

TIMELY REAL ESTATE GOSSIP

Insurance Company Sells Last of Its Omaha Property.

PICTURE OF HEALTHY CONDITION

New Plan of Selling Lots, Makes Homes Possible for Hundreds and at Same Time Good Profits for Dealers.

In the sale of a south side residence for \$4,000 by Thomas Bronn, financial agent of the National Life Insurance company of Vermont, the last week, there is a story of how desirable Omaha property has become and how it has recovered values which were actually only imagined many years ago when the city was only a little more than half its present size. It has been the custom of the National of Vermont to loan large amounts in the states where it has large amounts of insurance in force. Accordingly a number of years ago a large number of real estate mortgages on city property were followed by the company. Hard times came and many people could not meet them and the property was turned over to the insurance company to meet the mortgages in due course of time. Four years ago when the substantial growth of Omaha began in earnest, the National Life of Montpelier, Vt., was paying taxes on 120 pieces of Omaha property, a large part of which was in the residence district. The real estate business began to pick up with other lines, and in the four years the financial agent of the company has sold the 120 pieces of property, some of which were valuable, as the total amount of the sales is something like \$254,000. And yet most of those who bought National Life property got genuine bargains, as the company desired to get its money out of city property. In securing this amount of money from the company's Omaha holdings, the financial agent has received a sufficient sum to make up the back interest to his company, as well as the taxes, and in the opinion of the agent the Omaha property was liquidated for them, the deal could not be repeated in any city in the west, and has not been done by other financial agents, who have had large amounts of city property to handle under similar conditions.

N. P. Dodge started something in Sioux City in selling a tract of 400 lots, the plan of which is to be rapidly followed by at least one Omaha firm. The deal is unique even in Omaha, where all kinds of liberal offers are made by firms opening new additions, and the Dodge deal was the first of the kind ever pulled off in Sioux City. Some time ago Mr. Dodge bought a tract in Morningglade, a beautiful suburb of Sioux City, for \$25,000. The Methodist college, of which Bishop W. S. Lewis was the head for many years, is located in Morningglade, and it is high and slightly, corresponding to Dundee in Omaha. The tract Mr. Dodge offered for sale on terms which made it possible for any one to secure a lot—\$1 down and 50 cents per week. Many of the buyers paid much more than \$1 down and will pay more than 50 cents per week. As a result, when the property is all paid for, Mr. Dodge will realize a small fortune for handling this proposition—something like \$40,000, it is said, and yet he has made a home in beautiful Morningglade possible to several hundred people, many of them of the poorer classes, who have been paying more for rentals in the packing house district. The Dodge tract puts them up on high ground, in the air and sunshine, above the packing town homes.

Following this plan an Omaha firm is to open a desirable tract shortly where \$1 down and 50 cents per week will buy a good lot. The firm proposes to form a small bank, similar to those furnished by savings banks. The banks may be taken to the office of the company, where the key will be kept and small savings-buy lots which will be more valuable by the time they are paid for.

Where will the Woodmen of the World build their \$750,000 sky-scraper? While this question is the talk of real estate dealers, all admit that wherever it is built it will have an influence on other property. Some of the officers and friends of the order do not believe the building will be sold at Fifteenth and Howard, but the new building erected on the lots east and on the present site, the building now occupied torn down. Offers have been made to the order for the corner at Seventeenth and Harney streets, another offer has been submitted to sell the southwest corner of Seventeenth and Dodge, now occupied by the old Campbell home. Still another is Nineteenth and Douglas, opposite the new building of J. L. Kennedy.

Some prominent corners are to be used during the present year both in the retail and wholesale districts. That the Union Pacific Railroad company will erect the building at Fifteenth and Dodge streets and begin this year, there is scarcely any doubt. The directors of the organization to be the City National bank say they will build at Sixteenth and Harney streets without a doubt. Another building costing \$200,000 at least is being planned for another vacant corner in the retail district. The Fairmont Creamery company will build on the southeast corner of Twelfth and Jones streets, and another warehouse is promised near Twelfth and Davenport near the Loose-Wiles cracker factory as soon as the city council sees fit to give the business houses on the streets the same advantages for truckage and shipping platform as is given wholesale houses in all other parts of the city. An apartment house and several flats are to be erected at Fourteenth and Cass streets and between Capitol and Davenport on Sixteenth a four-story brick is in course of construction. These with the new Brandeis building at Seventeenth and Douglas streets and the new \$1,000,000 court house make the outlook for \$3,000,000 worth of business property look exceptionally bright.

