

IDEAL HOME CONCRETE FLOOR TO BE POURED THIS WEEK

Ideal Firesafe Home Is to Be Finest of Kind

Structure Costing \$18,000, Built by Dave E. Johnson, Designed by Chas. W. Rosenberry, at 716 N. 56th.

One of the finest homes of its kind, costing \$18,000, located in the new Happy Hollow addition, is being erected by The Omaha Bee at 716 North Fifty-sixth street. It will be known as the Ideal Firesafe Home of The Omaha Bee and is being constructed by Dave E. Johnson, contractor, and Charles W. Rosenberry, architect. The house and contracts are being let for various phases of its construction. It will be a Spanish type home, with living room, dining room, hall, sun room and kitchen on the first floor, and three bedrooms on the second floor, each plentifully supplied with closets.

The house, when completed, will represent many weeks of effort on the part of The Omaha Bee to institute a campaign for better building to create interest in home construction. The Omaha Bee contractor that it costs practically no more to construct a beautiful and well equipped home than it does to erect one of less slightly appearance.

Help Home Builders.

In initiating the construction of this home, The Omaha Bee is inspired with the desire to help prospective home builders in the planning of a house and to demonstrate what can be accomplished with the cooperation of the men and organizations of this city in construction work. The plan provides not only for the

building of the home, but also for its decorative scheme and equipment of furniture. Expense of every item and its relationship to the whole has been the constant thought of the designers. Not a home with unlimited money spent throughout it, is the ideal, but a home such as one of Omaha's families might desire to construct for themselves.

Prospective builders are invited to watch the construction throughout every stage, to visit the site and to ask questions freely as to methods and reasons why. Each of the men interested in the erection of the house is the home builder, and is eager to explain each step of his work. When completed The Omaha Bee hopes to present, for the approval of its public, a home complete in every detail, constructed for a sum that may be matched with contracts and that may produce homes that will bring satisfaction and a feeling of pride of ownership.

Good Site Selected. It is doubtful if a better choice could have been made for the location of a site. Facing southeast on Fifty-sixth street, the Ideal Firesafe Home of The Omaha Bee is situated on the rising crest of the east facing slope of beautiful Happy Hollow addition. Nothing has been left undone to make this one of the coming desirable residence sections. Reasonable restrictions, in dealing with the building of lots, have been placed within its borders. Landscape engineers have designed winding streets that will attain the most for each of the lots.

Frank Whipperman, head of the Diamond Concrete Products company has undertaken, for Contractor Dave Johnson, the construction of the concrete masonry walls. Frank Whipperman is a leader in cement masonry construction and in this home he is installing the ideas which years of experience have shown to be right for this climate. Hollow waterproof blocks will be continued throughout

the entire wall construction, clear to the roof. Matching in economy almost any form of construction, these walls have the virtue of withstanding the cold of winter and the heat of summer. A Portland Cement Stucco will furnish a pleasing exterior finish. Plaster Brothers, who have been awarded the stucco contract by Mr. Johnson, declare that the work will withstand the test of years, and will be attractive in appearance and adhere to the block walls as long as they are allowed to stand.

Skill and Craftsmanship. Contracts for the interior are not completed, but M. A. Disbrow has undertaken the important item of the entire mill work. Their handiwork will be seen throughout the windows, the floors, the stairs, the interior trim and finish, and in fact all the places where the eye meets mill work. The winding stair, in the front hall is a bit of work that called for skill and craftsmanship in design.

Other contracts for construction and accessories are expected to be closed during the coming week. A Wayne Water softener will be installed by E. D. DeLashmott, representative of the Wayne Tank and Pump company. The process of softening the hard water will save plumbing and heating fixtures, make real soft water as handy as the nearest faucet for personal use, and pay for itself in a few years, in its savings. Sommer has undertaken to install a heating system. Architect Charles Rosenberry and Mr. Sommer decided on an Arco boiler and American radiators as the heating equipment and Sommer with his well known slogan of business, "Sommer Beats Winter" guarantees his work to defy a 20 degree below zero temperature with ease.

ALL-STEEL CELLAR WINDOWS PUT IN

"Why not install basement windows that will be up to date 10 years from now, also?" queried the salesman. It was H. B. Neff of the Gate City Iron Works and the genial Hank was so enthusiastic about these all-steel windows that he said, "that no one could resist his arguments."

