

RED CROSS DRIVE BOOST FOR OMAHA

No City of Its Size in United States Did as Well for the "Army of Mercy" as Did Gate City.

The phenomenal strides with which Omaha forged ahead of all other cities of its size in the country in the development of Red Cross activities has conceded it a place in the front ranks of the firing line. The magnificent demonstration of generosity, loyalty and co-operation in the cause of humanity in both the membership and finance campaigns placed Omaha on the map as not only an exceedingly patriotic, but also one of the most resourceful cities in the United States.

With the Omaha chapter still in its cradle, the stupendous task of educating the minds of the public as to the meaning and specific aims of the Red Cross, not to mention arousing interest in a new project in the minimum length of time, local chieftains set about the organization of the membership campaign with unsurpassed courage and determination. Through the indefatigable efforts of Frank Judson, chairman of the membership campaign, who had the closest co-operation of Gould Dietz, chairman, and W. G. Ure, secretary of the local chapter, and scores of other willing men and women, Omahans responded with more than 28,000 members in one week and \$52,033.49 in money. Of this sum \$20,460 was sent to Washington to headquarters. This amount exceeded the set goal by \$8,000, and there has been a steady increase since May, the time of the campaign, until there are now exactly 29,110 members in Douglas county.

Puts Omaha on Map.
That it was the membership campaign which first made Omaha's reputation as an effective Red Cross center will be illustrated by quoting an incident which occurred at the national Red Cross war council conference in Washington, D. C., May 24-25. After the business session, where the reports of the membership of every chapter in the country was read, the Omaha delegates, who included Gould Dietz, Frank Judson, Mrs. C. T. Kountze, Mrs. Howard Baldrige and Mr. and Mrs. Ward Burgess, cornered William Howard Taft, chairman of the Red Cross central committee and one of the speakers at the conference, and tried to persuade him to come to Omaha early in June to elucidate the mind of the public on the financial needs of the Red Cross and create enthusiasm prior to the big national war fund campaign. To their pressing invitation he replied, "Any town that can put on a membership drive that yields nearly 30,000 members in one week doesn't need any of us eastern men to assist." Although the report had been read in the session along with hundreds of others, the unusual record had evidently impressed him and he had remembered it.

All Join in Drive.
Omaha soon had an opportunity to uphold its reputation as an enterprising and public spirited city, for within a month of the membership campaign Omaha citizens were again called upon to empty their pocketbooks in order to fulfill the quota set for the Gate City as \$210,000 by the National Council of Defense.

Credit is due not only to the captains of industry for the success of the drive, but to the wage earner who in so many instances sacrificed to give a liberal pledge and the 400 Boy Scouts who worked ceaselessly during the week in the house-to-house canvass.

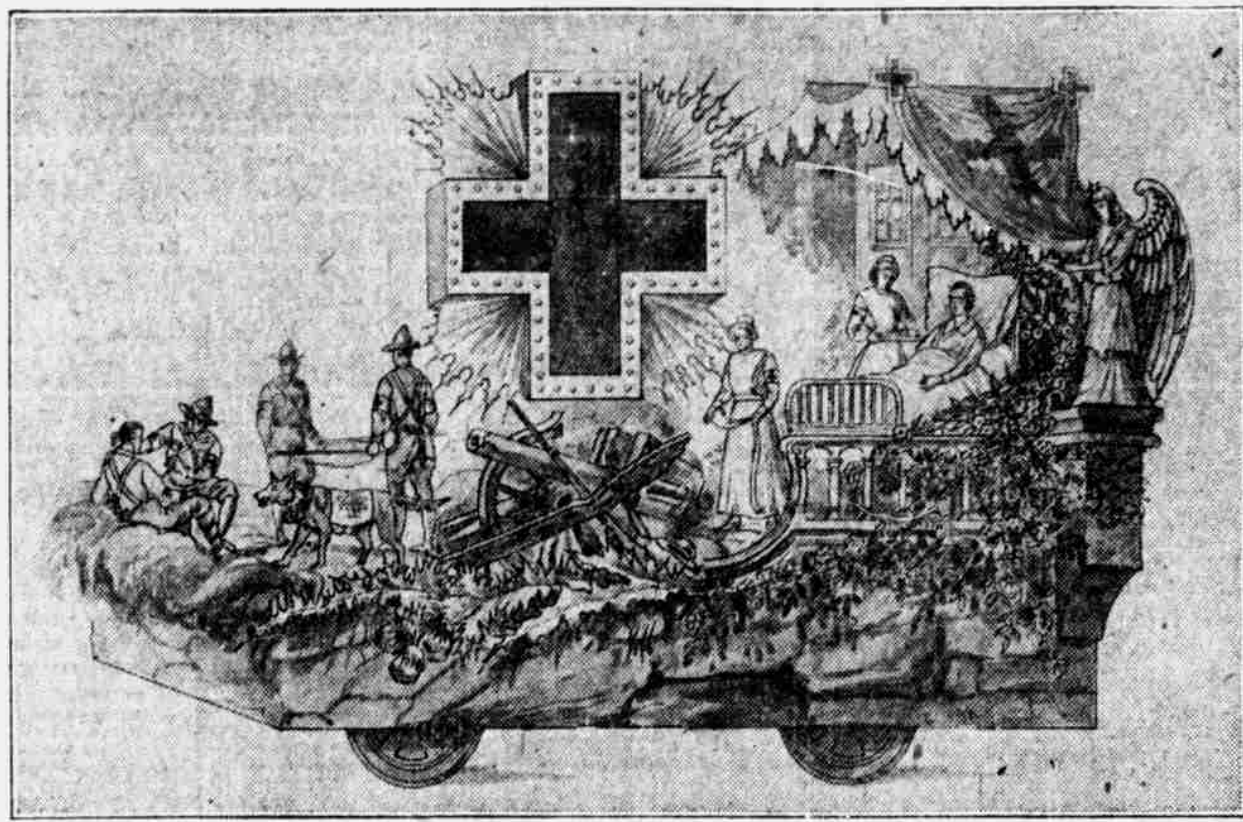
Chairman W. G. Wattle's announcement at the opening of the drive that no amount in actual cash was too small for appreciation and the Scouts' slogan, "Give one day's pay," democratized the movement and made everyone have a heartfelt interest in the campaign. The result was that instead of subscribing the allotment Omaha exceeded the quota by \$47,000, making a total of \$257,000.

