

# Firms Who Equipped and Built the New Hotel Loyal



**All the Carpets**  
**All the Rugs**  
**All the Draperies & Window Shades**  
 in the  
**HOTEL LOYAL**  
 Come From  
**BRANDEIS**  
 BOSTON STORE

The high quality of Wilton carpet, specially ordered for this beautiful hotel, is indicative of the high character of merchandise in Brandeis' carpet and rug department.

**The Very Handsome Table Service**  
 to be used in the  
**Hotel Loyal**  
 is of special designs in the celebrated  
**Syracuse China**  
 and will be furnished by the  
**Omaha Crockery Co.**

**I Expect to Make My Reputation**  
 on the artistic manner in which I am decorating the rooms, corridors, parlors and stairways in  
**HOTEL LOYAL**  
**G. R. MORRIS**  
 Office, 3150 Ames Avenue.  
 Phone 1923.

## Hotel Loyal Silverware

is the handsomest ware ever placed in any hotel in the whole west—and the best. The pattern is new and exclusive—never having been shown by the makers until 1908. The quality is as good as good silversmiths know how to make, and we had the pleasure of selling it. We expect to be able to show it to you in our windows in a few days.

**Gustafson & Henrickson**  
**JEWELERS**  
 SUCCESSORS TO  
**P. E. FLODMAN & CO.**



"Fireproof That Won't Burn"

## HOTEL LOYAL

is absolutely fireproof. It will be a credit to Omaha. It has 150 rooms, every room an outside room with every modern convenience, including long distance telephones, and filtered hot and cold running water. There are elegant suites with sunny parlors, large sample rooms and moderate sized sleeping rooms. Nothing is being left undone to add to the comfort of the commercial or traveling public. Perfect service will be given in every department. The cuisine will be first class, in keeping with a first class hotel in a first class city.

HERMAN COHN, of Nebraska Clothing Co., Owner

FRANK J. TAGGART, Formerly Kansas City, Lessee

## The Electric Lighting Fixtures

In New Hotel Loyal

Will Be Furnished by

## Burgess-Granden Co.

313 South Fifteenth Street

Who have furnished Ninety Per Cent of the best work in Omaha and vicinity during the past three years.

REFERENCE: Any Bank or Business House in Omaha.

## Furniture...

The NEW LOYAL HOTEL will be the best furnished hotel in Omaha or the west.

- ALL THE SOLID MAHOGANY COLONIAL POST BEDS.
- ALL THE SOLID MAHOGANY COLONIAL DRESSERS.
- ALL THE MAHOGANY COLONIAL CHIFFONIERS.
- ALL THE MAHOGANY ROCKERS AND CHAIRS.
- ALL THE BRASS BEDS.
- ALL THE VERNIS MARTIN BEDS.
- ALL THE BOX SPRING AND HAIR MATTRESSES—"Our Special Make."

In Fact

All the Furniture Came From

## Miller, Stewart & Beaton

413-15-17 South 16th St.

## John Latenser

Is the Architect

## For This Building

He needs no introduction to the people of Omaha. He was the architect of the two finest Retail Buildings in the city, the Hoagland Block and the Brandeis Building; the two magnificent School Houses, the Omaha High School and the South Omaha High School; the two modern Hospitals, the Wise Memorial and the Clarkson Memorial Hospital, the latter now being up to the second story; the fine warehouses of Parlin, Orendorff & Martin Co., the Carpenter Paper company and the Wright & Wilhelm Co. He was supervising architect of the New Postoffice and hopes to be able to complete the Auditorium Building of which he was architect and which he says will make one of the handsomest buildings in the west when finished.

Mr. Latenser has been especially congratulated on the appearance of the Hotel Loyal and the stores in particular, the signs over the show windows being his own individual work, and being a unique and attractive addition to North 16th street.

## John Latenser

Architect

632 Bee Building

### TIMELY REAL ESTATE TALK

Last Week One of Big Deals in Omaha Property.

### BUSINESS PROPERTY SALES LEAD

Opening of Halston Brings About Some Lively Action, While Other Attractive Property Gets Much Attention.

Few weeks in the past year have shown greater activity in real estate, both business and residence property moving freely and the transfers for the week probably reached more than \$300,000 though some of the larger deals were reported only with the usual consideration. The largest deal was the sale of the old D. M. Steele & Co. building at Twelfth and Jones street to L. Itans & Sons of Clinton, Ia., for a cracker factory. The cracker manufacturers paid \$80,000 cash for the property and secured an excellent location as well as a bargain in the opinion of real estate dealers. The building is occupied by the Creamery Package Manufacturing company, which will secure other quarters as soon as possible.

