

# Modern Home-Builders and Home-Furnishers of Omaha

## PETERS TRUST COMPANY

### ACTS AS...

- EXECUTOR under will.
- ADMINISTRATOR without a will, or with the will annexed.
- GUARDIAN of a minor or an incapable person.
- TRUSTEE to execute trusts, disburse life insurance, or hold funds impartially.
- DEPOSITORY for trust and court funds at interest.
- AGENTS in the management of property.
- RECEIVER or ASSIGNEE in business embarrassments.
- REGISTRAR and TRANSFER AGENT for registering, transferring and counter-signing Stock Certificates, or Bonds of Corporations or Municipalities.
- TRUSTEE UNDER BOND ISSUES.
- FINANCIAL AGENT in the INVESTMENT OF FUNDS in first mortgage loans and bonds.

(Our Loans are Tax Free in Nebraska.)

WILLS drawn, cared for and filed without charge, where named Executor or Trustee.

Capital \$200,000.00

Surplus \$190,000.00

Deposit With State Auditor \$40,000.00



## Omaha Institution Largest Company to Incorporate in 1912

The Bankers' Mortgage Loan Company, an Omaha Institution, was the largest firm to incorporate in Nebraska during the year 1912, the total capitalization of this company being \$2,000,000. The organization was perfected early in 1912, and the growth of the institution has been wonderful. First, it sold stock only in Nebraska, and then it branched out into Iowa, and, within the last month, it has been granted permission to enter the state of Kansas and sell stock to the business men, bankers and other investors of that state. The State Banking department of Kansas granted the big Omaha concern permission to do business in the state of Kansas.

The subscribers to stock in the Bankers' Mortgage Loan Company number more than 1,500 bankers in Nebraska and Iowa. Since the company entered Kansas it has been selling shares to many bankers every day, and it is predicted that, at the present rate of growth, this company will soon become the largest one of its kind in the country. It is a pure Omaha institution, with its leading officers living and being identified with the business and social interests of the state. It has received the support of the leading bankers of the state, and is regarded as one of the soundest of Nebraska institutions. Much of the success of the company is credited to Thomas B. McPherson, who is its president, and who has long been closely identified with the banking and financial interests of the state. It is one of the Nebraska institutions of which the state is proud. It already has done much good for the state of Nebraska, and will do much more in the future.—The Omaha Bee, Jan. 4, 1913.

## Sound Methods and Substantial Character Men Produce Success in Any Business....

The Bankers' Mortgage Loan Company, the largest financial institution created in Nebraska last year, came to answer a need in this section of the country. It was conceived by the leading bankers of the state, and grew into one of the strongest institutions of its kind within less than a year. Its leading stock holders are the leading bankers of Nebraska and Iowa. It is the kind of a business which could grow only by having the support of the best men.

Its officers are among the most prominent of Nebraska's financial men, some being former presidents of the Nebraska State Bankers' association.

The Bankers' Mortgage Loan Company is a Nebraska institution, with head offices in Omaha. As The Bee says in the attached item, it is a business of which Nebraska is proud. Its growth during the last year—though large—is small in comparison with that which will come in 1913.

## Bankers' Mortgage Loan Company 908 W. O. W. Bldg.

## ARE YOU AN INVESTOR? ARE YOU A WAGE EARNER?

Building Your Own Financial Future Out of Your Savings? All the more reason why you should get a profitable interest return. HOME BUILDERS PREFERRED \$1.02 SHARES are GUARANTEED to pay

**7%** And They Participate in the Surplus Earnings

We paid our regular 7 per cent dividend January and July and carried 4 per cent over and making all shares worth \$1.04. The Price of our Guaranteed Preferred Shares was advanced to \$1.02 October 1, giving all present shareholders an extra profit of 2 per cent, and indications are that another extra dividend will be declared Jan. 1st.

Investigate Now—Ask for Copy Home Builders Monthly.

## HOME BUILDERS (Inc.) American Security Co., Fiscal Agents

DOUGLAS 8867. 309 SOUTH 17TH ST., OMAHA. Open Saturday Evening 8:11 O'clock.

