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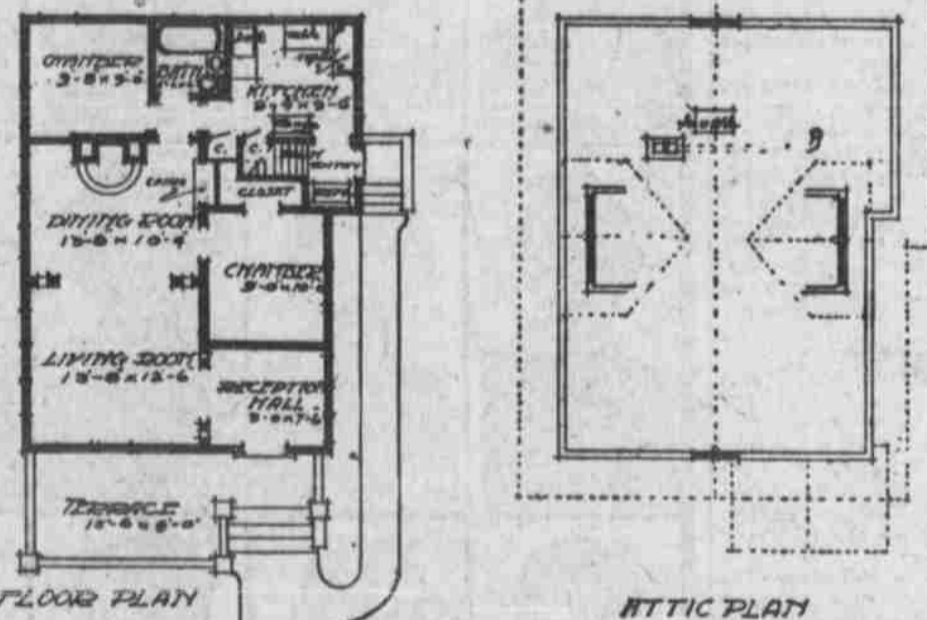
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The Story of Home Builders

We have been telling you again and again, in the columns of this paper, the story of Home Builders. We have made no claims of wonderful profits or of the great advance in value of Preferred Shares.

We have endeavored to show in a straightforward way by actual facts and figures that these shares are safe and profitable and that they provide a safe and convenient investment, without speculation, for large or small sums because every share is secured by deeds or mortgages on new homes—the safest security in the world.

7% These shares are guaranteed to pay a semi-annual cash dividend of not less than 7%, besides a pro rata share of the builders' profit, which is carried to the surplus, thereby increasing the value of the shares. Last year the surplus profit amounted to 6% making a total of 12% for the year.

The price on all shares will be advanced on July 1st according to the surplus, as actually shown on our books. You can gain this extra profit by investing now.

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Home Builders shares are issued in any number desired at any time. You can purchase as many or as few as you like without obligation to purchase more in the future.

BUY A HOME IN THE NEW WAY

We will build any style house you desire on any lot you select and furnish the money required for a small payment down and the balance almost like rent. Our Architect will furnish, free of charge to you, full working plans and specifications according to your own ideas.

WATCH FOR ANNOUNCEMENT OF OUR OPENING DAY

Our booklet, "The New Way," explains fully Home Builders' plan and how to secure a home on easy monthly payments, built to suit you on any lot you select. It is free for the asking.

AMERICAN SECURITY COMPANY

Fiscal Agents for

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(INC.)

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Our Monthly Payment Plan

WILL ENABLE YOU TO OWN YOUR OWN HOME

Money borrowed from this Association is payable in fixed monthly payments the same as rent. These payments are applied on the loan each month, and include interest.

You provide for these payments as you now provide for your rent, and in a few years your home is your own.

It is simply paying rent to yourself. Think it over then call and see us.

Omaha Loan & Building Association

Northwest Corner 15th and Dodge Sts.

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TIMELY REAL ESTATE GOSSIP

Apartment Houses Are Still Being Built and More Are Planned.

PREPARATIONS FOR WINNIPEG

Many Local Dealers Are Laying Plans for Trip Through Canadian Northwest—Varied Entertainment Offered.

