

Educating Omaha to Reduce the High Cost of Living



FORBES' COFFEE.

EXHIBITS INTERESTING MANY

Low Cost Show is Magnet Which Draws Many.

EXHIBITORS ARE WELL PLEASED

Varied Character of the Display Insures Plenty to Attract All Classes to Omaha's Big Exhibition.

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slate from the coal. It consists of a series of spiral bands inclining toward the center. The coal and slate are placed in the spiral at the top and pass downward by gravity. The coal being lighter and having little affinity for metal is carried over the edge of the spiral into the pan beneath and is carried away separately. The slate being heavier and having greater affinity for metal remains in the spiral and is carried away at the bottom.

The Carbon Coal and Supply company is not in the retail business, but is agent for Old Ben coal in the state of Nebraska and sells at wholesale only.

Slicing Machine Attracts.

H. H. Jones, sales manager of the United States Slicing Machine company of Chicago, is on hand at the Auditorium to explain the interesting exhibit of slicing machines sent here by his company. The booth occupied by the company is an attractive one and many have displayed a decided interest in it. Speaking of his machines Mr. Jones said: "While we firmly believe that any kind of a meat slicing machine is an improvement on hand cutting, we want to make the unqualified statement that no machine for this purpose has been brought to such a state of absolute working perfection as the slicer that was first placed on the market in 1895 by Van Berkel of Rotterdam.

"Right at the start Van Berkel realized a truth that has grown into a maxim: 'The only way to succeed nowadays is to specialize.' So he devoted his whole time and concentrated his entire mechanical genius in working upon, improving and perfecting his original invention. As a result of this man's efforts, his ceaseless labors and experiments, of his unflinching interest in his creation, one improvement succeeded another, until the existing machine bears as much resemblance to the original as the electric light does to the old tallow dip of our forefathers."

Eureka Egg Carrier is Shown.

The Eureka Egg Carrier company is a recent addition to the industries of Omaha, and many people are now manifesting interest in its product at the Low Cost of Living show. E. E. Yoho, inventor of the egg carrier and president of the company, is personally explaining the product of his company, and is assisted by his co-partner, H. R. Kinyoun, secretary of the company.

The Eureka egg carrier is said to be superior in quality and operation to any other make of egg carrier. It is constructed of .033 steel and can be assembled or disassembled in about a minute. Any part of this carrier can be replaced at a small cost. The carrier provides a nest of its own for every egg carried, thus eliminating almost every chance of breakage.

Low Cost of Brick.

The Hydraulic-Press Brick company is showing some interesting examples of how the cost of building may be reduced by the use of brick over hollow tile blocks. The booth of this company is one of the very attractive ones at the show and the information dispensed by the company should go a long way in converting those who now use lumber to the use of brick. It is claimed by the representatives at the show that one can build a brick veneer over hollow tile house for 6 per cent over the cost of a cheap frame house, and for only 3 per cent over the cost of a good frame house. Also the doctrine of reduce your fuel bills is preached by the use of brick.

Omaha Gas Display.

How gas and gas appliances are used to reduce the cost of living is the purpose of the exhibit of the Omaha Gas company. The interesting display of gas stoves, heaters and other appliances are attracting many of the women who attend. One of the things which draws a large crowd to this exhibit is the free iron which is given away daily to the person who sends in the best poem or article on "Ironing With Gas."

Fruit Display of Trimble Bros.