Amount is Oversubscribed.
Not only did Omaha oversubscribe the war fund in the week's campaign, but a mere handful of citizens pledged more than half of the allotment at a Red Cross dinner given three days before the campaign proper began. Of the total subscription fund \$160,000 has been collected up to the present time. "The last installment of the pledges falls due October 1 and from every indication the entire amount will be in by that time," said A. L. Reed, treasurer of the war fund.

The campaigns were no sooner over than the women, whose enthusiasm was now completely aroused by the patriotic rallies and publicity to the immediate and vital need for hospital supplies at the battle front, formed into Red Cross auxiliaries, thus enlisting thousands of voluntary workers in the great healing army.

The conscription of the national army, which will leave scarcely an

Red Cross Represented in Ak-Sar-Ben Parade



individual without some kin or friend affected by it, is another force which has whetted the ardor for supplying bandages, hospital supplies and warm clothing—in short, the necessary tools without which nurses and physicians in the war zone would be working empty handed.

Many Organizations.
Besides fifty-five recognized auxiliaries, whose members either work at the Red Cross work shop or else where under expert supervision, and the thirty-seven auxiliaries in the public schools, which have 2,725 pupils in them, there are countless organizations making garments and knitting for the Red Cross. The children have consecrated their hours of play to service, their parents have practically abandoned all social obligation and, with eager hands inspired by earnest hearts, they are preparing the necessary supplies which will alleviate the suffering of our boys on the battle line. The president commended them and they answered his bugle cry to arms.

The appeal was direct and penetrated to every home. They have worked without respite during the summer months, so eager has been the spirit to mitigate the suffering of men bearing the brunt of the battle. Among the local committees now organized and at work are the committee on military relief, of which G. W. Wattle is chairman. Mrs. A. L. Reed is chairman of the committee on first aid and instruction for women.

Mrs. O. C. Redick is chairman of the hospital supplies. Mrs. J. T. S. Stewart, 2d, chairman of the committee on supplies for fighting men. Everett Buckingham is chairman of the committee on civilian relief. Subcommittees of this are membership, of which Robert H. Manley is chairman; committee on aid to dependent families, with Mrs. C. M. Wilhelm as chairman; committee on town and country nursing, Mrs. Frank Judson; Mrs. Luther Kountze is in charge of the refreshment committee, which has just been doing a flourishing business at Fort Omaha and which has supplied all the men leaving in the draft army with box lunches. Mrs. A. M. Jeffers is chairman of the knitting committee and a knitting school is maintained at the Red Cross headquarters, where from an average of thirty women a day gain instruction and carry home yarn, to make garments for the soldiers. Clark Powell is chairman of the committee on transportation.

Handicapped at First.
A bird's-eye view of the model organization of the thousands of people in Omaha now engaged in Red Cross work makes the idea that Omaha was handicapped in the beginning by the lack of a chapter seem like an absurdity. Notwithstanding, this was the situation, for with the exception of the Beatrice chapter and one or two small towns in the western part of the state which were organized under the Mountain division at Denver, there was nothing in the entire state upon which to build.

