New Residences Are Planned on River Drive

Proposed New Road Would Beautify South Omaha District and Increase Property Value.

Plans are rapidly being formed by the real estate board of Omaha for making the coming season one of the greatest in recent years. New houses are being started in many sections o the city every day.

Most recent of the board's plans for beautifying South Omaha Dr. Harold Gifford recently pre sented a plan to the city council urg ing the construction of a river drive The plan was in line with thought:

of the real estate men and action was

Now, while Commissioner Joseph Koutsky expounds the plans, and endeavors to discover what the citizens of Omaha want, the real estate board Burgess-Nash Has New is busy investigating titles to proper ty along the Missouri river between

Fontenelle forest and South Omaha The real estate board will not buy the property nor recommend to the city that the tax payers buy it until the tittles are proven clear. Should the titles be found clear, and should the price of the land be in keeping with other things, the board will enavor to have a question of a bond ssue of \$700,000 placed on a ballo

Key to River Drive The land in question is considered a key to the entire river drive project. It is planned to have the drive as naturally beautiful as possible. The natural beauty of the Fontenelle forest is assured, the association will take care of that. It is this land between the northern end of the woods and the southern portion of the city-

that is in question. Owners of the property have taker little interest in it and much of it has become run down. Should the drive be put through the value of the property would increase and the possibility of homes being built in that section would come up.

Commissioner Koutsky has said he will do everything he can to obtain the drive once he knows just what is wanted, but adds that it is not his idea and that all he can do is to give expression to the general desires of those who are supporting

Many Visitors Attend

New Store Opening Bourbon & Co., Omaha's newest women's store, entertained visitors at its formal opening Friday evening and reported a gratifying opening sale for its first day's business on Satur

The store, which comprises a millinery, ready-to-wear, suits, cloaks and dresses, lingerie, shoes, beauty parlor and novelty ornaments departments, is located on the second floor of the McCrory building, just north of Far-

Two Special Trains of Brickmaker sPass Through

Two train loads of delegates to the national convention of the American Association of Common Brick manufacturers at Los Angeles, Cal., will pass through Omaha Sunday afternoon. Each train will remain here for one hour. J. Fred Smith of the Smith Brick

company, Omaha, together with Mrs. Smith, will jain the party here and accompany the delegates to Los

'Know Omaha' Window Cards Distributed to Local Stores Cards for window display, advertising "Know Omaha" week, are being distributed to all business firms who desire them by the Associated Retail-

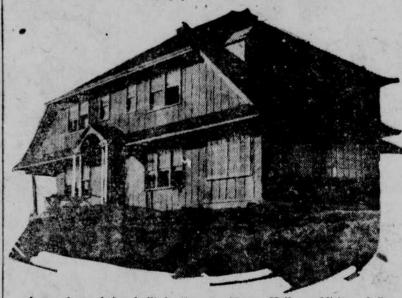
The design of the card originated with L. A. Leppke of the Nebraska Clothing company.

Several Omaha firms are expected to use the design at the bottom of their letterheads.

You will be surprised at the convenient payment plan offered on re-new-ed Cadillacs during our present sale.

J. H. HANSEN CADILLAC CO.

New Happy Hollow Home



A new home being built in the new Happy Hollow addition of George & Co. The house is being built by C. P. Travers. It stands on a slight hill just north of Brownell hall and a short distance from Happy Hollow boulevard.

40 Years With

W. E. Phoades, Vice President

of Institution, Began in

Year 1884 as Bank

Messenger.

W. E. Rhoades, vice president of

he United States National bank, be-

that beginning and, for the first time,

the anniversary comes on Monday.

In the 40 years he has served the

bank in varying capacities Rhoades

has seen Omaha change from a fron-

tier town to a manufacturing city.

He was born in Maine, and came to

When Rhoades began working for

the bank it then occupied a structure at Twelfth and Farnam streets. It

had been known as Caldwell, Hamil-

ton & Co., until a short time previ-

ous to 1884. The present name was

The two-story frame building that

in 1887 and a new building erected on

"I have watched the organization

grow," he said, "and in their moves

and in their growth I have learned

one lesson, to take things in modera-

"When I entered the employ of the

plus of \$100,000 and about \$500,000

Aquila Court Leased

ione by the tenant.

on Percentage Plan

Chester A. and Raymond C. Cook,

wners of Aquila Court, have adopted

new building which is now being fin-

solves the retail store high rent problem," according to Edwin S.

Jewell, rental manager for George &

Film Building Sold to

Inverted "Y" Chimney

A suggestion for the joining of two such flues is made in the accompany

n the site of the present home.

taken after a consolidation.

crossing the Missouri river on

ferry at the time of his arrival.

U. S. National

Omaha Banker Boys' Clothing Buyer



Don Kiplinger.