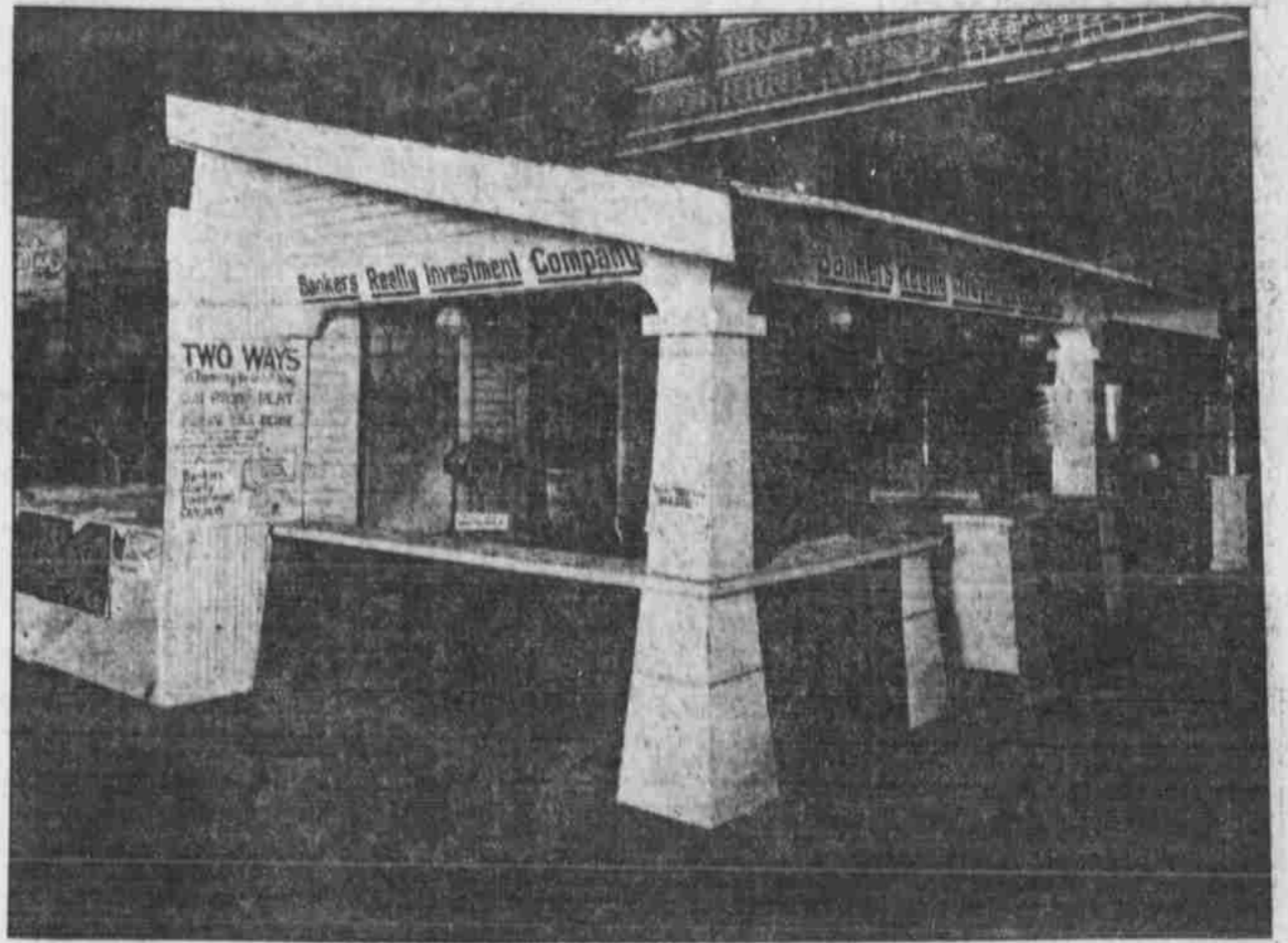
A very handsome booth has been installed by the Trimble Brothers, showing a fine display of Rose brand oranges, Atwood grape fruit and Limonetra lemons. The fruit shown is of such delicious flavor and appearance that attendants are having difficulty in preventing visitors from carrying them away. The Rose brand oranges is one of the oldest and best brand of oranges on the market. They are noted especially for the fine flavor and have been a leader in the fruit market for many years. A fresh car of these have just been received by Trimble Brothers.

Bankers Realty Plans.

The booth of the Bankers' Realty and Investment company has a logical place at the Low-Cost-of-Living show. In the first place, the opportunity which this company offers for increased earning power for investors through their cooperative plan of building homes is an important factor in this day of money-making and money-saving. Combining in one institution the architect, the building contractor, the real estate dealer, the real estate owner and the insurance agent, it has the maximum opportunity for interest-earning for its stockholders. Moreover, the plan of operation followed by this company of furnishing the money and building the homes for those who are rent payers offers to these people a chance to get out of that class and thus take a long step in reducing the cost of living. The booth of the company at the show is being made the headquarters of stockholders and their friends.

Sandberg and Eitner's Work.

