CONDITION OF OMAHA'S TRADE

# HOW TO FIX LAND VALUES [factures, political forces, social forces (cul-

pert in the Business.

CITY REAL ESTATE IN SEVERAL ASPECTS

Richard M. Hurd, President of the lewyers' Mortgage Insurance Company, Writes a Book on a Novel Theme.

One of the recent contributions to the siterature of the real estate business is "Principles of City Land Values," a treatise on the general topic by Richard M. Hurd, president of the Lawyers' Mortgage In surance company.

Mr. Hurd has made most extensive researches in quest of material for the uses of his book, having gathered from old geographies, maps and local histories a great mass of general information concerning the beginnings of American citles. with incidental reference to the larger citles. tion in another chapter, it being Mr. abroad, and has condensed the same into Hurd's conclusion that situation for dea most useful and attractive form. From fense was originally the most important the records of the United States Mort- phase of a city's sife, while later trade gage and Trust company, and by visiting the cities in question, he has been able ommercial cities, always where a break to secure much definite information bearin transportation occurs. In manufactures, ing directly on his point, and of this he extractive industries follow raw materials presents a complete analysis, with illustraand cheap power, and later seek the lartive diagrams and explanatory tabulations gest cities for labor supply, home markets that make his book as valuable to the and cheap transportation. Political locareal estate man as it is rare in literature tions are usually the result of compromises and it is the only one of the kind known Topography is, to a large extent, influen to be published. tial in the selection of a location.

In his introductory chapter, Mr. Hurd treats of the general economic principles which underlie land value, showing how this factor depends on the utility rather than location. He presents his points in this connection with a lucidity and directness that is characteristic of a good law- break the continuity of business streets. types of buildings are considered, the ob yer, and offers much logical support for | Circular parks, with avenues radiating conclusions

A cautionary paragraph closes the chapter, in these words:

ter, in these words: One truitful' source of error in studying ind values is to regard the problem as in-volving only a point of time instead of a period of time. Any valuation based on present facts alone is incomplete, con-sideration of past influences and future prospects being vitally necessary. The life of value in land, whether the unit taken is a city, a section of a city, or a single lot, bears a close analogy to all other life, in being normally characterized by a small beginning, a gradual growth and increased strength, up to a point of maximum power, after the attainment of which comes a longer or aborter decline to a final disappearance. Thus all value in city land undergoes a continuous evolu-tion from a state of nonexistence through a cycle of changes, to a final dissolution, or to a new birth, when the process is re-qualification should be made limiting the working of economic laws, viz, the indi-vidual factor, which may create or de-stroy cities, sections within sections. A strik-ing a normity exists in the obedience of individuals to economic laws, self-interest being a compelling factor, so that indi-bing a compelling factor, so that indi-vidual sections, especially on the negative or destructive side, may be classed as ex-prions. What Makes a City. One fruitful source of error in studying throughout. Irregular and haphazard platting is also deprecated. The city that is its thoroughfares running at right angles, is the one to be admired, the only departure permissible being occasional avenues to facilitate communication through con-

# What Makes a City.

Under the heading, "Forces Creating Citles," a chapter is devoted to elucidating the various natural causes for the location and growth of population centers. Defense against enemies, commerce, manu-



Size of Town Lots,

"Ground Plan of Cities," which is de

oted to a discussion of the platting of the

from them, for example, are very pretty

The density of city population, although the density of city population, although there is an economic mean in the propor-lion between land for communication and land for buildings, which varies according to the utilization of land and which makes itself felt when disregarded in either di-rection by loss of income. The unit, both as to the depth and width of lots, from which a plat should be built up, consists of the average shop in the business district and the average dwell-ing in the residence district. Since the growth of cities leads normally to the util-mate conversion of residence lands into business land, a uniform system of plat-ting suitable for business purposes throughout the entire city is generally preferable. Such a system need not neces-sarily lead to small holdings in the resi-dence sections, although it has a tendency in that direction.

tageous dimensions for buildings for different purposes, are given, showing how the land can be subdivided so as to be of the greatest possible use, and thus produce "Location of Citles" is given considerathe greatest income.