In a week Hastings & Heyden has sold eight-three lots in the Lincoln Heights addition opened the first of the month. The company has 22 lots in the addition. This is south of the Deaf and Dumb institute, between West Maple and Wirt streets. Since the first of the year the company has sold thirty lots in the Sulphur Springs addition, north of Locust street and east of Sherman avenue, with Pratt street for the northern boundary. The addition has been sold in a year, leaving but two lots which have not been sold by the company, and almost every lot has a new residence.

The next addition which Hastings & Heyden will tackle is known as "Hector Terrace" and is on the South Central boulevard, overlooking Spring lake park. It is located in one of the most desirable parts of the south side just inside of the South Omaha line.

The Real Estate Title-Trust company has sold a lot of a new addition to be known

IOWA IN ON CORN EXPOSITION

Hawkeye State Will Have Big Educational Exhibit at Omaha Show.

STATE COLLEGE DOES GOOD WORK

Already States Wanting Space Cause Building Committee Anxious and Plans Will Be Enlarged to Meet Requirements.

Iowa and Nebraska will again compete for honors at the National Corn exposition. This decision was reached at a conference of officers of the Iowa State college and the executive committee of the National Corn exposition held Saturday. Prof. P. G. Holden, Prof. M. L. Bowman, of the State college, and J. Wilkes Ignatius, former general manager of the exposition and at one time connected with the college, were present and expressed themselves as very much in favor of Iowa making a showing, which if possible, would win honors from Nebraska. In a conference with George H. Stevenson, assistant secretary of the National Corn association, Dean Curtis, of the Iowa State college, also assured the National Corn exposition that the school would make an exhibit at Omaha. The Iowa situation has hung slightly in the balance since the Western Grain Dealers association decided to give a state show at Des Moines at about the same time as the National Corn association selected for the National Corn exposition. Now it appears that the Iowa state show will be only a big drawing card for the National Corn show at Omaha. The state has appropriated \$1,000 for an educational exhibit at the State Fair to be held in Des Moines. This exhibit, greatly enlarged, will be brought to the corn show.

BLAIR GETS HIS VERDICT

Former Manager of Kingman Company Wins in Lawsuit with

A verdict of \$5,000 in favor of Calvin B. Blair and against the Kingman Implement Company was returned by the jury in Judge Day's court. A sealed verdict in the case was reached Friday evening at 7:30 o'clock, after three hours' deliberation and returned in the morning.

Value of Newspaper Advertising

Paper Delivered Before Western School Managers' Association at Des Moines, June 5, 1909, by H. B. Boyles, President Boyles College, Omaha.

I concluded a number of years ago that newspaper advertising is as essential to the business college that hopes to meet with the greatest financial success as it is to the up-to-date mercantile concern. Great enterprises today are built up by some form of advertising, but whatever methods are used, outside of newspaper advertising, especially in the building up of a private school or business college, are only approximate; and, I think, with proper newspaper advertising the results could in almost every instance be greatly increased. A business college may achieve a measure of success without the newspaper, but it can do so only by patronage by constant and persistent newspaper advertising. When I speak of newspaper advertising, I do not mean the spasmodic sort, but constant, systematic effort day after day, and week after week. The kind that makes your school a household word; that makes both the prospective and the prospective student think of your school whenever an institution of your class is mentioned. The kind of advertising that gets inquiries, whenever school information is desired or sought. Catalogues, booklets, circulars, folders and follow-up letters are all of great value, but the most important factor to consider in inquiries and experience demonstrates that such inquiries can be gotten through the newspapers. And, if you have the proper follow-up system, I speak advisedly when I say that you can land 50 per cent. or more of such inquiries.

