

SKYSCRAPERS LOSE MONEY FOR OWNERS

Buildings Built Too High in the Air Do Not Pay Interest on Money Invested.

EXPERT TALKS AT NOON

John E. Lathrop of the department of city planning of the American city bureau, New York, spoke at noon before the Omaha Building Owners' and Managers' association on the proper heights of buildings, need for public comfort stations and the importance of light and air for apartment houses.

Mr. Lathrop emphasized the necessity of providing public comfort stations at all times in all cities; but especially the need which will be present in Omaha when the saloons shall go out under the prohibitory law.

"The saloons have been the public comfort stations for vast numbers of men in times past. When these saloons have been closed, Omaha certainly must make provision. It seems to me there should be something more than public comfort stations to take the place of the saloon's facilities along these lines. There should in addition be provided abundant social centers where men who have been accustomed to spend their leisure hours in the drinking places—and I am glad you are doing away with the saloon—many have places in which they may assemble, otherwise the reform begun by the prohibitory law will be only half achieved, and you will suffer a serious reaction which will make enforcement of the law difficult."

Light and Air.

He dwelt upon the importance of light and air for apartment houses and for all dwelling places and business establishments.

"It should not be necessary to emphasize this need of light and air as essentials of health, happiness, efficiency and morality."

Mr. Lathrop urged limitation of the height of buildings. He pointed out how American cities have neglected to place such limitations; have permitted the investment of hundreds of millions of dollars in buildings which, being built too high, are unprofitable to the owners and certainly are unprofitable to society at large. He presented some astonishing facts—not theories, but cold, business facts. He said in part:

Skyscrapers Do Not Pay.

"If high buildings would be profitable anywhere in the world they would be in New York City, for there would be found, if anywhere, an excuse for going up in the air."

He astonished his listeners by telling them that the New York skyscrapers had not paid the owners a profit and in most cases had been an actual loss.

"The world has wondered at the massive, immensely high structures which have made the New York skyline the subject of much comment; yet these skyscrapers have not paid the owners, and they have given society problems unsolvable."

"Three years ago a commission of business, professional and technical men was named by the government of New York City to inquire as to the rock-bottom facts relating to heights of buildings. They brought into the commission's consultation room the officers of the companies owning and operating the skyscrapers, with their books. This astounding fact was disclosed—these world marvels had not paid interest on the investments. Many of them had been dead losses from an investment standpoint. Two per cent was found to be a good return on the best, while some did not pay interest, upkeep, operation and depreciation. They lost money actually."

"Why these surprising facts? There is a normal height to build to which is to reach the economic unit of going up into the air. Up to that economic height buildings may be profitable; above it they are losses. After you go beyond that height every ton of material elevated costs abnormally. The foundations are abnormally heavy and expensive. Very high buildings must be wind-braced, and that is vastly expensive. Operating the extremely high buildings is abnormally costly."

"In the abnormally high structures an immense amount of the first-floor space must be devoted to elevators. The corridors must be extra wide. So that the most valuable—the ground floor—is nonproductive to a large extent. So soon as you rise above the ground floor, rental values drop in most instances 80 per cent. You may rent space on the floors above the ground at \$1.75 a square foot a year, in which the ground-floor space brings \$15 a square foot a year."

Omaha, the Convention City, Is Still Breaking Records

With a larger number of conventions meeting in Omaha this year than ever before, the total number being nearly seventy, the prospect is also splendid for next year. Twenty-four conventions have already been booked by the bureau of publicity of the Commercial club for next year. This does not include the many conventions which are almost certain to select Omaha as the next meeting place, but counts only those that have already done so. Many of the associations leave this power with the executive board to be determined during the year.

Scandal in the Monmouth Park Social Center Circles

One of the features of the Monmouth Park Social Center club this evening will be the mock trial of Josephine Jellybram against Seraphina Spragnum for alleged breach of promise. The characters will include the following:

Josephine Jellybram, Charles Taura
Seraphina Spragnum, John G. Poljan
Judge Wren, R. W. Mitchell
Lawyer Rowland, William Timberlake
Judge, A. C. Thompson
Police, J. B. Sweeney
Clerk, J. Goodenow
Chief, Paul Giger

The jury will be selected from the assembly present.

Lloyd Aspinwall Sues for Divorce



MRS. ELIZABETH ASPINWALL.

Reno, Nev., Dec. 15.—The colony of easterners here today learned that Lloyd Aspinwall, of a New York family, prominent socially, has caused his wife, Elizabeth Aspinwall, to be served with a summons issued by the New Jersey courts in a suit he brings for divorce on the grounds of intemperance. He names a wealthy New York business man, married, and the father of two children, as co-respondent.

It is the second time within the year that Aspinwall has brought divorce proceedings against Mrs. Aspinwall. She herself came to Reno last January and set up a residence in a handsome bungalow with her mother, Mrs. Margaret Moulton, of New York. The co-respondent is said to have also come to Reno.

John Anderson Killed.

Fremont, Neb., Dec. 14.—(Special.)—John Anderson was killed by a Northwestern passenger train near Wahoo this forenoon. Anderson was lying beside the track and was not seen by the engineer until too late to stop the train.

