

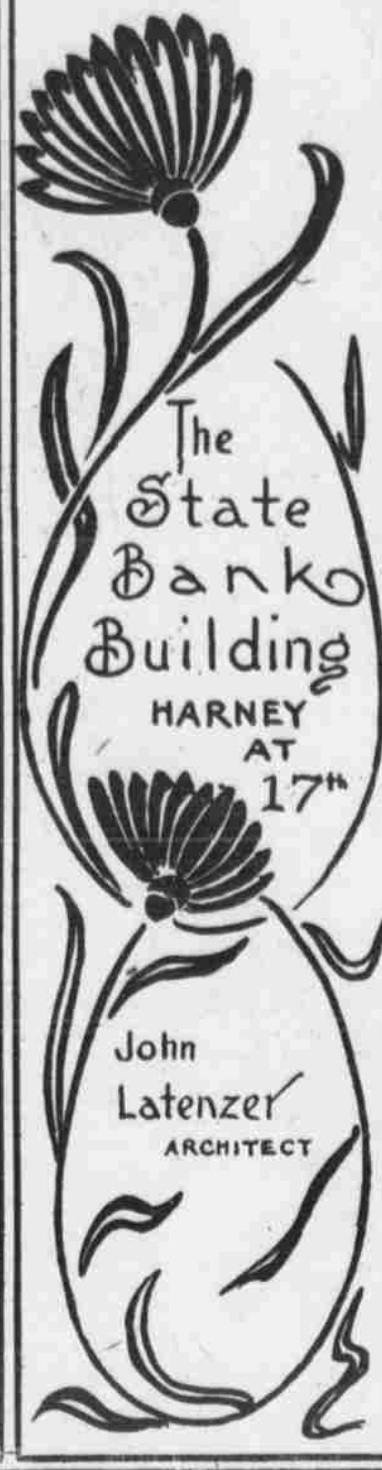
Modern Home-Builders and Home-Furnishers of Omaha

Build this spring

Conditions for erecting your home this year are probably better than heretofore. Material supply houses, contractors and decorators are fully equipped to take care of every need. This page each week will have the best home-building supply dealers listed.

Advice for builders will be given free by Arthur C. Clausen, the famous architect of Minneapolis. Ask any question about erecting a home that you wish answered, and address your letter to Mr. Clausen, in care of The Bee.

One of Omaha's Newest Business District Buildings



ARE YOU considering a new office location? Perhaps the growth of your business makes such a change necessary. You may desire a more central location. Perhaps ventilation, cleanliness, exceptionally well lighted office space in a first class modern building might appeal to you. We assure you that you will find all these conveniences in the State Bank Building. For complete information apply to

W. H. Thomas & Son
Agents,
220 State Bank Bldg.

Building Loans

Money to loan to build homes, to improve property or to pay existing loans. Borrowers may pay from 30 to 50 per cent on loans on interest dates. Interest charges on amounts when paid. Loans closed promptly. Your business solicited.

W. H. Thomas
220-50 STATE BANK BLDG.

Use this page each week to reach the householders.

Merchants Are Not Bigger Than Their Business

Progressiveness has caused the people to boundary of the merchant's progressiveness is the boundary of his success.

Progressiveness has caused the people to demand well lighted and well ordered stores.

Indoor and Outdoor Gas Arc Lamps

give the stamp of progressiveness to the merchants who use them. They attract and hold trade.

Incandescent Gas light is the only artificial light which shows goods in their true colors and textures, and Incandescent Gas Light is at its best when used in connection with Gas Arcs. The most successful merchants in the country are adopting Gas Arc Lamps.

Investigate the Gas Arc Lamps used by stores near you, or ask us to send a lighting expert to tell you how to save money and get better light.

Easy term payments if desired.

Omaha Gas Co.

Tel. Doug. 605 1509 Howard St.

History of Firms Shows Rapid Growth

The history of every large and growing city shows that the man with capital has reaped the profits from increasing value of centrally located real estate. In every city property close in advances much more rapidly in value than in the outskirts. This close-in property is in most instances improved with large and expensive buildings, and therefore necessitates large sums to handle. This field has been a veritable mine of opportunity for the man with capital, and the man of moderate means has to be content with much smaller returns for investments in vacant lots, which in most instances are purchased from development companies at an exorbitant figure, or else he turns to speculation in investments, gold mines or oil enterprises, where, in most instances, his money is soon lost.

The average man realizes that improved real estate is the safest of all investments, but the possibility of handling this class of property alone is beyond him. It was on account of this fact that a number of men formed the American Real Estate company in New York City in 1888 under the co-operative plan. This company today, after twenty-five years of operation, owns property valued at more than \$2,000,000, and has besides accumulated a surplus of \$2,000,000 and has returned \$5,000,000 to thrifty investors in all parts of the United States. Since the organization of the American Real Estate company about twenty others have made a success of the plan in New York City.

The co-operative plan has recently been put in operation by the Omaha Realty Owners' corporation, and reports from this organization show that the people of Omaha are awake to the fact that Omaha, glowing as it is, offers a field for large return in this line. The men at the head of the institution are experienced in the realty field, which is a very important factor.

The president of the company, Arthur C. Thompson, has been active in this field of work in connection with two of the largest eastern companies for the last five years. Other officers are: W. O. Jensen, president of the O. W. Jensen

Building company; John N. Crawford, superintendent of the new Woodmen of the World building; Harry A. Korb, manager of the bond department for Martin Bros. company; N. H. T. Jury, manager of the brick department for C. W. Hull company, and Glen B. Pettit, manager of the sheep department for Armour & Co.