Don Kiplinger of the men's furnish ngs department at Burgess-Nash Co. as been promoted to buyer of boys' lothing and furnishings. Kiplinger as been with Burgess-Nash for seven

Orval Howard, who has fermerly been in charge of the boys' department, will devote his entire time to

Omahan Representative

of Peach and Fig Men



N. J. Sipherd is local representa

tive for the California Peach and Fig Growers of Fresno, Cal. Sipherd formerly was in the sales department of Armour & Co., and Aquila Court. nore recently was with the Sinclair

The California Peach and Fig Growers association is an extensive acker of fresh figs and through modern methods makes fresh figs vallable throughout the year to all parts of the country.

Belle Hatch, proprietor of Belle Hatch Millinery at 1820 Farnam treet, left Saturday night for the east o replace goods which were stored in the basement and were damaged by the smoke from the fire which destroyed the Food Center. The store will be open for business Monday .-

Coolidge Club Is Formed at Meet

Douglas County

William M. Burton Heads Organization to Boost Candidgey of President to Succeed Himself.

The Douglas County Coolidge club as organized yesterday afternoon at the headquarters of the Coolidge League of Nebraska, 1912 Farnam

William M. Burton was elected resident. Other officers are: Mrs. M. Lord, John W. Towle, Sam Reynolds, Mrs. Jess D. Whitemore and Ole Olson, vice presidents; John Shanahan, secretary; Miss Helen ornell, assistant secretary; Reed eters, treasurer.

Omaha: H. B. Ochiltree, 6315 Florence coulevard; Mrs. Albert L. Schantz, 6234 Florence boulevard; O. A. Scott, 1822 Binney street; Mrs. Katherine Wells, 1117 North Sixteenth street; Clinton Muller, 2216 Davenport street; Mrs. Max Fromkin, 3064 Davenport street; Mrs. Max Bushnell, Omaha Athletic club; Mrs. Seorge E. Ander, Drake court; Elmer J. Money, 1518 South Tenth street; Mrs. P. H. Brown, 1920 South Tenth street; Mrs. B. Horn, 3554 South Twenty-fourth street; Mrs. B. Horn, 3554 South Twenty-furth street; W. B. Tagg, 3715 South Fwenty-fifth street; W. B. Tagg, 3715 South Fwenty-fifth street; Mrs. W. W. Widoe, 2209 Eleventh street; Mrs. L. F. Easterly, 1136 Park; avenue; Benjamin E. Baker, 102 South Thirty-eighth avenue; Mrs. P. L. Hyson, 106 South Fifty-third street; Harry Sievens; Mrs. Howard Smart, 5003 Burt street; C. C. Hollisstelle, 6304 Evans street; Mrs. J. F. Flekard, 2224 . orth Fifty-eighth street; John Yeager, 3221 North Thirty-seventh street; Mrs. C. A. Rhoden, 3024 Curtis street; Mrs. C. A. Rhoden, 3024 Curtis street; Rev. John Albert Whiliams, 1119 North Twenty-first street; Mrs. H. J. Pinkett, 2118 North Twenty-fifth street.
Valley: Burton Whitemore, Mrs. Fritz Alcerlund.

Waterloo: J. C. Robinson, Mrs. William Westerloo: J. C. Robinson, Mrs. William

Tex.
Douglas: East, Olle Olsen, Mrs. Fred
Mrs. Henry Beal.
East Omaha: Peter B. Claussen, Mrs.
Theodore Lesch.
Benson: John Smith, Mrs. E. W. Mor-Prizes Are Given Omaha when a child. He tells of

> housetops," said A. V. Shotwell, president of the Coolidge League of Neraska. He stated that he expected at least 2,500 members in the Doug las county branch.

N. H. Loomis told the club he is decidedly in favor of the nomination was the home of the bank was razed of President Coolidge to succeed himthe site. The bank occupied this "Mr. Coolidge is honorable, capable

building until it moved into a building and competent," Loomis said. will prosecute without fear or favor He does not become stampeded." "Have faith in Calvin Coolidge, as the slogan suggested by Rev. John Albert Williams. "We need him at the helm. Is believe he will rank with Theodore Roosevelt." bank it then had a capital and sur-The club adopted a resolution respect for Woodrow Wilson. in deposits. It now has a capital and

surplus of more than \$2,000,000 and boasts of \$17,000,000 in deposits. When Rhoades began 40 years ago Building Owners Name Committees

President of Association Announces Personnel for Coming Year.

