

### UP TO ARCHITECT TO SHOW PROFITS

Designer of Modern Business Buildings Must Show Owners that it Will Earn a Profit.

When one realizes the complexities of modern business and that these same complexities require special arrangements and devices of all kinds in the buildings in which they are to be housed it will be realized that the architect has a far more important role to play in the general efficiency and economy of the business and industrial world than is commonly understood.

Many people look upon an architect as a man who will draw the picture of a good-looking building and make a series of black marks on white paper to indicate where walls are to be built, etc., etc., little realizing that he must, in the planning of the building, be familiar with the strength of materials—and their load carrying power—must figure wind pressure, must have an intimate knowledge of the mechanical side of construction methods and must intimately know the technical side of seven professions and forty or more trades as well as be familiar with the efficiency of hundreds of materials, products and devices which are often incorporated in a single building.

Must Study Economy. Also that he must be familiar with business economics so as to be able to quickly assimilate knowledge of the particular or peculiar requirements of the business for which he is designing a home or as to devise ways and means of providing the most efficient arrangement of floor space—so as to save time, steps and labor on the part of employees who are to perform their work there—his knowledge of lighting, heating and ventilation must be such as to enable him to meet any of the requirements of peculiarly shaped spaces efficiently. And if the building is to be rented he must know tenants, what holds them and at the same time produces the greatest revenue for his client. He must be familiar with the laws governing the erection, arrangement and operation of buildings if he is to keep his client out of all sorts of difficulties.

#### Express Thoughts with Pen.

Then, in addition to his having a knowledge of statics, of hydraulics, of metallurgy, of geology, of chemistry, of mechanics and the entire gamut of those "ies" he is expected to be an artist not only in the sense of designing attractive buildings, but also he must be capable of beautifully expressing his thoughts in a drawing, so that the owner will be able to see what his completed building will look like and that the craftsman may execute his thoughts and conceptions faithfully and last, but not least, he must be a prophet—the building he is designing is not for a day nor a year, but for a lifetime—at least thirty years or so of maximum attractiveness and usefulness—unaffected by changing styles of architecture or changes in conditions, climate and other mishaps.

To illustrate what real architectural service really means to modern builders it is only necessary to point to a recent investigation which showed that 78 per cent of a large number of commercial buildings investigated were inefficiently planned, although they were durably built—and that this inefficiency on the part of architectural design of these buildings enabled their owners to secure only 3.3 per cent on their investment, while other buildings in which the architects had carefully planned so as to provide for every conceivable contingency, such as good light, sanitation, etc., often located on adjoining property were producing earnings of 11 1/2 per cent.

Is it any wonder in the face of such facts that prospective builders are so careful in seeking out the best architectural talent obtainable? Neither is it surprising that some of the best architectural talent in the country is being attracted to Omaha by the Bankers' Realty Investment company when you consider the present day worth of this section.

Persistent Advertising Is the Road to Success.

### American Citizenship is Worth While in War-Stricken Europe

"My American citizenship is a blessing for which I have thanked God daily for the last three years," said Mrs. Harland Clarke Woods, lately of Constantinople, Turkey, at the home of her sister, Mrs. Doane Powell, 2149 South Thirty-third street. Mrs. Woods has been for four years with her husband, an instructor of engineering in Roberts college in Constantinople.

While Mrs. Woods speaks very little of the terrors of war—and much of the glorious times that will come to Turkey and the rest of Europe when the war is won by the allies—in the depths of her blue eyes still linger shadows of the tragedies they have looked upon.

Since April Mrs. Woods, her husband and little son have been tediously making their way to America and Omaha, where her three sisters live. She has just arrived. As soon as Turkey consented to let the Americans in Constantinople leave Mr. and Mrs. Woods started with a large party of teachers, missionaries, etc.

"It took us twenty days to go through Austria alone," said she. "The whole party was detained for investigation, although we came with the consent of the Turkish government."

Austria seemed happy and quite gay. One would hardly think there was a war. We were kept at a large hotel and treated with the utmost courtesy. We had plenty to eat, although such luxuries as butter were lacking. Most of the shops were still open and doing business, although food was not sold in the stores.

"Finally we were allowed to proceed and reached Switzerland. Then we wanted to go to France."

"All France is now like a great fortress. No one is allowed to enter the country except on business. If one has relatives at the front or other legitimate reasons he may enter."

