



# DUNDEE Happy Hollow FAIRACRES

is an incorporated village, having its own government, and is not in Omaha, but joins it on the west.

It is reached by the West Farnam-Dundee car line every eight minutes from 6 A. M. until after midnight.

The time by street car, from the business district, is about twenty minutes.

It is reached by paved street.

It has city water, sewer, gas and electric light.

It has uniform shade trees, and miles of cement walks.

It has a fine school, a church, a drug and grocery store and meat market.

It is reached by passing through Omaha's best residence district.

West is the only way in which Omaha's best residence district can extend in the future as in the past.

Situated in  
**DUNDEE**

on the south side of Underwood Avenue, and between Fifty-Second street and the Happy Hollow Club.

The old method of laying out in squares regardless of topography has been abandoned in this addition, and the property is so divided as to conform to the rolling land, thus avoiding ugly or unsightly cuts or fills.

Cement walks, park curb and gutter, sewers and water mains, are in and paid for.

No business houses, flats or apartments are permitted.

A substantial building restriction assures its future as a high-class, exclusive residence district.

adjoins Dundee on the west, affording a view of the surrounding country to the north, to the east, south and west.

Its winding roadways, boulevards and parks, all graded, and trees and shrubbery set out, make it one of Omaha's most beautiful suburbs.

Storm water sewers have been installed.

There are already several substantial houses built ranging in cost from \$6,000 to \$30,000, and more are being planned.

Following the line of Omaha's best residence growth in the past the exclusive residence district is gradually moving west toward Fairacres.

Prices Reasonable. Terms of Payment Easy. Liberal Discount for Cash.

## GEORGE & COMPANY

### REAL ESTATE ACTIVITIES

Exchange is One of the Great Forces of the Business.

WORKS FOR THE GOOD OF ALL

Stands as a Business Organization with a High Standard of Ethics and Aims to Preserve Harmony on All Sides.

One of the strong arms of the business body of Omaha is the Real Estate Exchange.

This organization fills a peculiar place among the various coherent agencies that operate in municipal and commercial affairs. The men and firms composing its membership are in an independent position compared to those in purely commercial lines. This was proven in the case of the agitation for the terminal tax on railroad property, as an instance.

Naturally shippers could not be called into an open fight to change railroad taxation, or to increase the same, or to engage in personal conflict with railroad officials before the state legislature. Dealing with the railroads directly every day wholesalers and retailers would have an obvious reason for hesitating to undertake such a task as the Real Estate exchange did undertake and carry to success. At least the exchange carried the big end of the fight from the start to the finish and received the credit therefor.

When it was incorporated October 30, 1888, the Omaha Real Estate exchange had a membership of sixty-one men and firms. Today it has a list of seventy-eight established agencies. Many of those who signed the original articles of incorporation are still doing business, while some few have died and some others have gone out of business.

From the first the exchange has stood as a business organization, and its membership claim that in no other organization in business life is a higher standard of ethics maintained. Almost everything savoring of unfair tactics or unbusinesslike competition has been eliminated. Knocking of one agent by another, or unkind reflections on a competitor have been reduced to a minimum, according to the statements of some of the most active and influential of the men engaged in handling Omaha property and Nebraska lands.

#### Interest in State.

Activities of the members of the Omaha exchange are not by any means confined to Omaha, but cover the whole western country to some degree. The Payne Investment company, as an example, has been a powerful agency in the selling of western Nebraska lands and the placing of settlers on the same. Actual settlers, be it



F. D. WEAD, President Real Estate Exchange.

noted, who have become identified with the solid interests of the localities in which they have been placed. Of course a considerable amount of land has been sold to speculators, but that is as true of the city property as of farm lands. The O'Keefe Real Estate company and other firms have also been engaged heavily in the movement of farm lands, and thousands of acres have been sold to individuals who had confidence in Nebraska and adjoining states as a good place to plant their idle money.

In another department of the business, which is credited with loans outstanding at present to the amount of \$2,000,000. This money has been put to work for eastern companies and individuals—and in late years a good deal of it for western clients—with such good judgment that the measure of success has been flattering. The great benefit to this section of the country generally can hardly be estimated.

