

Apartment House Construction

Rental Requirements Produce Rapid Increase in Number of Apartment Houses

OMAHA---ITS ADVANTAGES, RESOURCES AND INDUSTRIES

OMAHA is situated in the heart of the richest agricultural valley in the world. No large area has soil as rich nor so deep as that of the Missouri river valley.

Advantages of Location. It is a large city, because it packs and ships the cattle, hogs and sheep; receives and distributes the corn, wheat, alfalfa and other grain; gathers the cream and makes the butter from this rich and extensive farming district. Omaha likewise distributes the agricultural implements, the wearing apparel, the manufactured goods to the nearby towns of the farming country and to a great part of the country west of the Missouri river.

Advantages as a Distributing Point. As a consequence it is an important railroad center. Seventeen lines converge into Omaha; six terminate at Chicago; three run south; three to the Twin cities; three trunk lines lead to the Pacific coast; two lines of road to Wyoming and the Black Hills. The great shops and headquarters of the Union Pacific system are here; likewise the western headquarters of the Burlington and Northwestern.

Constant Prosperity Explained. Omaha is one of the most stable of American cities. An agricultural city, it serves the most productive agricultural territory in the world. A city develops as its trade territory develops. This explains Omaha's never-ending prosperity; also its great activity in commercial lines.

Gigantic Refinery. Omaha has another industry of primary importance. The American Smelting and Refining company has developed its largest plant for the refining of gold and silver ores.

Manufacturers. Omaha, as a manufacturing city, is largely concerned with those things that come from the farm. The packing of live stock and its by-products rank first. Butter is one of the big items; alfalfa feed has assumed considerable proportions; smelting products amount to a huge figure. Building materials are, of course, commensurate with the needs of a growing city.

Immense Auto Sales. Omaha has become the automobile center for this territory. In 1915 the volume of business in automobiles was \$14,263,714, while in automobile supplies and accessories it amounted to \$4,025,059, a total of more than \$18,000,000. The figures for 1916 now being compiled will show a great increase. Omaha jobbers in automobiles and automobile supplies and accessories cover with traveling men all of Nebraska, western Iowa, South Dakota, northern Kansas, northern Missouri, Colorado and Wyoming. In Omaha there are more than 3,300, and the state registration of automobiles totals more than 55,000. There are approximately 1,500 dealers in Nebraska who sell automobiles.

Home Life. Omaha is a residence city—a city of comfortable homes. No slums nor tenement districts are a blot on the city. From one end to the other the home of the working man is neat and substantial; the home of the clerk, artisan and small tradesman is modern, though unpretentious. A remarkably large number own their own homes. The mansions of the more successful are imposing and handsome.

Opportunity. Life in Omaha and Nebraska means more than mere existence; it means freedom of thought, freedom to grow. Western standards prevail; a man counts for what he is, not for what his father was. The American school here is at its best. There are splendid school buildings and remarkable schools. Compulsory education is enforced and, incidentally, Nebraska has the lowest percentage of illiteracy of any state in the union.

Civic Pride. Civic pride and public spirit are strong. The Commercial club has 1,800 active members, while "Ak-Sar-Ben," the most unique booster fraternity in the world, has more than 2,550 members. Omaha's civic pride has resulted in reconstruction and rehabilitation work in the past which has attracted national attention. Omaha is progressive in every respect, as its commission form of government, city planning board, public welfare board and recreation board prove.

Live Stock Market and Meat Packing. Omaha is the second largest live stock market in total number of live stock received, and the third packing center, in value, in the United States. The business is conducted in South Omaha, an important division of Greater Omaha, and supports a population of 35,000.

Stock Yards. Omaha ranks second in total receipts of live stock—first in feeder sheep, first in feeder cattle, second in sheep, third in cattle and second in hogs. It is the largest range horse market in the world.

Meat Packing. Ten thousand people are employed in the packing and live stock plants, the annual pay roll amounting to \$10,000,000.

The Grain Market. Omaha is the fourth primary grain market of the United States, the second primary corn market and the fourth primary wheat market. The Omaha market has attained this prominence in 10 years.