John Wannamaker's Advice. While it is a fact that newspaper advertising costs money, and many a "quitter" has lost out just at the time he should have taken a new grip. John Wannamaker says there are only three ways to make newspaper advertising pay: "First, keep at it; second, keep at it; and third, keep at it." I think we can afford to take the advice of John. The big department stores afford an instance of this kind of persistence. They are so persistent they never allow an issue

of a paper to pass without the name of the store appearing therein. They spend considerable money to announce the closing of the store on Christmas or some other holiday. Why? There is no direct return. It is the object to familiarize every reader with the name of the store. I believe in the same theory of publicity for the business college only not upon such a large scale. The constant hammering from the newspaper, daily or weekly, makes your name as familiar in the home as that of any other well advertised product. I believe also in specific advertising. The general statement that you are running a business college is not sufficient. Change your copy frequently and enlarge and elaborate upon some particular feature each time. Your faculty as a whole—your building—the desirability of your location—the success of your employment department if you have one—the advantages of attending summer school and other term announcements, etc. In other words make special features of your business just as the merchant makes special features of his business. Of course an institution may be so dead in the shell as to have no features and never will have, but we are talking to and about live people, not numbers. This also applies to the public upon whom we depend. We are talking to live Americans, not to the royal Egyptians asleep so long under the Pyramids.

Another Direct Benefit. Aside from the direct result which one obtains from newspaper advertising it is a safety valve, which lets a man breathe to his own business. By that I mean that if one gives his best attention to newspaper advertising, the inquiries arising therefrom, to following up such inquiries and giving attention to the students he is bound to get he will be too busy to worry over what his competitors are doing. No man ever made a success of his own business who spent too much time and effort in worrying about his competitors. No man ever built up a big business en-

terprise who lost sleep in making plans to circumvent his competitors. In our line of work there is entirely too much attention given by many school managers to the plans and methods of competitors. The man who gives careful attention to his advertising has no time for such useless cares. What matters it to you if your competitor by some extraordinary success one of your prospects when your advertising is bringing you inquiries every day from people whom you land and who never heard of the other fellow's school? Why assume a burden of worry as to conditions elsewhere in some other school and neglect the proper cultivation of your own field? Newspaper advertising saves worry. You cannot carry another's burden if you keep busy with your own affairs.

Habit Grows on One. The more newspaper advertising a man does, the more he desires to do, but that does not mean that the eloquent solicitor should be permitted to prevail on you to use pages and half pages in "special" editions just to be a "good fellow," nor to make the public believe you are doing a big business, nor to "bluff" your competitor. As mentioned above, I believe it is most unbusinesslike and positively fatal in many instances to fight a competitor, particularly to carry your petty quarrels into the papers and before the public. Some solicitors will play upon jealousy to secure more advertising. If the public is not concerned in your troubles, advertising is expensive and judgment must be exercised in its use. Having determined upon the approximate amount to be expended, make it go as far as possible. In many cases the services of an advertising agency would be valuable in planning the direct business campaign, but you are footing the bill and you want the agent to present your claims for patronage, not his ideas. You are the man behind the gun and know what you want to say, although it is sometimes good business to have someone else say it for you. If the agent's business to put your advertising in the best posi-

tion is practically an exile in Central America, fearing to return, because he has committed a murder in the United States. Tom Long, also an American, and who bears a marked resemblance to Randall, does, and his paper and effects are given to Randall by a native priest. Randall discovers a letter and photograph of Helen, Tom Long's cousin, and is very much impressed by her picture. Randall returns to the United States as Tom Long; he is met by the father, who accepts him as his son, and by Helen, who believes him to be her cousin, but, aside from this, things do not run very smoothly in the Long family. Randall soon discovers in Tom Long he is impersonating one of the worst rascals ever residing in that community. In Central America he had formed a liking for Helen from her photograph, and upon meeting her falls madly in love, but is treated by her in silent contempt as the original Tom Long before he went to Central America. Randall confesses to Helen that he is not her cousin, but the statement is treated by her as a joke and a ruse to keep from working to pay her back the amount of money he has formerly stolen. The complications are satisfactorily explained in the last act and the play ends happily. The story is interesting and fascinating, the characters are true to life and not overdrawn. The play is entirely new and will have its first performance on any stage at the Air Dome tonight.

Miss Fitch has arranged for her annual alfresco dramatic exhibition at Hanson park. This time the play will be given near the rose garden in the northwest corner of the park. "Twelfth Night" will be repeated at the evening performance, and a matinee performance of "Much Ado About Nothing" will be given. Colonel Gardiner of Fort Crook will supply the Sixteenth Infantry band to furnish the music, and other plans are being made that will make this the most enjoyable outdoor entertainment ever undertaken here. Miss Fitch has been busy for some time rehearsing her players in the two dramas to be given, and expects to furnish smooth performances. Tuesday, June 22, has been selected as the date.

