

Business District

Has Many New Buildings Added to Its Large Quota

NEW MASONIC TEMPLE



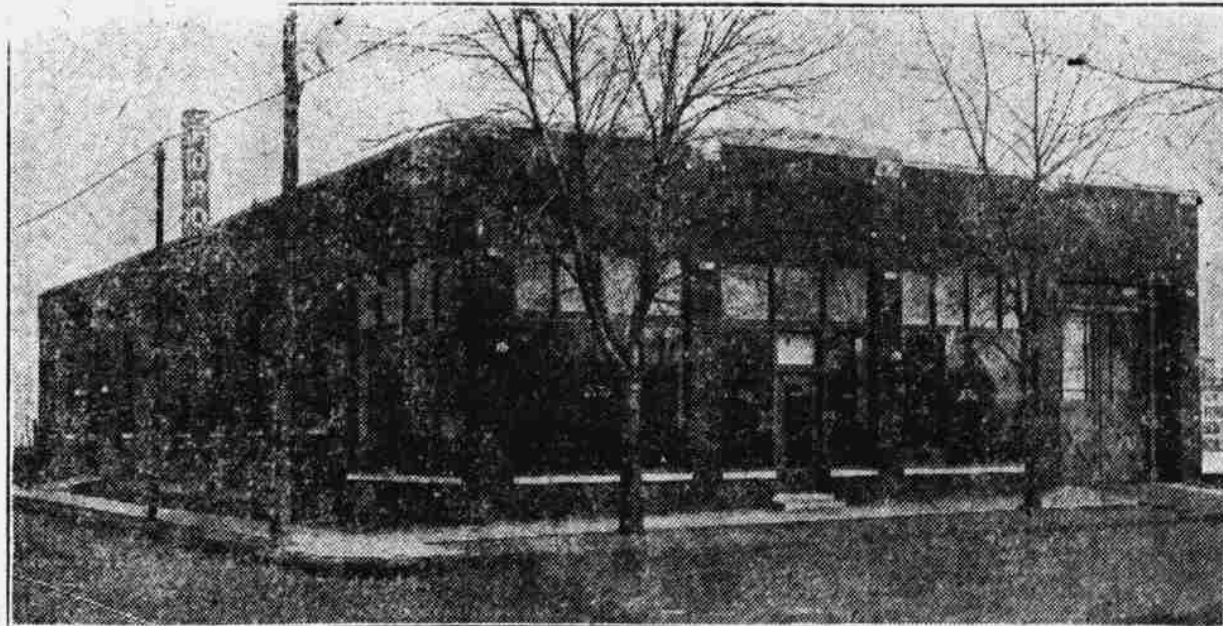
The new Masonic Temple, practically completed, is one of the latest of a series of magnificent structures recently erected on the highway soon to be recognized as the "Broadway of Omaha." Seldom in the history of Omaha has one street been developed with such speed and with so many handsome structures being realized in such a short period as the present growth on Douglas street. The new Masonic Temple is one of three beautiful buildings erected in the past year on Douglas street west of Seventeenth. Due to the difficulty in securing certain building materials, the Temple has been a little more than a year in the course of construction, but the Masons expect to be in their new home in January of 1918. The approximate cost of the building complete is \$400,000. Walter Peterson was the general contractor and the Omaha Structural Steel Company the steel contractor. J. J. Hanighan supplied the plumbing, and the Otis Elevator Co. the elevators. Jas. Carr Electric Co. wired the building, and Burgess-Branden Co. had the contract for the lighting fixtures. The rental of the store space is in charge of Harrison & Morton, 916 Omaha National Bank Building.

DOWNTOWN GARAGE NO. 2



R. M. Harris, owner and manager of Downtown Garage No. 1, at 1420 Howard street, has been compelled to double his floor space in 1917 by the erection of the new garage at 1313-15-17 Harney street. His new place of business is known as Downtown Garage No. 2. It was finished June 1st, 1917. Mr. Harris started in the garage business in 1913 with one idea—a square deal to his customers. He believes in treating patrons like guests in his own home. His customers know for an absolute certainty that their cars will go out of his garage exactly as they come in. His reputation extends into the farming territory for many miles surrounding Omaha, so that Downtown Garage has come to be known as a sort of "Farmers' Home for autos"; 130 to 150 transit cars per day are the usual number of Omaha's visitors represented at this garage. Thus it can be seen from the business done that the policy of a square deal and courtesy to patrons is appreciated. "Sometimes cars are packed and jammed until you cannot get another in with a crowbar," says Mr. Harris. In construction this is an ideal garage. There is not a post in the building, and cars can be handled faster than any other place in the west, because it is all on the ground floor, no elevators, nor elevations. Evidence of the immense business is seen in the fact that 15 employees are kept busy in this garage, which specializes on storage and washing cars—and courtesy to patrons. Downtown Garage No. 1 is 66x132 feet. That the arrangement of floor space without a post is the most satisfactory in practice for quick handling of cars is indicated by the fact that Downtown Garage No. 2 was built exactly like No. 1. The increasing business demands, in fact, have compelled Mr. Harris already to make arrangements for the construction of a third garage of exactly the same dimensions as the other two, giving an additional 9,000 square feet of floor space. The next new building will be erected in the spring and be known as the Downtown Garage No. 3.