President A. C. Kennedy of the the percentage plan lease for this Omaha Building Owners' and Managers' association has announced ap-The percentage lease provides that pointment of the following committees merchants pay rent according to for 1924:

Advisory: E. H. Benner, chairman their gross sales. These leases include minimum monthly payment to H. G. Loomis, John N. Crawford, M. cover taxes, insurance, water, heat E. Randall and W. J. Palmer. Membership: F. H. Grossman. and other fixed expenses. Anything above these fixed charges is based chairman: Paul Hungate, Harold entirely on the amount of business Payne, Arthur Loomis and H. A. Leader in Campaign Christiansen. "This type of lease practically

Insurance and taxation: John Rasp, chairman; J. R. Donley, Mrs. H. R Velson, Fred A. Skow and R. H. Beck-

Company, realtors and agents for Legislation and public service: W. Palmer, chairman; Byron R. Hasting, W. A. Spain, John N. Crawford and Charles B. Morearty. Arbitration: H. G. Loomis, chair-W. H. Jones for \$60,000 man; Frank P. Manchester, E. H.

W. H. Jones has purchased the Benner, C. L. West and Charles B. film building at 1508 Chicago street Kirby. from Peter Kiewit's Sons for \$60,000. Publicity: J. R. Donley, chairman; The sale was made by Russell Bailey of the World Realty company. Clay H. Thomas and Edwin S. Jewell. Traffic count: Clay H. Thomas, This property is under lease to the chairman; F. H. Grossman and L. C. Associated First National Pictures,

Inc. The building was erected two Renting: M. E. Randall, chairman; Mrs. P. O. Hungate and Harold Convention: (1924) Ernest Sweet, for Twin Fire Places Regional conf. Regional conference: Edwin S.

Hair Dressing Exhibition

in Omaha February 13 Omaha's first exhibition of hair ressing will be given February 13 in the Palm room of Hotel Fontenelle under the auspices of the Nebraska

ors in Omaha are members of the Robert Siegmann is president; Miss

gress in St. Louis, together with two ed formally to the Omaha Aero club \$500 cash prizes. at its next meeting. In the picture The Bellanca plane with its 90 are Victor Roos, left, who has con-Bellanca plane in all of the 14 races planes having as high as 220-horse

Air Trophy Won by Omaha Plane in St. Louis Races

Omaha-made Bellanca air sedan since its first public appearance 18 months ago. It was awarded at the air con- air mail planes into a plane with a tend to raise prices somewhat. are Victor Roos, left, who has con-ducted the affairs of the Omaha- for speed and efficiency against other lanca presented a plan to change the n which it has been victorious, and power motors. Its score was 674 as to give it a low landing speed and G. M. Bellanca, right, designer of the points of merit, with the next come to also raise its carrying capacity. petitor having but 300 points to its The new plan is under consideration

States air mail service officials on a earthquake. Of that amount America design to convert one of the standard will supply a large amount. That wil landing speed of 35 miles an hour. Danger of night flying at present, ac- ness, but there will be no great re cording to word given Mr. Bellanca, duction of prices to stimulate build standard plane's wings and tail so by air mail officials.

No Big Cut Seen to Be Presented to Aero Club Here at Next Meeting in Building Costs for Coming Year

> Scarcity of Materials Blamed for Continued High Prices -Labor Small

Those in Omaha who may be look ng forward to material reduction costs in building operations for the coming year are reckoning without a consideration of the facts, in the opinion of Charles E. Williamson omaha National bank building. No mly is there little chance of prices coming down, he says, but things indicate an increase.

Factor.

Price is one of our big prob We all want to see prices come dow and talk toward that end.

"But when we stop to con: almost impossible. Many blame the high price of labor. But the cost of abor is only 26 per cent of the build ing cost and a 25 per cent reduction something that is almost out of the question, would affect the price of \$5,000 structure about \$25

"The g reatest cause of high pric is the increasing shortage of material The high price of building lots is but natural. In every growing city the price of building lots advances with the growth of the city.

"As far as material is concerned there will be an increase in the de mand. Japan will need approximate omana air trophy won of Detroit Country club trophy is Bellanca recently was called to by 8,000,000 tons of building material Omaha-Bellanca plane at the the 14th first prize won by the Washington to confer with United to rebuild the area devastated by the

Polly-Did that famous author you wrote to send you his autograph?

Dolly-No, but he kept mine, the mean thing: Boston Transcript.

Hoover Research Head | Land Prices Are Again Advancing

'Was Adam's Apple Wormy' Captures Ten-Spot for Humorists.

Martin L. Pierce, .manager of the

search and promotion department

of the Hoover Suction Sweeper Co. of

Advertising Selling league Monday on

Pierce achieved national attention

ubs, when he won the silver cup,

at the last convention of advertising

for the most constructive address

He was once merchandising manager

of the Hoover company and helped

organize and for the first year had

supervision of the Hoover sales

school, which has trained several

at Union Outfitting Dance

A diamond ring will be given to

ome guest at the February dance of the Union Outfitting Co. at the Em-

ress rustic garden next Wednesday

night. Among other events will be

a unique program of dance music. Tickets for the affair may be ob-

New Sales Manager.

een appointed sales manager in

Omaha for the Western Electric com-

pany. He has been with the company

or 19 years. A. L. Perry and C. H.

