

# Omaha Broker Pays \$35 for One Pair of Tailor-Made Shoes, But Quality Is Good Investment, He Says

Highest Priced Footwear Is Cheapest in Long Run, Says Man Who Makes Them.

By JOHN H. KEARNES.  
 "Who wears the highest-priced pair of shoes in Omaha?" This question was put to C. J. Schmidt, the oldest disciple of St. Crispin in Omaha and who since 1872 has been making shoes for many of Omaha's fashionables.  
 "That's a queer question, in fact a paradoxical one," replied Mr. Schmidt. "Professionally I would answer it is the man who wears the cheapest pair of shoes. But I believe I know what you mean."  
 "Here's a pair of shoes," said he, after going to a showcase and taking out an exquisitely fashioned pair of shoes, which he held up for inspection. "I consider the finest pair of shoes in Omaha and which, first cost, may be regarded as the highest-priced pair of shoes in the city to be worn by a man with a normal foot."  
 "This pair of shoes, which was made for W. L. Brooks, a broker with offices in the Securities building, will cost him \$35. At first blush it may seem that Mr. Brooks is extravagant and that his shoes are the same kind of a fad that would find expression in other men in the shape of expensive jewelry or extremes in clothing. If you examine this pair of shoes you will find that there is absolutely no fault in the workmanship, in the shape or in the material. Here is a pair of shoes that will fit his foot—a normal one—and representative of the foot form of 80 per cent of the men of Omaha, as easily as the finest pair of gloves will fit a hand.



C. J. SCHMIDT.

Easy on His Feet.  
 "Mr. Brooks will find this shoe so easy on his feet that he will not be conscious of the fact that he is wearing foot covering. He has leather in the shoes that will outwear five ordinary pairs of ready-made shoes, and he has an individuality of style and finish that he could not get from a pair that he would take from the largest stock of shoes in the city."  
 "Now Mr. Brooks is paying \$35 for his pair of handmade shoes at a time when the prices of footwear are regarded as the highest in history. Yet Gottlieb Brooker, one of Omaha's pioneer citizens, has been paying a price relatively as great for the past three decades. Thirty years ago he began having his shoes made in my shop, the cost of his first pair being \$15. Now he is paying \$35 per pair and he does not believe that profiting has any part in the cost. "Just to show you how things have changed. When I was nearly 60 years of age I became an apprentice shoemaker in the province of Holstein, Germany. I had to learn the trade from the ground up and at a time when a revolutionary condition was existing in the trade."  
 "When I became of age I came to America. Omaha was my destination when I embarked from the old country and I landed in the city in 1872. I had sufficient funds to start in business for myself and my first shop was in the heart of the business district at Twelfth and Dodge streets.

About Early Omaha.  
 "Omaha at that time was one of the finest cities in the country and it had a real cosmopolitan population. Men of the finest culture and of the most refined tastes hobnobbed with persons who were drawn from all parts of the earth, and some of whom were very primitive in their tastes, pleasures and desires."  
 "At that time the ready-made boots and shoes were rude affairs. Leather, in even the best of footwear, was very crudely finished, according to present standards of tanning, and the McKay sewing machine, which, more than anything else, revolutionized shoe manufacturing, was just coming into use. Up to that time all of us shoemakers did most of our work by hand and we had to serve hard apprenticeships, the period being for seven years, and during that time we had to learn to prepare the insoles and the outsole, depending almost entirely on the eye for the proportions. We were taught to prepare pegs and to drive them, for the pegged shoe was then the most common type. We had to have exceptional skill in channeling the insole and in rounding the sole, sewing the welt and stitching the outsole."  
 Church-Squeaking Shoe.  
 "Boots and shoes at that time were stiff and possessed the squeak which, at church, or at any other place where noise made the author conspicuous, possessed

Dealer Who Came Here Many Years Ago Tells Of Progress of Industry.