# Where to Buy for Investment.

"Directions of Growth" discusses the effect of external influences on the developroutes, determined by topography, created ment of the city. The first lines of growth water front cities are parallel to the water front; of inland cities along intersecting turnpikes, and of railroad towns away from the railroad station and along the principal turnplke. The normal city is star-shaped. Public buildings, properly located, have some effect in maintaining central strength, but do not often disturb it. Factories are potent in creating sub-

centers of growth. Continuity is the vital factor, according to Mr. Hurd. "Distribution of Utilities" and "Currents

of Travel" are also considered with relaland to be used, deprecates any of the tion to their effect on the prime factor fancy conceptions that will operate to of determining land values and finally ject being to suggest what sort of building would be most profitable to erect or but are an offense to the utilitarian ideas land of a given value. Mr. Hurd here of the author, who clings to the practical gets at the meat of his subject, for it is income that determines value of property. He gives many examples of mistakes that laid out square with the world, with all have been made, using photographs of structures in various cities that are poorly designed or badly located, and pointing out their faults. He lays down this

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ture permissible being occasional avenues to facilitate communication through congested districts. For down town and business districts, narrow streets are advocted, while for residence districts wide streets are deemed necessary. As to the general plan for a city the author says:
Blocks ramge in size from 200 feet square, any depth over 200 to 20 feet square, furnishes an aggravited to utilize the interior waste of land at the interior of the blocks owing to nonecrete to utilize the interior waste land by bad platting, the version to the primitive methods of a reversion to the primitive methods of the duilding the primitive methods of the duilding the primitive methods of the first instance, he suggests of the blocks. The shortsightedness of these of the sale to a supposition that is based on area instead of frontage on traffic streets. The proportion of city area used for the spin waste and lacking the vial feature the transightedness of these of the primitive stores in the days works, the soletion the value of retail business land is based on area instead of frontage on traffic streets and alleys varies from about 35 per cent in Wienna and New York to 55 per cent in Washington. The first theoret.

erected on expensive ground, although it is not always profitable. The life of buildings is debated, with some conclusions drawn from experience, and a tabulation showing the expectancy, to borrow an insurance term.

Scale of Average Values.

In concluding his treatise, Mr. Hurd de-

bates the "Scale of Average Values," and along with this gives a number of diagrams, showing the business and residence values of different cities. He presents a tabulation, showing what he considers nor-

mal values, as follows: Beat hugi City

Volume of Business Last Week About Normal for the Time of Year.

COLLECTIONS REPORTED ONLY FAIR

Markets in Good Healthy Condition with the General Tendency of Prices Upward in Nearly

All Cases.

Trade conditions were just about normal last week for the time of pear. A large number of buyers were in the city from all sections of the country tributary to this market, and as a result house trade with local jobbers was of liberal proportions. Merchants as a rule had a favorable word to say regarding the conditions existing in their regarding the conditions existing in to say regarding the conditions existing in their respective sections of the country. Most of them spoke of the need of rain be-fore long, but still there is plenty of time for that, so no particular complaints were heard. Winter trade was good with prac-tically all of them, and they are very con-fident of an excellent spring and summer demand, and the orders that they have been placing certainly indicate that they have considerable confidence in the future domand. mand

The market on leading staples is in much the same condition it has been of late. By that is meant that prices are good and strong with prospects favorable for higher rather than for lower prices. In fact, a number of changes have gone into effect, as will be seen from the review below. Those who are in a position to know gay that it would be hard to imagine more healthy conditions than those existing at the present time, and they say with a good deal of emphasis that retuiters need have no fear of carrying liberal stocks of staples at present figures. Collections are reported as being fair. There have been times when they were more brisk, but still they are not so slow as to cause any complaints. Expect Sugar to Advance. The market on leading staples is in much

Expect Sugar to Advance.

Expect Sugar to Advance. Wholesale grocers report trade in their line as being exceptionally good for the wasson of the year, sales being considerably heavier than they were a year ago at this time. The market is in a good, healthy condition, with a number of lines selling higher than they were a week ago. So far as refined grades are concerned the sugar market is practically the same as it was a week ago, but raws are quoted a full 1-16c higher and still further advances are being predicted. The demand is re-ported as considerably improved. It is gen etally understood that the traffic managers of the western roads have been in session

etally understood that the traffic managers of the western roads have been in session at Chlengo, and it would cause no surprise if they reached a satisfactory agreement on sugar tariffs, and in that event there would undoubtedly be quite a sharp advance in the price of refined sugar. The coffee market has been rather irreg-miar, but on the whole is in better condi-tion than it was a week ago. Receipts at Rios have been steadily failing off and prices there have been ruling higher than in New York, taking freight rates into consideration.

in New York, taking treight rates in consideration. There has been no particular change in the tea situation, prices remaining prac-tically unchanged. The only important change in cereals is a decline in the price of rolled oats in bar-rels. Two and five-pound packages did not decline in price owing to the fact that they were not advanced during the recent high price of oats. Wheat flour is also quoted lower than ft was a week ago, the decline amounting to a mathematical and the price of parts.