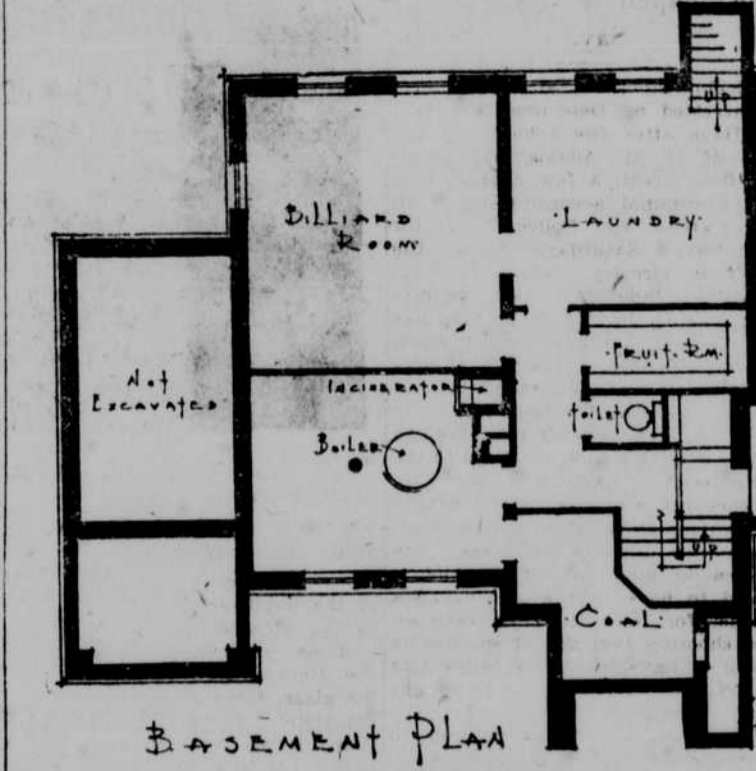
Therefore, and especially as they cost about the same as a wood window, they are installed in the cellar of the Ideal Firesafe Home.

"They're the only windows in the world that come equipped with steel bars. No one can sneak into the basement because a window has been left unwatched," he pointed out. "They look like something and they admit a good 30 per cent more light into the basement."

The windows, which are already installed, are of heavy pressed steel, electrically welded and hinges welded to the sash. A handy chain holds the window at any point. Each window is equipped with a pressure lock that makes it weather proof and the windows can be set to open at either the bottom or the top.

The window subject being disposed of so neatly, we settled back to really enjoy the pleasure of Hank's visit and hear of life and prospects in the wrought iron business. Not a chance. "You might just as well have a real coal chute," declared Hank. "The Des Moines all steel is a peach, and only costs \$7 to your contractor. So we got Dave Johnson on the phone and Dave is installing one of these. Hank says that it will pay for itself every time we get a load of coal or wood, in the fact that it protects the house."

Concrete Floor for Ideal Home



Contractor Dave E. Johnson will have a crew of carpenters busy Monday morning erecting the wooden truss-work to support the Meyerform steel pans which will be used to make the concrete floor for the entire first floor of The Ideal Firesafe Home of The Omaha Bee. The plans and steel work and Meyerforms are being supplied by the Concrete Engineering company of this city, and the work will be conducted in the same manner in which concrete floors are made for big buildings. The Meyerform pans provide a floor that carries the weight of the floor on concrete trusses underneath the floor itself.

Advantages of such a floor in a home are many. In the first place, it is a safeguard against fire which might occur in the cellar, arising into the upper floors of the house. The rigidity of such a floor insures that walls cannot sag and cause plaster to crack. If an oil burner is used, which might make a slight noise, the concrete floor deadens the sound entirely. Any dust or dirt in the cellar cannot arise through the floor into the living portion of the house.

Henry R. Roessig, head of the construction department of the Diamond Concrete Products company, has undertaken to pour the floor, when the pans have been set. In addition to the other concrete work on the home, the additional cost of such a floor over the wood construction floor is very small, and the many advantages of such construction far outweigh the difference in money.

Heating System in Fireproof Home Is Now All Planned

One More Worry Out of Way; Progress Being Made at Site, Despite Weather. By WILL M. MAUPIN. Well, the heating system of the new home is arranged for. Naturally enough, heating has been worrying me. One man asked me if I wanted an automatic furnace—one that fed itself. Whereupon I shrieked in a loud voice: "Indeed, not! I want one I can feed with a spoon."