also were very particular about their footwear.  
 "A quarter of a century ago Charles Woolworth, son of the judge, startled the elite of the city with the exquisiteness and opulence of his footwear. He had a flair for designing shoes and when I made his foot covering at \$30 per pair, there was more advertising than profit in it for me. Those were the days when men made a hit for some idiosyncrasy of dress.  
 "But, coming back to the present, there is no profiting in a pair of shoes even at \$35. A pair of boots at \$50 or \$60. Of course, I am speaking from a handmade kind."  
 "But with all this cry of high prices of shoes the man who takes the time to figure out relative values, will find he is spending no more today in shoes at the prices they are selling than he did a decade or two ago at the prices then prevailing. Leather is finer, more durable, more pliable and there is real art in the fashioning of shoes. I have no quarrel with the factory-made shoe of today and if the people of Omaha only knew it they have the finest shoe service in the world. In fact, a better grade and quality of shoe is sold in this city than in any place of Omaha's class in the world."  
 "Take it from me, the disciples of St. Crispin—makers of hand-built shoes are like the seasons—in the style of yellow leather. There are only a few of us today—men who can make a complete shoe to fit any foot. We are becoming as scarce as civil war veterans and almost as extinct as the dodo. The reason for it is that our trade is giving way to modern efficiency."  
 "And there are revolutionary conditions all the time. Labor is going higher, and material is going higher. Irish linen thread that used to cost \$1.50 per pound, now sells at \$4.50. Silk thread costs from \$1.90 to \$2.

style as he did for comfort and his embarrassment. After the shoes had gotten damp because of rain or snow, it was the task of the small boy of the family to grease the boots or shoes with tallow, and when the wearers came home from the "lodge" at night, he frequently lost his balance and exposed himself to the suspicions of his good wife when he failed to get the right fulcrum with his "boot-jack."  
 "Omaha had its daudies in those days—men who loved to appear in public irreproachably dressed. It was a time when there was industry in every detail of garment. Across the street from my shop lived Champion S. Chase, then mayor of Omaha. He always dressed the part of mayor of a western city of no mean fame. He wore a Prince Albert coat, dress trousers that fitted him skin-tight, the Stetson hat of the period, and fashionable boots. It was his habit to sit in a conspicuous place in his office, hour after hour, when routine business did not interfere and write, with florid curlicues of the pen, his name "Salmon S. Chase." He used reams and reams of paper in this fascinating exercise and his penmanship was like copperplate. He was the father of Clement Chase.

Connoisseurs of Boots.  
 "Among my customers in those days were Count John D. Creighton and his brother Edward, then in the height of their activities, wealth and influence. They were both connoisseurs, when it came to boots. They ordered the boots of the period made for them out of the finest leather obtainable and paid \$15 per pair for what I would now call a real creation." Both of these gentlemen had fine formed feet and they saw to it that their extraneous were fashionably clothed.  
 "One of the most fastidious men of the period, and a man who was imminently proud of his feet, was Tom Allen, the paramour of Anna Wilson. He was one of the leading gamblers of the city at a time when gamblers had a certain social position and vogue. He possessed a very slender foot, with a high instep and in order to get the best foot clothing obtainable at the time he used to pay as high as \$12 and \$14 for his boots.  
 "Judge Woolworth was another man who took great pride in his boots. He did not care so much for

Glover & Spain Total \$48,500 Sales in One Week  
 Sales of six houses and one lot, totaling \$48,500, are reported by Glover & Spain for last week. They are:  
 2487 North Forty-seventh avenue, Dr. Blaine Traudala to G. A. Marsh, \$8,500.  
 2422 Tompkins, Charles Thompson to Howard Gibson, \$2,500.  
 Lot in Montclair addition, A. C. Leonard to Godfrey Sauer, \$2,000.  
 2123 Wirt street, J. Martin Cannon to Jess G. Forst, \$12,500.  
 111 South Thirty-fifth avenue to N. H. Greenberg, \$10,000.  
 4214 Deuster street, W. G. Spain to Gilbert S. Brown, \$5,000.  
 2527 South Nineteenth street, Kathleen Alderson to Ernest Weather, \$4,500.