Plans have about been completed by many of the Omaha real estate men, members of the exchange, to take the trip to the Winnipeg national convention. Probably the largest delegation that has ever gone from here to a convention will attend the festivities in Canada. All sorts of literature on the convention, the convention city and the excursion to be given the delegates through the Canadian northwest are being scattered around the various real estate offices. As the sessions begin the latter part of July decisions will have to be reached by Omahans within a few weeks, else there will be no time for the necessary preparations for the trip.

The Canadians have been very diligent in preparing programs of entertainment for their visitors. One of the features of amusement as recently announced will be a series of convention breakfasts to be given at 7 o'clock each morning, and the day's amusement will end with a base ball game at 9 or 10 o'clock at night.

At that time of year in Canada, day days about 120 and the light stays until after 9:30 o'clock. The sunrise breakfasts will be concluded at 9:30 o'clock, in time for the convention sessions. It is proposed at these breakfasts to get together different classes of real estate men. Each class, those interested in farm lands, rentals, subdivisions, home building, colonization and other work will be given a chance to get together.

There will be automobile rides for the women visitors, and Monday afternoon, July 25, a joint entertainment and social gathering for men and women is scheduled. On the second day the women are to be taken on an auto trip to upper Fort Gary, now the beautiful summer home of the Winnipeg Auto club. The same evening will be given a garden

party at Government house, official residence of Lieutenant Governor D. C. Cameron. The governor and Mrs. Cameron will receive the guests informally.

There will be a mammoth banquet Wednesday evening in the queen's room at the Royal Alexandria, bringing the convention officially to a close. The following morning the delegates will leave on the 1,300-mile trip through the Canadian wheat belt, which is given them by the boards along the route to be visited.

A program of unusual interest to real estate men is being prepared in connection with the three days' business session, to be held July 28, 29 and 30. Meetings will be held in the big convention hall and the feature will be a large display of real estate exhibits. Cities all over the country are expected to participate in this display and what space is not utilized by visiting delegations will be filled up with Canadian home products.

More Apartments.
 The crop of apartment houses in Omaha during the last few months and the number of announcements of new apartments to be built indicate this as the record year for the city in building activity in Omaha which may also establish a record for the city in such competition with other cities of its size throughout the country.

Another apartment house is to be built this fall or next spring was announced a few days ago. There are many rumors concerning apartments soon to be erected at various locations. Al W. Gordon and Lloyd D. Willis recently bought the lot at the southeast corner of Thirty-eighth and Davenport streets on which they expect to build a \$20,000 structure. They are now negotiating with others who desire to come in on the investment and probably the work of erection will begin in September.

McCaffrey brothers are planning an apartment house to be built at Twenty-second and Harney streets. They have made no definite announcement concerning it, but they are known to be figuring with architects and contractors.

One has but to look at Paxton court at Twenty-sixth and Douglas streets to realize the advancement the city has made in this line of building. There are three apartment houses, ranging in value from \$25,000 to \$50,000 in course of erection there.

A car ride through the north part of

the city will further impress the fact, for apartment houses of more or less value are going up in all neighborhoods there. And on the hills south of the depot can be seen several.

Jeolyn Building by January.
 John McDonald has been engaged as the architect for the seven-story building to be erected at Thirtieth and Farnam streets by George A. Jeolyn. The Omaha Printing company which will occupy the building declares intention of occupying it before January 1.

Swatting the Moth One of Cries Made to Protect Clothes

The "swat the moth" campaign which the Twin City Dye Works is conducting is one of the original ideas of the new management of this firm. These cleaners and dyers are trying to impress upon the public the danger of letting clothes go into storage without being cleaned. Moths cannot be easily detected and it is pointed out that much clothing is put away for the summer without being cleaned, the result being that the moths soon begin operations and do immense damage. The Twin City Dye Works, 407 South Sixteenth street, is giving special attention to all summer apparel. This company dry cleans and repairs. It also stores garments without extra charge.

Gordon Company Has Warehouse Which is Bonded by the State

The Gordon Fireproof Warehouse & Van company, 219 North Eleventh street, has a fireproof warehouse which is bonded by the state. This company furnishes without cost, state protection for the ultimate safe delivery of all effects. An estimator will call at any home or office and give valuable information about the preparation of goods for storing and shipping. This company does a large moving, storing and packing business, and is one of the leading companies of its kind in the state.

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