EXAMINING BODY WITH SEARCHLIGHTS A FACT

Inventive genius has now made it possible to look into nearly all the hollow organs of the body during life, to extract foreign bodies which have lodged there accidentally, or to explore and treat diseased conditions. Children, frequently, and grown people, occasionally, swallow or suck into the windpipe various objects, which lodge in the esophagus, or in the bronchial tubes.

The bronchoscope is a tube with a handle and mirror by means of which the surgeon can look down into the bronchial tubes and locate such foreign bodies, and by the aid of other appliances they may be grasped and removed. A similar instrument is used for locating objects which may have lodged in the esophagus, the passage to the stomach.

An improvement on this instrument enables the surgeon, through conveniently arranged mirrors and a small electric lamp at the end, to have a view of the interior of the stomach, and he may study the condition of the lining of that organ. The bladder may also be explored.

SATISFACTION IN USE OF ELECTRIC DISHES

The fortunate possessor of an electric chafing dish finds no better season for its use than the snappy days when oysters are at their best. Here are two very good dishes which would be excellent for a dinner or after a skating trip or walk:

Chicken and Oyster A La Metropole—Quarter cup butter, two cups cold cooked chicken, cut in dice, quarter cup flour, one-half teaspoon salt, one pint oysters, cleaned and drained, one-eighth teaspoon pepper, two cups cream, one-third cup finely chopped celery.

Trust Companies as Protectors of Money

The time honored proverb that "truth is stranger than fiction" is perhaps nowhere illustrated in so forcible a way as in the cold, dry records of probate courts of this or any other section of the country. The pathetic and oftentimes tragic circumstances with their inseparable proof of the frailty and uncertainty of human life, which these court files contain, rarely come to the knowledge of the public. There are stories of the looting of estates, of mismanagement of estates, ruinous speculation with the belongings of widows and helpless children. Almost invariably such records point a moral. They show that when a man dies and leaves all his property to be managed by some "trusted adviser" or "family counsellor" without providing any other safe agency, that very frequently such confidence has been ill placed and that such trusts have been betrayed.

In former days, before the arrival of the so-called "modern trust company," the dying man had no other alternative than to call in his most trusted friend to preserve his estate in behalf of surviving members of his family. But the modern institution known as the trust company has changed all this because of the fact that as a corporation it "lives on forever."

Although trust companies have come into their own only within the last ten or fifteen years, there is much food for thought when it is stated that the trust companies of the United States now manage estates and handle trusts for the living and the dead amounting in value to \$7,300,000,000. This does not begin to include the amount of trusts which they have in their custody.

If one should include the \$5,490,000,000 banking resources reported by 1,586 trust companies on June 30, last, the \$7,300,000,000 individual trusts and the \$25,000,000,000 given as the face value of mortgages executed by corporations as security for bonds and stocks and conveyed to trust companies in addition to securities deposited as pledge for the redemption of collateral trust bonds, the grand total reaches the staggering figure of \$27,000,000,000.

Do You Want To Share in the Ownership of Income Properties?

We are now erecting the "OROC," an up-to-date apartment house at the corner of Ninth street and Forest avenue. This property will be owned by a number of people under a plan that is in every sense of the word "Co-Operative."

Do You Want To Be One of These Owners?

You can do this by becoming a preferred stockholder in Omaha Realty Owners Corporation.

We are now offering a limited amount of this preferred stock at par value, \$1.00 per share.

This stock draws cumulative dividends at the rate of seven (7%) per cent per annum, payable semi-annually on the first day of January and July of each year and in addition thereto receives one-half (1/2) of the remaining net earnings.

Our booklet, "REAL CO-OPERATIVE REAL ESTATE OWNERSHIP," explains our plan of operation. It will interest you. Ask for it.

Omaha Realty Owners Corporation
SUITE 1202 W. O. W. BUILDING

SEEDS! -- SEEDS!

everything for the garden

READ THE

In the semi-monthly magazine section of this paper.

GARDEN ANNUAL

SEND FOR OUR CATALOGUE—COMPLETE GARDEN INFORMATION AND PRICE LIST.

Stewart's Seed Store

119 North 16th St.

Working Together

Home Builders is remarkably stable because all its funds are secured by deeds or mortgages on dwellings built by this Company for homes only. No dwelling is erected until it is actually contracted for—every safeguard is taken to protect shareholders and no loans are made to speculators or on old buildings.

Home Builders works systematically for its shareholders—takes no risks, is cautious in every transaction; still it is not fettered by restraint that will keep it from being progressive and, in its plan of protection, Home Builders is careful to look to the future and in every way to conserve the interests of its shareholders.

A 7 per cent guaranteed dividend was declared Jan. 1st, in addition to a substantial balance carried as a surplus fund which increased the value of every Preferred Share to \$1.48.

By building homes on easy payments only after contracts have been signed by the purchaser, Home Builders has provided the opportunity for many thrifty Omaha families who now own their own homes and who have become the backbone of the City's new progressive spirit.

Home Builders Guarantees 7%

Semi-annual dividends on Preferred Shares and also a pro rata share of the profits we receive on every dwelling we build. Home Builders is attractive because its growth is steady and automatic and because the confidence it inspires encourages systematic saving and investment.

You should interest yourself enough to send for our booklet, "The New Way," which tells fully all about Home Builders and its easy payment plan for getting a home built to suit you on any lot you may select, also the January issue of the beautifully illustrated monthly, both free for the asking.

Home Builders, Inc.
American Security Co., Fiscal Agents
309 So. 17th St., between Farnam and Harney, Ground Floor, Douglas 3607. Omaha, Neb.