"But we were detained, as all visitors are, outside the borders of the country for five days till our reasons for entering were thoroughly investigated. We had to give proofs of our American citizenship and give references among French people we knew. These people were closely questioned before we could enter the country."

#### Few May Enter Paris.

Few people can enter Paris, even the French themselves being excluded. Mr. and Mrs. Woods finally were permitted to go there. Here they met with an enthusiastic reception, for the French people admire the Americans extremely now. Mrs. Woods' small son wore a white cap with a tiny American flag embroidered on it. Wherever he went the French people stopped him, to exclaim over the "petit American" and stuff him with French bon-bons.

"The finest sight I saw in France was the American soldiers," said Mrs. Woods. "We saw them encamped along the way to Bordeaux and other places. I wanted to jump off the train and run to greet them! They did look so fine and soldier-like in their khaki suits and broad-brimmed felt hats!"

"They all seemed happy and very busy. Many of them were the engineers sent to help reconstruct the railroads. I did not get to talk to them, but it made me rejoice just to see Americans. I felt I was nearing home at last."

#### In Fear of Submarines.

"The trip across the Atlantic was uneventful, but we were in constant fear of submarines, being on a French

#### Labor Day Picnic at Lakeview Park Monday

Tomorrow, at Lakeview park, under the auspices of the Omaha Central Labor union, the organized labor forces, their friends and families of the city and its environs, will hold their annual Labor day picnic and fun feast. The executive council of the Central Labor union has selected a number of speakers, Gladys Shamp, well known locally, being named as one of the speakers. The day will be taken up in enjoying the various devices at the park, with dancing in the afternoon and evening the principal feature. Athletic games, with a number of prizes, both cash and otherwise, will be offered to stimulate interest in the sports that have been arranged.



Mrs. Harland C. Woods

liner. An escort of torpedo boats came part way with us.

"It was one of the happiest moments of my life when I stepped onto American soil at New York," ended Mrs. Woods. "American women cannot appreciate their blessings too highly."

Mrs. Woods is visiting her sisters, Mrs. Doane Powell, Miss Lillian Rundersdorf, art instructor in the high school, and Miss Laura Rundersdorf, kindergarten instructor in Omaha. Mr. Woods remained in Chicago to visit engineering schools, but will join her later. Because so many of the young Turkish men have gone to war, and because of the difficulty of obtaining food and equipment, Roberts college has closed many of its departments and Mr. Woods prefers to remain in America till the war is over.

#### Navy League Furnishes Yarn at Cost for Knitters

The Navy league, with headquarters at Lincoln, Neb., offers to furnish yarn to all communities desiring to knit sweaters, helmets, wristlets and socks for the boys of the navy or marine service. The only requirement is that the finished articles be returned to the Navy league. From there they are sent to enlisted men. The supplies for making these knitted articles and for comfort kits will be furnished at cost. It is estimated that \$1,250,000 per year must be raised to keep each of the 187,000 navy men and 30,000 marines supplied with these comfort articles.

#### Perfectly Good Soldier Rejected on Technicality

If the parents of Mikl Sine, 2812 T street, South Side, had had the forethought to return to Serbia after their Austrian residence before the 10-year-old Mikl embarked for America Uncle Sam would be one soldier ahead.

Mikl applied for enlistment in the Seventh Nebraska. During the course of his examination it was discovered that he was born in Austria and had never become a naturalized citizen of the United States.

His parents are Serbs, but are living in Austria. He was born in Czashlan, Austria, twenty-two years ago. At the age of 12 he came to America with his brother. He supposed he was an American citizen. Since his parents are citizens of Austria and Mikl has never taken out naturalization papers he still retains the status of an Austrian citizen, imposed by the citizenship of his parents when he was a minor. The alien enemy bill rules that he is consequently ineligible for service in the United States army.

When the situation was explained he announced his intention of taking out first papers at once.

Mikl is a stalwart, intelligent young giant who would be an asset to any army. He showed great disappointment over his inability to serve under the Stars and Stripes and remarked that it was hard that a fellow couldn't join the army when he wanted to when there were so many who could join and wouldn't.

#### Large Number Delinquents Paying Personal Taxes

Large numbers of business firms and private individuals are delinquent in their personal taxes for 1917, according to County and City Treasurer Endres. City taxes, both real and personal, became delinquent July 1.

