

FELLING FOREST MONARCHS

Activities of Lumber Camps in the Woods of the Northwest.

METHODS OF CUTTING AND TRANSPORTING

Progress of the Huge Cedars from Camp and Mill to Market—Gross Wastefulness Due to Cheapness.

SEATTLE, Wash., Aug. 26.—(Correspondence of The Bee.)—When George Washington cut down the proverbial cherry tree he probably thought that he had done a good job, and finished it in short order. If instead of the cherry tree he had made his first essay at lumbering on a Washington cedar...

When a lumber camp has moved into a district that is to be cleared, the trees are at once selected which lie in the best situation for removal. The work usually begins in the immediate neighborhood of the camp and extends back day by day until it often happens that the felling occurs at a great distance; this, of course, involves the immense difficulty of transporting the logs over an uneven ground...

Delicacies in the Woods. A lumber jack camp is always to be known by the variety of tin cans that one finds in its vicinity; these cans are of all sizes and shapes and denote more forcibly than mere words can do the admittance of stomachs that lumber jacks possess, stomachs which certainly are very much akin to that of O'Grady's goat, which esteemed oyster cans a luxury.

Desertion and Desolation. At first sight a person would naturally accuse the lumberman of gross wastefulness. In a lumber camp the waste of material is tremendous and invariably leaves after it hundreds of prostrate trunks which contain thousands of feet of valuable lumber.

Real Work of Felling. As soon as the platform is finished the long cross-cut saw is seized by men on the opposite side 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 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 overbalanced when sawed so far through and may fall at any time or in any direction.

Home Made Root Beer. Deborah is the best because it is made of pure mineral water because the right things are put into it because we know how to make it. DEBORAH Root Beer. Have you ever noticed the difference between home root-ber and Deborah Root-Beer? Deborah not only tastes better, but is better. It's our business to make Root-Beer all the time—we have made it a study and know how. The Root Beer that tastes like more. Deborah Mineral Springs Council Bluffs Iowa.

LIGHT SHINES IN DETAIL

Essence of Success in Writing Want Ads Fully Explained.

TIPS FROM THE BOOK OF EXPERIENCE

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

There are anomalies in the want ad of the daily newspaper. Through so many of the classifications of the want ad the purpose of the advertiser is to reach 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 10,000 uninterested ones read it and comment upon it. He is seeking a definite result. He is advertising for a position as a bookkeeper. He does not care if a thousand men wanting a porter should read every line of his matter. And the employer who is advertising for a porter has no interest in the statement that a thousand bookkeepers may see and read his want.

Position Gives Opportunity. But on a second thought, the layman will see another side to these conditions. He will realize that no matter in what field the patron of the want ad goes searching, he will find a definite thing prompted by a one definite want. His attention will not be distracted by anything in any other portion of the paper. There is no reading matter to tempt him to turn aside. There are no attractive half-tones on interesting subjects to divide his thought.

Set Expressions Kill Effort. The ordinary young man who decides to put an ad in a paper asking for a situation as clerk, for instance, simply announces in the most desultory way that a clerk is out of a position and would like a job with a handsome salary. He would like a salary that suffices his needs. To the man who may want a clerk for a certain position, a group of such ads reads a good deal like an announcement that 200 clerks, wanting places somewhere, are standing in a bunch at a certain street corner.

Select Your Own Employer. Not long ago a friend came to me asking for a suggestion in writing a want. We took the subject up and discussed it. I 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 received sixty-one answers, and instead of being a seeker after a job he became a selector of his employer from the many.

Real Estate Ads Confuse. The real estate firm is one of those which should get 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.

Interest is first in fixing upon the habitation.

There is strong evidence in support of the idea that a well described piece of property for sale or for rent by an established firm serves a double purpose in advertising.

Good Value in Daily.

The cleverly worded advertisement is not all, however. It must be placed where it will be seen by the probable constituency of the advertiser. For this reason the advertisement in the daily paper may show results approaching the Sunday issues.

Again, the cost of the insertion in a paper is no gauge of the paper's worth as a medium. An insertion in one sheet at 2 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. Otherwise he is a simple Simon, fishing for whales in a pool of water.—R. K. Straussman in Chicago Tribune.

PRATTLE OF THE YOUNGSTERS.

Mamma—Don't you know that King Solomon said "Spare the rod and spoil the child?" Tommy—Yes, but he never said it while he was a boy.

Small Elsie—Papa, I want to ask you an important question. Papa—Well, what is it, dear? Small Elsie—If a man eats too much pie will he become pitead?

Mamma—Marge, I'm surprised to hear you talk so rudely and order Stella about so when she has come to play with you. Marge—Oh, it's just make believe, mamma. We are playing she's a real lady and I am her new cook.

Secretary Shaw told a story the other day of a small boy at a country Christmas tree party who found a pair of trousers on the tree for him. He examined the garment carefully and, turning to his mother, shouted: "Oh, mamma, those pants must be all new. Papa never had a suit like that."

A small boy was telling his mother of a mishap which had occurred to a playmate of his. The youngster, it appeared, had been regaling himself with one of those large, marbled candles which are a particular delight of childhood, and in a moment of excitement it slipped down and stuck in his throat. But, said the narrator, they succeeded in relieving him. "Oh," said his mother, "you got it out, did you?" "Now," was the impatient answer, "we 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. One day last week she decided to ignore the rain and go for a walk on her own account. She swaddled her nurse and mother and without hat or coat started for the highway. Just then her mother discovered her and the runaway's trip was cut short.

"Marion, what do you think you'll get for this cap?" asked her mother, in her severest tones. "I don't know," was the nonchalant reply.—Brooklyn Eagle.

THE OMAHA DAILY BEE: SUNDAY, AUGUST 28, 1904.

Orchard & Wilhelm Carpet Co.

Closing Out All Drop Patterns Monday. IT'S AN OPPORTUNITY ON DESIRABLE PIECES 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, DRESSING TABLE IN MAHOAGANY, ARTISTE DESIGN, CHEVAL GLASS MAHOAGANY, MAHOAGANY BOOKCASE, CHIFFONIER, LIBRARY CHAIRS AND LIBRARY TABLES IN MAHOAGANY 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 BOOKWOOD, 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.

Table with columns of rug types and prices. Includes items like 8-3x10-3 Wilton, 8-3x10-3 Sax Axminster, etc.

Couch Covers

We 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 \$2.50. Persian covers, good, heavy and serviceable, 50 ins. wide, 3 yds. long, fringe all around, each \$3.50. Reversible Persian cross stripe, extra heavy, 60 ins. wide, 3 yds. long, knotted fringe all around, each \$4.25.

Portieres This Fall's Goods

Choice stripe curtains, Negres and Bagdad designs, special, per pair \$3.50. Mercerized and Tapestry effects, fringe top and bottom, special, per pair \$3.95. Extra quality of mercerized two-tone, fringe and cord edge, all colors, special, per pair \$5.25.

Lace Curtains

\$10 curtains, Arabian, Irish Point, Brussels and Cluny, 150 styles to select from—everyone a \$10 curtain—special, per pair \$6.75. \$15 curtain, big assortment, choice designs, all new styles—special, per pair \$10.00.



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

Round Trip Rates: \$8.50 Sold Tuesdays and Thursdays, Also September 3, 4 and 11 \$13.80 Sold Daily

Table with columns for READ DOWN and READ UP, listing train times for Omaha, Council Bluffs, and St. Louis.

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.