Many on Waiting List for Lots in Subdivision Sale  
 Omaha officials of N. P. Dodge & Co., Omaha realtors, who conducted a subdivision sale of 460 lots in Augusta, Me., last week, have been advised that there was a waiting list of more than 100 persons wanting to buy lots in case any of the first purchasers failed to close their deals.  
 The Dodge company also sold an addition of 250 lots in Bangor, Me., last year.

Seven Real Estate Sales By Stult Co. Total \$91,500  
 Seven real estate sales, totaling \$91,500, were reported for the last two days by the C. B. Stult company. The sales are:  
 House at 5995 Cass, to Dr. Godfrey Binwald, \$16,750.  
 Place at 111-25 North Thirtieth street, to Otto Nilsson, \$14,000.  
 Place at 119-21 North Thirtieth street, to Nathan Simberg, \$17,000.  
 5095 Cumine street, to F. E. Ballard, (through Czech Sons & Co.) \$9,250.  
 5107 Nicholas, to Benjamin Posty, \$14,000.  
 4556 Harney, to L. C. Reever, \$9,000.  
 4912 Underwood avenue, to M. C. Loch, \$19,500.  
 3136 Myrtle avenue, to C. F. Mackenbrock, \$9,500.

Jewett Addition Bought By Slater Co. Last Week  
 Slater company last week bought the Jewett addition between Fifteenth and Fifty-first streets and Maple and Corty. This addition is just east of the Courtland club and was owned by an out-of-town capitalist represented by Harrison & Morton.  
 The addition will be improved by Slater company and placed on the market. Several new houses will be erected.

