THE OMAHA DAILY BEE: SUNDAY, AUGUST 28, 1904. interest is first in fixing upon the habita-

There is strong evidence in support of the

idea that a well described piece of prop-

erty for sale or for rent by an established

firm serves a double purpose in advertising

A man reading for something he may want

liscovers an accurate description of some-

thing he does not want. He compares the

ne with the advertisements of other things

that are meaningless, but which he might

want, and he makes the mental note that

at least one real estate firm knows its busi-

ess. The firm's name is not forgotten.

Before he is done with the want ads he

may gravitate to the concern's place of

Good Value in Dally.

all, however. It must be placed where it

will be seen by the probable constituency o

the advertiser. For this reason the adver-

tisement in the daily paper may show re-

suits approaching the Sunday issues. The

hd in the week day issue catches the busi-

ness man beyond the ad in the Sunday

paper, when the man of business may be

Again, the cost of the insertion in a pa

per is no gauge of the paper's worth as a

medium. An insertion in one sheet at 3 cents a line may be doubly dearer than to

pay 25 cents in another. If a solid business

man is to be reached through the means

of either a small or large ad the advertiser

unquestionably must choose a paper that

is read by the solid man of business. Other-

wise he is a Simple Simon, fishing for

PRATTLE OF THE YOUNGSTERS.

Mamma-Don't you know that King Solo

man said "Spare the rod and spoil the

Tommy-Yes, but he never said it while

Mamma-Margie, I'm surprised to hear

ou talk so rudely and order Stella about

Margle-Oh, it's just make believe, mam-

Secretary Shaw told a story the other day

"Oh, mamms, those pants must be all

A small boy was telling his mother of a

mishap which had occurred to a playmate

noment of excitement it slipped down and

stuck in his throat. But, said the nar-

rator, they succeeded in relieving him.

new. Papa never had a suit like that.'

We are playing she's a real lady and

so when she has come to play with you.

The cloverly worded advertisement is not

business in personal inquiry.

resting or out of town.

man in Chicago Tribune.

child?"

ma.

shouted:

he was a boy.

am her new cook

Activities of Lumber Camps in the Woods of the Northwest.

FELLING FOREST MONARCHS

METHODS OF CUTTING AND TRANSPORTING

Progress of the Huge Cedars from Camp and Mill to Market-Gross Wastefulness Due to Cheapness,

SEATTLE, Wash., Aug. 24.-(Correspondence of The Bee.)-When George Washington cut down the proverbial cherry tree he probably thought that he had done a good in and finished it in short order. If in- planks and two by fours proceeds merrily stead of the cherry tree he had made his first essay at lumbering on a Washington dar there would have probably been a fferent version of the story, and his father would have had no cause to ask him that embarrassing question. To be of work. plain about the matter, the cedar of the

writhwest is absolutely lacking in every way of any inducement for the amateur woodsman of the Washington type. It is uge and massy, rough and sealy, and towers up to such unheard of heights that it takes the wooden heart of a lumber- floor of the mill; a steel arm reaches out jack to survey its downfall without a and thrusts it into place and large from tremor of fear. It is no easy task to cut a trank through which four or five men would have difficulty in hugging, or letting down gently a monstrous shaft of timber ituated, as it often is, on the steep side of a mountain. It requires all the patience,

kill and daring of professional men of the woods to accomplish such a result.

When a lumber camp has moved into a in transporting them. A long shute is built district that is to be cleared, the trees up to the camp, and the logs are rolled are at once selected which lie in the best upon it and sent hurtling down many feet ination for removal. The work usually into the river beneath. This is a very effecbegins in the immediate neighborhood of tive and easy method of disposing of them, the camp and extends back day by day for the river is always willing to do its until it often happens that the felling share in carrying the logs on to the mills it is the one definite thing prompted by a ours at a great distance; this, of course, below. involves the immense difficulty of trans. It sometimes happens that the trees are