Of course that is impossible, but I feel that I have come as near to it as is humanly possible. After looking over a lot of heating systems my mind is made up. So is the contract, all sealed, signed and delivered. C. H. Sommer will install it. I'm satisfied he'll do a good job, too. He will install a Thrush pressure system also. The fact that he has installed over 300 of them in fine Omaha homes satisfies me that I am doing the right thing. Of course some of those homes are bigger than mine, and cost more than mine will. There will be 563 feet of radiation, which will be amply sufficient. Going to have a color scheme, too. The radiators are going to be tinted to conform to the general color scheme of the rooms, and will be placed just where I know they will look the best and do the best work.

I'm glad I've got the heating system all arranged for. That takes one big worry off my mind. First Floor Worries. Another worry I've discarded is the first floor. Had a hard time with that problem, but that is all settled. The Concrete Engineering company will do the work. It will be what is known as the Meyer form concrete floor, with concrete beams and steel reinforcement. That will insure rigidity and stability. The company is going to get right at the work, too. The foundation walls are up, the steel windows in the basement are set, and just as soon as the floor is poured—that's what they call it, I reckon—we'll begin running up the concrete walls.

It would have been possible to get a cheaper heating system, and a cheaper concrete floor, but I'd have you understand this home is going to be the best money can build, everything considered. A whole lot more than concrete and steel and glass and pipes are being built into this firesafe home. There is going to be just as much "best" out of sight as there is in sight.

Concrete, Top to Bottom. This new firesafe home is being built of concrete from top to bottom, except the roof, and that's going to be about the same thing, till. Will tell you about that later. The outside will be stuccoed, and the roof will have all the subdued colors you see in the old Spanish houses of the southwest.

Expect Dave Johnson, the contractor, and Charles Rosenberry, the architect, to mutter to themselves when they see me coming. They have designed and erected a lot of homes, but I would have them keep in mind that this time they are erecting my home.

I've already told you about the Kernerator, or garbage burner. Excuse me, incinerator. Also about the concrete blocks, and now about the heating system and the concrete floor. Pretty soon I'm going to tell you about the plumbing, and then the electrical equipment, the hardware and a few other things.

Weather Not Ideal. The weather hasn't been what I would like to have it be, hence the builders are being sadly delayed. But the home is progressing. Firesafe? I'll tell the world. I'll have things in that home that would sell mighty

cheap if offered at public sale, but money could not replace them. My library, for instance. I want everyone who wants a home of his own to go out and see the one I am building. Talk to the workmen. Ask all the questions that come to mind. That's part of their job, answering questions. This home building problem should be the biggest problem in the world for American men and women.

Take a Dundee car and go to the end of the line, near the old Happy Hollow club—Brownell hall, if you please. Then walk a block north, a short block west, thence north till you see what is going to be a real home, an artistic, firesafe home. And while there don't forget to look out over the wonderful view. That's going to be a mighty big part of the home, believe me.

Phones Increase. Ottawa, Ont., Feb. 20.—The number of telephones increased in Canada from 944,029, in 1922, to 1,609,263, in 1923, according to a report of the bureau of statistics.

City Water Can Be Soft Water

When you install a Wayne Water Softener in your home, there is an abundant supply of soft water at every faucet, convenient as your old hard water, yet unexcelled for every household need. Wayne Soft Water is softer, cleaner and far cheaper to use than dangerous city water. Call, write or phone for a sample.

WAYNE WATER SOFTENERS
E. D. DeLashmott, Representative
1901 Harney St. AT 6511

The Ideal Firesafe Home

now under construction, is located in the new unit of

HAPPY HOLLOW OMAHA'S MOST DESIRABLE RESIDENCE DISTRICT

A great many other attractive homes are being built there and plans are being drawn for others. We are offering building sites in this district at prices ranging from \$1,500 to \$6,500. One-tenth cash will secure any unsold lot—balance one per cent per month.

George & Co., Realtors
City National Bank Building
Call AT 3024 and ask for a Happy Hollow Salesman

Capability -- Confidence



No builder would select a contractor unless he was certain of his capability. Regardless of what low bid offered—the home builder wishes to be certain that the work will be in the hands of a constructionist who "knows his stuff."

