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## Nebraska Cycle Co.

334 Broadway, COUNCIL BLUFFS Cor. 15th and Harney, OMAHA  
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**\$1.50 Postpaid**

Order from any bookseller, or Broadway Pub. Co., 330 Broadway, New York.

### ABOUT ADVERTISING—NO. 12.

## How To Write Retail Advertising Copy

By HERBERT KAUFMAN.

A skilled layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks. The skilled advertiser works with small words—they fit into more minds than big phrases. The simpler the language the greater certainty that it will be understood by the least intelligent reader. The construction engineer plans his roadbed where there is a minimum of grade—he works along the lines of least resistance. The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high level thinking. Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression it looks as much out of place as a ball dress at the breakfast table. The buying public is only interested in facts. People read advertisements to find out what you have to sell. The advertiser who can fire the most facts in the shortest time gets the most returns. Blank cartridges make noise, but they do not hit—blank talk, however clever, is only wasted space. You force your salesman to keep to solid facts—you don't allow them to sell muslin with quotations from Omar or trousers with excerpts from Marie Corelli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship. Cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk. Only be more brief. Publicity is costlier than conversation—ranging in price downward from \$6.00 a line, talk is not cheap but the most expensive commodity in the world. Sketch in your ad to the stenographer. Then you will be so busy "saying it" that you will not have time to bother about the gewgaws of writing. Afterwards take the typewritten manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the end is all that really counted in the beginning. Cultivate brevity and simplicity. "Savon Francais" may look smarter, but more people will understand "French Soap." Sir Isaac Newton's explanation of gravity covers six pages, but the schoolboy's terse and homely "What goes up must come down" clinches the whole thing in six words. Indefinite talk wastes space. It is not 100% productive. The copy that omits prices sacrifices half its pulling power—it has a tendency to bring lookers instead of buyers. It often creates false impressions. Some people are bound to conceive the idea that the goods are higher-priced than in reality—others, by the same token, are just as likely to infer that the prices are lower and go away thinking that you have exaggerated your statements. The reader must be searched out by the copy. Big space is cheapest because it doesn't waste a single eye. Publicity must be kept their lights on top their bushel—the average citizen hasn't time to overturn your bushel. Small space is expensive. Like a one-flake snowstorm, there is not enough of it to lay. Space is a comparative matter after all. It is not a case of how much is used as how it is used. The passengers on the limited express may realize that Jones has tacked a twelve-inch shingle on every post and fence for a stretch of five miles, but they are going too fast to make out what the shingles say, yet the two feet letters of Brown's big bulletin board on top of the hill leap at them before they have a chance to dodge it. And at that it doesn't cost nearly so much as the sum total of Jones' dinky display. Just so one ad, well written and attractively displayed continuously every day or every other day for a year in one big newspaper, will find the eye of every reader, no matter how rapidly they may be "going" through the advertising pages and produce more results than a dozen piking pieces of copy scattered through half a dozen dailies.

(Copyright, 1908, by Tribune Company, Chicago.)

## NEEDS OF THE BUSY HOME BUILDERS

### ERA OF HOUSE REMODELING

Prosperity of Omaha Indicated by Number of Houses Being Enlarged.

#### ACCORDION COTTAGE THE LATEST

House is Sold Only Partly Finished, New Rooms to Be Completed as Needs of Family Increase.