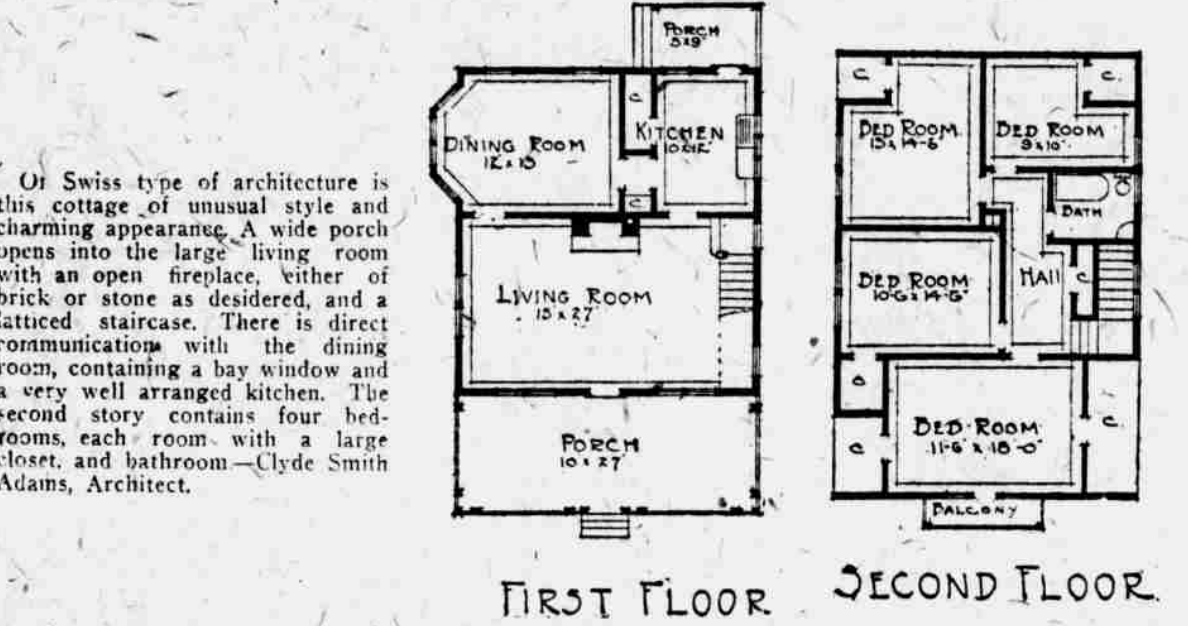
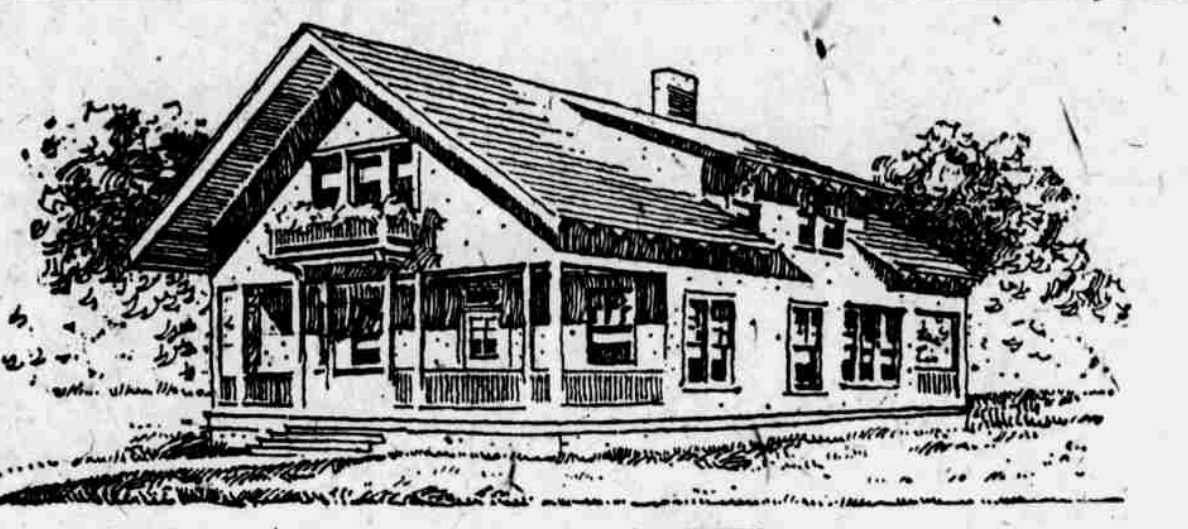
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## A Pretty Home



FIRST FLOOR SECOND FLOOR

Of Swiss type of architecture is this cottage of unusual style and charming appearance. A wide porch opens into the large living room with an open fireplace, either of brick or stone as desired, and a latticed staircase. There is direct communication with the dining room, containing a bay window and a very well arranged kitchen. The second story contains four bedrooms, each room with a large closet, and bathroom—Clyde Smith Adams, Architect.