GOLDEN WEDDING FOR OMAHA COUPLE

Mr. and Mrs. Herman Fricke, Natives of Germany, Have Twenty-One Descendants.

BIG REUNION IS PLANNED

Mr. and Mrs. Herman Fricke, 3855 Charles street, will celebrate their golden wedding anniversary Saturday, December 25. Mr. and Mrs. Fricke came from Hanover, Germany, and settled in Richardson county, in

this state. They were married fifty years ago at Falls City, Neb., and afterward removed to Madison, Neb., where they lived for more than twenty years. They moved from Madison to Council Bluffs in the fall of 1903 and to Omaha in the fall of 1904.

They have ten living children—Henry Fricke, residing on a farm near Pierre, Louisiana; wife, Mrs. Melvin Bishop, on a farm near Jerome, Idaho; Mollie Adams, wife of James A. Adams of Idaho Falls; Matilda O'Shea, wife of Peter O'Shea of Scottsbluff; Edward Fricke, at Madison; Herman Fricke, Jr., Madison; Minnie Barnes, wife of A. K. Barnes, 5304 Jackson street; Charles Fricke, Council Bluffs; Albert Fricke, Council

Bluffs; and Lawrence Fricke of Bayard, Neb. All of the children and grandchildren are expected to be at home to assist in the celebration and for the Christmas festivities. The family reunion dinner will be held at the Rouse hotel at 12:30 o'clock Saturday.

The guests at the dinner will be Mr. and Mrs. Melvin Bishop, Jerome, Idaho; Mr. and Mrs. Henry Fricke, Pierre, Neb.; and their family, Cecil, Edwin and George Fricke, and Mr. and Mrs. Max Schweitzer of Norfolk; and Baby Max, Mr. and Mrs. James A. Adams of Idaho Falls, and Mrs. Peter O'Shea of Scottsbluff; Edward Fricke, at Madison; Herman Fricke, Jr., Madison; Helen, John and Frank O'Shea; Ed Fricke of Madison and Mr. and Mrs. Herman Fricke, jr., Madison, and their family.

Bessie and Marie, Mr. and Mrs. A. K. Barnes and their family; John Herman and Alfred Kimball; Mr. and Mrs. Charles Fricke, Council Bluffs; Albert Fricke, Council Bluffs; and Lawrence Fricke, Bayard, and Mr. and Mrs. J. B. Barnes, Lincoln, and Mr. and Mrs. Fred Ruegge, Falls City, Neb.

Mr. and Mrs. Fricke will have open house for their neighbors and friends Saturday evening from 7 to 9 o'clock. This reception will be informal and no invitations will be issued. Sunday evening they will have a Christmas tree at their home for their grandchildren and all of the members of the family will spend Christmas day at the Fricke home.

Devotion is the Cardinal Virtue in Adornment.

JOHN A. SWANSON, Pres. **The Nebraska** WM. L. HOLZMAN, Treas.

Supreme Opportunity for Christmas Clothes Buyers

Unprecedented Values in Suits and Overcoats

World's Best Rochester, N.Y. Productions at \$15-\$20-\$25 A Guaranteed Saving of \$5 to \$10.00

LOOKING the facts squarely in the face, these suits and overcoats are the most extraordinary values offered in America today. Thanks to contracts made months ago, The Greater Nebraska is enabled to save its patrons thousands of dollars. In justice to yourself don't spend a dollar for Christmas clothes until you see these unprecedented values at \$15, \$20, \$25.

Men's Fur Caps

Sealskin Caps, \$5 to \$20
North'n Coon Caps, \$7.50
Muskrat Caps, \$3.95, \$5
Near Seal Caps, at \$3.50
French Coony Caps, \$2.50

Extra Special

Pieced Seal Caps, at \$5.00
Muskrat Caps, at \$3.95
Cloth, Plush and Leather Caps, at \$1, \$1.50, \$2
Hockey Caps, 50c and \$1

Traveling Goods

Suit Cases and Bags, at \$1.00 to \$22.50
Standard and Steamer Trunks, \$5.00 to \$25.00
Neverbreak Wardrobe Trunks, \$16.50
We Are Exclusive Agents For Greater Omaha.

SUITS in Fashion's every new style—idea for men and young men. Foremost designers, 2, 3 and 4-button sacks; entirely new lapels, pockets, shoulders, waist lines, in ultra modish weaves—new blues, browns, greens, olives, stripes, checks, invisible plaids. Extra quality tweeds, chevots, cassimeres, worsteds. The most wonderful selections of smart suits in all sizes, at \$15, \$20 and \$25

OVERCOATS for men and young men of every style-inclination and every build. Form-fitting, body tracing models; long, full cut belt and belt back single and double breasted ulsters and ulsterettes. Big, roomy motor coats and dressy Chesterfields. Deep fleecy overcoatings, smooth and rough fabrics, Vicunas, Kerseys; warmth without weighty coats. Unmatched values at \$15, \$20 and \$25

Satisfaction for Hard-to-Fit Men

You'll find a great special section here devoted to stouts, longs, short stouts, shorts, young stouts and extra large sizes. The most complete gradation of sizes in suits and overcoats shown by any western store. Wonder values in fabric and tailoring at \$15.00, \$20.00, \$25.00, \$30.00, \$35.00 and \$40.00.