Fourth Market for Grain. Eighteen elevators located in Omaha and contiguous territory are necessary to handle the gigantic movement of grain. The Omaha Grain exchange, with more than 2,000 members, has completed and moved into one of the most commodious and complete buildings in the United States.

The market has been developed in

mon sight to see 1,500 or 2,000 people at play in the parks. Elmwood, Riverview, Fontenelle, Hanscom and Miller park are especially noted for their grandeur. This park system has been developed at a comparatively small cost.

Omaha Facts in a Nut-Shell. Founded 1854. Territorial capital until 1869. County seat of Douglas county, Nebraska. Headquarters Department of the Missouri of United States army. Two army posts, Fort Omaha and Fort Crook, connected by street railway. Commission form of government inaugurated 1911.

Territory. Omaha's trade territory embraces all of Nebraska, western Iowa, the Black Hills section of South Dakota, Wyoming and eastern Colorado. In many lines of business, this territory in which Omaha is the supreme market town is extended to include all of Iowa, northwestern Missouri, northern Kansas, Colorado, Utah, Idaho, Montana, Nevada, Washington, Oregon and northern California.

Population. Population 1910—Omaha, 124,096; South Omaha, 26,259; Dundee, 1,023—total 151,378. All now Omaha by virtue of consolidation in 1915. Ranks in population 43d. Estimated population, 1915, Greater Omaha, 204,000.

Omaha Invites You. The visitor to Omaha has an opportunity to study the greatest commercial city in the world—the city, which in times of business depression has stood out as a beacon light of prosperity to the world—the city, which destroyed in a night, rebuilt itself in a day.



Drake Court Completed

THIS COLOSSAL APARTMENT HOUSE PROJECT, now under way on the old Caldwell estate, is here pictured as it will be when completed. Nothing has ever been constructed in the middle west comparing with it either in SIZE or ELEGANCE. The entire 16 buildings, extending from 20th to 22d on Jones Street, contain 325 suites of rooms and are constructed FIRE-PROOF, SOUND-PROOF and UP-TO-THE-MINUTE in every detail.

THE NEWTON



The Newton, on Eighteenth street just north of Leavenworth street, is one of the many new apartments recently erected in this locality. There seems to be an exceptional demand for modern apartments within walking distance of the business district. W. N. Chambers, the owner, has seen this demand and has put up this handsome building in a very short time. It contains but four apartments but they are of the large room kind, and will be rented at moderate rentals. J. J. Mulvihill, 200 Brandeis Theatre Building, has charge of the rentals and is now ready to show the apartments.

We Offer February 1st.