NICHOLS-RICE MOTOR COMPANY



Of the many new Ford Sales Stations constructed in Omaha in the past year, the building of Nichols-Rice Motor Co. is one conceived of original thought. All the new stations in the past year have been built in the down-town business district except the Nichols-Rice Motor Co. Situated on Florence Boulevard at the beginning of the Prettitt Mile, the sales station serves a double purpose; namely, that of taking care of the vast flow of transient business, several thousand cars daily, which is continually moving past their doors and that of the large Ford business which is so rapidly developing in the north part of the city and the adjoining suburbs. The building and sales rooms are beautiful and well uphold the standard of Ford's buildings. It is ideally located at the corner of Ames Avenue and Florence Boulevard. It will pay anyone to visit this beautiful establishment.

DODGE COMPANY IN SEVENTY-SEVEN CITIES

U. S. FOLLOWS WEEKLY PAYMENT PLAN

The large volume of Uncle Sam's sales of \$50 bonds and thrift stamps on weekly payments shows that when real value is offered in small units, at a price within the reach of all, success is assured.

"It was just a few years ago," says N. P. Dodge, "that real estate men laughed at the proposition to sell lots at \$1 down and 50 cents a week. Today the government is following the same plan in selling bonds and thrift stamps. Woolworth has also shown that the small unit price builds a large volume of successful business.

"Hugh Fullerton says that the 'breaks' in base ball have their counterparts in the careers of business men. The 'break' in my business career came on a hot August morning when I was sitting in my office on the ground floor of The Bee building looking at a map. John L. McCague stuck his head in the door and asked: 'What are you doing?' I replied: 'Looking at a snap.' 'Why don't you buy it?' 'Haven't the money,' said I. 'What will it take to tie it up?' 'Five hundred dollars.' 'Well, I have \$250 you can lose.' Within ten minutes I was in Father Kelly's office with \$500 to pay down on the Toner farm on Q street in South Omaha. I have often felt grateful to Father Kelly for selling me that farm. With the financial assistance of John F. Flack, we organized a company and developed the 'Homestead' property. Mr. Flack took the lead and did most of the work and in September we sold 976 lots inside of a week.

"That was incentive enough for me to forget the brokerage business and look for another 'Homestead.' It was two years before I finally closed on the purchase of 160 acres between Dundee and Benson, known as 'Morningside.' It was owned by a nonresident estate, but patience and hard work bought the land. That was the first addition we put on alone. We sold 936 lots in about three days and nights. The following week we sold our first addition outside of Omaha, when we put on our Sioux City property. Strange as it may seem, although for eight years we have done little else than plat and sell additions, we have never sold more lots in less time than our first two sales in Omaha and Sioux City. Today, we have sold and scheduled for sale in 1918 eighty-seven different additions in seventy-seven cities.

"We have learned from experience many truths not of common knowledge in the real estate business. Generally speaking, 'Prosperity' is merely a local condition; one city will be dead because its local industries are quiet, or nearby crops destroyed, while another city is booming. For instance, in Oklahoma today the agricultural market towns are dead from drought and have never recovered from the boom of fifteen years ago. On the other hand, the oil cities are remarkably prosperous and places like Bartlesville, Tulsa and Okmulgee have had a marvelous growth. This year the cotton cities in northeast Texas broke all records for cash in hand among farmers and the colored population.

