

A talk to the man who has a job of printing to let tomorrow:--



Two years ago I started in the printing business in Omaha.

I had ten years practical experience in New York, Boston and Omaha, a time-strengthened purpose and plenty of capital.

For the first quarter my books showed a loss. Month after month passed and the result was the same.

I kept at it. I put aside all comforts and pleasures. I worked hard days and spent my evenings entering up my cost sheets and preparing advertising. Finally at the end of the first year a profit balance was shown. The tide had turned.

Why was I successful? Solely and entirely because I was operating under a cost system. My cost sheets showed that I would be making money when my plant was running at capacity. All I had to do was to keep firing work at the boys.

Since the tide turned I have been constantly increasing my capacity and intend to keep on doing so. This adv. is liable to cost me hundreds of dollars. I may have to buy a new press to take care of new customers. I would buy a flying machine if a customer ordered enough work to keep it busy.

Mr. Business/Man, what is the weak point of the printing business? You know it as well as I—there is no uniformity in prices. Bids on printing will vary 40%. Why? Because the average printer does not work under a cost system.

Now when one of my compositors works an hour in setting up a job I know just what I have to charge for that hour's work in order to pay his salary, to pay for distributing that type back in the proper cases, to pay rent, interest on capital invested, depreciation of machinery, and all overhead expenses. To this cost I add 10% profit. Would you be satisfied with as little?

There are several hundred jobs of printing to be let in Omaha tomorrow. If you have one telephone me and let me call and have a few minutes' talk with you about it. No job too large or too small for me to handle. Anything from cards to catalogues—and by the way, we have printed more fine catalogues for out of town than any other firm in Omaha. Let me show you samples and quote prices and you will understand why.

I must not close this adv. without mentioning my employees—well paid young men of experience, with new ideas. Wouldn't you like to do business with a firm, where young blood, push, energy and best service are combined to please customers? If you are a "crank" on printing you are at liberty to talk your job over with our foreman, our pressman, our binder, or even the errand boy. You can gamble the job will be done the way you want it and delivered when promised.

We allow a 2% discount on prompt payments and have sufficient capital to grant any reasonable terms desired by responsible firms.

Want some blotters? Yours for the asking.

That's all, except remember to telephone me about your next job.

Yours for business,

Arthur C. Thomas

President Times Publishing Company, Inc.

P. S.—Let us send you "How to Order Printing," a valuable pamphlet written for us by "Black the Hatter."

Our Slogan: "TAKE YOUR PRINTING TO THE TIMES"

TIMES PUBLISHING CO., Inc., 19th and Harney Sts., Omaha; Phone Douglas 2166

If you live out of town, write for "How Much," our price list on printing. We are the only printers we know of that issue a price list; we are different. You can't saw wood with a hammer

WEALTH IN BROOM CORN

Price of Sweepers is Inclined to Be Somewhat Skyward.

FOLLOWS PATH OF PORKCHOPS

Thirty-Three Cents is Now Considered Bargain Price for Ordinary Broom—Biggest Factory in World at Dealer.

GREAT BARGAIN!

These choice brooms are going at only 33 cents each.

Thirty-three cents for a broom and a bargain at that. The foregoing placard prominently displayed in the window of an Omaha shop tells in tabloid the story of how broom corn, like porkchops and beefsteak, is in a comparative sense, becoming a rival of diamonds and antihaste.

Only a few years ago, 30 cents would buy a broom any day in the week at any shop in town.

But now in this era of prosperity when prices are high and everybody has money in plentiful quantity, 30 cents is not an unusual price for a broom. Really, then, the man who offers brooms for 33 cents each is giving a bargain.

Who makes the brooms? Where is broom corn raised? These questions, in view of the upward trend in broom prices, at once become interesting.

Comparatively few persons are aware, perhaps, that the largest broom factory in the world is located at Dealer, Taylor county, Neb. Such is a fact, however, and the Dealer institution is growing rapidly. Broom corn is grown in certain sections of southern and western Nebraska, but the greater part of the crop comes from Oklahoma and parts of northern Texas, Illinois, in the vicinity of Mattoon, also produces a fairly good quality of broom corn.

