

MILTON ROGERS & SONS CO. Wholesale and Retail

steady growth for Milton Rogers & Sons Co.

basis upon which the guarantee of the Milton Rogers & Sons Co. rests. They are the principles that measure any good store. But Milton Rogers & Sons Co. can only keep growing by making a better and different store each year. It must keep step with the progress of the business world. During 1912 Milton Rogers & Sons Co. will grow day by day, making this a better and a greater store for the people of Omaha—a store where Omaha and the West may get better and more worthy merchandise as rapidly as better and more worthy merchandise is made.

Wholesale Furnaces, Registers and Fittings

Our immense stock includes warm air furnaces, registers, wall pipes, elbows and fittings, asbestos paper, cement, black and galvanized sheet iron, positively every thing the furnace man needs. Our big stock also contains coal dealers' supplies, consisting of scoops, chutes, baskets, wheel barrows, etc. All are standard goods at lowest prices consistent with fair profit

The Rogers Warm Air Furnace

More sold in Omaha than of any other make

Made with one piece cast iron radiator, the feature that makes the Rogers the ideal furnace

OTHER ROGERS FEATURES

One coil openings for heating water—Sectional fire pot divided at center to prevent cracking—Extra deep fire pit provided with extra large ash pan—Dust dumper that prevents dust from escaping into the cellar—Hexagonal grate, the grate which produces an evenly ignited body of coals and gives off even heat—Steel casing rings.

The Rogers is not an expensive furnace, but it is a substantial and economical furnace. It consumes only the fuel that is necessary to heat the house. Its price is within reach of all and today it is more popular than ever

A postal will bring you detailed information about the Rogers

Milton Rogers & Sons Co.

1515 Harney Street

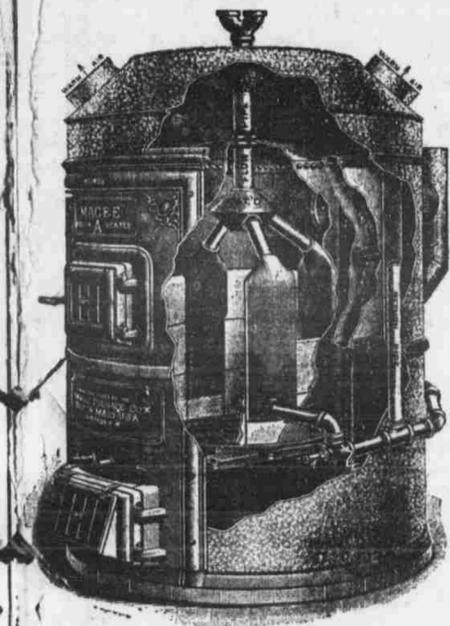


The home that has a Magee furnace is the home that is comfortably heated

The Magee is placed in the best residences in every city because it gives a satisfaction that can be given only by a

Wrought-Iron Furnace

A wrought-iron furnace is one in which the radiating surface is composed of wrought iron. This metal differs from cast iron in the firmness and density of its texture. It is refined metal, rolled and compressed until it becomes a uniform and compact mass, free from pores and defects of any nature and equally adapted to furnace or steam boiler work. The highest authorities among English and American chemists and engineers have repeatedly declared in favor of wrought-iron surface for furnaces, as compared with cast iron. The wrought-iron furnace manufactured by the Magee Furnace Company of Boston is practically indestructible.



The accompanying illustration shows the improved Magee warm air and hot water combination heater, by which both hot air and hot water may be had in the heating of the home.

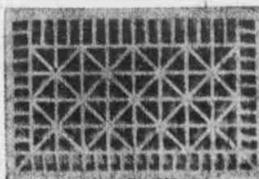
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Sheet Metals

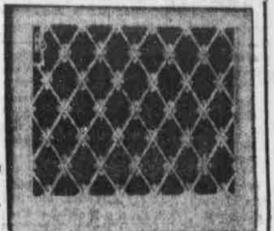
No firm is in a better position to supply you with galvanized sheets and black open hearth steel than is this company. We carry a large stock of sheet metals in all standard sizes and weights. No one offers better sheet metals at such reasonable prices. No matter what your requirements are, let us figure with you. Prompt attention and courtesy is part of our service.

Milton Rogers & Sons Co.
1515 Harney Street.



Grecian Intake

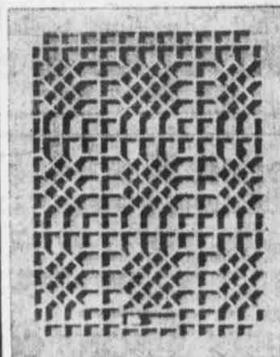
"The Standard of Comparison"



Horizontal Imperial

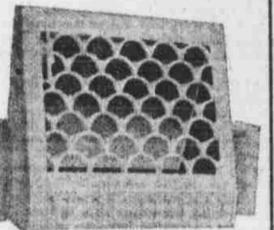
THE best architects and engineers always specify that registers are to be Tuttle & Bailey make or equal—so these registers are "The Standard of Comparison."

The "T. & B." registers are made in cast iron, semi-steel and all-steel, but Milton Rogers & Sons Co. recommends the purchase of the cast iron registers, for these will last a lifetime, giving the greatest good service of any register made. The Defiance, a register shown in an accompanying illustration, is made of cast iron and has a new air-tight fastener. You should have the Defiance in your home.



Indian Lattice Design

All "T. & B." goods are manufactured under exclusive patterns, so you can get this quality nowhere but here, and we recommend that you visit our store and get prices. Every new home should have "the Standard of Comparison" floor and wall registers.



The Defiance

The registers that last

Milton Rogers & Sons Co.

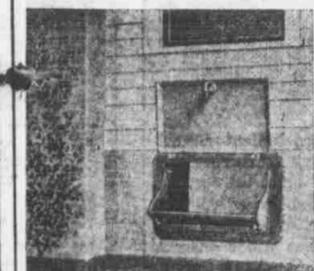
1515 Harney Street

The Majestic meets every requirement

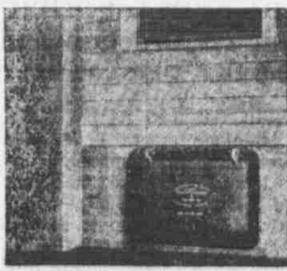
No fuel chute has yet been made that can equal the Majestic for thorough efficiency and practicability. It is designed to be placed in the cellar wall the same as a window, for depositing coal, wood or vegetables into the cellar.

No modern build-

ing is now complete without a heating system that requires the storage of fuel in the basement and an ordinary cellar window, if used for putting in fuel, soon becomes disfigured, if not totally demolished. The building is also soiled above the window. The body of the chute is made of heavy steel and the door and frame of the best quality of gray cast iron. All parts are thoroughly painted. The hopper can be removed if desired. When the door closes the hopper swings back into the body of the chute and allows the door to close flush with the wall.



Showing Door Automatically Locked Open Projecting Sliding.



Showing Door Closed and Locked Automatically.

MILTON ROGERS & SONS CO.

1515 Harney Street

Stop Overfeeding Your Heater

You Waste About One-Third of Your Coal by Over-feeding Your Heater You Should Install



JEWELL
HEAT
CONTROLLER

The JEWELL saves you fuel by regulating your heater to use it more economically—more scientifically. It automatically opens the drafts when the house is too cold—closes them when it is too warm. The clock attachment enables you to have a cool house over night—yet warm at rising time.

Every JEWELL is guaranteed mechanically perfect for twenty-five years and can be applied to any system of heating.

Installed on 30 Days' Free Trial

Milton Rogers & Sons Co.

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