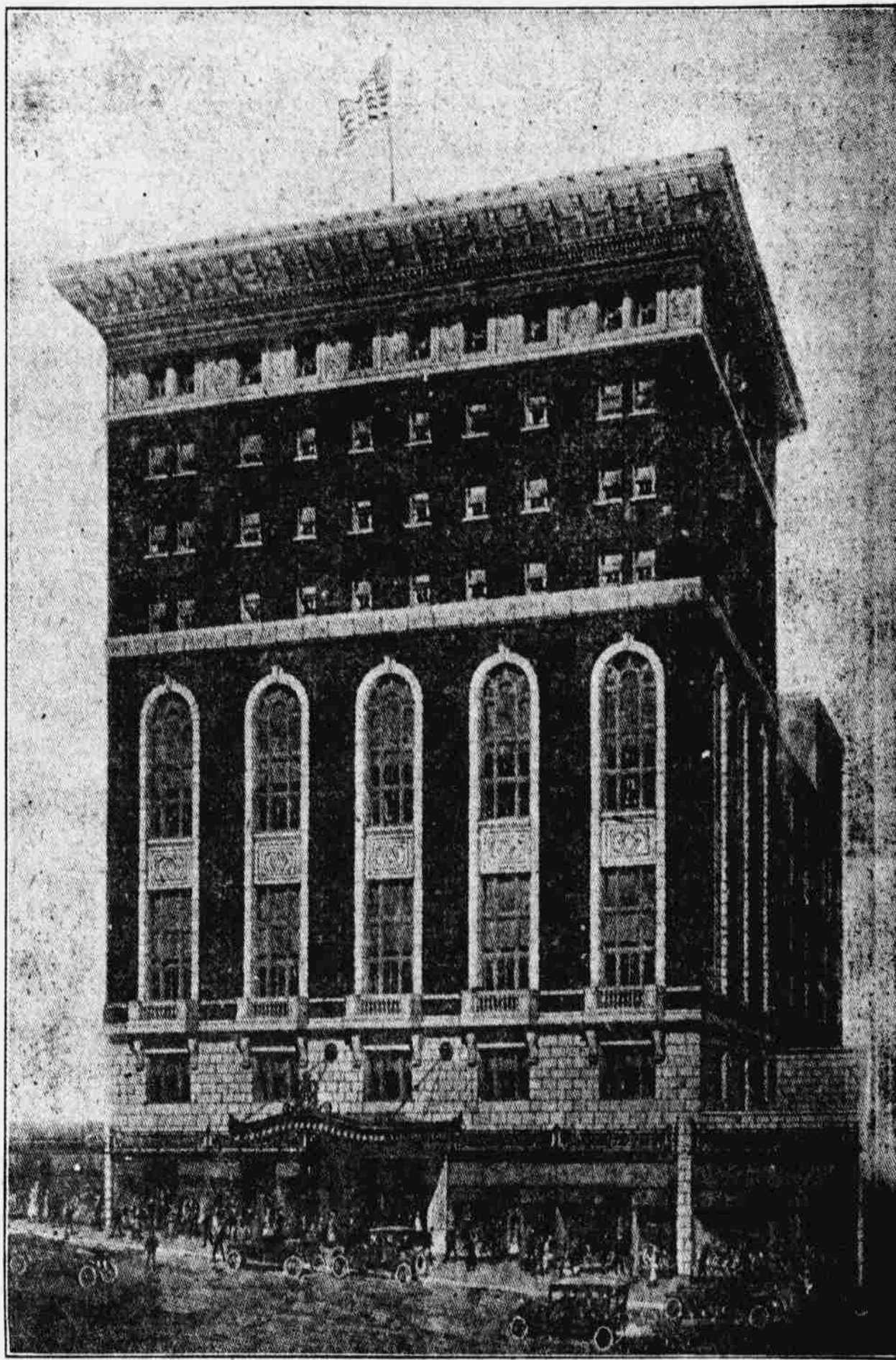
"We have about 17,000 lots in our additions. The weekly payments are, with few exceptions, quite steady unless there is a shutting off of wages in the community. The war has given the wage earner better salaries and steady employment. As a consequence our payments are kept up very well.

"We sell only properties possessing real value and our average price for lots ranges from \$100 to \$300. Through experience we have built up a system of advertising and selling that has been remarkably successful. We believe that specializing in subdivision work has an unlimited future if it is conservatively managed and good judgment is shown in taking contracts or investments."

New Industry For Omaha

Omaha is to have another large wholesale millinery house. The building at Twelfth and Farnam, vacated by M. F. Shafer & Co., when they move to their new plant this week, has been rented already. The new occupants are Thelie-Sharp company, formerly of Sioux City. This company is enlarging its territory by moving into this jobbing center. They will keep their old business and salesmen, and in addition put on more traveling men on opening their new Omaha house. The significance of the removal to Omaha of this large established millinery house, is that it puts this city distinctly on the map as a millinery market. There is now variety amongst wholesale houses, and buyers will no longer travel to Kansas City and further markets to make their millinery selections.

OMAHA ATHLETIC CLUB



The new \$650,000 home of the Omaha Athletic Club is far enough along to present an imposing appearance. It is a 10-story building on Douglas street between Seventeenth and Eighteenth, with a south frontage of 132 feet, running back to the alley 182 feet. The first two stories are done in Indiana limestone ashlar. The upper stories will be an artistic red brick in so-called rug texture, with variegated patterns and ornamental stone trimmings. Beauty is attained in dozens of architectural refinements of exquisite taste and costly design. Visitors to Omaha after seeing this building will surely carry away favorable impressions that will linger in the memory. In May, 1916, about two weeks before his death, the late A. D. Brandeis signed the contract for the transfer of the site for this magnificent club house. The architects are John Latenser & Sons. The value of the lot is \$250,000. Estimated cost of the building, including furnishings, \$400,000. Total cost, \$650,000.

MERCANTILE STORAGE & WAREHOUSE COMPANY

11th and Jones St.



NOW UNDER CONSTRUCTION

Will Be Completed About June 1st, 1918. Solicits the storage of general merchandise—transfer of freights, distribution of manufactured products—motor service for city delivery or transfer.

CAPACITY

Will have storage capacity for 420 cars of merchandise—120,000 square feet of floor space—trackage on two sides, permitting the loading or unloading of eight cars at a time, in addition to 132 feet of street loading platform for teams or motor cars.

BUILDING

The building will be the most modern, fire-proof construction known to the best American engineers—lowest rates of insurance obtainable—will have two elevators with a capacity sufficient to handle the largest automobile, auto truck or tractor engine—will be in charge of experienced warehouse men, insuring the best service obtainable.