One of the most interesting reasons for the increase in price of brooms is the fact, so dealers say, that the American housekeeper, growing more fastidious year by year, demands a high quality of broom. Time was in the day of 15 and 20-cent brooms when any old thing would be accepted. As a rule the villager blind man, cocooned in some hole-in-the-wall, safe away from the high rent district, made brooms by hand. His task was tedious and he moved slowly, but by keeping everlastingly at it he managed, as a rule, to supply the community. In those days, factories like the one which now flourishes at Dealer, were unheard-of propositions.

Now the blind man has been supplanted by argus-eyed operators, who guide machinery especially constructed for the making of brooms. In the dealer factory, machinery even separates the corn in the rough, cutting the good from the bad and tossing it into different piles indicating the grade.

machinery, except to collect the price of the brooms.

"But," queries the stickler for facts, "if a few years ago the village blind man could largely supply enough brooms, why is there now a demand for the output of large factories?"

Several reasons might be compressed into an answer, but one of the most obvious explanations of the increased demand for brooms, is the fact that the packing house industry has grown at remarkable strides not only in Omaha, but throughout the United States, especially in the west and southwest.

"But," continues the stickler, "what have packing houses to do with brooms?"

Ever observe how scrupulously clean the floors are kept?

Well, it takes broom corn to do it. Indian corn fattens the hogs and the catties that are slaughtered, but broom corn must come along to clean up the debris that flows in the wake of the packing process.

Packing houses are large consumers of brooms—and they must be the very strongest of brooms, too. The broom that would suffice to sweep milder's kitchen would not last long on a packing house floor.

Then, another reason for the increased demand for brooms, is the fact that the population of this country is growing rapidly. Every new family means a new broom. That broom soon wears out, and then there must be another and another.

Moreover, it may be that cleanliness is on the increase. That is a cheerful view to take, and perhaps it may be so.

Be that as it may, the fact is well established that there is brisk demand for all the broom corn the western farmer is likely to produce, and with broom corn selling for \$10 per ton—and that is not by any means a remarkable price—and an average yield of one-half ton per acre, it is obvious at a glance that there is money in the culture of broom corn.

"But," queries the agricultural expert, "don't make the mistake of believing that broom corn grows like rag weeds?"

No, not hardly. Broom corn, even after it has been raised, requires scientific care, so that it may be acceptable when it reaches the factory. The average farmer, versed in the habits of hogs and cattle and knowing by long experience how to handle the cereal crops, will, unless he devotes some time to scientific study, make a failure as a broom corn raiser. Like most everything else in this old work-a-day world, it's easy when you know how.

"How can I learn the broom corn business?" queries the man who thinks he would like to sweep in some additional revenue.

Wherever comes the suggestion that any of the reliable farm journals published for this section of country contain valuable information along this line.

Right now, perhaps, it is pertinent to inject the suggestion that there is acre after acre of undeveloped broom corn land in Nebraska, and dollars might be stacked up by careful attention to the crop. One thing is certain: The price of brooms is not likely to go any lower and the chances are that next time the shop keepers put on a special sale of brooms the price tag will be "forty-three" or even "fifty-three" instead of the "thirty-three" that inspired this little chapter on brooms.

Some Things You Want to Know

Spiritualism and Magic—IV. Rope-Tying and Rappings

No method of deception practiced by spiritualistic mediums of the commercial class is better fitted for the conquest of doubters than that of allowing the medium to be tried or otherwise fastened in such a manner that it is seemingly impossible for him to do the tricks that are afterward done. Inasmuch as the "materialism" seances the medium is tied, and in fact has no direct part in the manifestation that afterward takes place. But, as a rule, the harness escape in whole or in part from the harness placed about them and do have some part in the manifestations.

One of the most striking instances of rope-tying in which the medium had a part in the subsequent manifestations was that of the first Anna Eva Fay, who toured this country. There are several Anna Eva Fays, by the way. She permitted herself to have her wrists firmly bound, tied behind her back and fastened to a ring attached to a stanchion. A bandage was placed around her neck and it was attached to a screw-eye farther up on the stanchion, and she was seated on a stool in front of this post. Her feet were tied together with a long rope, the one end of which was constantly held by a member of the committee of volunteer spectators.

In order to make assurance doubly sure that she could in no wise escape from her predicament all knots were carefully sewed together. In this position, and tied as she was, every member of the committee ascertained that she could not possibly escape or reach any of the objects placed with her in the cabinet. Yet as soon as the curtain was drawn a bell began to ring. Then a glass of water was set in front of her and the water disappeared from the glass. Later a guitar was played and then through the curtain of the cabinet, the medium asked that the curtain be drawn aside, that her bandages be re-gamined, and then that a member of the committee be blindfolded and seated by her side. He was to place his hands upon his knees and make sure they did not move. Yet directly the sound of a nail being driven home was heard.