A trip through Omaha this spring indicates that the home builders are very busy and also that those who built their homes in the years passed are busy remodeling, enlarging and otherwise improving their dwellings. In fact, it is an exceptional block where someone isn't painting, putting on a new roof, building an addition to his house or changing its style in some manner comforting further with the aesthetic tastes or architectural principles which he may have imbibed from observation, reading or conversation. There is a great deal of enlarging being done. This does not necessarily indicate one architect points out that the injunction given to the ancient people of Israel to "increase and multiply" and strenuously endorsed by President Roosevelt in more recent years is being carried out any more faithfully than it was several years ago. "It merely indicates, to my mind, that the people are demanding larger and better homes than they did in years that are past," said the architect. "When men first settle in a new country they are occupied at first in wresting from primeval nature the necessities which shall keep body and soul together and in erecting with the simple materials at hand an abode which shall primarily keep out wild beasts and better protect the residents from wind and weather. "For a time they are satisfied with the rudest structure, but as the community grows, as it becomes more polished, as wealth increases and the people find themselves in easy circumstances, their natural aesthetic tastes, that subtle something which binds man to something higher than he finds about him, causes him to devote his money to making his life more comfortable and naturally he exerts himself first toward improving his home, for that is the thing most vital to his comfort on earth. "This is the reason why you see so much improving going on this spring, though, of course, a contributing and indeed very important reason is the fact that the people here have the money, the coin, the cash, the spondulices. We don't want to brag, but by jingo, if we do, we've got the money, we've got the banks, we've got the money, too. Thus may the famous British jingo rhyme be paraphrased to fit the situation in Omaha. In addition to the paean of optimism regarding larger and better homes, the architect declared the number of home builders who will start building this spring is greater than ever before. He bases his statement on an investigation of the facts and a careful observation of the returns from the building inspector's office. He who runs may read. A new thing in Omaha might be described facetiously as "the patent, accordion cottage," specially designed for expanding families and for the uses of the Newlyweds, who are apostles of the gospel of large families. It is in reality nothing more or less than a cottage which is only partially finished inside, to be built by a firm and sold in this half-finished state. The downstairs is finished entirely as costly as could be wished, but the upstairs is left in the rough state to be finished whenever the family shall have expanded so as to make more room necessary. One of these cottages recently finished on North Twenty-fourth street has a foundation of concrete blocks and porch columns of the same. Downstairs, handsomely finished, are reception hall, parlor, dining room, kitchen and a bed room. Upstairs there is room for three other rooms. This style of building has the advantage of not requiring as much money at first and still giving all the accommodations needed. Also of never allowing any space to go to waste in each room can be finished rapidly as it is required for the use of the family. Speaking of remodeling, there are some of the finest homes in Omaha where the remodeling has been done by the owners and occupants themselves. So delightful an occupation is this occupation of home building or home remodeling that it is the pastime, the hobby of some of the home builders of the city. The man of the house, with his wife or other members of the household, delve into the mysteries of new floors, of oak stains, of wall paper and methods of hanging it and into a thousand other domestic problems which are generally known not to exotic mob, but in the brain of the exoteric artisan only. Bill Nye's cynicism in his burlesque instructions "how to make a rocking chair out of tomato cans" or "how to put down a hardwood floor out of old shingles" has no effect upon these home-building beavers and housecrafters. Mr. Daniel is now employed every evening in laying hardwood floors in his handsome home at Forty-second and Harney streets.

### REAL ESTATE MEN TO TOUR

Omaha Dealers Will Look Over City in Search of Knowledge.

#### MANY THINGS THEY DO NOT KNOW

Improvements Being Made All About the City with Which Many of the Exchange Members Are Unfamiliar.