### What Do You Know About Building?

1. Double floors are not strictly necessary, but their advantages more than make up for their cost. They aid in keeping the basement dirt from getting into the house; they help to keep the rooms warm and they support the floors of the rooms. In laying double floors the under floors always is of cheaper wood than the upper, and is laid diagonally.
2. Oak should be used for floors of living room, dining room, front hall, second floor hall and bedrooms. Yellow pine for rear hall, kitchen and pantry, since these are nearly always covered with linoleum. For third floor yellow pine may also be used; for closet floors either oak or yellow pine. If the bathroom is not tiled it should have oak floor.
3. Stone and hard brick, well laid, undoubtedly are best for the outside steps.
4. Brick, heavy tile and concrete are best for porch floors; if the customer prefers wood, cypress is the best.
5. One of the first considerations about a house, for convenience, should be an outside entrance to the basement. Some money may be saved if this is combined with an entrance to the kitchen hall. The outside basement entrance is handy for the laundress, or delivery of goods requiring basement storage and for the removal of ashes.
6. If it is desired to utilize the entire basement and have it clean as possible, it will be well to dig a large pit just outside the house foundations for use as a coal bin and connected with the basement by a tight door opening as near the furnace as possible. This pit may be covered with a large stone with a capped opening to admit coal.
7. The two-car garage costs so little additional that it is well to build it instead of one for a single car. If not used for a second automobile, the extra space is convenient for a work room or storage and adds much to the salability of the property.
8. From the standpoint of selling the property and the convenience of a possible visitor with a car, provide for heating the garage. Many owners get along, either by using portable electric heaters or a large percentage of alcohol in the radiator, but many want their automobile to stand in the heat overnight. Heat may be provided by extension of a
9. Unless finances absolutely forbid, the medium-cost house, should have two bathrooms for conveniences of members of the family and guests. If a servant is kept, it is advisable to have a separate servants' bath. If two or three complete bathrooms can not be installed at once, it is well to have them "roughed in" for possible future completion. If there is only one bathroom, one or two lavatories should be provided in bedrooms, or other convenient places on the sleeping room floor and one for the servants' room. A first floor toilet and lavatory, and a toilet in the basement will be found quite convenient.
- 10—Money expended for the services of a good architect, is money well spent. Not to have an architect is the very opposite of economy. Many architects will make plans and let the owner do his supervising of the work, which is somewhat cheaper, while others will not take anything but the whole job. But do not let a mere contractor plan your home. If an architect's services are too costly, get plans from any one of the good concerns which advertise plans for sale. A good way is to draft a rough floor plan and send

## MOST IMPORTANT 1920 CROPS TO EXCEED DEMAND

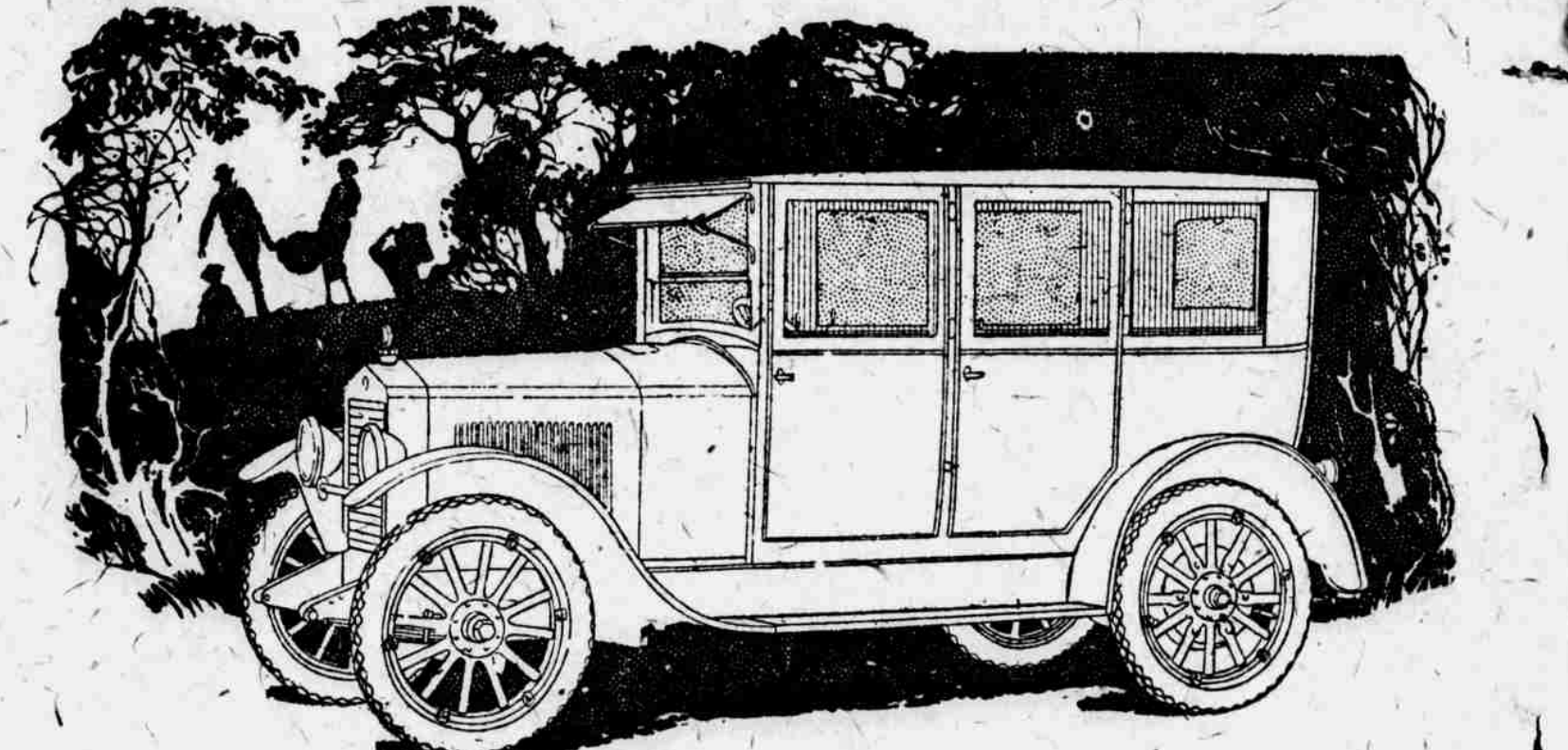
Complete Reversal of Dismal Forebodings Have Occurred In Last Two Months.