Other manifestations followed, one after another, and no person in the room nor any one of the committee had the slightest idea how it was accomplished. Not one of them believed that Anna Eva Fay had produced the manifestations herself.

Yet they were entirely mistaken, for the woman was not tied so that she could not move. Although her hands were tied together behind her and the bandages passed through the ring in the stanchion, there was about six inches of slack in the bandage on her hands. She was something of a contortionist, and by taking advantage of the slack she twisted and slipped her body around so that she could reach the articles in the cabinet with her bound hands. Yet neither her head nor her feet were moved during the performance. Of course this trick requires great physical agility.

Another case of the medium and all his sitters gathered around a large table and placed their hands toward the center as the spokes rim towards the hub of a wheel, and through holes in the table they were all lightly interlaced and bound together and to the table by the weaving of copper wire through the holes and around their arms. Yet when the lights were put out the manifestations appeared. The secret of this was that the medium had a set of false sleeves out of which his hands could readily be slipped. When through with his performance all he had to do was to place his hands back in the sleeves and call for the lights to be turned on.

It is said that nothing in the whole category of binding materials has such terrors for the medium as a piece of ordinary white thread. A large or stiff rope will permit of manipulation quite readily, but it is impossible to manipulate white thread without the manipulation being afterward discovered.

One readily may infer how difficult it is to tell what actually does happen in the darkness of a seance room when the following experience of a trained magician and medium is told: A medium and her husband came to the magician's town and were invited to spend a Sunday with him at his home. They accepted the invitation. It did not take much conversation to reveal to the medium and her husband that their host well understood the art of incantation. But the husband of the medium insisted that his wife could do many things of a mediumistic nature that were not talked with fraud. In order to prove this she gave a private seance for the benefit of the host. When this time she told the host to place his hands, palms down, upon the table. Then she placed her palms upon the back of his hands. She then lifted one hand and asked him if he could feel it when she lifted one of her hands. He replied that he could. Then she lifted the other, asked the same question and received the same reply. After two or three maneuvers of this kind all

sorts of manifestations seemed to appear around his head. A music box near her began to play. Other things happened which could not happen except by the use of a free hand or by supernatural means. When the lights were turned on the medium still had her palms upon the backs of the hands of the siter. He was mystified, and spent many hours trying to solve the problem. At last he called in his wife and tried the same performance with her. His theory proved correct. By having his hands close together, she gradually slipped her right hand away and covered his two hands with her left. If the very excited man thus be deceived in so simple an experiment, how must it be with him who knows nothing of the tricks of the imagination?

About the first experience that comes to the person who visits a medium is to hear the rapping of the spirit who wishes to converse with him or with whom he wishes to communicate. Spiritualism had its beginning in rappings. There were two young girls in New York state, known as the Fox sisters. They could produce rappings of various kinds, and this started the mysterious art of the spiritualistic medium. They afterward confessed that these rappings were produced by the joints of their knees and toes. In spite of the confession, there are many who to this day believe that they were produced by supernatural methods. And strange to say, among those who do so believe are some of the writers who have written careful and detailed exposures of the methods of the commercial medium.

VALUE OF OUR WATER POWER

Some Recent Estimates Based on the Possible Horse Power.

ENERGY COST KILOWATT HOUR

Interesting Computation Covering Europe and Thirteen States, with Deductions Based on Experience of Going Plants.

By PRESTON C. ADAMS.
NEW YORK, May 14.—(Special Dispatch to The Bee.)—Estimating, as they do in the west, that a single horse power of energy applied in a creative form, is worth \$2 a year, the statement that there is from 75,000,000 to 150,000,000 undeveloped horse power available in the United States, runs the value of the power that will one day be utilized in this country so far into figures that the mind gets dizzy contemplating the total.

T. Commerford Martin, secretary of the National Electric Light association, and the greatest electrical statistical authority in the world, has prepared a report which he will read at the twenty-fifth annual convention of the association which starts at St. Louis on May 23, in which he shows the enormous value of the water power of the nation and points out how far ahead of the other countries of the world the United States is.