Land excursions have been engineered by Omaha real estate dealers that have resulted in adding to the population of Nebraska and adjoining states a most desirable element of citizenship. Hard work was required, and a large expenditure of money for advertising, for special trains and innumerable incidentals; but the engineers of the promotion department have had confidence in their proposition and have imparted their confidence and enthusiasm to the prospective buyers. These latter have been drawn from every part of the United States and the speechmaking that has been done by the sellers to the buyers would, if spread on the printed

### Bring in New Money.

Aside from the mere fact of investment and the bringing of new money, new people and new energy into the various localities, so largely vacant a few years ago, the efforts of the real estate men engaged had the larger effect of calling attention to the great possibilities of much idle land that had little or no value unless active workers could be placed on it to break and cultivate. The results have justified the claims of the men who were often sometimes slightly alluded to as "boomers." They boomed with good effect, and the buyers they landed have never had cause to regret that the land men found them and talked money out of their pockets into the channels of active farm business. The failures were infinitesimal compared with the successes. Even many who bought for speculation held on as permanent investors, much to their profit.

Some enthusiastic real estate men claim their craft has made Omaha. While the truth of this claim need not be granted, it is nevertheless true that they have helped very materially in making Omaha what it is today. They looked over the territory, saw that it was good, that here one of the great urban centers of the United States was bound to develop, and with this belief fixed in their minds they laid their plans, went ahead with their own capital very often, and got results.

Today many a neighborhood is beautiful because some discerning, thoughtful real estate man saw the beauty under the weeds and the forbidding roughness of contour. Many a vacant tract of the old days is decorated with groups of handsome residences. Much that was worthless, seemingly, has been made of value, and to an amount hardly dreamed of by the men who platted, built, advertised and sold, or held on to see their early faith justified.

Story of Church Sale.

There is history embodied in the records of every real estate office in Omaha, and among themselves these experts in property talk over notable instances of real nerve and daring in the play of alert mentality with unimpaired possibilities. Such a case, for illustration, was the deal by which W. T. Graham acquired control of the site on which the First Christian church stood at Nineteenth and Farnam.

Fred Wead had sold the property to the church for \$15,000 at a time when it seemed the location would be undisturbed by the intrusion of business for maybe a generation. Graham went around one day and wanted to talk purchase. He was put off, but went back. Several replies did not discourage him; but back he went again, until finally he reached the point of offering \$40,000 and some incidental inducements necessary to the uninterrupted continuance of the work of the church.

A good many there were who thought Mr. Graham had blundered, but he felt otherwise. Events justified his judgment, and the price he realized on the property



H. A. TURKEY, Sec'y-Treasurer Real Estate Exchange.

later fully repaid him for the nerve and persistence exercised in carrying out his own notion of how the cat would jump at that particular point. Today a handsome business block covers the site, and surrounding property has reaped the benefit of Graham's foresight.

New Additions.

Some new additions and many subdivisions of old additions have come onto the market through the pushing faith and hustling salesmanship of members of the Omaha Real Estate exchange. Most of these are in the city limits, but some are just on the edge, growing assets that are very sure, a little later on, to be put in the count for greater Omaha. It has not been the practice of late years at least, to merely lay out an addition, sell lots and let it slumber as just a name on the map of the city. Effort has been put forth, rather, to encourage the buying of property for home building, and with marked success. In a majority of cases a rule has been incorporated in contracts or deeds that houses of a specified minimum cost must be built, and on a fixed building line. Purchasers and builders have found that such conditions are an incentive to spirited people to go ahead on a scale they might otherwise never have attempted.

Instances almost numberless will occur to any reader who has used in Omaha for even a few years wherein some enterprising man or firm engaged in the real estate business has used his own money or that of friends to erect houses, lay walks, plant trees, create grass to grow and generally changed the landscape for the better. Then the man of enterprise has searched for buyers, here or elsewhere, and the sleepy people owning property in

the neighborhood have one day awakened to the fact that they had something which deserved much better treatment than they had been giving it, and they have sought to keep in the swim by rebuilding, perhaps, or by replacing old shacks with modern homes in harmonious with the improved surroundings. In this business, as in every other, good example has a positive effect in creating more good.

Interest Outside Capital.

From another angle, too, the real estate agents of Omaha have won the right to be well thought of in the community, even granting that they have some human weaknesses that stick out like knobs on a smooth surface. They have interested outside capital, not only to invest in Omaha, but to improve, at times, perhaps, ahead of the demand. Figuring out to their own satisfaction that a profitable prospect existed, their faith has been strong enough to have alleged "light wads" to loosen up. A few experiences showing the solid basis for the real estate man's faith, the follow-up has been certain, until some investors who entered in doubt have remained in confidence, with purses open to make other dreams come true.

Not only in buying and selling, but not only in prospecting and promoting, but in the smaller details of their work, like renting, loaning, trading, the real estate men are live agitators who build rather than destroy. They handle money for clients as readily and as safely as they handle their own. They collect rents, make repairs and in general take from the shoulders of many an owner and investor the cares that in fret the day and the worries that keep rich folks awake at night. Some are exclusive sellers for clients, some buy and sell on their own account; some devote all of their attention to rental and care of property; some handle loans almost exclusively; others as a mere incident of their general trade. But they are all busy, all spenders, all circulators of the coin of the realm, which they aim to keep moving without ceasing. Yet the rich man among them is the exception.