porting the logs over an uneven ground, past sloughs and swamps, around hills and they are worth, the lumber-jack then reover guilles. It is the duty of the skilled hoss of the lumber camp to so select his sorts to the following method of getting them out. It is nearly always possible to site that it affords the best facilities for clearing that can be had. When the site find a good flow of water in any of the has once been decided upon, the men go stream or series of springs is damed in to work constructing out of all sorts of some convenient place and the water turned lumber the shacks that they are to live into a flume leading down the mountain in till the work in that region is done. side. This flume is nothing more than a These shacks usually consist of a mere wide trough deep enough to admit the pasframework of boards, which are often only sage of what the lumber men call shingle split from, a straight-grained cedar log, and bolts, that is, one-quarter of a section of are lacking for the most part in all modern a log which has been sawed off to a shingle improvements. They have no bath room, length. When the water is flooding down with enamel tub in a lumber jack camp, the flume, the men haul the shingle bolts and they never think of such a thing as to it from far and near and send them city water; they have no lawns to squirt darting down to the level below. The speed and consequently do not need it. Electric at which they travel is at times terrific, lights are tabooed, and the only gas used they shoot over chasms and around bends, is the brand furnished by the men themdisappear in the dark of the woods and BelVCB. dart into the light again, and finally amid

Delleacles in the Woods.

A lumber jack camp is always to be lake or river. Here they are gathered tonown by the variety of tin cans that one gether in a series of booms and either finds in its vicinity; these cans are of all towed or shoved to the neighborhood of the sizes and shapes and denote more forcibly mill. Of course this means of transportation can be used only in the case of shingle than mere words can do the adamantine lumber, but as a vast amount of the Washstomachs that lumber jacks possess, stomington cedar becomes shingles, no hesitancy achs which certainly are very much akin to that of O'Grady's goat, which esteemed is felt in employing it where the situation oyster cans a luxury. This is not meant does not warrant another method.

in any sense as a reflection on the lumber jack; any man that can stand uncomplaining y the petrified beans and preserved doughnuts, the custard that would make even a lumber jack cuss, and the amalaganated essence of beef is not a person to be lightly scoffed at, for he has about him a strength and ruggedness which would

ble lumber. The skid-roads are never torn have done credit to an old Philistine. He is essentialy a man of the woods, and they are to be the future, home of tramps to be made under difficulties. Yet he may to illustrate how fully he has become ac-customed to the unbroken ways of the

into sizes that can be handled and the men prepare to transport it bodily to the saw-LIGHT mill, which very often lies some distance away. These logs are invariably of such great weight that they cannot be lifted Essence of Success in Writing Want Ads without the aid of a crane, and as a steam crane is an impossible thing in many lo calities it is the duty and task of the lum-

He does this in a rather ingenious way when the haul is to be a long one a skidroad is constructed. This is a road made of logs from ten to twelve feet wide, which

are placed some distance apart, and hellowed slightly against the grain. The log to be carried to the mill is rolled over to the skidrond and placed upon it; the notches in the supporting logs are well

There are anomalies in the want ad of the greased, a cable is attached to the end of the tree trunk, the donkey engine far down the way is started and the bunch of future on its way. In some cases no engine is to be had; its place is supplied by able-bodied horses, but the strain upon them is so hard and the road they have to travel so difficult they soon become worthless for this kind

as a bookkeeper he does not care if a thousand men wanting a porter should read every line of his matter. And the employer When the log reaches the mill it is usuwho is advertising for a porter has no inally thrown into a pond and left floating there until ready to be sawed, in which terest in the statement that a thousand bookkeepers may see and read his want. case it is guided over to the shute, grasped Ordinarily the person who is seeking a by an endless chain and drawn up onto the flat reads every line in the classification of "Flats to Rent" and sees nothing else on the whole page. In the same manner the knees block it down upon the log-carriage. man who is seeking money to loan or an in- whalese in a pail of water .- R. K. Strauss-The whole carriage moves back and forth pressing the log against the bandsaw acvestment for his savings in real estate studies these departments to the exclusion cording to the guiding hand of the operaof everything else. The woman who wants to hire a maid seeks the one corner of the

upon a steep hillside at the foot of which flows a river, a different system is employed after.