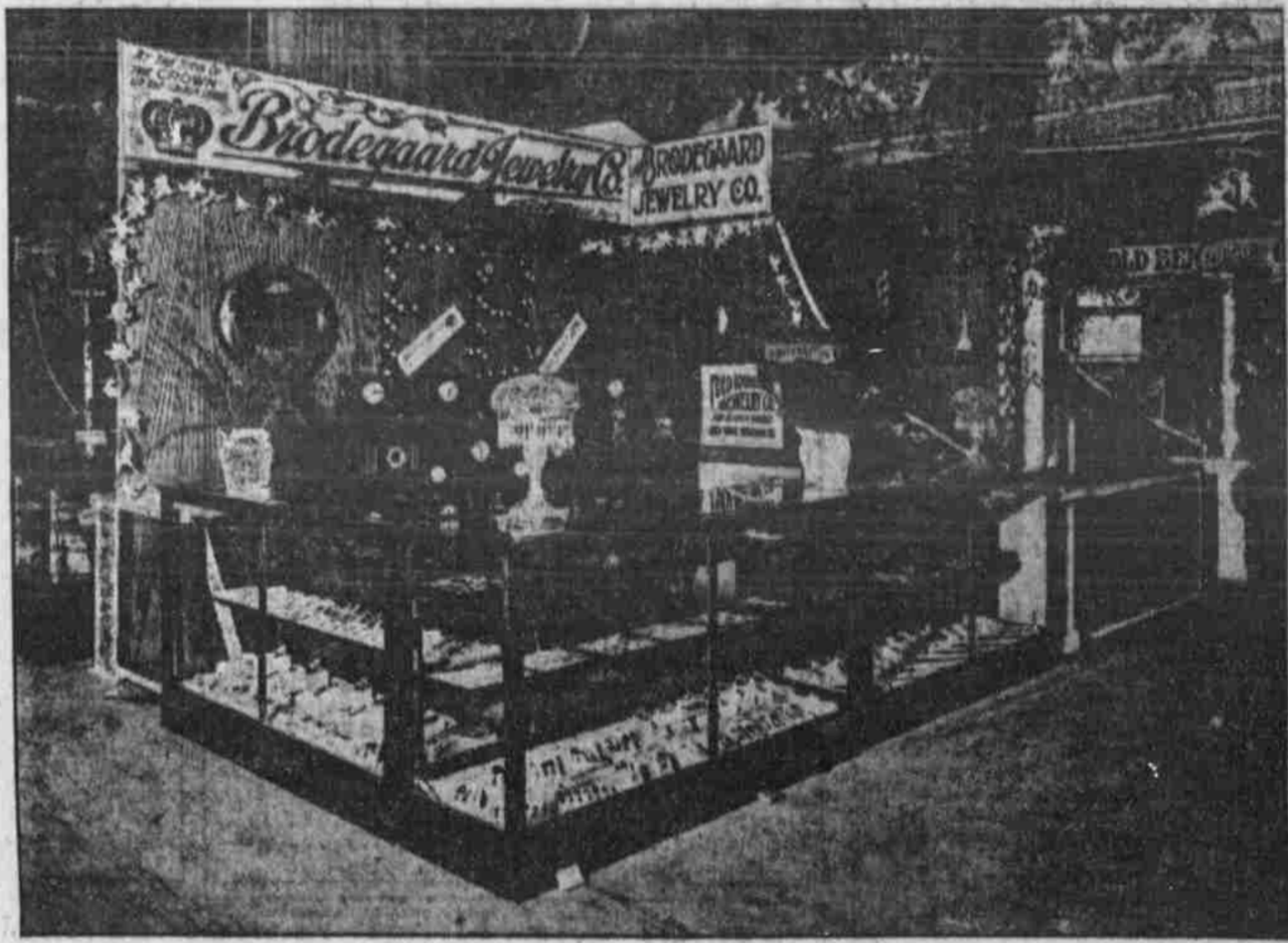
A wonderful display of photographic work is being shown at the show by Sandberg & Eitner, one of Omaha's leading photographic institutions. The rich, artistic work which this firm is displaying is the cause of much admiration by those who have seen it, and substantiates the reputation of the firm as high-grade photographers. Folders are being distributed at the booth of Sandberg & Eitner which it is claimed will reduce the cost of children's photos if presented at the firm's studio before October 1. Sandberg & Eitner are also the official