MAHA has settled down to the summer period very gracefully, and the amusements being afforded are quite in keeping with the season. And yet this is not exactly true, for the quality of drama that is being set forth at the Boyd more properly belongs to the winter season, when the managers make their most ambitious efforts. Manager Woodward has been doing some wonderful things with his stock in the past, and it is gratifying to see the current week he has scheduled "Sunday," a fine comedy by Thomas Raceward, seen here but once, when Ethel Barrymore played in it. Its story is unique in a way and its action is quite sufficient for the season. Sunday is a girl who is born of good English parents, but has been left an orphan in a far western town. She is reared by four men, friends of her father, who are rough but kindly. At the opening of the play the question of Sunday's future is under debate. A young Englishman, scapaceous son of a good family, is loafing about the camp, and proposes dishonor to Sunday, then undertakes to force himself on her. One of her protectors finds her in a struggle with the brute and shoots him dead. Then Sunday goes to England to live with her relatives. Here she is wooed and won by a gentleman, but she discovers it was his brother who was shot out west and flees back to her boys. He follows and explanations clear up the situation and all ends well. Miss Lang will have the fine role of Sunday, while Mr. Morris will play the dual part of Arthur Brintridge, the young Englishman, and Colonel Brintridge, her brother. Messrs. Lindholm, Davis, Alderson and Dudley will have the roles of the four western men, and the others in the company will be suitably placed in the cast. The first and fourth acts take place in the home of the four and Sunday in Silver City, "Out West," and the second and third are at Brintridge abbey, England. This gives a fine chance for contrast in stage settings, and is fully provided for by Mr. Woodward. The first performance will be on Sunday afternoon.

The third week of the Burwood's summer diversion starts this afternoon with a program which, in its entirety, will outclass any previous offering. The moving picture section of the hour and a half program

Caruso, the tenor, is in Omaha —that is, his marvelous voice is—and he gives daily recitals to many a proud owner of that most superb entertainer—the exquisite "Victrola"



Any "Victrola" talking machine will bring out Caruso's voice to a nicety—but if you would hear this same great tenor voice as though issuing "from the flesh"—then hear it from a "Victrola." The "Victrola" is a complete "Victrola" with concealed turntable horn, and allows for one hundred and fifty records. The opening or closing of the two small drawers at the front of the machine permits the volume of sound to be increased or diminished. It is cheap enough to be "common." Purchase one and you will have not only the most exquisite means of reproducing song, music and human voice, but you will have at the same time a piece of cabinet work worthy of being placed in any parlor in the land. We are the largest western agency for "Victrolas" and records, and sell complete machines in several finishes, at \$600 each.

Omaha Banks Are at Top of the List They Beat Every City Except New York and Kansas City in Bank Clearings Gains. Omaha continues to lead the country in clearings. For the week ending June 17 Omaha led every large city except New York and Kansas City in the per cent of gain, passing such thriving villages as New Orleans, Louisville, Milwaukee, Los Angeles, St. Paul and Seattle in the totals. The calendar week shows a gain of nearly \$2,500,000 over the corresponding week of last year.

MANY FIREMEN AT FUNERAL

Seventy-Five Pay Their Respects to John Anderson, Who Gave His Life.

Seventy-five firemen, many of them old friends and former fellow workers with the deceased, attended the funeral of John Anderson, the former captain of an Omaha fire company, who died in Hastings at the Hospital for the Insane. The service was held Saturday morning at St. John's church, with interment in Holy Sepulcher cemetery. The home is at 1326 North Twenty-sixth street.

There is little or no value to be attached to a "free" reading notice in connection with an advertisement. The nice thing the ad man says about your college he will re-haul and use for some other tomorrow, and use it over again for a little 2 by 4 concern in the next town and possibly make it stronger for the weaker institution. The public may be fooled occasionally on a free notice, but the discriminating young person or the wise parent knows not air, whether pronounced by an auctioneer or in a "free notice," for which you are charged along with your ad. Steer clear of the reading notice, but if you can make real news out of incidents of school life and your publisher will use them in a special column or page that is devoted to school reading matter, by all means furnish the paper with such information. Every change made in the college building—the college faculty—athletic, school entertainments, receptions, positions filled, term openings, etc., mentioned in this way, is good advertising.