> But on a second thought, the layman will see another side to these conditions. He will realize that no matter in what field

one definite want. His attentions will not be distracted by anything in any other porcut in such a bad position that it would tion of the paper. There is no reading matcost more to convey them to the mill than ter to tempt him to turn aside. There are

All of which bring to the user of th classified columns of the newspaper the mountains bordering on the Cascades. The fact that, small as his contribution my be to the sum total of the column, it has a position of advantage that not even the of a small boy at a country Christmas tree party who found a pair of trousers on display advertising of the biggest firms can claim. This points at once to the necessity the tree for him. He examined the garfor consideration of style and directness ment carefully and, turning to his mother,

> For two reasons the want ad has been slighted in its makeup. On the part of the big advertiser who uses it, the idea pre vails that as it does not cost much it is not worthy especial attention from the advertisement writer. On the part of hunof his. The youngster, it appeared, had dreds of individuals without business exbeen regaling nimself with one of those perience, there is a lack of knowledge of large, marble like candles which are a everything that in these days is making particular delight of childhood, and in a advertisement writing a business and an

cide to put an ad in a paper asking for a situation as clerk, for instance, simply announces in the most desultory way that , clerk is out of A position and would like A job with A house that will pay him A salary that suffices his needs. To the

"Marlon, what do you think you'll get for

discovered her and the runaway's trip was

One day last week she decided to

Orchard & Wilhelm Carpet Co.

Closing Out All Drop Patterns Monday

IT'S AN OPPORTUNITY ON DESIRABLE FIECES OF FURNITURE THAT YOU MAY NOT HAVE OFFERED AGAIN. These goods displayed on main floor and Monday positively the last sales day. They are priced at just half the regular selling price-includes LADIES' WRITING DESKS, BOX COUCHES, MANTEL FOLDING BEDS, PARLOR FURNITURE IN SUITS, DIVANS, ARM CHAIRS AND SMALL CHAIRS, DRESS-ING TABLE IN MAHOGANY, ANTIQUE DESIGN, CHEVAL GLASS MAHOGANY, MAHOGANY BOOK-CASE, CHIFFONIER, LIBRARY CHAIRS AND LIBRARY TABLES IN MAHOGANY AND WEATHERED OAK. ALSO HALL CLOCKS, MAGAZINE AND READING TABLES IN WEATHERED OAK, AT HALF." ODD LOTS OF DINING CHAIRS AT HALF. WOOD BEDS AT LESS THAN HALF. GO-CARTS IN THIS SALE HALF PRICE.

Monday Last Day of Sample Rocker Sale

Closing out of Wilkinson & Eastwood and B. L. Marble Chair Co. samples Monday. An excellent opportunity to secure some bargains. ARTISTIC VERNIS MARTIN CHAIRS AND ROCKERS. RICH AND ATTRACTIVE PIECES IN ROOKWOOD. LARGE, COMFORT ROCKERS AND CHAIRS IN ALL WOODS AND FINISHES IN THIS SALE MONDAY. YOU SAVE ONE-THIRD FROM REGULAR PRICE.

Stock Rugs

We have about 300 Stock Rugs made from remnants of carpets, suitable for all size rooms, made during the dull season to enable us to dispose of the remnants. All qualities of carpets made up, and at such extremely low prices that you cannot afford to miss the opportunity.

8-3x10-3 Wilton\$28.00	1 9-3x9-9 Wilton	10-6x12 Beattle WHton
\$-3x10-3 Wilton	8-3x9-3 Sax. Axminster	9x10-6 Body Brussels \$21.50
8-3x10 Ex Axminster	8-3x10-6 Brussels	9x10-6 Wilton
8-3x11-6 Body Brussels	8-3x5-3 Ex Axminster	9x11-9 Ex Axminster
8-10x12-6 Body Brussels	8-3x7-1 Brussels	10-6x12 Wilton
8-3x11 Ex Axminster	\$-3x7-9 Velvet\$17.50	10-6x12 Wilton\$29.75
8-3x8-3 Ex Axminster	10-6x13 Body Brussels	10-6x11-6 Wilton
8-3x10-3 Wilton	19-6x13-6 Ex Axminster	10-6x12 Wilton \$27.50 9x12 Ex Axminster\$22.50
8-3x10-3 Wilton	10-6x12 Bundhar Witton	3x13 Ex Axminster
7-6x8-3 Wilton	10-6x11-7 Brussels\$16.00	10-6x12 Velvet
7x8-3 Body Brussels\$14.50	9-6x10-6 Smith Wilton	8-3x10-3 Wilton\$18.50
8-3x9 Body Brussels	9-9x10-6 Wilton	3-3x11 Wilton
5-3x8-3 Wilton	10-6x10-3 Hody Brussels	s-3x10-3 Wilton \$26.25
8-3x7-5 Wilton	10-6x12-5 Wilton	\$-3x10 Axminster
8-3x11-9 Wilton	10-6x18 Wilton\$28.00	5-3x11-6 Ex Axminster