was a week age, the decline amounting to 10%15c per barrel. The market on symps continues very strong, but there has been no change in

The market on syrups continues very strong, but there has been no change in ruling prices. In the line of dried fruits it is stated that a very careful inquiry among the best informed coast shippers brings out the information that there are but very small stocks of choice to extra choice peaches on the coast and it is thought that in the near future these grades will be welling at considerably higher prices. There are yet before the trade four of the heaviest consuming months for peaches during which time the demand is four or five times as great as the usual con-sumption during the first two months of the year. It is therefore believed that every pound of available peaches will be wanted at higher prices than rule at the present time. That will be particularly true of the choice and extra choice grades. Apricots are in very much the same posi-tion. Very few apricots are on the coast and what few there are are held at full prices. Prunes show some weakness with a dis-position on the part of holders to get busi-ness. The supply of pears is practically exhausted. Exaporated apples are in a very strong position, while raspberries are out of first hands, with very few obtain-able at any price. The market on spot tomatoes and corn is quoted strong, with quite an advance

# Orchard & Wilhelm Carpet Co.

8-25 9-35 8-35

8-33

5-35

8-8

Rugs made from short lengths of carpets and borders. These rugs were made up during January and February to keep our work room busy, and are now placed on sale at about twothirds of the regular selling price. Rugs of almost every size and nearly every quality is represented, and here in this lot you will find real rug bar-

gains. We quote a few of the sizes and prices, and our stock contains hundreds of others.

3x8-6 Axminster	1 11 10-6x10-1 Velvet	ň
ixi0-6 Axminster	9-6x10-3 Brussels 16.0	Ą
bill-6 Brussels 12.0	10-6x11-0 Brussels 27.6	ŋ
xil-2 Velvet	10-6x12 Axminster 35.0	9
xu-9 Brussels 13.5		9
x9 Axminster		
x8-3 Axminster	10-6x12-3 Axminster	8
x8-3 Willion If 5	10-6x10-9 Axminster	5
x7-5 Velvet	10-6x11-6 Axminster	
x10-9 Velvet	1-6x11-6 Wilton	ñ
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ix12-2 Brussels	9 [] 9x12 Brussels	K)
x9-3 Brussels 12.5	10-6x12-3 Axminster 25.0	f.
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# **Drapery Announcement**

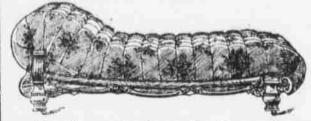
We wish to invite your inspection of our most complete stock of draperies, curtains and curtain materials. We are now showing our new spring line of goods, and you will find that our cheaper goods are both artistic and well selected.

# Summer Curtains

Advance notice of summer washable curtains. Nothing at prive can take the place of our Snowflake Curtains for sumthe prive can take the place of our Snowflake Curtains, Nothing an mer use. We can match any color room in summer draperies. Pretty Snowflake Curtains-special-per 1.50 D0.11 Silk stripe 3.95

# Shirt Waist Boxes

We make to order Shirt Waist Boxes and Shirt Boxes, all sizes, for \$2.96, \$4.25, \$4.35, \$4.75 and \$6.75. Hundreds of patterns of high art cretonnes to select from,



quantity. We are, therefore, placing these couches class of goods is usually sold for.

Pretty oak frame couch, with either tufted or plain top, your choice of covering-special, each..... 8.501 Couch, framework of quarter-sawed golden cak, large full size, plain or tufted top-special, each......... 9.50 Couch, finely upholstered in figured or plain ve-lour, tufted top, golden oak, polished finish frame. Couch, very pretty design in golden oak, polished frame either in the tufted or plain top, in this sale at 11.00 Other couches in this sale at \$14, \$16.75, \$17.50, \$22.50 up to

You will do well to see these couches whether or not you intend to purchase, as they are unquestionably money saving values.

# See Couch Display in Our East Window.

# **Cheap Settlers' Rates**

Portieres A very odd line of novelty stripes-very choice coloring-rize fifty inches wide, three yards long-fringe top and bottom 41.50

Bries Bries for such curtains; they are cheap.