Treasurer Endres says he will reserve the harsh method of distress warrants and sale of personal property for those delinquents who fail to heed the warning in the press and fail to pay their portion of the expense of maintaining the city government.

After September 1 all personal tax collectors will wear badges indicating their authority. It has been reported to the treasurer that persons suspected of being imposters have been representing themselves as tax collectors.

#### Labor Day to Be Holiday For Omaha Railroad Men

Monday, Labor day, will be a full holiday with railroad employees in Omaha. Headquarters, city offices and freight houses will be closed and from noon today until Tuesday morning thousands of men and women will be on vacation. Trains will be run as usual, but an effort will be made to give as many as possible of the trainmen time off.

#### Five Hundred Men Coming To Equip at Fort Crook

Five hundred men of the quartermaster's reserve corps will come to Fort Crook next Tuesday. They will remain in the post several weeks till equipped by Major Hamilton and his staff from the quartermaster's supply station at Fort Crook.

"I do not know where they will be sent after that," said Major Hamilton. "My only orders are to fit them out. They are all motor truck men, enlisted recently in the quartermaster's reserve corps."

Asked if Fort Crook, as this seems to imply, would be made a receiving station for new troops, Major Hamilton said he was as much in the dark as anybody.

At Fort Crook now are only the quartermaster and his staff, with a few men of the quartermaster's corps to assist him. The post is being guarded by twenty-five civilians, most of them ex-soldiers.

#### Council to Reconsider Opening Douglas Street

The city council will reconsider the project of opening Douglas street, Twenty-fourth street to Twenty-fifth avenue. An ordinance on the subject has been taken from the files and will be discussed next Tuesday morning.

#### Hubby "Cross and Sulky," Wife Sues for Divorce

Rachel Amelia Rushing, suing William M. Rushing for divorce in district court, says he is "cross and sulky." They were married in Omaha, November 10, 1916.

#### Omaha War Notes

Victor Caldwell has been transferred from the aviation to the balloon corps and expects to begin training at the Fort Omaha balloon school.

Guy Beckett, who applied for service with the mosquito fleet early in the summer, received a summons to report at New Haven, Conn., and left Saturday.

Wayne Selby, sergeant in the quartermaster department at Syracuse, N. Y., was here Thursday and Friday with his parents, Mr. and Mrs. W. L. Selby.

Dr. Frank Waldo Scott of Lodgepole, Neb., has received his commission as first lieutenant in the officers' reserve medical corps and been ordered to report at Fort Omaha.

Ted Millard, son of Mr. and Mrs. Alfred Millard, who was at the Plattsburg training camp, was one of those chosen to go to Harvard for the three weeks course under the French officers.

President E. E. Calvin of the Union Pacific received a cablegram Wednesday announcing the safe arrival in France of his son, Frank, who went over with the Eleventh regiment of railroad engineers as a private. Young Calvin is only nineteen.

Colonel and Mrs. J. M. Banister have had a visit from their youngest son, Percival, who is a cadet at West Point, and who returned there this week, and they expect to go to Fort Riley for this week-end to see their second son, Lieutenant Edwin Banister, who is in the regular army. Their third son, J. M. Banister, Jr., is with the Canadian troops in France, a private in the Fifteenth machine gun corps.

### School Children to Have Their Heads Examined Twice This Week

The new system of public school card index system which will be started next week, will make it possible to determine instantaneously just what is in the head of any boy or girl, and that may be liberally interpreted.

H. W. Anderson, director of research, has arrived from Dubuque to begin his work. He was recently elected by the board to work under the direction of Superintendent Beveridge. Mr. Anderson can measure the mentality of any child and determine the amount of learning in his head.

Charlotte Townsend, supervisor of

the school nurses, announces that during the second week of school her staff will conduct a general "head inspection," which will be to determine whether there are any pediculi in the heads of the children. Miss Townsend states that her department will maintain a card index of the health record of every school child. Examinations will be made of eyes, ears, nose and throats, as well as general examinations from week to week.

At the schools this week the nurses examined 23,000 children and nearly all were given health cards which will admit them to the schools next Tuesday morning without question.

#### Board Selected to Serve On Registration Day

Mrs. C. E. Walrath, in charge of the registration for the Third precinct of the Seventh ward has her committee assigned for Women's Registration Day September 12. Nine women will assist a title polls, working in three hour shifts.