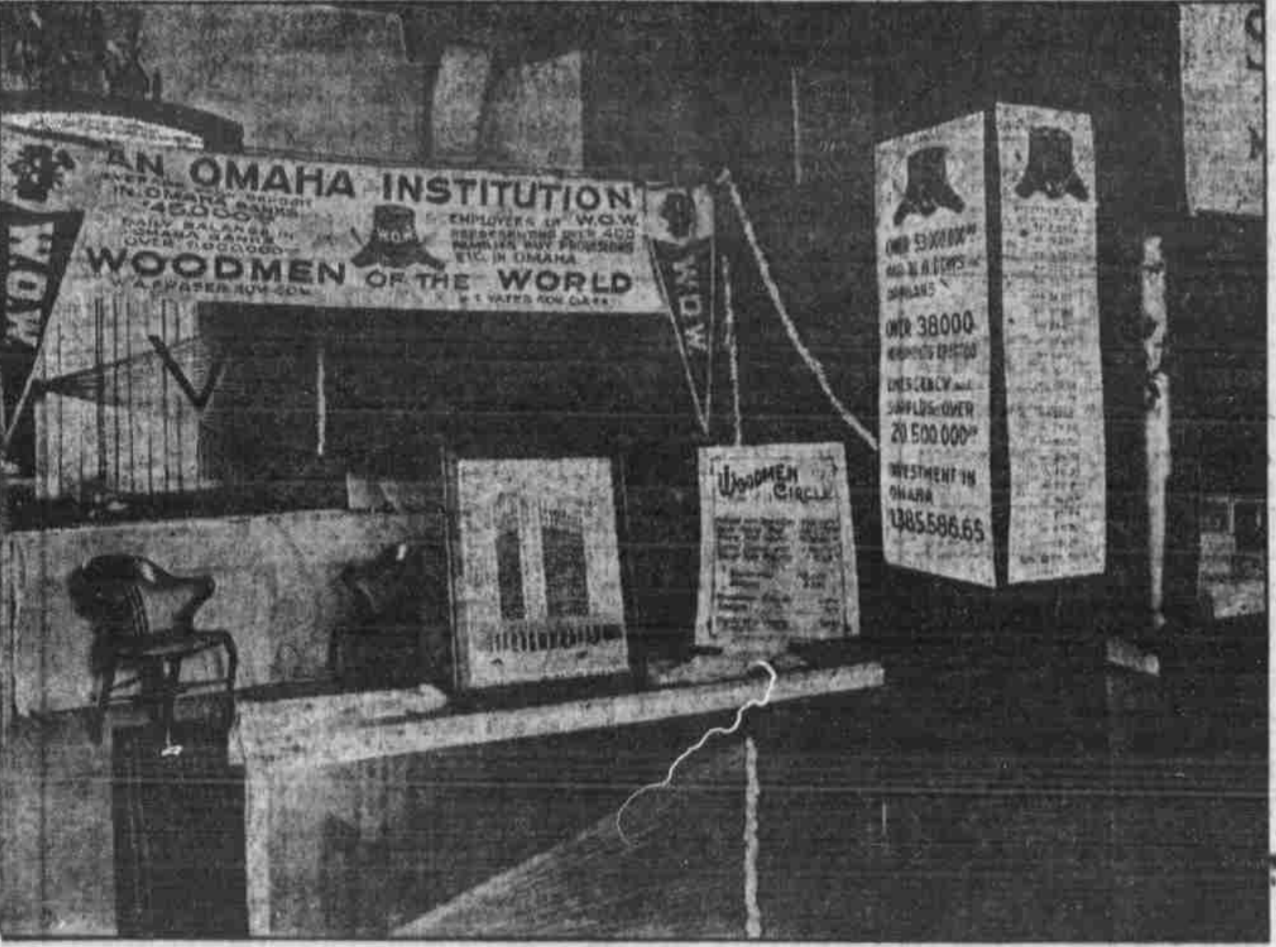
BANKERS REALTY AND INVESTMENT CO.



TRIMBLE BROS.



BRODEGAARD JEWELRY CO.



WOODMEN OF THE WORLD.



SANDBERG & EITNER.



OMAHA ICE & COLD STORAGE CO.



OLD MONK OLIVE OIL.

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