**Bonne Femme Curtains** 

We have a few high class French made Bonne Fomme Cur-

tains that we wish to close out. If you are in need of

curtains for large windows call and see them. Also



12.50

13.75

13.50

Couches that must be seen to appreciate the extraordinary values. We just received a shipment of a carload of couches from one of the largest eastern manufacturers. These couches were constructed and made especially for us. The best material only was used in the framework, the interior as well as the outside covering. Special attention was given by us to the selecting of plain and figured velours. These come in all the pretty shades of plain and figured velours. Insee the veronas, pintasote leather and Spanish leather. In order to secure the very low figure at which we bought these couches we had to contract for a large sale Monday morning at places at least one-third less than this

Couch, very large, massive design frame, made cuarter-sawed golden oak, plain or tufted, top covered in black velour-special, each.....

Couch, finely constructed, best grade of plain o lours, comes in the infied or plain top, hand-some design frame-special, each.

Pantasote leather couch, large, full size, tufted top, would sell regularly at \$18-special, each



Pimples, Blackheads, Red, Rough and Oily Skin Prevented by

MILLIONS of Women use CUTICURA SOAP, assisted by Cuticura Ointment, the Great Skin Cure, for preserving, purifying, and beautifying the skin, for cleansing the scalp of crusts, scales, and dandruff, and the stopping of falling hair, for softening, whitening, and soothing red, rough, and sore hands, for baby rashes, itchings, and chafings, in the form of baths for annoying irritations and inflammations, or too free or offensive perspiration, in the form of washes for ulcerative weaknesses, and many sanative, antiseptic purposes which readily suggest themselves to women and mothers, and for all the purposes of the toilet, bath, and nursery. No amount of persuasion can induce those who have once used these great skin purifiers and beautifiers to use any others. CUTICURA SOAP combines delicate emollient properties derived from CUTICURA, the great skin cure, with the purest of cleansing ingredients and the most refreshing of flower odours. No other medicated soap is to be compared with it for preserving, purifying, and beautifying the skin, scalp, hair, and hands. No other foreign or domestic *toilet* soap, however expensive, is to be compared with it for all the purposes of the toilet, bath, and nursery. Thus it combines in ONE SOAP at ONE PRICE, the BEST skin and complexion soap, and the BEST toilet and baby soap in the world.

Complete External and Internal Treatment for Every Humour, Consisting of CUTIOURA SOAF (Se., to cleanse the skin of crusts and scales, and soften the thickened cutler: CUTIOURA STATES ST(Sec.) to instantly aliay leting, inflammation, addiritation and soothe subheal and CUTIOURA End soften to cool and cleanse the blood. A SINGLE SAY is often sufficient to our to foruring, disguring humours, with loss of hair, when all clean fails. Sold throughout the world. A STROLE SAY is often sufficient to our to cool and cleanse the blood. A SINGLE SAY is often sufficient to our to foruring, disguring humours, with loss of hair, when all clean fails. Sold throughout the world. A Stronge Say is often sufficient to four to former Dated and Cution. See the say is a set of all other for the celebrated liquid Cution. See a new, tasteless, odouriess, econom-blood purifiers and humour cures. Each pill is equivalent to one tenspoonful of figure to our appoint vials, containing & doses, price Ex.

er front foof. \$ 300--\$ 400 600--1.000 1.500--2.600 1.500--2.600 1.800--3.000 2.500--4.500 4.000--7.000 7.000--10.000 9.000--16.000 r.frant foot. **\$** 25-**\$** 40 40-75 175-150 100-200 100-300 200-500 500-1,000 700-1,500 1,000-2,000 4,000-9,009 . . . . . . . . . . \*\*\*\*\*\*\*\*\* 200,000....... 600.000. .000,000. 000,000 9,000- 16,000 18,000- 35,000 3,500,000. This scale is not supposed to be a hard and fast calculation, as the question of values is subject to the conditions of character of the population, industries, topographies and other influences that would naturally affect values. As examples of the value of best retail, best whole-

sale and best residence land in the various cities, Mr. Hurd submits the following tabulation:

 Ing tabulatien:
 Beat
 Best
 Best

Omaha in the Book. Omaha figures in Mr. Hurd's book in a number of instances, being cited to show the effect of natural selection in the location of the site for a city; of the effect of combinations of commerce and industry on the growth of a city; of how topo graphical difficulties can be overcome, and n a number of similar instances. While the Gate City does not figure in the tabulations of prices, and has not been honored by a diagram showing the location of the high-priced property, it is not called upon to afford any of the "horrible examples" with which the book abounds. Council Bluffs is signaled out for a diagram show-

ing the location of the most desirable-as evidenced by price-property. The book is published by the Record and Julde, New York. RELIGIOUS.