With the growth of the Omaha chapter came hundreds of inquiries from every town in the state and from several adjoining states. Through the efforts of Mrs. Z. T. Lindsay, chairman of the woman's committee in the state, and Frank Judson, state director, every one of the 102 chapters have been established in the ninety-three counties, several chapters having branch auxiliaries. The membership on September 1 was as large as any state in the union, population considered, or the largest membership per capita.

"This is an excellent reflection on the patriotism existing in the state, and on that account especially the Red Cross showing will undoubtedly create favorable comment throughout the country," said Mr. Judson.

Nebraska Takes the Lead.
Nebraska has also taken the lead in Red Cross activity in being the first state in the union to create a surgical dressing department in its

state directory. Miss Nellie Calvin of this city has been appointed superintendent of all surgical dressing work in the state, and has the distinction of being the first woman in the United States to hold this position.

Miss Calvin has to her credit seventy-five pupils who have taken the teachers' course in surgical dressings under her supervision. Twenty of this number are prepared to go out in the state to instruct classes and will depart as soon as the new manuals from Washington headquarters arrive with the latest instructions.

Within a short time there will be more women working for the Red Cross in the making of supplies in this state, population considered, than any other state in the union. Inquiries are received at the headquarters each day in large numbers requesting information as to the work required and desiring class instruction. There has been some delay in giving this information owing to various changes which have been made in the direction of simplification of the work.

"Furthermore, on account of the large increase in membership, which was 200,000 January 1, and is now over 4,000,000, it is quite natural that the entire system at the national headquarters and throughout the country

needed reorganization, which is almost complete," said Mr. Judson.

Headquarters Open to Visitors.
Ak-Sar-Ben visitors will have an excellent opportunity to gain information about Red Cross work while in Omaha. The Red Cross headquarters, which are located in the court house, will be open to visitors at all hours of the day and there will be a special committee of hostesses and hosts to help make your visit to the Gate City profitable. Besides Mrs. Z. T. Lindsay, chairman of the woman's work in the state, State Director Frank Judson and Superintendent Nellie Calvin, who will be glad to make arrangements for surgical dressings classes in the state, a number of committee chairmen will be on hand to greet you and direct you to other war Red Cross and war relief headquarters.

Among those who will act as hostesses are Mrs. C. T. Kountze, member of the executive board; Mrs. A. L. Reed, chairman of instruction for women, who will explain the first aid, home nursing and dietetics classes; Mrs. J. T. Stewart, 2d, chairman of the committee on comfort kits; Mrs. Joseph Barker and Mrs. Luther Kountze, chairman of the refreshment committee.

The steady, unflinching advance of the Omaha and Nebraska Red Cross

WHAT TO DO WITH YOUR SPARE MONEY

Good Interest Rate, Absolute Security, and You Get Your Money Back at Will.

There are thousands of men in this and neighboring states who are looking for profitable investments. Many of them, having saved up small sums, wish to invest their money where it will be safe and pay a good rate of interest.

This is particularly true of the wage earner, who plans to lay aside something every month. Then there is the merchant and the man in other lines of business who makes a practice of laying by surplus earnings and profits, thus forming a sort of reserve fund which may be drawn upon in case of an emergency. There are business men who do a prosperous business, yet they have lean months and sometimes have to use a part of their surplus cash to tide them over.

Make Strong Appeal.
To these and to all others seeking profitable investments the shares of the Omaha Loan and Building association make a strong appeal, for many reasons, three of which are: The security is absolutely good, based upon \$11,000,000 of assets; the interest rate is high, about 5 per cent, compounded semi-annually; and the investor may withdraw his money at will. Sums of \$50 or less are withdrawn without notice; large sums on thirty days' notice. These three prime requisites combine to make the stock of this association a gilt-edge

legions is sufficient proof that the Gate City and the Cornhusker state are awake to the issues of the mission of the one great army of mercy which is the only recognized agency through which we may assist in the caring for the wounded armies fighting the nation's battle.

This establishment of a double firing line proves that Omahans are to be a potent force in the discouragement of the European war lords. It is the home guard which spurs the men to action and gives them the courage of their convictions. Is it then to be marveled at that our thousands of men sail away for the battle front with a cheer and a smile when they know they have the backing of the home artillery?

investment. Thousands of men and women have learned to appreciate the benefits from membership shares in the fine old savings institution.

For thirty-four years the Omaha Loan and Building association has been receiving the money of thirty people who purchase shares on the monthly installment plan, by which they accumulate enough money to make them a first payment on a home property. The plan of home building originated by this association has never been excelled. Under it thousands of men and women in Omaha have purchased lots and built fine dwelling houses upon them, paying off the mortgage in small monthly payments no larger than the monthly rental paid by a tenant. Any person may purchase shares and open an account with one dollar or any sum up to \$5,000, the maximum payment of an investing member. There is no more inviting field for investment than this. This is attested by the large number of new accounts opened this year.

