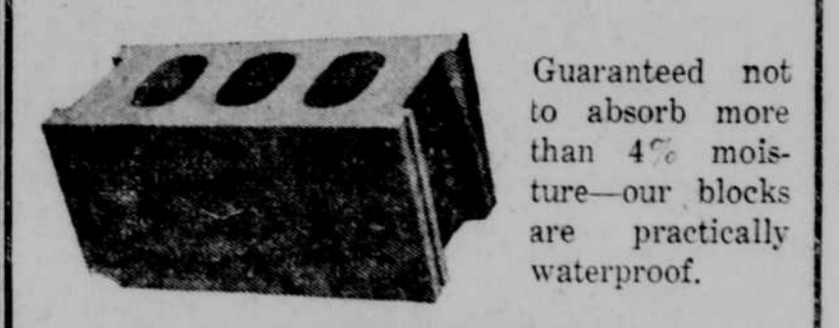
Home builders like ELASTICA—The Ideal Exterior Wall Covering that can now be obtained in a new variety of colors and finishes that insure permanency and delight the eye.



Ask for designs on our Mohawk tapered asbestos shingles—they will solve your roofing problems.
"Just Lumbering Along"
40th and Leavenworth HA. 0424

Water Proof Concrete Blocks BESSER MADE

Guaranteed not to absorb more than 4% moisture—our blocks are practically waterproof.



Inspect the walls of the Ideal Firesafe Home. It is the sort of masonry construction that defies time and is constructed at a cost that will surprise you.

We make concrete blocks, wall copings, sills, lintels, lawn and garden furniture, chimney blocks, etc.

Diamond Concrete Products Co.
42d and Parker Sts. WA 6773
Frank Whipperman, Mgr., KE 0401

Des Moines All-Steel WINDOWS and CHUTES

The steel window admits 30 per cent more light than a frame sash will do.

Des Moines All-Steel Windows—made of heavy pressed steel, electrically welded and with hinges welded to the sash—admit 30 per cent more light into the basement. They will not stick, are weather-tight, and absolutely rigid.

The Ideal Firesafe Home is equipped with Des Moines All-Steel Coal Chutes. The Des Moines All-Steel Coal Chute is durable, unbreakable and neat in appearance. Locks automatically. Protects the wall and Des Moines All-Steel Coal Doors. Ask us for information and prices, whether for replacement or for new residence.