## STATEMENT OF Nebraska Savings and Loan Association AT CLOSE OF BUSINESS DECEMBER 31, 1912.

### RESOURCES

Cash	\$13,998.55
Real Estate Loans	62,700.00
Loans on Association Stock	7,266.00
Interest Due from Borrowers	262.12
Real Estate	1,739.23
Real Estate—Sold on Contract	2,218.50
<b>Total</b>	<b>\$649,184.40</b>

### LIABILITIES

Dues Paid and Dividends added thereto	\$624,225.93
Reserve Fund	\$7,269.62
Undivided Profits	3,591.10
Bills Payable	10,000.00
Incomplete Loans	4,097.75
<b>Total</b>	<b>\$649,184.40</b>

### COMPARATIVE GROWTH—RESOURCES

Jan. 1, 1908	\$173,550.53	Jan. 1, 1911	\$393,071.18
Jan. 1, 1909	218,121.67	Jan. 1, 1912	508,948.86
Jan. 1, 1910	276,607.69	Jan. 1, 1913	649,184.40

On and after January 1, 1913, the interest charge on loans will be 55 cents a month on each \$100, instead of 60 cents. The lower cost of money insures the highest class of securities, and is an inducement for greater effort by working families to reach and enjoy a debtless home. The regular dividend rate of 6% per annum was maintained throughout 1912. The reduced interest charge on loans will necessitate a slight reduction in the dividend rate later on.

## Nebraska Savings and Loan Association 1605 FARNAM STREET. THOS. A. FRY, President. JOHN R. BRANDT, Secretary.

## How Much Can You Save?

Resolve to save more this year than you did last. Do it systematically. You can accomplish much by saving something each and every month. You are entitled to know all about what becomes of One Hundred (100) cents in every dollar you save. You also have a positive right to receive the full earning power of every dollar you invest. You are offered by the Omaha Realty Owners Corporation a plan of saving and investing that safeguards your investment and gives unusual profit return. Omaha Realty Owners Corporation invests its money in income producing property only in the city of Omaha. We now offer a limited amount of our preferred stock at par, \$1 per share. This stock draws 7% cumulative dividends and in addition receives one-half the remaining net earnings. Now is the time to profit by the opportunity offered to secure a portion of this stock while it may be purchased at this price.

Omaha Realty Owners Corporation Suite 1202 W. O. W. Bldg.

## Why Take Chances? REMEMBER WE HAVE

- An absolutely fireproof storage house.
- Separate locked fire and mouse-proof rooms.
- Our large vans and experienced men eliminate all worry of breakage and rough handling.
- Individual storage—each consignment kept separate.
- New devices for handling pianos and other large pieces.
- Twenty years of experience in packing, and employ only the best packers.
- Although we have the most modern facilities, our prices are low and the service we render the best.

**Omaha Van & Storage Co.**  
 MAIN OFFICE—806 SOUTH SIXTEENTH  
 Phone, Douglas 4163.  
 BRANCHES—309 South 17th and 4112 North 19th St.

Your ad should appear on this page each Week, because this page makes your advertising pay. Think it over.

## Human Nature and the Building Business

By Arthur C. Clausen, Architect.

EVERY man of great success knows that it has come to him through the conscientious use of three great faculties. First, the ability to comprehend, absorb and give importance to every minute detail of a business. Second, the ability to get the confidence of those whom he would do business with, both by proving or establishing the extent of his own ability or reliability, his wares and by the favorable impression upon a prospective customer of his own personality directly, or as reflected through his business associates. Third, by his ability to read human nature and treat every man as he would like to be treated.

I once sat for nearly an hour waiting for a consultation with a prominent physician a man whose reputation extended far beyond the city in which he lives. He was a man with an engaging personality and it was a pleasing study to watch the different moods into which he could place himself as he met and shook the hands of people in different walks of life. To a clergyman, he was the hub of dignified courtesy, shook his hand with a slow but rather low bow, intended to press upon his patient his own feeling of humbleness in his presence and with a low courtesy he stepped aside and ushered him into his private office. The next patient was a stout old lady with red hands, a still redder face, common looking clothes and a funny little bonnet. He grasped her hand with a wide swing of his own, placed his left hand upon her shoulder and exclaimed, "The top of the morning to you, mother." She was, of course, his own mother. The next patient was a society lady and to her he was gallantly personified. And so on he welcomed his patients, each as he or she would most like to be welcomed, for an hour.

Now people realize how important it is to deal with men in the building trades in a human nature standpoint and not one from a straight business standpoint. Most contractors, and especially their workmen, are skilled mechanics, no know but little of the world's affairs outside of their own circle. Many of them came to this country, knowing little or nothing about the English language and as about its dashing business methods. When they first came they were knocked about from pillar to post and by the time they had mastered the language they either became thoroughly humbled or thoroughly repellent. There are, of course, exceptions to all rules and among the building trades, both contractors and workmen, we frequently find highly educated men.