While the Commercial club is making tours through the warehouses and factories of Omaha, the Real Estate exchange has had the proposition up for consideration to make tours over the city and look at the various sections which are being opened for sale and are being built up by the buyers and owners. The suggestion came from Harry Tukey, who says the real estate dealers themselves do not appreciate the improvements which are going on around Omaha, while the ordinary business man who does not get out of a beaten track going to and coming from his home, has not the slightest idea about the way in which Omaha is growing. Mr. Tukey proposes that tours be made through some of the quiet by-ways of Omaha, not over the boulevards and automobile drives, and he says he will show any hundred men more homes being erected this spring than at any similar time for fifteen years. One of the transfers of the week which swelled the figures almost \$40,000 was the collection of lots and acreage property bought by the Union Stock Yards company some months ago and decided to them during their visit by James O'Neill. One of the tracts consisted of over thirteen acres which Swift and Company wanted to buy. Representatives of Swift and Company believe the stock yards company went to the big expense to be sure that the packers would not attempt to build small yards and their own on the fifteen acre tract, but Swift and Company had given various statements that such a thing was far from the minds of their agents when they desired to buy the thirteen acres of land below South Omaha. The way D. C. Patterson views the water works situation is interesting. During a brief discussion before the Real Estate exchange Mr. Patterson suggested that no one need be worried over the situation, as the private consumers of water would pay for the \$4,500,000 plant and he could not see where taxes would be a mill higher. "The consumers are paying interest on the \$6,000,000," said Mr. Patterson, "and besides the water company is getting a large sum each year above the interest. Now, all will come out right if the present rates are maintained, and in the course of years the consumers will pay for the water works and they will become the property of the city of Omaha." To this plan of Mr. Patterson's several replied, declaring it to be unfair to expect the consumers to pay for the water, when the large property holders had the water for fire protection and should be assessed a part of the cost of the plant and the consumers relieved from paying such high rates. The Ames estate is spending some money in Omaha. The front of the building occupied by the People's store and the building occupied by the Omaha Printing company, both of which belong to the estate, are receiving some repairs. West of Miller's park, the large tract belonging to the Fracker estate is being subdivided by J. W. Bedford and Son and will be placed on the market at once in the shape of acreage tracts. A building restriction, requiring anyone who buys acreage property to erect a house costing not less than \$1,000, is one of the conditions of sale. The grading and platting is being done under the supervision of the city engineer. Advertising Florence property, a local dealer says: "You can buy property in Omaha, but you can't buy a scenic view as you can in Florence. From the lots which are for sale you can see two cities and a town; two lakes and a river, miles and miles of hills, numerous valleys and great stretches of farming country. That you cannot equal any place in Douglas county."

### HALLER TELLS OF GOOD WORK

Director of National Show Addresses Farmers at Benson.

"The conquerors of nature are greater than the conquerors of nations," declared F. L. Haller before a meeting of the Douglas County Corn Growers' association in the town hall at Benson, yesterday, talking on the National Corn exposition. The attendance at the meeting was not large, but enthusiasm made up for the lack of numbers. "The historians of the future will have little to say of the battles of Manila bay and Santiago, but the histories of forty or fifty years hence will be filled with the accomplishments of Luther Burbank, and others who have been instrumental in creating the greatest possible amount of wealth out of the soil," said Mr. Haller. Then he told his hearers that the Transmississippi exposition was "but one, two, three in comparison with the National Corn show." Not only the federal government, but all the agricultural colleges of the country are back of the project and already the management has been forced to decline applications for space. Douglas and Pottawattamie counties will have space allotted for them, but these will be the only counties to have special space. He told his hearers that they were wasting time in raising wheat which the millers do not want, honey which the brewers do not want, and oats which the cereal mills can not use, and in reminding them that every third kernel of corn does not grow said that it was a reflection on the intelligence of the farmers of Nebraska to let it be known that they are wasting one-third of their land. G. W. Harvey of the Twentieth Century Farmer, urged his hearers to make a campaign for a larger membership and told them that he believed every business man of Omaha would be glad to join the association and pay his 50-cent admission fee, which fees go toward swelling the premiums for the competitors. Mr. Harvey did not talk long on the corn show, however, but branched off to the subject of pumpkins: "Inasmuch as the Omaha papers have delighted to call our fair the Omaha Pumpkin show, I want every man in the county to make a pumpkin raised in reality," he said. "I want every man in the county to raise pumpkins and take pumpkins to the fair, and then I will build a pyramid 'sixty cubits high' that may be seen when visitors alight at the Union station." He then dealt out to the farmers seeds for a pumpkin raised in Canada, which weighed 40 pounds, giving three seeds to each farmer, and promised to place the largest pumpkin raised from these seeds at the very top of his proposed pyramid, making it the "cap sheaf."

### TRADE TOUR AND CORN SHOW

Excursionists Will Prize the Fame of National Exposition.

When the big Omaha Commercial club trade excursion pulls out to visit western Nebraska, Wyoming and Colorado towns and cities, it will leave the atmosphere surcharged with good feeling, who desire to see the National Corn exposition, besides hosts for the Omaha wholesale houses and factories. Every booster will have a dual mission—to further Omaha trade and the Corn show. Frank Haller, chairman of the advertising committee of the National Corn exposition, will be one of the excursionists and will lose no opportunity to make the corn show known in every city which is visited. Already the newspapers all over the west are co-operating with the Omaha to boost for the corn show. Every week a bunch of clippings about the corn show, which indicate the extent to which the big show is being advertised. Special premium lists are to be arranged.

