

# HOW WOULD YOU LIKE TO BE---

## SUAVE TACT HIS STOCK IN TRADE

His Job These Days Is to Make Funerals Calm and Peaceful.

Your undertaker, or, as they prefer, your funeral directors, are really a kind-hearted, calm tribe of men, and even their professional weekly is called "The Sunny Side." They do not sell crepe and habitually wear what the negroes call "long clothes" and a plug hat, but mind their business as cheerfully as the next man, comforted and armed with tact and imperturbability. Moreover, the curious will find that we who are mortal are returned to earth with artistry by members of a profession with a code of ethics in which much pride is taken. As one old-timer gracefully put it, "We keep things going smooth and I find great satisfaction in the profession."

One might suppose from reading old books of the dark mid-Victorian age that undertakers were recruited from the ranks of orphan boys caught young and forced into the job. Not so. Most of those now in the business certainly took it up of their own free will and preference after attaining years of discretion. There is really a very human side to the business as now practiced. The task of burying a departed one and at the same time managing a host of over-wrought relatives without their being aware they are managed requires the utmost tact and a keen appreciation of human nature.

### Lessening the Family Shock.

The unconscious psychology of the undertaker, the probable but unrealized motive for sticking to this trade and finding keen satisfaction in it, lies in the fact that the men are dealing with elemental law and insoluble things, and that relatives to pass the crisis of the tomb with the least possible distress, they attain that satisfaction which only comes to a man when he feels himself working in accord with the will of Nature. An undertaker says, "I like to fix a body up nice and lifelike so the family don't feel the shock," or "I find satisfaction in a well-ordered quiet burial that runs along smoothly." He is trying to express the fact that he is satisfied with being, or trying to be, the perfect agent of nature.

It is natural enough that in strictly business hours the purely altruistic side of this profession is not overmuch in evidence. It seldom is in any business. For example, if you were some vague unknowing personage, such as a man from Mars, and should inquire after the manner of our departure from this vale of tears, you would presumably wander into a "funeral parlor" in the quest. You would find this place silent, subdued and eminently respectable. Some quiet body, usually feminine, would sympathetically inquire your errand from this "You want to see Joe?" All right, he's out back in the workroom." Then you, as spectator, will shift in a breath from the musty gentility of the parlor, the studiously sedate manner of the outer office, to the business end of the establishment, where plain unimaginative Joe toils at his trade.

Undertaker's Job vs. Doctor's. Somehow, you being the man from Mars, you are rather negatively impressed as to the obvious merits of this profession of your informant. Not he. "This really is a good line of work," says he, "and I can see why anyone gets funny about it. Isn't it better to handle a calm, still, passive person, than have to listen to all the torments of the sick and injured, as a doctor does? Sure, why isn't much getting a body ready and then when you do have him all snug and ship-shape in the casket, natural looking and dressed as he always was in life, it gives you a certain sort of pride that any artistic job will. Here's a little book that shows what skill we have to use. Take it along with you if you want."

Has the man from Mars been made at ease and does he feel enthusiastic over Joe's trade? He might have, but alas! Joe abstractedly was looking him up and down with a mildly speculative eye. Of course every man knows what length coffin he will take and what sort of corpse he will make, noble looking and all that, but he likes to forget it. "Do come in again," says Joe, "and stay longer," and whoever you are, perhaps you feel sure Joe adds under his breath—"and come feet first, I like you."

These undertakers and doctors have a lesson for all the rest of us, we second rate sensitive minds, in their sane and prosaic attitude toward a human body without life. To most of us the dead are still taboo as they have been to every savage since the world began. To the undertakers they are matter, and because it was once human they are not moved as are the less initiated. And though this attitude appears cold-blooded it enables the undertaking profession to lead the family to take up a more cheerful and enlightened attitude, than if they encouraged the relatives to exercise their natural and inherent bent towards grief.

### Old-Time Black Funeral.

In a great measure all the reforms in the burial service from the funeral directors' standpoint are due to this constant pressure on their part toward calmness and sanity in handling the dead. Fifty years ago just previous to a funeral lugubrious gentlemen in long black clothes and little boys with rolls of crepe would attack the house of the dead and drape all the rooms in black, the family portraits in black, perhaps not inappropriately, and tie black festoons on the door knob. Some one had died, there was evidence of that, and apparently the family was prepared to follow. Then came the mourners and a long trail of hacks and heavy sentiments on ponderous wreaths. At the grave the plain black coffin was lowered into the open grave and fresh earth in full view and then the old school preacher and believer in damnation and hell-fire would stir up the mourners with a pretty picture of

## The Undertaker?



fools they run into every so often, and yet they are bound by their professional ethics to be suave and conciliatory and silent. Some dear old lady, for instance, will read in the Farmers' almanac or the Ladies' Boon Companion, that no one can be sure he had died until some kind friend puts a lighted candle to his left elbow. If a wet blister forms the blister is dry, hew! Your death is problematical, to say the least. Once in a while the poor undertaker has to make this test seriously in the presence of witnesses before the funeral can go on. Then, too, there is the mirror test for breathing and a number of other prehistoric oddities that occasionally will out. If one wishes to measure the depth of civilization's veneer, watch people when death knocks at the door.

Are you going to the theater or movies tonight? If so, see Amusement page.

## Dark Rings Under Eyes

Omaha people will be astonished how quickly simple witchhazel, camphor, hydrastis, etc., as mixed in Lavoptik eye wash, relieves blood-shot eyes and dark rings. One young man who had eye trouble and very unsightly dark rings was relieved by a few applications of Lavoptik. His sister also relieved a bad case of eye strain in three days. We guarantee a small bottle Lavoptik to help ANY CASE weak, strained or inflamed eyes. Even the FIRST WASH shows surprising results. Aluminum eye cup FREE. Sherman & McConnell Drug Stores.