The trade unions have done much to raise the feeling of humbleness among skilled but not highly educated mechanics so that many of them feel quite independent. Realizing that they lack some things that would make them more proficient in the handling of business matters, they are naturally suspicious of everyone with whom they deal, so that when they receive a contract many of them are inclined to draw the lines rather sharp and give to their customers less than the real meaning that the plans and specifications call for. In fact there is hardly a home or building built in which this situation between owner and contractor, or his employees, does not develop to a greater or less degree some time during its construction. And the way in which such situations are met means much to the owner of the building during the balance of the work.

To start with, gain the confidence of your contractor and his workmen. When you take bids upon the work, do it in a straightforward, square way. Have all your bids come in at one time, do not let any especially favorite contractor see the bids of the others beforehand. Open your bids at one time and then unless you decide to take bids over again altogether, confine the letting of your contract on one basis or another to the lowest man, sending to each competitor a postal card of thanks and a list of all the bidders and their quotations. If you do not invite any one to bid upon the work, whom you would not let the contract to, you will not be placed in the embarrassing situation of finding your low man the contractor whom you would least prefer to do business with, and

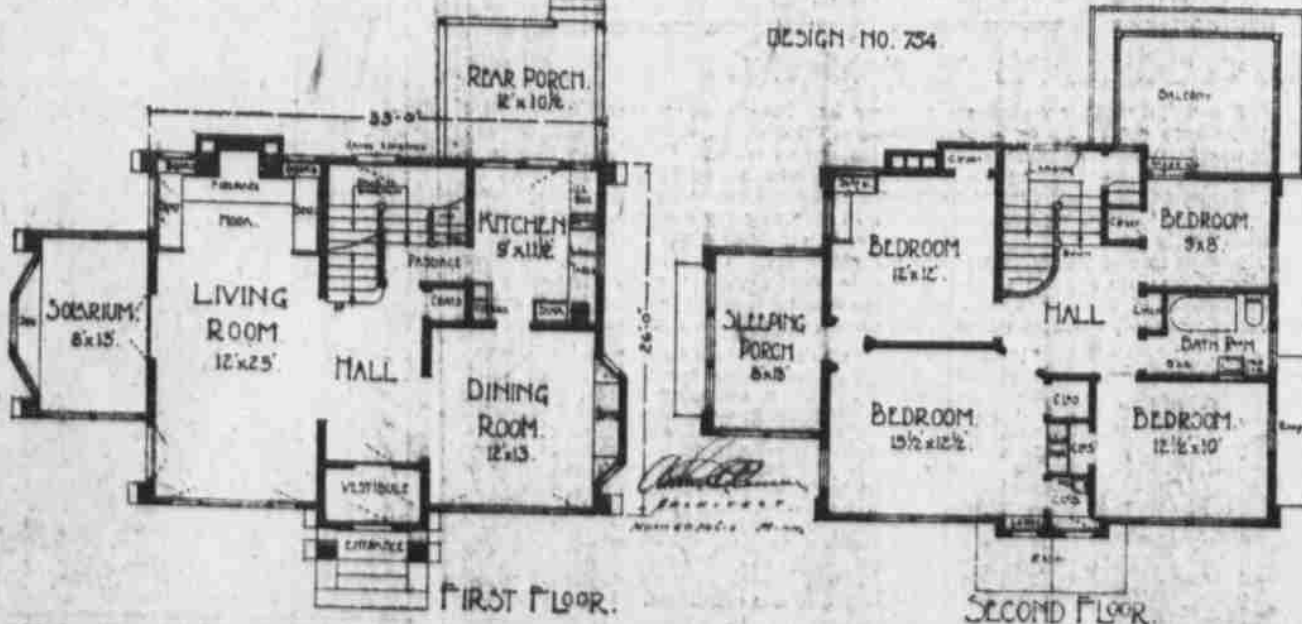


**MR CLAUSEN'S BOOK**  
 "The Art, Science and Sentiment of Homebuilding."  
 Thirty chapters, 300 illustrations. It covers a wide range of subjects, including the planning of buildings, suburban and city homes, costing from \$2,000 to \$50,000, letting contracts, choosing materials, groups, signs of entrance, windows, fireplaces, etc. New third edition. Price, postpaid, \$1.00.  
 Address: Arthur C. Clausen, Architect, 1158-57-58 Chamber Exchange, Minneapolis, Minn.