The approximate water power development of the country, according to Mr. Martin, is 3,500,000-horse power, of which 1,000,000-horse power is used in electric lighting, power and railway plants and 2,500,000 in industrial plants. As against this the public utility companies of New York develop 500,000-horse power by steam.

It is estimated that the amount of water power available for development at a cost comparable with steam is 37,000,000-horse power, and the amount available at reasonable cost is, as stated, from 75,000,000 to 150,000,000-horse power. The eight leading countries of Europe, according to Mr. Martin's report, have about 25,000,000-horse power that could be developed on the basis of the quantities of water per second available during nine months, and the following table shows what this is:

Country	Total H.P.	H.P. Per Inhabitant
Great Britain	1,250,000	3.6
Germany	1,450,000	2.6
France	1,500,000	2.6
Italy	1,500,000	2.6
Spain	1,500,000	2.6
Austria-Hungary	1,500,000	2.6
Sweden	1,500,000	2.6
Norway	1,500,000	2.6
Denmark	1,500,000	2.6
Netherlands	1,500,000	2.6
Belgium	1,500,000	2.6
Portugal	1,500,000	2.6
Switzerland	1,500,000	2.6
Poland	1,500,000	2.6
Czechoslovakia	1,500,000	2.6
Yugoslavia	1,500,000	2.6
Russia	1,500,000	2.6
United States	3,500,000	12.5

Price in Toronto.
Toronto is to get 10,000 horse-power at \$2.50 per horse-power for twenty-four hours service and New Hamburg is to get 20 horse-power at \$2.50. To these costs are, of course, to be added those of the local distributing system. Hon. Adam

Beck, chairman, stated last February that the total amount under contract was 27,500 horse-power, which at an average of \$30 per horse-power, as now a day for steam energy, would represent a saving of \$1,000,000 per annum.

The western country with its tremendous amount of undeveloped power will rival the east, once the power is placed in a creative condition, which is rapidly being done. The mountains of California, Nevada, Colorado and other western states will supply an inexhaustible amount of power for all purposes.

One matter which will be thoroughly threshed over at the St. Louis convention will be the attitude of Gifford Pinchot on the conservation question. It is likely that some decisive action will be taken, but just what that action will be is yet unknown.

Cost in United States.
In his report Mr. Martin will show the benefit which has been conferred on the public by private transmission enterprise in the United States by a table prepared by Alton D. Adams summing up the data of ten hydro-electric transmission companies as follows:

Million kw-hours sold during the year	Average rates in cents per kw-hour
1,000,000	2.000
2,000,000	1.700
3,000,000	1.500
4,000,000	1.400
5,000,000	1.300
6,000,000	1.200
7,000,000	1.100
8,000,000	1.000
9,000,000	0.900
10,000,000	0.800
11,000,000	0.700
12,000,000	0.600
13,000,000	0.500
14,000,000	0.400
15,000,000	0.300

It should be noted that a million kilowatt hours is in horse-power 1,300,000 horse-power hours.

The last cited plant at this rate yielded \$1,063,813 total revenue. It dealt with only thirty-three customers. About 11 per cent went to lighting and traction, the rest to miscellaneous and chemical uses. Nothing but water power would have rendered such prices possible, and the cumulative saving of coal can be easily computed.

Her Sudden Resolve.
"George, you certainly must ask father's consent to our marriage."
"Your father doesn't like me."
"He likes me, George, and that will make it all right."
"I'm afraid not. He told me quite a while ago that sooner than see you marry me he would send you abroad and let you stay there a year."
"Did papa say that? In Europe a year? I believe I'll take him up."—Cleveland Plain Dealer.

Notice To Fat Women.
Presumably you know, ladies, that the proper career nowadays is those curves. You have got to take off your fat. This must be done in one of three ways: By dieting, by exercising, or by means of Marmola Prescription Tablets. The two latter will keep you busy for months and cost you 50 cents at the druggist's. The tablets will not make any alteration in your diet necessarily, and yet in all probability you have used up one case, you will be losing from 12 to 18 ounces of fat a day. Which method do you like the best?

If you fancy this pleasant method of getting off the fat, see your druggist instantly, or else write the Marmola Co., 33 Farmer Bldg., Detroit, Mich., to send you a case by mail. These cases contain so generous a quantity of tablets that the treatment is very economical. It is also quite harmless for the tablets are made exactly in accordance with the famous Marmola Prescription.—(Adv.)

Remo Gems
Remo Jewelry Co., 410 S. 4th St., St. Louis