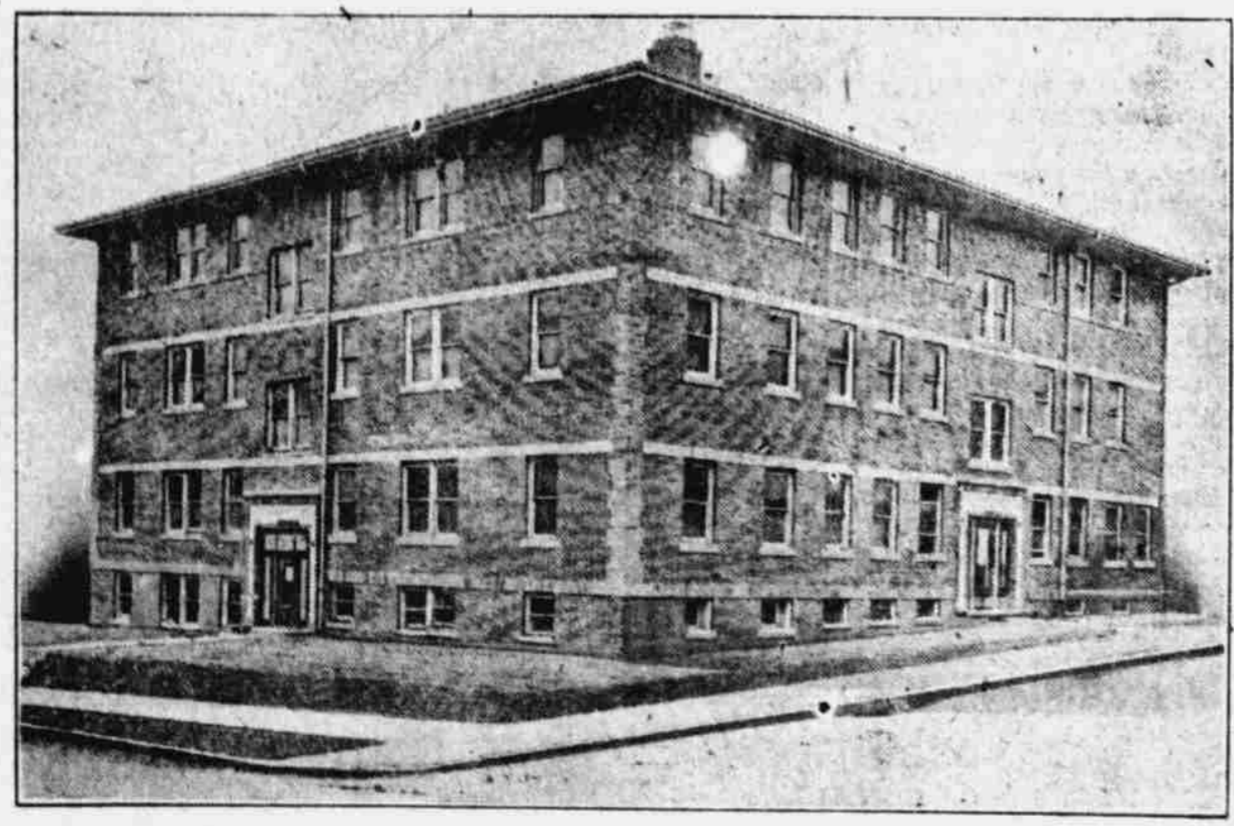
Forty-eight three-room units with five-room accommodations. Most of the apartments have sun parlors; all have back porches, garbage incinerators, package receivers, outside-icing refrigerators, etc. They are marvels of beauty and comfort and will not stay on the market long. MAKE AN EARLY RESERVATION.

DRAKE REALTY CONST. CO.

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COLLEGE TERRACE



Located southeast corner Twenty-third and California streets. To be completed January 10. Will consist of 15 apartments—partially all facing the street, giving plenty of sunlight to all rooms. Fireproof construction throughout, exterior of Roman brick, making one of the most handsome buildings in the close-in, walking distance district.

Each apartment will consist of an unusually large living room with Murphy door beds, a large dressing room, bathroom having tiled floors and fixtures of latest design; breakfast room with built-in table and seats, kitchen containing all the labor-saving devices, steel white enamel cabinets, icebox and gas range, one-piece sink, etc.

Excellent janitor service has been provided. Hot water summer and winter, Kerner garbage incinerators, and a smokeless heating system, will all be appreciated.

The apartments will rent for \$35 and \$40 summer, and \$40 and \$45 winter. Although not quite complete several apartments have already been rented, proving their immediate popularity.

Mr. E. T. Heyden of the firm Hastings & Heyden made the following statement on the growth of apartment houses in Omaha: "That they did not build any apartments in 1917 but did build in 1915 and 1916, when the cost of building was from 25% to 50% cheaper. That is the reason," continues Mr. Heyden, "that we can sell our apartments so much cheaper than anyone who built in 1917."

The firm Hastings & Heyden have exclusive charge of "The Milton," "The Victoria," "The Idalia," "The Dewey," "The Melrose," "The Fairview," "The Royal," "The Harney," "The Berkeley," "The San Mateo," "The Mayfair," "The Root." All of these apartments are well built, well planned, and the locations are very desirable. Hastings & Heyden also have several apartments on which they will accept good, clear Iowa, Nebraska or South Dakota farm land.



"The Fairview Apartments in Dundee have just been added to our new list this year," says Mr. Heyden, "by Henry D. Frankfort when they were completed Nov. 1st and which we sold to Otto H. Meyer for an investment. Located at the northwest corner of Fiftieth and Webster streets, only one block from car line and stores, it is in a beautiful location; consists of twelve 4-room apartments with 5-room accommodations and is considered one of the best planned apartment houses in the city, and at present there are two choice south and east apartments for rent."

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