Prospective borrowers have not been slow to avail themselves of the liberal terms upon which the association makes them a first payment on a home property. The rate is 6 per cent and the borrower makes monthly payments of \$10 on each \$1,000, or he may make larger payments at will. The terms are much more convenient than those upon which a straight loan is made. The difference is important.

The outstanding loans exceed \$10,000,000. They are made with scrupulous care by the officers and directors, who inspect every piece of property and appraise its value before placing the loan. Many applications are necessarily rejected. The average loan is only 35 per cent of the value of the property pledged to secure it.

This association is rendering a great service to the people of this community and is enjoying a high degree of prosperity. It extends a cordial invitation to the public to call at the office, Fifteenth and Dodge streets, and get full particulars.

Testing Aero Engines.

In testing an airplane engine of 200-horse power a Detroit company mounted it upon a heavy motor truck, and the aerial propeller sent the truck flying along a boulevard at the rate of more than forty miles an hour. This was a speed that the truck could not begin to develop under its own motive power, and the method furnished a better practical test of the twelve-cylinder airplane engine than was possible in the testing laboratory or in any stationary trial on blocks. As an additional test the rear wheels of the two-ton truck were locked, so that they could not revolve, and in this condition it was driven across a ball park by the airplane engine and propeller through heavy drifts of snow and over ice. The motor weighs 600 pounds and develops power sufficient to drive a twelve-passenger airplane at forty miles an hour. —Popular Mechanics Magazine.

Persistent Advertising Is the Road to Success.

An Advertisement of the North American Hotel Company

The man who can preach a better sermon, write a better book, or make a better mouse trap than his neighbor, doesn't "build his house in the woods" and expect "the world to beat a pathway to his door."

The modern man of business, when he realizes that he is prepared to perform a service for the community, moves out on the main street and proceeds to tell his fellow men regarding his accomplishment. His work isn't complete until he tells—in fact the community can't get the full benefit until it knows. The North American Hotel Company finds itself in just such a position today. It has achieved much; its rapid and substantial growth and progress have given it influence of considerable weight in the middle west business world; and since its business is founded upon the fundamental idea of catering to the needs and pleasures and well-being of an enormous number of people, the time has come when you, of the middle west, should know more about this Company and what it is doing if you are to benefit to the fullest possible extent—hence this Advertisement.

In a section of country which is expanding commercially, industrially and in every other way, as is the prosperous middle west today, it will not be difficult for you, who are familiar with existing conditions here, to realize where many different needs are constantly arising, and how the supplying of such needs spells OPPORTUNITY for those who have the foresight and energy to meet those requirements in a constructive manner.

It is our aim here to call attention to the fact that the North American Hotel Company is engaged in the big work of meeting one of the middle west's greatest needs at the present time—namely, that of Modern Hotel Buildings and Service—and that we are going about this work in a most effective and comprehensive manner will be realized, when we explain that in this work we are not merely planning on filling the needs of a portion of a community or state—our work as outlined is on a much broader scale than this.

Besides property which it now has in operation, buildings, which this Company has under actual construction, at the present time, and on the plan boards of its architects, soon to be commenced, will represent, when completed and ready for operation, an investment of millions. Our business has already been extended into three states—Nebraska, Iowa and Kansas—and our present plans are to supply many cities and towns in states adjacent, with our Modern Hotel Buildings and Service. In fact, we consider our present accomplishment as simply a good beginning of what will be, when completed, the largest chain of strictly modern hotels in the country.

In other words it is to be realized that this Company is engaged in building a big business—the kind of big business which will be a blessing to the steadily progressing middle west, because of its very bigness; and because the benefits, to be bestowed by it, will be in direct proportion to its size.

The North American Hotel Company is a business institution distinctly middle western, in that it has been conceived, financed and is under the management of middle west people and experienced hotel men, whose understanding of the middle west, which has been gained as a result of years of close association with this section and its people, is such as to enable them to intelligently build up the kind of a business structure which will be able to render the largest service, and in the most effective manner.

To Sum Up—if you are interested in the middle west, you will be interested in the North American Hotel Company; our success has been made possible because of your success, and as you grow bigger and more prosperous, so we will grow bigger and more serviceable.

—General Offices—
Omaha



NEBRASKA SAVINGS and LOAN ASSOCIATION

Is a mutual association organized for the benefit of its members, (a society for savings) under the supervision of the State Banking Department.

The Association solicits new members. \$1.00 to \$5,000.00 received, no entrance fee, small accounts as welcome as large. Dividends Jan. 1st and July 1st.

Call or Write for Booklet—"Savings and Home Making."

Open Saturdays to 8:30 P. M. to serve those who desire to save.

Resources July 1, 1917, \$1,369,329.56

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