Couch Covers

Ve are now showing a full assortment of couch covers, all sizes and colors Oriental stripe, reversible, 50 ins.	
wide, 3 yards long, fringe all around, each \$2.5	
ersian covers, good, heavy and serviceable, 50 ins. wide, 3 yds. long, fringe all around, each	
eversible Persian cross stripe, extra heavy, 60 ins. wide, 3 yds. long, knotted fringe all around, each \$4.2	
eversible Persian cross stripe, extra heavy, 72 ins. wide, 3 yards long, special, each	
elime design couch covers, extra heavy. 60 ins. wide, 3 yards long, special, each	0
xtra Kelime reversible, exact copies of antique Kelimes, special	0

Portieres This Fall's Goods

Choice stripe curtains, Negres and Bagdad designs, special, per pair
Mercerized and Tapestry effects, fringe top and bottom, special, per pair
Extra quality of mercerized two-t ne, fringe and cord edge, all colors, special, per pair
Bordered curtains, plain rep center, special, per pair \$6 78
Other styles, \$8.75, \$11.50 to \$35.00.

French velour portieres, complete with band edge, all new patterns, regular \$50 curtain-special for Monday only, per pair, hung.....

Lace Curtains

\$10 curtains, Arabian, Irish Point, Brussels and Cluny, 150 styles to select from-everyone a \$10 curtain- special, per pair
\$15 curtain, big assortment, choice designs, all new styles-special, per pair
Bobinette, white and Arabian color, special, per yard
36-in. Curtain Swiss, special, per yard
Battenberg edge, white or Arabian, per yard
A good window shade, 3x6, each







berman to haut the trunk to its destination.

In the Mill.

Desertion and Desolution.

leaves after it hundreds of prostrate trunks

which contain thousands of feet of valua-

The stumps that rise over the fields are of

some value, but not for the purposes of

the lumberman and his mills. They are all

rich in pitch and sooner or later a company

will be organized to extract this from them;

to the lumberman this pitch is of no value,

"Nebraska State fair, Lincoln, August 29

Silencing the Judge

Last week a strapping negro woman was

up before a magistrate, charged with un-

"I don't understand how you can have

J. BURKE-EGAN.

but rather a positive injury.

to September 2."

mercifully beating her boy.

The Best Way to Get the Quickest Results for the Money-Importance of Selecting the Right Medium.

> daily newspaper. Through so many of the classifications of the want ad the purpose of the advertiser is to catch and claim the attention of the individual or firm most interested in the thing advertised by the advertiser. The writer of the ad does not care if 16,000 uninterested ones read it and comment upon it. He is seeking a definite result. If he is advertising for a position

SHINES IN DETAIL

Fully Explained.

TIPS FROM THE BOOK OF EXPERIENCE

When the trees to be cut are situated paper where her one want is touched upon and is done with the sheet in a moment

Position Gives Opportunity.

Small Elsie-Papa, I want to ask you an mportant question the patron of the want ad goes searching. Papa-Well, what is it, dear? Small Elsie-If a man eats too much ple will he become piebald?

no attractive half-tones on interesting subjects to divide his thoughts.

and effectiveness in the want ad. a shower of spray dive into the receiving

man who may want a clerk for a certain

deal like an announcement that 200 clerks, wanting places somewhere, are standing in a bunch at a certain street corner. He does not want to go into a crowd to be mobbed; he does not feel like reading forty or fifty want ads all alike and summoning the forty or fifty individuals into his ofup, the very houses themselves are left as fice, where a hurried choice would have

Set Expressions Kill Effort. The ordinary young man who may de-

osition, a group of such ads reads a good At first sight a person would naturally accuse the lumberman of gross wastefulness, for, after a camp has divested a claim of its trees it moves away and invariably

"Oh," said his mother, "you got it out, did you?" "Naw," was the impatient answer, "wo shoved it down; it was his, wasn't it?" Marion is a precocious little tot of 4 years who has been spending the summer at a Long Island resort. Country folks as well as city ones have had their share of rain

these past few weeks, and Marion objected to the cooping up that the storms necessitated. ignore the rain and go for a walk on her own-account. She evaded her nurse and mother 'and without hat or coat started for the highway. Just then her mother

forest, they tell the story of the lumber tack that blazed his way through Seattle by notching all the telephone posts he met. He finally landed in jail, a place his blazed trail certainly would not have led him to had he not encountered the guidance of an unusually wide-awake policeman.