The women who will assist on this committee are: Mesdames Zora D. Clark, F. Welton, Robert Trimble, Frank J. Lettee, F. L. Heckman, Herbert E. Woodland, J. C. James and

Misses Caroline Sturges and Effie Sherwood.

#### Postpone Unger Trial On Sutton Charges

The trial of Policeman John Unger before the city council was postponed to next Saturday morning on account of absence from the city of attorney for the prosecution. The charges were filed by Paul B. Sutton, against whom Unger testified at a recent hearing before the city council.



## Two Ranges of Power—the car of Dual Personality

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Open the throttle wider to release the double poppets and give your motor full fuel rations. You change her whole character. You have brute power and speed at your command that puts all ordinary contenders at your mercy—and you have nothing to fear from the few cars that rightly claim the distinction of real class.

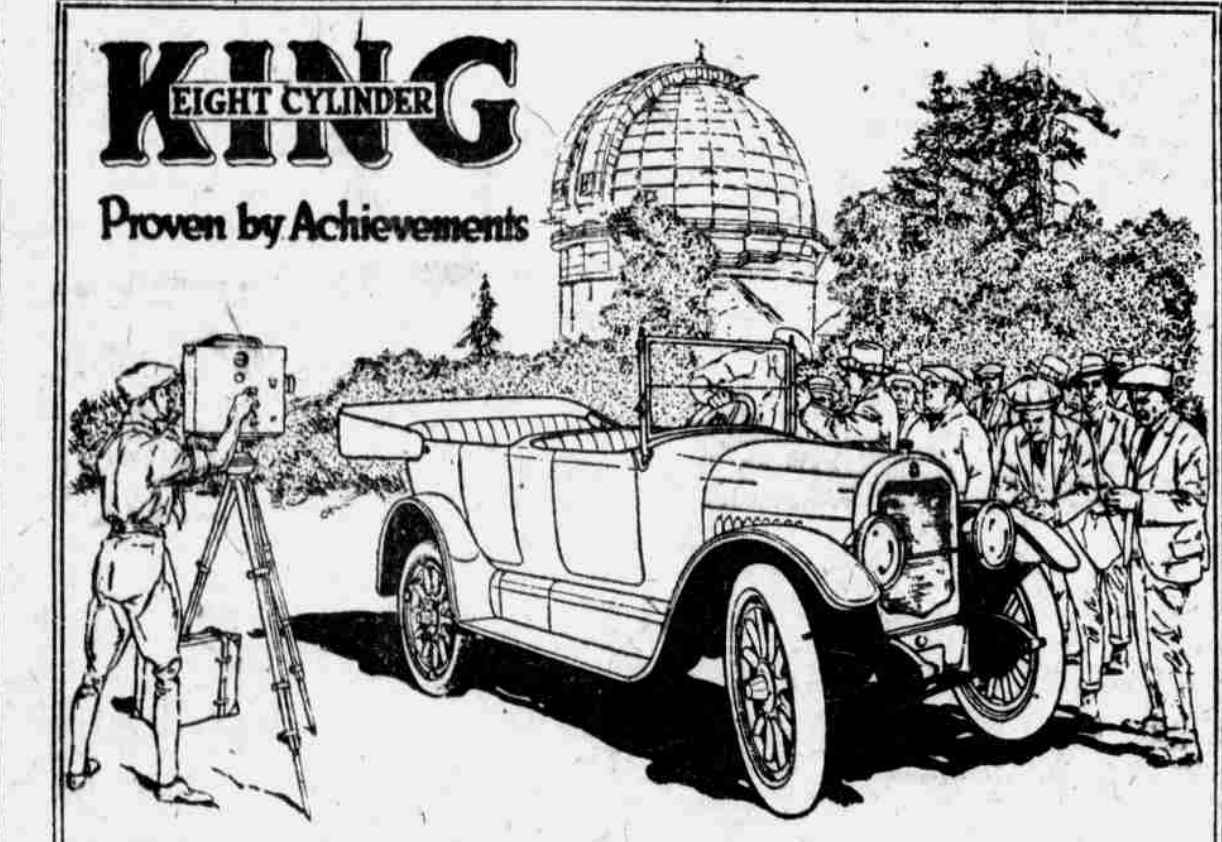
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