Chicago, Sept. 11.—The annual crop report of the Continental and Commercial National bank, which is compiled by hundreds of correspondents throughout the American farming region, says that production of important crops "will exceed that of last season with the exception of wheat," and that the aggregate production will be in excess of domestic demands.  
 "There has been in the last two months a complete reversal of the dismal forebodings that attended the planting under climatic restrictions," the report continues. "Ideal conditions have turned the prospect of a partial failure into the prospect of bountiful harvests and promise of better returns in the crops that come to harvest later in the season."  
 The report says the country can spare 220,000,000 bushels of wheat, or the same as exported the past season. Proper distribution of the big wheat crop is greatly aided by resumption of dealing in wheat for future delivery on the Chicago Board of Trade, after three years of a government fixed price. The law of stability and demand, the dominating influence in the world open market, has a stabilizing effect on prices.  
 Comparisons of leading crops for two years, the figures of last year being the official returns, are given as follows:

	1920 (est.) bu.	1919 bu.
Corn	2,625,457,000	2,917,450,000
Oats	1,452,007,000	1,248,210,000
Wheat	1,225,729,000	1,231,975,000
Spring Wheat	275,950,000	209,344,000
All Wheat	834,747,000	840,937,000
Barley	248,416,000	185,719,000
Rye	88,426,000	88,478,000
Potatoes	294,512,000	352,901,000
Hay	87,709,000	91,225,000
Cotton, bales	12,249,000	11,020,000

The report says that the average yield per acre is larger than for some years.

- to these concerns and get prices on working it up for you, or have the concern send you the nearest plan to the one you want that is in stock. In this latter case you can work it over or have your contractor change wall lines.
- This Week's Questions.
1. Should much furniture be built in?
  2. What is the best kind of paint?
  3. Shall a sleeping porch be built and where?
  4. What are the best windows for sleeping porch and sunroom?
  5. Should bathroom and kitchen be painted or papered and why?
  6. How can provision be made for dry beds in sleeping porch?
  7. In what season does paint wear most rapidly?
  8. What is the best priming coat to use?
  9. When is best time to paint house already built? One being built.
  10. How many coats of paint should a house have?



## Fall Days Suggest The Essex Sedan

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 The Sedan is in every sense a family car of all seasons.  
 And its price is more than attractive in comparison with other Sedan types, regardless of the more important question of performance and durability.

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