When a tree is to be felled the lumber jack whets up his axe and with a few well directed blows cuts a couple of wide notches a little above the place where the tree is held to be worthless on account of either decay or settling of sap. He then takes a board, shod at one end with what scems a horseshoe, and places this in the hole he has cut, with the corks of the shoe turned up and pressing upon the upper side of the notch. A sharp stamp upon the board settles the corks into the wood and the lumber jack has a platform to stand on while performing the rest of the task.

Real Work of Felling.

As soon as the platform is finished the long cross-cut saw is seized by men on opposide sides of the tree and the real work of felling the monster begins. It is sometimes a long job to saw through a cedar nine feet across, but the lumber jack is a patient man and he sends the gives one a rather desolate feeling to ride saw back and forth until the weight of the tree settling upon it sticks it too fast to be moved. It is at this point that the most danger is experienced, for the great tree, towering so far into the air, is easily being made to preserve it. overbalanced when sawed so far through

and may fall at any time or in any direc tion. As the saw passes closer and closer to the other side, the lumber jack grows more and more careful and by a system of well driven wedges contrives to direct the fall according to his wishes. At last the supreme moment arriver, there is a gentle swaying of the vast codar, the men clear away and with long poles gently force the

wast trunk in the direction it is to fall; the heart to treat your own child so crusecond it seems to hang polsed on elly," said the magistrate. the edge of its stump, then with a grinding "Jedge, has you been a parent of

roar it wheels half around and falls like wuffless yaller boy like dat ar cub of thunderbolt to the earth beneath. The mine?" ound shakes under the impact and the "Never-no, never!" (with great veh

ir is filled with the rising dust mence, and getting red in the face). The easiest part of the whole task has "Den don't talk; you don't know nuffin been finished, the fallen trunk is sawed about it."-Philadelphia Ledger.



stumps of the trees rise up in close succesfied wants. Why? sion, sometimes reaching to the height of It is not because there are not compe twenty feet. There seems to be no need

tent men who would suit him in this list. for such extravagance, but a little exami-It is because good and bad and indifferent nation of conditions suffices to show that individuals have followed the same lines by doing just as they did the lumberman of expression in stating the set condisaved both money and labor. In the first tions of the ordinary man who is out of place, as far as the houses are concerned, a job. In a long, dead level of such adit is of no matter what becomes of them vertisements, one well written want, hav when they have served their turn. Lumber ing in it the color of the individual and is so cheap and they are built so easily and perhaps three or four words in a striking crudely that it would not pay to transport phrase, may attract fifty offers of employthem elsewhere. It would cost something ment where a dozen others might not have to tear them down, so the cheapest thing a single answer. to be done is to leave them as they are.

Select Your Own Employer. Not long ago a friend came to me asking for a suggestion in wording a want. We took the subject up and discussed it. knew him and he knew himself. Between us we wrote an advertisement that cost perhaps three times the average price of the small want ad., but in the returns he

It is in fields of stumps such as these that received sixty-one answers, and instead of the vast forest fires usually begin. The being a seeker after a job he became a sebranches of the cedars and fir are left lecter of his employer from the many. where they are lopped off, and the stumps There are excuses for the average person dry out till they are as crisp as tinder. who is seeking a position if his want is not Thrown in such a place as this a fire finds clear and full of meaning for the possible plenty of chance to grow, and seldom fails patron. There is no excuse for some of the to make the most of its opportunity. It big firms in Chicago which take small interest in the wording of the small ad, just for miles through clearings of this sort because it is cheep. and see everywhere the signs of fire; it is

Real Estate Ads Confuse.