Men's Mackinaw Coats—\$5 to \$15	Men's Trousers, Big Values—\$2.50 to \$7.50	Full Dress Suits, \$25 and \$35	Tuxedo Coats, Silk Lined—\$25.00	Fur and Fur-Lined Overcoats—\$18 to \$85
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Men's and Young Men's Clothing—Second Floor.

Julius Orkin "FAMOUS FOR BLOUSES"

1508-1510 Douglas St.

Featuring for Saturday Several Hundred Chic Xmas BLOUSES \$5 that are actually worth to \$10.00, at.....

If you seek a sensible, practical and sure-to-be appreciated gift for her, we suggest one of these beautiful Blouses.

Sheer Georgette, Crepe de Chines, Taffetas and Lace Blouses, in hosts of smart new styles, all colors are included. The values are so great that we advise early closing. Saturday—

300 \$5 and \$6 BLOUSES \$3.95.....

In this great sale group are Blouses of Georgette, Taffeta, Crepe de Chine and Lace effects. The styles are exceptionally attractive. These Blouses make ideal gifts.

Will you profit by this exceptional SALE OF DRESSES?

Three great groups of as attractively styled Dresses as this store has ever shown; featured at prices that you'll readily recognize as saving you dollars on every garment.

Serges, Satin, Taffetas, Crepe de Chines, Poplins.	\$12.50 and \$15	\$18 and \$22.50	\$25 and \$27.50
Navy, Black, Green, Copen, Brown, Plum, Burgundy.	DRESSES IN SALE	DRESSES IN SALE	DRESSES IN SALE
	\$6.95	\$13.85	\$17.50

Useful, Practical Xmas Gifts for Men

Read These Timely Suggestions

Nebraska's most wonderfully complete selections at lowest-in-the-city prices, and conscientious service that makes shopping easy at this greater store. Get just the gift "he" wants here.

Silk Shirt—\$3.50 to \$6.00	Men's Belts—Sterling Silver Initial Buckle Belt, at \$2.00; Enamel and Gold Plated, at \$1.00; Enamel Buckle Belts, \$1.25 and \$1.50.	Men's Kid Gloves—\$1.00 to \$3.50	Fur-Lined Gloves and Mittens—\$2.00 to \$4.00	Boys' Gloves and Mittens—25c to \$2.00
White Dress Shirts, \$1.50 to \$2.00	Negligee Shirts—\$1.00 to \$3.50	Flannel Shirts—\$1.00 to \$3.00	Others at 50c and 65c	

Smoking Jackets, new models, \$5.00 to \$10.00
Bath Robes, new patterns, at \$3.00 to \$7.50

Thousands of Late Creations in **NECKWEAR** Matchless Values at, each—50c, 65c, \$1, \$1.50, \$2

Jewelry Novelties

Men's Cuff Links, 25c to \$2.50
Scarf Pins, 25c to \$2.00
Combination Sets, 50c to \$2.50
Waldemar Vest Chains, \$1.00 and up.
Gold Pocket Knives, \$1.50
Neckwear Clips, 25c to \$1.00. All attractively boxed

Holiday Slippers

Men's Tan and Black Romos, \$1.50 to \$2.50. Men's Tan and Black Everetts, also Opera Styles, at 75c to \$3.00. Men's Comfy and leather sole felt slippers, \$1.25 to \$1.75.
Misses' and Children's Slippers, at \$1.00 and \$1.25
Boys' Felt Romos, leather soles, \$1.35 and \$1.50
Boys' Hi-Cut Shoes, 8 and 10-in. tops, \$2.50 to \$4.00

Men's Gift Novelties

Collar Bags, new ideas, at 50c to \$3.00.
Traveling Socks, fitted, at \$1.50 to \$7.50.
Neckwear Holders, very new, at 50c to \$1.00.
Military Brushes and Sets, at \$1.50 to \$3.50.
Neckwear and Handkerchief Cases, 50c to \$2.50.

Men's, Women's and Children's WARM SWEATERS

Men's Heavy Knitted and Medium Weight Shawl Collar Sweaters; all wanted colors; supreme values at \$1.00 to \$8.00.
Boys' Sweaters, \$1.50 to \$3.00
Girls' Sweaters, \$2.25 to \$4.45

New Skating Sets for Men, Women and Children—Attractively colored cap and scarf to match, \$1.50 to \$3.50

WE ISSUE CHRISTMAS GIFT CERTIFICATES

Nebraska Clothing Co.

JOHN A. SWANSON, Pres. WM. L. HOLZMAN, Treas.

MEN'S AND WOMEN'S HANKERCHIEFS COMPLETE SELECTIONS

MEN'S AND WOMEN'S UMBRELLAS, \$1 TO \$10, ENGRAVED FREE.

CORRECT APPAREL FOR MEN AND WOMEN