GATE CITY IRON WORKS, Distributors
11th and Seward Sts., Omaha AT 1197

That Distinctive Touch

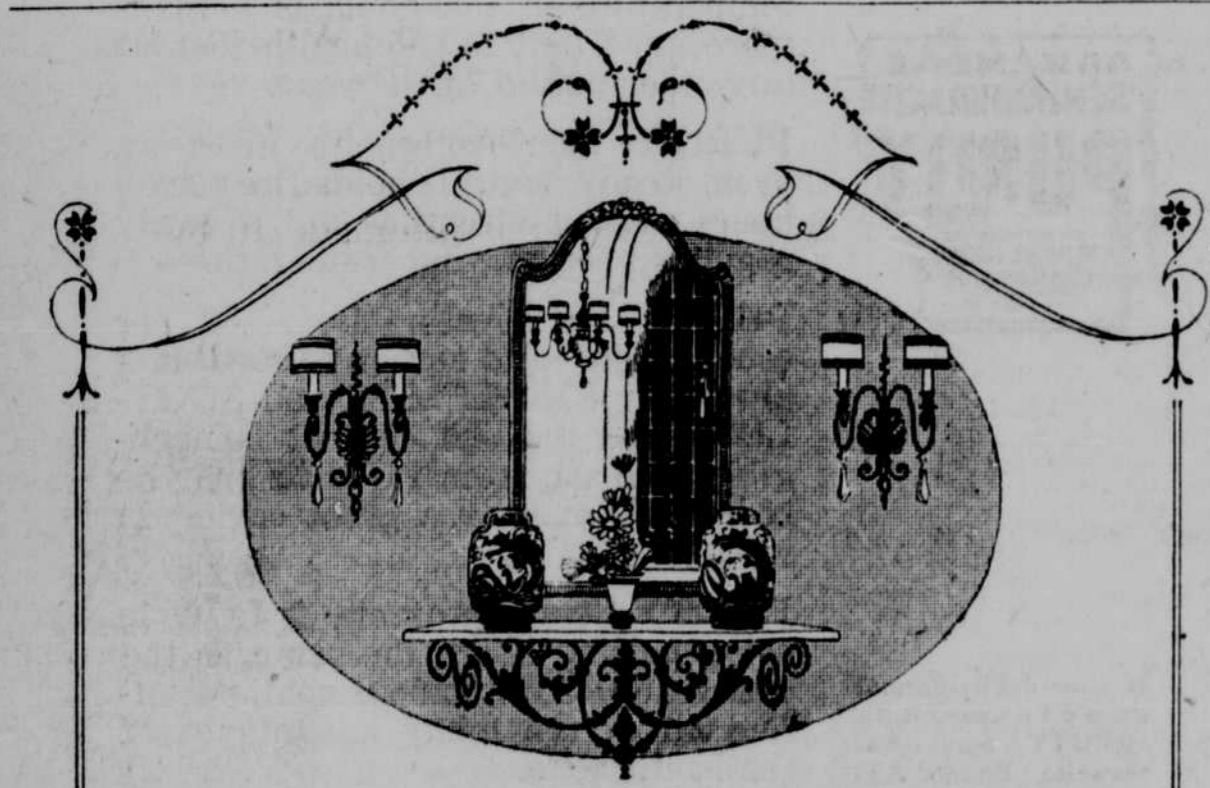
Hardware throughout the Ideal Firesafe Home will be furnished from our store. It will be in keeping with the style of architecture and the needs of this home.

Behind each knob, each lockface, and all through the house is the experience and the reputation of the manufacturers whom we represent.

Our own personal reputation and guarantee of satisfaction stands behind the home of The Omaha Bee—just as on all of our transactions.

Johnson, Nelson & Doudna Hardware

The Store That Makes Buying Easier
1417 Harney St. JA cksn 5454



Beautiful Lighting Fixtures

Undertaking the installation of the lighting fixtures in the Ideal Firesafe Home indicates a certain amount of pride in our workmanship—Nelson will equip this home.

We always strive to make every home more beautiful and more livable with the proper lighting.

Call and discuss your problems with our experts.

Nelson Electric Co.

"Artistic Lighting Fixtures and Electrical Appliances"
406 South 15th Street ATLantic 7649

"Sommer Beats Winter"

June In Every Room

How have you gone through the Winter—with shivers and shakes or with comfort and content? If your home hasn't been comfortable, now is a good time to think about putting it right.

The only heat that heats a house all over—evenly—comfortably—that gives the joy of June to every room—is radiator heat.

Radiation is the even distribution of heat. And unless heat is evenly distributed a house can't be evenly warm. Then, too, moist air at 68 degrees feels warmer than dry air at 72.

Yes, now is the time to think about your next Winter's heating problem. When you don't need heat—in the Spring and Summer months—is the time to install a new heating plant or have the old one put in order.

Heat by radiator. That's the way to more comfort and better health.

Write or Phone for Booklet
C. H. SOMMER Day Phone At. 9901
Heating Engineer and Contractor Night Phone At. 9082
2202 So. 16th St.

An ARCO Boiler and American Radiators

have been selected as the heating equipment of the Ideal Firesafe Home.

The high standards of the Ideal Firesafe Home made necessary equally high standards in selecting heating equipment. That is why the products of this company were chosen.

AMERICAN RADIATOR COMPANY

OMAHA BRANCH
413-417 South 10th St. AT. 3884.