Talmage, former sales manager at

Omaha, have been transferred to the

executive office of the company, ac-

cording to H. N. Goodell, western dis-

The largest statue in the world is

o be cut from natural granite on a

hillside in the Island of Ushigakubi,

in Japan. This stone image will be

240 feet long, 60 feet longer than

the sleeping Buddha at Segu, and

A. D. Barber of Kansas City has

ained at the store.

trict manager.

Diamond Ring to Be Given

Your Business and Its Soul.'

for WAAW Slogans

"We Add Agricultural Wealth," special prize of \$5, won by A. C. wezey of Lincoln, Neb.

"Workers Always Winners," spe sial mention, won by F. C. Bolshaw f Omaha. For the most amusing slogans

wards were given as follows "Was Adam's Apple Mormy?" sp ial prize of \$10, won by J. B. Ficke f Hastings, Neb "Watch All American Whiskey,"

cond special prize of \$5, won by Francis Day of California Junction, "Waltz Around Again Willie," spe fal mention prize, won by G. Mor

to Advertise Omaha hundred salesmen.

gan of Omaha.



C. E. Stuht, former president of larger than the Sphynx in Egypt. Hair Dressing Cosmetologist's asso- the Omaha Real Estate board, now member of the publicity committee Virtually all beauty shop proprie of the board, has been active in promoting the scheme for advertising Omaha by advertising Nebraska. For several years Stuht has been Gray, vice president; Miss active in affairs of the Real Estate Daisy Wentzler, treasurer; and Mrs. board and has done much to furthe

to Address Ad-Sellers



Nebraska and Iowa for from \$100 These sales are to farmers and no investors, and are regarded as evi-lence that Nebraska and Iowa farms

have come back." One sale was reported last weel ear Williamsburg, Ia., of a 202-acr farm from Daniel Gray to F. W Tomasek for \$277 an acre. Gray mediately bought another farm for

\$225 per acre Near Falls City, Alfred Shulz paid public auction,

A farm southeast of Howells, Neb. has been sold for \$240 per acre. The man who sold it bought a 30-acre tract for \$17,000. A farm near Stanton was sold for \$38,868, also at public auction. The

report of this sale says, "most of the bidders were local farmers." Several effects in ripply seersucker in dainty colors are seen in good look North Canton, O., will address the fabrics to harmonize.

A Dividend of 6% per Annum

was declared January 1 to our members. Another one will be declared on April 1. For 35 years money

LEFT WITH US has never earned less than the above rate. If you do not share in these

A small account will start you on the road

earnings, why not begin sav-

to thrift. Assets ...\$12,643,000.00

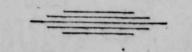
idental ASSOCIATION

18th and Harney

35 Years in Omaha

ANNUAL AUDITS

Financial Profit and Loss statements prepared. Books opened and closed.



All work is assigned to Junior Accountants, under Personal Supervision of E. A. Dworak, C. P. A.

Call AT lantic 7415

E.A. DWORAK, C.P.A.

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Best Fuel of All Order Today

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Four Yards to Serve You

Chiropractic Gets Sick People Well



If you are sick and want to get well, you should investigate the merits of Chiropractic today without any obligation on your part. Consultation is free. I will tell you what can be done in your case with our methods, then you use your own

Practice in Omaha

It sometimes happens in the planning of a house that one wishes fireplaces in two adjoining rooms. Where these can be placed back to back they can lead into a common chimney, but if the desired location of each is at the end of its respective room chimney connection will have to be arranged in other than the usual way

Ninth Year of Successful

DR. FRANK F. BURHORN, the Chiropractor Cor. 16th and Farnam Sts.

unless the architecture of the house permits two stacks close together.

Lillian Ford, secretary.

with our methods, then you use your own judgment.

Thousands of sick people have come to me and received wonderful results even after many other methods have failed. Why not you?

Office hours, 9 A. M. to 8 P. M. Sundays, 10 to 12 N. House calls answered promptly. Office adjustments are 12 for \$10 or 30 for \$25. Phone JA ckson \$347 for appointment.

Suite 414-426 Securities Bldg. Complete X-Ray Laboratory. Lady Attendants

Mr. Merchant---Get Behind

"Know Omaha Week"

Use Plenty of

"Know Omaha" Signs

Throughout Your Store and Display Windows

Price 20c Each

Secure Them From Jas. W. Metcalf, Sec'y

ASSOCIATED RETAILERS

203 Leflang Bldg.

ing sketch, where the fireplaces are in the ends of the rooms they occupy. By the use of an inverted Y form for the exterior chimney an excellent draft is obtained and an unusual note added to the appearance of the house