It is not fair to ask any man, capable or incapable, to go to the time and expense of bidding upon your work if you do not intend to do business with him.

When taking bids, take a number of them, five or six at least and ten would do no harm. Then when you let your contract to the lowest man do not try to crowd him down in his price, inducing him to take off \$20, \$25, \$30 finally \$5, but tell him frankly that instead of doing this, that instead of trying to find some one else, who would take it for a little less, you are going to pay him his price in full; you do not want anything that you do not pay for; that you believe in doing business on the principle of every man paying for what he gets and getting what he pays for; that you know that he is a man whom you can trust to do the right thing by you and that you are going to pay him his price in full for doing it. And then (whether you smoke yourself or not) give him a good 10-cent cigar. That will start him out feeling good. He will probably whistle the tunes of his native land all the way home and you need not be surprised to find teams at work upon the excavation the following morning. Then, while the work is under construction, no matter how much you may suspect him at times, do not treat him as though you did. Call his attention to anything that you do not consider just right, but in a courteous way. Do not treat him as though he were a thief and that you had caught him in the act. When you want to rub it into him a little and think that he needs it, start out by asking him about the wife and babies, then put your hand on his shoulder and say, "John, you are trying to do me a square job in every way, and I can see it, but this thing does not quite please me and I know that all I have to do is to tell you so," etc. He will do it over, and do it right, and as soon as he has said that he would give him another 10-cent cigar.

During the progress of the work, if you



## Building Loans

Money to loan to build homes, to improve property or to pay existing loans. Borrowers may pay from 10 to 20 per cent on loans on interest dates. Interest ceases on amounts when paid. Loans closed promptly. Your business solicited.

W. H. Thomas 226-30 STATE BANK BLDG.

## CUT COAL BILL IN HALF

Use a Minneapolis Electric Heat Regulator and keep the temperature right, day and night. Free Trial. Ask me about it. W. J. MENZIES Tel. Web. 5882.

Advertising on this page during 1913 will make this new year a banner one for you.

## DEVELOPMENT IN THE OMAHA TRUST BUSINESS

The use of trust companies is becoming more and more universal and Omaha people are beginning to realize the advantages they offer in the administration of estates and other fiduciary matters. declares R. C. Peters, president of the Peters Trust company. "For in 1911 four trust companies were authorized by the legislature to do the acts for which they were intended. The trust company, so to say, is a piece of modern machinery. Like other inventions it grew to meet a need. Individuals failed to get the best results in fiduciary matters. They often died at inconvenient times; when another unacquainted with their plans, took up the administration, entailing much confusion, extra expense and loss. "It was found that an individual of ability, having absorbing interests of his own, would give the estate only secondary attention, transacting its affairs at irregular intervals in spare hours. "The inexperience of individuals—necessitating more time and trouble in learning how to administer than a practised trust officer would require to do the work—became apparent. Fees multiplied and confusion spread. But above all a knowledge of investments was lacking. Embarrassments and loss were entailed. Thus from many years of experience, was learned that the management of estates is a business in itself, a business requiring more study and aptitude for its successful transaction than any of the ordinary professions. Then the modern trust company entered the field to transact that business. "But it was shortly found that the trust company had exceptional capacity for many other things besides administration. Frequently an estate would suffer because it was not held together for a few years. Placed in capable hands an inheritance was soon spent or lost and the recipient became a charge upon others—rather than helped by inheritance. "Hence, sensible men began to place the share of an heir lacking 'money sense' under the control of a responsible and capable trust company. There the principal was judiciously invested and the beneficiary was sustained by the income. "It is very pleasant to begin the year 1913 with the thought that not a customer has ever lost a dollar on a mortgage or bond purchased of us during the entire twenty-six years that we have been in business. We now have nearly \$21,000,000 of investors' money safely placed."

This is simply applying in business that greatest rule of life, handed down to us by the Only Begotten Son—Love thy neighbor as thyself. And that undeniable fact, so admirably stated by the great bard, "All the world loves a lover." God's platform has but one plank, and that is love. Those who stand upon it squarely with both feet in every situation and vocation will find that in no other way will they receive more in return by "That scattereth with his increase." The richest man is he who loves the world and all that's in it. A Chicago man has invented an electrical device for polishing shoes. Now watch out for an upswing among the Greeks. A wireless message in the hand is worth two in the air.