This confidence in the ability of the contractor selected is repeated with emphasis when the matter of reputation is discussed. The builder wishes his contractor to perform the work according to agreement—to take pride in turning out the completed building just a whole lot better than expected from plans and specifications.

To earn such a reputation and have only wholly satisfied and pleased customers has always been our ambition.

The Ideal Firesafe Home of The Omaha Bee is going to be that kind of a job.

DAVE E. JOHNSON CONTRACTOR
4137 Lake St. WA. 0932

"Sommer Beats Winter"

It is with pride that we announce that the entire system of heating of the Ideal Firesafe Home has been placed in our charge.

We guarantee, that like all our work, it will be satisfactory in every way. :: ::

Steam, Vapor, Hot Water Heating.

C. H. SOMMER
2202 So. 16th Day, AT. 6901
Night, AT. 9802



Did you ever paint a picture of your future home?

IF NOT literally, then surely in your mind's eye you have built and fitted the home ideal—as you would have it.

What would it mean to you to realize that dream? A home exactly as you would wish it in every detail—beautiful and enduring!

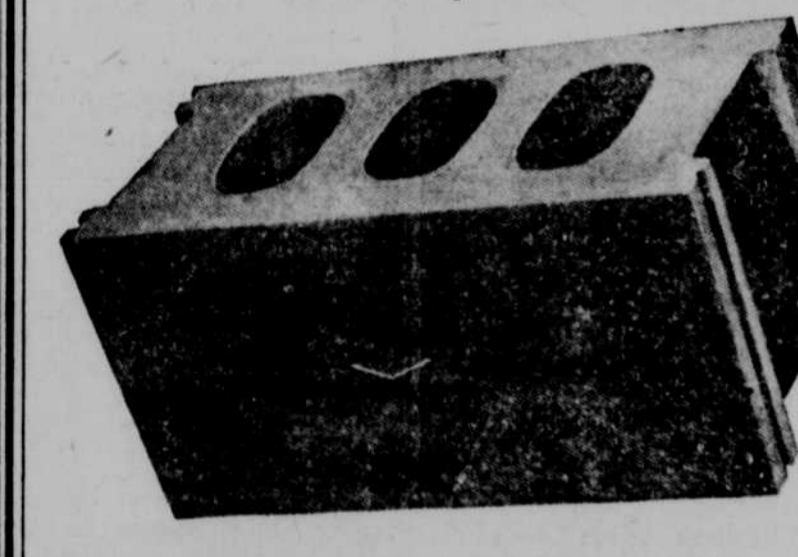
The achievement of your ideals in a practical and economical manner is the business of an architect.

His services—based on a small percentage for plans, specifications, and supervision of all work—will be more than paid for in practicability and economy throughout your home. It's cheaper to

"Consult an Architect"

CONCRETE MASONRY

Waterproof Diamond Concrete Blocks



The wall of the Ideal Firesafe Home of The Omaha Bee is being constructed by us of DIAMOND CONCRETE BLOCKS. It's concrete masonry, a double wall with air chambers both perpendicular and horizontal.

Warmer in winter and cooler in summer, this construction defies competition in efficiency and in cost of construction. Our own construction department is right on the job. See it yourself.

DIAMOND Waterproof Concrete Blocks will not absorb moisture. Scientifically designed, and manufactured in the most modern of the efficient plants of today, DIAMOND product and construction are guaranteed to give satisfaction.

"DIAMOND" A Besser Made Concrete Block

The Covered Wagon and the two-hole concrete block have seen their day and are superseded by modern products.

90% of the concrete blocks made today are of the new and progressive three-hole type.

- 50% more strength.
- Four cross webs instead of three.
- Do not require keying.
- Are perfectly balanced.
- Easy for the mason to lay.
- No trouble about fractions.
- Perfect circulation of air, both horizontal and perpendicular throughout your entire wall.
- Allows plastering directly upon the wall.



We make Concrete Chimney Blocks, Fire Clay Flue Lining, Porch Piers, Wall Copings, Sills, Lintels, Lawn and Garden Furniture.

Mr. Harry R. Roessig, head of our construction department, will be pleased to give you the cost of any kind of concrete work.

DIAMOND CONCRETE PRODUCTS CO.
Office and Plant, 42d and Parker Sts. Phone WA Invt 6773
FRANK WHIPPERMAN, Mgr.—Telephone KE 0401