Plans for a big Jewish technical school for girls, to cost \$275,000 and to be built at the corner of Second avenue and Fliteenth street. New York, have been made. Mrs. P. Hall Packer of Seabright, N. J., is the only woman delegated to the lay electoral conference of the Methodist church held at Trenton in connection with the sessions of the New Jersey confer-once.

ence. Bishop Hoss of the Methodist Episcopal church south has been enthusiastically re-ceived in Texas, where he is to have his episcopal residence. He goes to England in July as fraternal messenger to the Brit-ish Wesleyen church. Rev. John L. Scudder, pastor of the First Congregational crurch of Jersey City, ans-nounces that Joseph Milbank, the New York broker and banker, who last summer gave \$100,000 for the cretion of a parish building to be known as the People's Pal-ace, has added \$50,000 to the gift. One of the most popular preachers in ace, has added \$50,000 to the gift. One of the most popular preachers in Savannah, Ga., is Rev. Lincoln McConnell, now of the Methodist church, but formerly prosecuting attorney of Atlanta. Before that he had been a detective, in which capacity he traveled a good deal. Mr. Mc-Connell had been conducting a series of special meetings in Trinity Methodist church, where he was eminently success-ful.

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that he had been a detective in which capacity he traveled a good deal. Mr. Mc-for determined by the destruction caused by the fire in Baltimore and the consequent inability of its business men to contribute as liberally as they otherwise might 6 the expenses of the meeting, the general com-mittee having in charge the arrangements for the international Christian Endeavor convention there in July, 1366, are going ahead with the work, and are confident of success.

The market on spot tomatoes and corn is quoted strong, with quite an advance in tomatoes. This advance carries the market to a point 75%10c per dozen above the lowest price for standard goods. The market on pink salmon has ad-vanced under the influence of active in-quiry and is now 10%15c per dozen above recent prices. Rice continues to maintain a strong posi-tion, the demand being very large. Other staple lines not mentioned above are selling in about the same notches they were a week ago.

tomatoos and

# Cotton Still Advancing.

# were a week ago. Cotton Still Advancing. The cotton market continues to advance, but it is on a good, healthy basis. Spot cotton sold last week at 100004/20 and large mills were only too anxious to buy at the prevaiing prices. The fact that early contracts made with foreign buyers of cot-ton have not been filed compels them to come into the market and are now paying railing prices for their stock which makes it almost impossible for American manu-facturers to get desirable cotton at any price. It is also reported that British man-ufacturers and speculators are already in control of next year's crop and the late months are being sold at over 13c. There seems no possibility of cotton goods being any cheaper and many goods which have not been advanced will sell much higher. There have been no quotable changes in the market for manufactured lines during the market for manufactured lines during the market for manufactured lines during the difficulty which now control so the second strenges in the market for manufactured lines during the market for manufactured lines during the difficulty base week, and so was the order business of the second so was the order business of dress goods, want goods and furnishing goods were large. It is perhaps true that not as many mer-chants are coming to Omaha as there were a year ago at this time. That is explained by the fact that merchants have been by the fact that merchants have bee

some extent.

# Hardware More Active.

Hardware More Active. The demand for hardware is still improv-ing with prospects favorable for still greater activity in the future. The time is now close at hand, when all kinds of spring staples will be in demand and as a result retailers are getting anxious to complete their lines. Steel goods are beginning to move quite freely, builders' hardware is picking up and in fact everything that could be called seasonable is seiling as freely as could reasonable is seiling as freely as could reasonable is seiling as freely as could reasonable be expected. The market is still in the same healthy condition it has been for some time past. All staples seem to be on a good firm foundation and the general impression is that few important changes will be made in the near future. Just at present there is a war of prices between the manufacturers of single barrel shot guns, and some big reductions in prices have been made, but that is not owing to any change in mar-ket conditions. Leather Goods None Too Brisk.

# Leather Goods None Too Brisk.

Leather Goods None Too Brisk. Leather goods jobbers are doing a fair businees in their fine, but still they feel that business is hardly up to the proper standard. The only reason given is the lack of rain and snow. They say it takes wet weather to find holes in old shoes and make people discard them in favor of new ones and in most sections tributary to this market there has been very little wet weather for some time past. They are not at all discouraged though, for they realize that the business is bound to come sconer or later and the present duliness means still greater activity when trade finally does set in. Rubber goods for fail delivery as men-tloned a week ago, are selling much better

tioned a week ago, are selling than they were a short time a that merchants have given up red goes into effect. Rubber goods for im-mediate shipment, though, are moving rather slowly, but with the advent of spring rains jobbers expect to do a nice business in both footwear and rubber cloth-

## Fruits and Produce.