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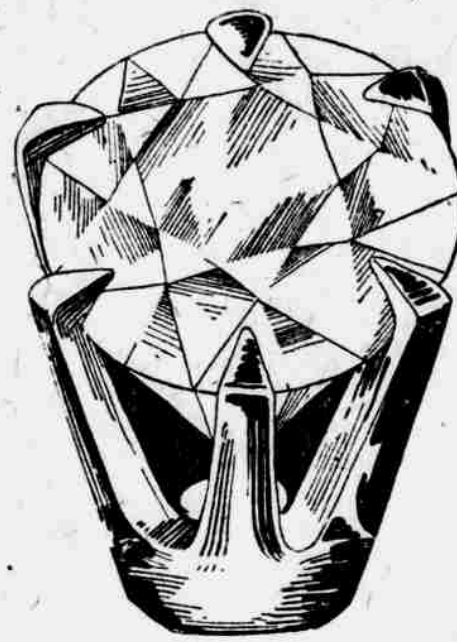
# Prices Cut Lower Than Ever

**1/2 Off Last Year's Regular Prices 1/2**  
Last year in our Christmas sales our customers bought unprecedented quantities because they found our prices were so low they could afford better values. Monday, Tuesday and Wednesday we present the same quality merchandise at one-half the regular prices of last year. This is the greatest value-giving sale in our history.

## SELECT YOUR DIAMOND FOR XMAS

Now, and right now, is the time to select your diamond for Christmas, before another advance, which is bound to come before Dec. 1.

We have in stock a 6-karat diamond, perfect cut, free from carbon or flaws, which we can sell for three thousand dollars. This gem must be seen to appreciate same. Can you beat it, only three thousand dollars for a 6-karat stone.



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Extra Special for Monday, or as long as they last Monday—Thin model, 12 size, Elgin open face Watch, fitted in 20-year, gold-filled case, engraved or plain. Price for Monday only .... \$15.75

## Continuing Our Great Half-Price Cut Glass Sale

1/2 Last Year's Regular Prices

12-inch Cut Glass Octagon Vase, Poppy design; \$8.00 value for .....	8-inch Cut Glass Berry Bowl, Poppy design; \$4.00 value for .....
12-inch Cut Glass Round Vase, Marguerite design; \$4.75 value for .....	11-inch Cut Glass Celery Tray, Marguerite design; \$4.00 value for .....
10-inch Cut Glass Square Vase, Newton design; \$4.50 value for .....	8-inch Cut Glass 3-compartment Relish Dish, Marguerite design; \$4.00 value for .....
10-inch Cut Glass 3-footed Apple Bowl, Marguerite design; \$8.00 value for .....	8 1/2-inch Cut Glass Compartment, Marguerite design; \$4.50 value for .....
8-inch Cut Glass 3-footed Jardiniere, Marguerite design; \$6.00 value for .....	1 Cut Glass Mayonnaise Bowl, Marguerite design; \$4.50 value for .....
11-inch Cut Glass 4-footed Orange Bowl, Marguerite design; \$6.00 value for .....	1 Cut Glass Sugar and Cream Poppy, Marguerite design; \$4.00 value for .....
13-inch Cut Glass Flower Basket, Newton design; \$4.00 value for .....	1 Cut Glass Syrup Pitcher, Clover Leaf design; \$3.50 value for .....
8-inch Cut Glass Orange Bowl, Marguerite design; \$4.00 value for .....	1 Cut Glass Separate Flower Holder, Clover Leaf design; \$4.75 value for .....
8-inch Cut Glass 3-footed Berry Bowl, Marguerite design; \$4.00 value for .....	

## Extraordinary Special Sale of Guaranteed Rogers Bros. 1847 and Holmes & Edwards Silver Table Ware

	Regular Price.	Cut Price.
1 Set of Rogers & Bros. 1847 Teaspoons, Old Colony Pattern.....	\$4.00	\$3.00
1 Set of Rogers & Bros. 1847 Dessert Spoons, Old Colony Pattern.....	\$5.50	\$4.12
1 Set of Rogers & Bros. 1847 Tablespoons, Old Colony Pattern.....	\$7.50	\$5.62
1 Set of Rogers & Bros. 1847 Knives and Forks.....	\$7.50	\$5.62
1 Set of Rogers & Bros. 1847 Salad and Forks, Old Colony Pattern.....	\$7.00	\$5.25
Genuine Mahogany Chest and 26 Pieces, 6 Hollow Handle Knives, 6 Forks, 6 Tablespoons, 6 Teaspoons, Butter Knife and Sugar Shell .....	\$38.00	\$28.50

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	Regular Price.	Cut Price.
1 Set Holmes Edwards Teaspoons, De Sance and Caroline Patterns.....	\$3.00	\$2.25
1 Set Holmes Edwards Dessert Spoons, De Sance and Caroline Patterns.....	\$4.75	\$3.57
1 Set Holmes Edwards Tablespoons, De Sance and Caroline Patterns.....	\$5.75	\$4.32
1 Set Holmes Edwards Salad Forks, De Sance and Caroline Patterns.....	\$5.50	\$4.12
1 Set Holmes Edwards Knives and Forks, De Sance and Caroline Patterns.....	\$10.75	\$8.07
Mahogany Chest of 26 Pieces, 6 Hollow-Handled Knives, 6 Forks, 6 Tablespoons, 6 Teaspoons, Butter Knife and Sugar Shell .....	\$27.75	\$21.75

This Sale Starts Monday, November 17. Monday, Tuesday and Wednesday Only

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