Merely the newspaper reports of the proposed opening of the townsite of Halston,

which has been platted on a part of Seymour Park west of South Omaha, resulted in the agents selling seventy lots during the week. This is probably the greatest number of lots sold by one firm in a week since the opening of South Omaha. Benson, Dundee and other suburbs have had a gradual growth and were built in a haphazard way and lots were sold a few at a time, but in Halston there is to be a public auction in May and business men who invest in real estate are securing lots before the auction, which will likely be a spectacular one.

"Buying for investment" has come to mean that those who put money into property, do so simply to get the interest which good city property promises to pay. There are few who say they buy for a rise, and agents of Omaha frown on the practice known as "speculation." But buying a piece of property with a view to selling again at a better figure is common, and while it cannot be said that such buying is for "investment," it is still considered about as straight a way of making money as there is in the world. Fortunes have been made buying real estate and selling in a short time at better prices and those who buy cannot be said to be gamblers in real estate. It is not so much a matter of chance as of good judgment—of one man knowing more than others. Usually those who make by such displays of good judgment also spend much energy and some money developing surrounding real estate, the neighborhood

or town. In the opinion of many Omaha real estate dealers buying for "speculation" is not quite as legitimate as buying for "investment," but none of them are refusing to sell property to those who have the money or discouraging buying because of the motive of the buyers.

Moving season is now on in earnest and real estate dealers have added help in the rental departments. Houses are not hard to find. There are more empty than during any spring in many years, and it is not a sign that people are leaving Omaha either, but that they are building their own homes. Many flats are vacant, and every day several more are added to the list. There is no particular district where houses are empty. They are vacant in all parts of the city. It is difficult to rent anything but the most desirable property, as the number of first-class modern homes and flats makes it just as cheap to secure the best as something only in fair condition. Within a few weeks the new Masonic apartments on Sherman avenue will be opened. A score of other new modern flats, with two or four apartments, will also be completed before May 1. All of these will be attractive to home-seekers and will take families from other homes less desirable. There are a large number of big houses vacant, but because of the number rents have not gone down a dollar. The same rents are being secured which were asked a year ago.

Operators in suburban property, es-

pecially at Florence, say that more bungalows will be built in Omaha the coming summer than ever before, and the number by fall will be doubled. There are few bungalows down town, but there is an inclination to buy tracts of four or five acres and build small houses. To do this it is necessary to choose neighborhoods where there is no arbitrary rule against small houses, and the result is that property well out will sell better than last year.

W. C. Norris has bought a residence of Hastings & Heyden on Eighteenth street, just south of St. Mary's avenue, for \$4,000, and Rasmus Rasmussen has bought a twenty-acre tract two miles northwest of Florence from L. Shipley for \$5,000 through the same agency. Other sales made Friday by Hastings & Heyden consisted of the following property in Kountze Place: The northwest corner of Eighteenth and Pinkney streets, to Thomas Durkin, for \$98, on which a new home will be built in a short time. Lot on Emmet street to G. W. Bryans, between Nineteenth and Twentieth, consideration, \$90. Lot on Pinkney street, between Eighteenth and Nineteenth, to E. Masop, for \$70, to be improved. Four-room house on Ames avenue, between Thirty-fourth and Thirty-sixth, to Frank Lindse, consideration, \$1,600.

### TWO SENT TO PENITENTIARY

Thomas Johnson, Ex-Soldier, Draws Eighteen Months and Earl King Four Years.

Thomas Johnson, colored, whose mind wandered around until it stopped in front of a cigar box containing about \$200, which Johnson took unto himself, was given a year and one-half in the penitentiary by Judge Sears, the sentence being light because Johnson had for three years served his country as a soldier. Johnson told Judge Sears last week he went to sleep in a saloon, waked up and found himself alone, and his mind began to wander and he knew nothing more until arrested spending his money for champagne.

Earl King, alias Harris, who told the court he was only 17 when he recently broke into a house, but whose picture was deposited in the rogues' gallery two years ago when King was 18, received four years in the penitentiary for his crime.

Bryan's Dates in Kansas. HUTCHINSON, Kan., April 4.—William J. Bryan, on his way to Colorado, is booked to deliver three addresses in Kansas today, at Hutchinson, Dodge City and Garden City. He arrived here this morning, accompanied by several prominent Kansas democrats who had met him at Kansas City. Mr. Bryan spoke in Hutchinson this morning to a large crowd. At noon he left on a special train provided by the Dodge City and Garden City democrats. He is to speak at Dodge City this afternoon and at Garden City this evening and will depart for Colorado late tonight.



### If You Are in Doubt

about that Easter Gift, come in and let us make a few suggestions which will make it easy for you. Sterling Silver and Cut Glass pieces ranging in price from \$1 up. LOOK FOR THE NAME

**S. W. LINDSAY, JEWELER**  
 1515 DOUGLAS STREET.