### HOBSON WILL PUSH CONTEST

Says Question of Navy Is Broader One Than Party Will Be Continued.

WASHINGTON, April 18.—"The fight for a big navy will go right on," said Representative Richmond Pearson Hobson of Alabama, after an interview with the president yesterday. "No battle was even won or lost on the skirmish lines; we have only just begun. If John Sharp Williams had not made the matter a party question in the house, there would have been many more democratic votes in favor of four battleships. The question of a navy is broader than the party."

### SUIT TO KILL AN OLD DECREE

Action Begun to Set Aside Order of Court Made Thirty Years Ago.

Suit to set aside a decree of the district court made by Judge Savage in 1878 and involving the title to some valuable tracts of land on Eleventh street between Cass and Chicago and on Tenth street between Davenport and Chicago was started in district court Saturday by Alfred D. Allen, Jr. Allen claims a sale of his interest in the property under the decree of the court was illegal. His father, Alfred D. Allen of Johnson, N. Y., formerly owned a one-third interest in the tracts. At his death in 1877 he left his interest to his two infant sons subject to the life interest of Mrs. Virginia M. Allen, the widow. She was made administratrix of the estate and secured a license from the court to sell the interest left to her sons. Allen, who was born about the time his father died, asserts the court proceedings were irregular and should be set aside and a one-third interest in the property vested in him. The suit runs against the Omaha & Northern Nebraska railway, the Omaha Belt Line railway, Patrick Murlough, the Omaha Bridge and Terminal company and others.

### Death from Blood Poison

was prevented by G. W. Cloyd, Plunk, Mo., who healed his dangerous wound with Bucklen's Arnica Salve. For sale by Boston Drug Co.

## Genuine Ball Bearing Lawnmowers

The famous "GREAT AMERICAN" LAWNMOWERS

Admitted by experienced mechanics who have "examined" them, to be genuine and scientifically constructed ball bearing mowers.

Superior to other so-called ball bearing lawn mowers.

### A PLEASURE TO SHOW THESE MOWERS

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### DUNNING HARDWARE CO.

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### Turn the Switch

and you have power—night or day—no delay—no waste.

### INVESTIGATE.

## OMAHA ELECTRIC LIGHT AND POWER CO.

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## ISAAC A. COLES General Insurance

Room 23 Douglas Block Telephone Douglas 274

CERTIFICATE OF PUBLICATION STATE OF NEBRASKA. Office of Auditor of Public Accounts. Lincoln, February 1, 1908. It is hereby certified that the Northern Assurance Co. of London, Eng., has complied with the insurance law of this state, applicable to such companies, and is therefore authorized to continue the business of fire and lightning insurance in this state for the current year ending January 31, 1909. Witness my hand and the seal of the Auditor of Public Accounts, the day and year first above written.

E. M. SEARLE, JR., Auditor of Public Accounts. JOHN L. PIERCE, Deputy.

## FENCES IRON-WIRE

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CHRONIC BRONCHITIS & KIDNEY TROUBLE

RELIEVED IN 24 HOURS

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and other drug habits, positively cured by HABITINA. For hypodermic or internal use. Sample sent to any drug habitué for Free mail. Regular price \$2.00 per bottle. Free trial. Write to Dr. J. C. Owen, 1111 S. 16th St., Omaha, Neb. For sale by HAYDEN BROS., OMAHA, NEB.

WHEN you want a maid, a second maid or a cook, look through the Situation Wanted columns of THE BEE, or place an advertisement in the Help Wanted column. You can get a better class of help by this method than through any other channel. Busy housewives appreciate the advantages gained by using and reading the Want Columns in their favorite newspaper. Hours are saved. Instead of haunting the employment offices or waiting to interview applicants, you can arrange through advertisements to see them in your own home where all the conditions may be seen and understood.