

CLEAN UP & PAINT UP CAMPAIGN



Quaintly Dressed Persons Rehearsing for Pageant
 Quaintly dressed men and women are going back and forth from Orchard & Wilhelm Co., attending rehearsals for the furniture pageant

which is to be held in the store next week. Workmen and designers are busy placing the furniture for exhibits, and artists from Thompson-Belden are matching cretones, drapes and linens for the displays. A tribe of Dowadiac Indians are

expected to arrive at any time as sponsors for a heating plant exhibit. Armenians are setting up their looms to show the attendants of the pageant how the hundreds of knots in oriental rugs are tied. Bee Want Ads Produce Results.

PAINT KEEPS UP THE VALUE OF ALL THINGS

Keeps Off the Air and Prevents Corrosion and Decay From Deteriorating Weather.

The average citizen of Omaha is inclined to believe that the campaign on the part of paint manufacturers to "save the surface" refers merely to houses, but it includes every article or structure painted. Francis Welch, Omaha manager of the Sherwin-Williams Paint Co., explained yesterday.

"Corrosion and decay come from without," Mr. Welch said, "and by protecting surfaces with paint, disintegration and rotting can be staved off for years. Householders are exactly right in taking the slogan as an application to their homes and can well take a lesson from some of the largest industrial establishments in the country in applying paint to save buildings."

All Kind of Paint.
 "House paint is really a small item in the paint business in spite of its importance. Special paints for each kind of work are mixed, and one of the large outlets for manufacturers is the industrial field. Railroad and municipal bridges constructed of steel are always kept well painted, because engineers have learned that well painted bridges last longer than those allowed to become rusty. It is cheaper to replace paint at frequent intervals than to rebuild bridges, and once rust has eaten away a part that portion is gone forever."

"All rolling stock of railroads is treated with the same consideration, for efficiency, experts long ago demonstrated that well painted cars and locomotives outlast the neglected

ones. In the same way stations, freight houses, block signal poles, trolley poles and all other equipment are given regular coats of paint to increase their lives."

Keep Boats in Order.
 "All water craft gets periodical scrapings and new coats of paint, and the mania of the navy for spreading paint, while proverbial among the sailors, is really just a wise measure enforced by Uncle Sam to keep his valuable ships in first-class condition. Both steel and wood structures require good coats of paint at all times to prevent decay getting a start, and each takes its particular kind of paint."

Keeps Up Worth.
 "Farmers in the past who believed in keeping their buildings and implements well painted today have first-rate housing and tools that they can sell for more than they originally cost. Appraisers of farm values and prices invariably give high ratings to those places where evidence of care in the way of fresh paint is found."

"With urban property selling as high as it does now and houses so scarce, it is the wise owner who keeps his buildings well painted. Not only do such measures insure against

a season of decay, but also materially increase the sales potentiality of any piece of property."

Home Owners Should Consult Painters Before Selection

"If home owners would take their painter into their confidence before deciding on a color scheme for their houses, the results would almost invariably be more satisfactory all around," Joe Barker, of Barker Brothers' Paint company, said yesterday.

"Certain colors are better adapted to certain kinds of houses than others," according to Mr. Barker, "and combinations are frequently suggested by those who really know paint that would never occur to laymen, but which prove exceedingly satisfactory in the finished job. Generally speaking, warm colors are to be preferred to cold ones, because they wear better. No hard and fast rule can be set down for colors, and each house, in its own peculiar setting, takes its own color scheme."

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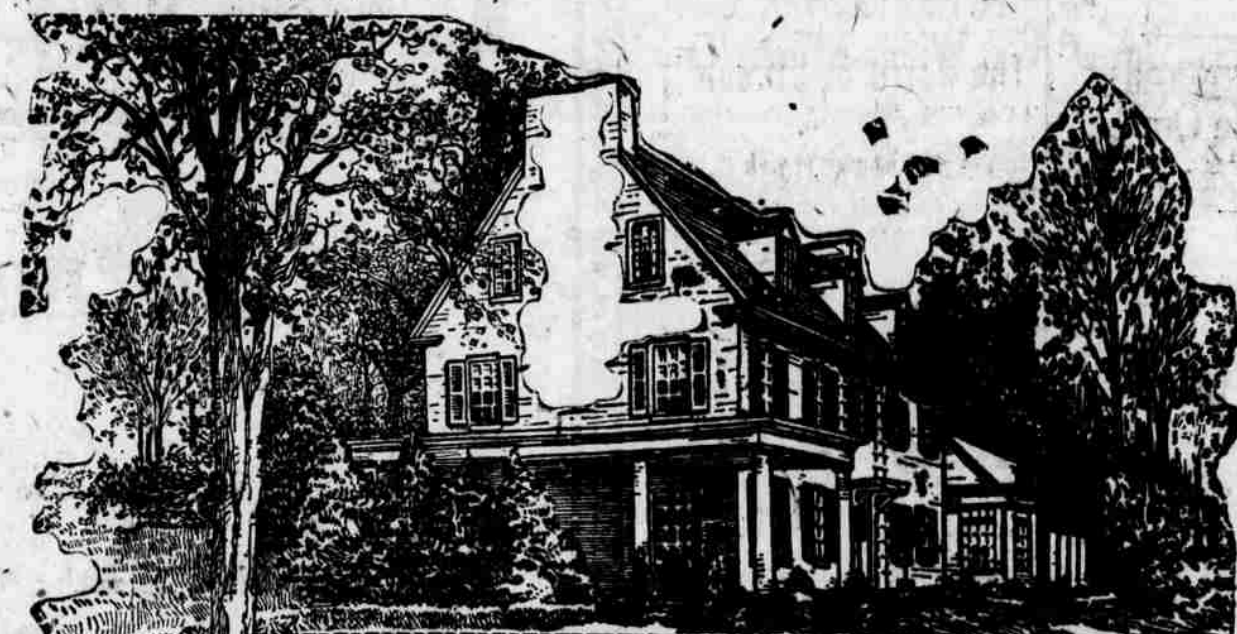
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