only recently that the public has awakened The real estate firm is one of those which to the value of the timber and efforts are should see better things in the small ad. Ordinarily the name of the firm is made to stand out in prominent type. Telephone numbers are played up in the reading matter and perhaps, the suggestion that the firm is one of the oldest and largest and busiest in the city. Following this will be a directory list of bargains in real estate, the clearest things in it being the dimensions in feet of the properties. These ads. are supposed to appeal to the men who have perhaps \$50,000 on which to retire from business life. The 3 per cent of the savings bank is not enough for living expenses for the family and the man with this savings is appealed to by the real estate firm to

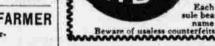
> make investments in property. To the ordinary man of the type these dimensions of lots and their prices mean nothing. The man likely is a stranger. He knows nothing of property values. He knows nothing of neighborhoods. The onger this mere directory list is the more onfusing it may be to him.

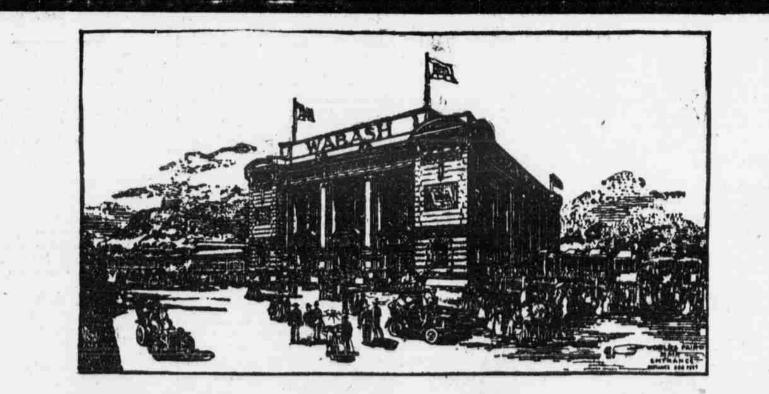
Give a Clear Conception. Manifestly, the thing to do is to advertise the individual property in a clear and convincing manner. The idea of conveying to a possible stranger the mere length of a real estate list is like a store's advertising such a confusing profusion of merchandise that the purchaser cannot hope to make an intelligent choice. Last spring a friend of mine rented ;

south side flat. It was the first flat he went to look at. He closed with the agency in an hour after he and his wife had seen it. Yet he found track of the place in a Tribune want ad. It was anything but the conventional ad, however. The agent knew just what kind of a flat he had and he gave the impression of it in the ad. It was away from noise, and light beyond the possibility of a new wall's darkening it on any side; it was cool in summer and the janitor made certain of its being warm in winter; and it was within walking distance of downtown on any bracing morning. To my friend it was the only ad in the list that held his attention for a half minute. Details appeal more strongty to the reader of the real estate columns, perhaps, than to any other department in classified advertising. The interested reader frequently is a seeker after a home. As all things in the home are secondary to the establishment of the home, whether as a rented spartment or as a purchased mansion, so

this caper?" asked rerest tones "I dess I'll get an umbrella," was the nonchalant reply .- Brooklyn Eagle







THE WABASH LANDS YOU AT WORLD'S FAIR. NO OTHER LINE CAN.

Round Trip Rates: \$8.50 Sold Tuesdays and Thursdays, \$13.80 Daily

FAST TRAINS DAILY

READ DOWN				N			or mano ba	READ UP						
7:45	A.	M.	6:30	P.	M.	Lv.	Omaha	Arr.	8:20	A.	M.	9:00	P.	М.
8:00	A.	м.	6:45	Ρ.	M.	Lv.	Council Bluffs	Arr.	8:05	A.	Μ.	8:45	P.	M.
7:35	P.	M.	7:00	A.	M.	Arr.	World's Fair Station	Lv.	7:45	Ρ.	M.	9:15	A.	M.
7:50	P.	M.	7:15	A.	M.	Arr.	St. Louis	Lv.	7:30	Ρ.	M.	9:00	A.	М.

Compare This Time With Other Lines.

ALL WORLD'S FAIR MAPS SHOW WABASH STATION AT MAIN ENTRANCE. WE HAVE OTHERS. CALL AT WABASH CITY OFFICE 1601 FARNAM, OR ADDRESS HARRY E. MCORES, G. A. P. D. Omaha, Neb.