Now a word to the newspapers. A number of them have in recent years presumed to establish school information bureaus in connection with school advertising. I believe this is wrong in theory and a serious error. A paper secures a large list of schools for its columns and then assumes to advise young people where to go. There is no advice about it. They secure catalogues from the several schools and the inquirer is deluged with school literature, and he is deeper in the mire than if he had made no enquiry. The paper recommends every institution which pays the price for an ad, whether it be a half inch or a half page. The publisher has no personal knowledge of any school beyond what the advertisement asserts and he is not in a position to advise young people. We advertise to get the direct inquiries. In response to newspaper advertising we do not expect students to rush to our doors, but we do expect to get inquiries, and we want to answer these in our own way and make our own arguments. We do not care to do business by proxy through any paper's "school bureau." A number of large papers recently have been induced, or have concluded to abandon this scheme. Included among these are the Kansas City Star and all of the Omaha papers; and probably others. I believe we should assert ourselves in regard to this matter and give the papers that do this to understand that in our opinion they are assuming a prerogative that absolutely belongs to us. Newspaper advertising is most valuable in placing your institution in a right light before business men—those upon whom you depend for positions for students. Business men take note of your constant and persistent advertising; they admire persistent solicitation for business; they appreciate your efforts to build up a good school; they commend you as a business man, because you are doing business in a business-like way and they believe you are teaching business. I believe from this point alone the newspapers advertising is profitable, aside from the direct business it brings. It is a point too often overlooked—this matter of our standing with business men. Whenever possible I believe we should place ourselves before the public in a business light. We are teaching business and that fact should be impressed upon both the student who desires the education and upon the business man with whom we associate and upon whom we depend. Newspaper advertising more than anything else will bring about these mutual business relations.

BURWOOD PHONES - Bell, Doug. 1506; Ind. A-1506. IN. 10 WEEKS HOW CAN 200,000 PEOPLE CROWD ONLY 10 MORE HOW OVER \$5,000 PIPE ORGAN. ENTIRE CHANGE OF PROGRAM TODAY AND NEXT THURS. Starting Today Mr. Jessen Will Sing "I Wonder Who Is Kissing Her Now." Big Special Pipe Organ Program Every Monday Evening from 8 to 10 - "SOCIETY NIGHT." Daily 1 to 5; 7 to 11. Sundays continuous 1 to 11 P.M. 10c

BOYD'S - Sixth Big Week CAPACITY EVERY NIGHT. Today 2:30 - Tonight 8:15 - All Week THE WOODWARD STOCK CO. Presenting EVEL BARRTHOPE'S Success. "SUNDAY" Next Week - "MERELY MARY ANN."

BEAUTIFUL LAKE MANAWA Most Delightful of Summer Resorts Big Program Every Afternoon and Evening Here Are Just a Few of the Many Features That Will Please You Manawa Concert Band Bathing, Boating, Fishing, Dancing, Roller Coaster, Merry-Go-Round, Miniature Railroad, Roller Skating, Bowling, Shooting, Penny Arcade Japanese Ball Game. And Many Other Features. ADMISSION FREE

AIR DOME HILLMAN STOCK CO. "Cousin Helen" Admission, 10c and 20c. NEXT WEEK - "The Burglar's Wife." The Borglum Studios FLEASO - LICHTENTHEIM METHOD. August M. Borglum, Madame Borglum, Pupils of Wager Swayne, Paris, Will Teach During the Summer. 1810 Capitol Avenue

BASE BALL OMAHA VS. LINCOLN VINTON STREET PARK Sunday June 20th. GAME CALLED 3:45.

SEYMOUR LAKE PARK RALSTON A complete park. Fifteen big attractions. Bathing and bathing; dancing every night. By far the most exhilarating air and attractive spot in the west. DAILY BAND CONCERTS. Take So. Omaha car. Free admission to park.



"Tenting It" by the shady banks of some lovely inland lake or noble river, well stocked with fish—is a most healthy and delightful experience, particularly if (with judicious forethought) a case or two of Gund's Peerless Beer. "The beer that makes the world smile with you" has been included in the commissarial. In the afternoon of a hot, fatiguing day, a few foaming glasses of this famous rich and refreshing malt and hop brew, acid wonderfully to the rest and enjoyment of picnicking, fishing, or cooling parties. The snappy thirst-quenching and exhilarating quality of Peerless have made it always "first choice" by men who know. Mail orders invited. Sold in cafes, restaurants, hotels and first-class bars. Brewed by the exclusive Gund Natural Process—"The Old German Method." JOHN GUND BREWING CO. La Crosse, Wisconsin. W. C. HEYDEN, Manager Omaha Branch, Omaha, Neb. Telephone Douglas 2344, Independent, A-2344.