Men Above the Average.

Pointing to a recent group photograph in his office, President Wead of the Real Estate exchange said: "Taking them as a bunch, the average wealth will probably be about \$25,000. Looking at them, you will see that they are men above the average in education, intelligence and ability, and it may seem a trifle strange that they should be rated so low. The fact is explained by the peculiar relation they hold to the community, wherein money is not so much as service, wealth not so much an object as an honest success following conscientious work. The real estate man is an agent, in reality, for his client and the community, and the measure of his usefulness cannot well be set. If he make money, it is not laid by, but goes to work. That is his gospel, necessarily, because he would be out of place entirely where anything stands still. Every man in the exchange believes the

### Glover Realty Syndicate

1219-22 City Nat'l Bank Bldg. Douglas 3963  
If You Want Good Values Investigate These Offerings

- \$2,100—On N. 19th Boulevard, a neat cottage, 5 rooms and bath, renting for \$20 a month. Make good home or investment. Near Lake St.
  - \$2,500—21 S. 38th, a good 5-room house, modern but beat, and good location. Can make very EASY TERMS, or will rent for \$25.
  - \$2,550—CATHEDRAL DISTRICT, a very good 7-room all modern home; paving paid; nice east front lot with shade.
  - \$3,000—RIGHT NOW—Will buy 819 Charles St., a very good 8-room all modern home, well built and location all right; large lot and paving paid; nice shade. Price just reduced from \$3,000 and it ought to sell Monday at this figure.
  - \$4,000—HEMIS PARK, on Morris Ave., a very good 6-room house, all modern. Just have a block to car line south front, on paved street.
  - \$4,000—HANSKOM PARK DISTRICT, a good 8-room all modern home on Marcy St.; large rooms, excellent arrangement, fireplace, oak floors, paving paid in full; handy to two car lines. EASY TERMS.
  - \$6,000—CREIGHTON 1ST ADD., on the Boulevard, a 7-room modern home; quarter sawed oak finish, hot water heat, east front.
  - \$5,250—WEST FARNAM DISTRICT, 7 rooms, with hot water heat, oak finish, good location, paved street, one block of Farnam car line, and VERY EASY TERMS.
  - \$5,000—DUNDEE, the new house at 5001 Capitol Ave.; 6 good rooms, very well arranged, oak finish; location good. EASY TERMS.
  - \$5,200—DUNDEE, on California St., built this spring for a home by day labor, an 8-room all modern home; has hall, library, parlor, dining room and kitchen first floor, and four bedrooms and bath on second; large attic; good basement; furnace that cost \$200. Requires \$1,000 cash and \$50 a month.
  - \$5,250—4TH AND DOUGLAS; note the new houses, and especially the BUNGALOW style one; has hot water heat, large living room with brick fireplace, beamed ceilings, tiled walks, three good bed rooms and plenty of closets. EASY TERMS.
  - \$6,250—GETS THE SPICCO HOUSE right next door; very attractive inside and out; has library off dining room, large living room arrangement, best of hot water heating system, besides Ruid instantaneous gas heater, gravity coal chute, auto garage, etc. Can handle this house on very easy terms.
- We have two good bargains in HEMIS PARK property, \$5,000 and \$7,500, with large lots. A No. 1 properties; numbers on request.
- For information today about any of these properties, phone Harney 200 and Harney 204.

### GLOVER REALTY SYNDICATE

weekly meetings which have long been a feature, with a luncheon, have been the one best bet the organization has made. It has met with the stress of hard trading, has made the men acquainted, kept them friendly and clean in their relations, and to this cause, mainly if not entirely, is attributed the very satisfactory results which obtain that governs the local real estate dealers.

From the beginning, the exchange has been very liberal in its requirements of prospective members. This policy has been found good, in the main; but the exchange is now considering a rule to accept no new

members unless the person or firm has given proof of an intention to be permanently engaged in real estate dealing. A year in the business will probably be fixed as the time for proving responsibility and desirability; although there be those who think a three years probation would be better. "Wild catting" is to be discouraged even more strenuously in the future than it has been in the past.

The present officers of the exchange are: F. D. Wead, president; C. C. George, vice president; E. M. Slater, treasurer; H. A. Turkey, secretary; executive committee, W. L. Selby, S. P. Bostwick, Byron H. Hastings.

Here is what a real estate man

said:

"The Bee is paying me. Continue my ad. JNO. D. BAKER, Waldon, Ark."