

BIG BUILDING SEASON NEAR

Sunderland Says Indications Are for Many New Residences.

BRICK BECOMES VERY POPULAR

Expert Says that the Additional Initial Expense is More Than Justified by the Longer Life of the Structure.

BY R. E. SUNDERLAND. Building activity is on in serious earnest, especially in the matter of new residences. Excavations are to be seen in all parts of the city, some of them indicating that bungalows and cottages are to be built and not a few suggesting by their size that houses of larger proportions are to be erected.

It is significant of a growing appreciation of the economy of brick construction that each year brings forth an increasing percentage of masonry houses.

This is doubtless due in a measure to the fact that the cost of a brick residence is much less, comparatively, than the public has been led to believe, for the difference between frame and brick is not more than 10 per cent.

Advantages and economies follow, one after another, if the walls are of masonry. There is the better appearance; there is the absence of expensive up-keep; no painting, no repairs and always the fresh, new appearance.

The insulation value of brick walls can only be fully appreciated by those who have lived in both kinds of houses. In winter the cold cannot penetrate and in summer the rooms of a brick house remain cool.

Good Investment.

As an investment take, for example, a frame house built ten years ago it is a safe estimate that the selling value has depreciated more than the ground has appreciated. How about the attractive brick house? After ten years its selling value is no less than at first and the increase in the value of the ground is saved to the owner.

Competition usually determines the profit to be realized from the sale of anything. It is therefore logical to conclude (and has been proved by experience, repeatedly) that he who builds of brick, having but little competition if he desires to sell, has a vastly better chance to sell profitably than does he who builds of frame and has to compete with an endless number of frame houses which are constantly on the market.

Omaha is ripe for the building of honest brick detached houses for sale. Vines and shrubbery need never be disturbed if planted by the walls of a brick house. It is destructive to such growth to tear away the tendrils as must be done each time a coat of paint is applied to the vine covered building.

Better Security. Those who loan money for the building of houses are fully justified in increasing the amount sufficiently to cover the small added cost of brick construction. The security is thereby improved, for it is the continuous necessary outlay for upkeep which often discourages the mortgagee who builds of frame.

A ramble through the residential districts of Omaha impresses one that very many brick residences are being built and that there is a richness and beauty of color, style, texture and a distinct excellence apparent in the new kinds of facing brick which enterprising and well posted brick dealers have brought to this market.

This is an age of specialization, and in no line of business has there been more serious study nor more definite worthy achievement than in the business of making and selling brick for the exterior walls of buildings.

The harmonizing of such rich tones as are now available in face brick is a fascinating study and fine results do not come by accident. It is only of late that the mortar joint has been considered seriously. Today the color of the mortar, the size, shape and texture of the mortar joint, which absolutely determines the "grain" of the wall, is given much attention.

To show these facts to advantage the modern brick display rooms contain garden walls, fireplaces, arches, set mantels and many squares showing brick laid up in actual mortar so that a builder may see exactly how a given kind of brick would appear in the walls of his home.

The sale of face brick has been put upon the same plane as the sale of other art goods.

Pointed Paragraphs.

Work is good for boys, but not all boys are good for work.

Many a man has found the lap of luxury an uncomfortable seat.

Only a foolish woman ever tries to reform a man by roasting him.

It takes a woman who can afford to dress as if she had a fine figure to imagine that she has.

The average wife thinks she is her husband's guiding star—but most husbands refuse to be guided.

Many a girl manages to strangle her emotions because she nose red.—Chicago News.

PILES Quickly Cured

Instant Relief, Permanent Cure—Trial Package Mailed Free to All in Plain Wrapper.

We want every man and woman suffering from the excruciating torture of piles to just send their name and address to the one and get, by return mail, a free trial package of the most effective and positive cure ever known for this disease, Pyramid Pile Remedy.

The way to prove what this great remedy will do in your case, is to just fill out free coupon and send to us and you will get, by return mail, a free sample of Pyramid Pile Remedy.

Then, after you have proven to yourself what it can do, you will go to the drugist and get a 6-cent box.

Don't undergo an operation. Operations are rarely a success and often lead to terrible complications. Pyramid Pile Remedy reduces all inflammation, makes congestion, irritation, itching cease and ulcers disappear—and the piles simply quit.

For sale at all drug stores at 50 cents a box.

FREE PACKAGE COUPON

Fill out the blank lines below with your name and address, out our coupon, and mail to: THE PYRAMID DRUG CO., 404 Pyramid Bldg., Marshall, Mich. A trial package of the great Pyramid Pile Remedy will be sent you at once by mail, FREE, in plain wrapper.

Name.....

Street.....

City..... State.....

HUSTLING REAL ESTATE MAN HAS RETURNED TO OMAHA.



A.T. Elmer

Building for March

Permits issued for new construction and repairs during March make a much more favorable comparison with a year ago than January or February, the total granted by seventy-three leading cities in the United States, according to returns received by Dun's Review, calling for the expenditure of \$60,346,558, a decrease of only 6.4 per cent.

The total of the outside cities again makes a considerably better exhibit than that of New York, the permits at that center amounting to \$13,520,146, against \$15,000,046, a loss of 10.9 per cent, which, however, is a marked improvement over the preceding month, when there was a falling off of no less than 53.8 per cent.

As usual of late, the contraction in building activity is entirely confined to the Boroughs of Manhattan and the Bronx, both Brooklyn and Queens showing substantial improvement. The aggregate value of the permits issued by the cities outside the leading center was \$45,277,813, as compared with \$43,829,153, which is an increase of 4.5 per cent.

Gains and losses are quite equally divided, thirty-five out of the seventy-three reporting more or less increase. At the same time, while the statement as a whole is fairly favorable, a good deal of irregularity is evident, there appearing to be no uniformity in the improvement in any section.

Birmingham, Buffalo, Dallas, Duluth, Houston, Los Angeles, Newark, New Orleans, Philadelphia and Richmond, report a sharp contraction of activity compared with last year, but the unsatisfactory conditions at those cities is more than offset by the gratifying gains that appear at Albany, Bridgeport, Columbus, O.; Dayton, Grand Rapids, Kansas City, Louisville, Minneapolis, Peoria, Pittsburgh, St. Paul, Seattle, Toledo and Washington.

The figures in detail are given below:

Table with 3 columns: City, 1913, 1914. Lists cities like Albany, Atlanta, Baltimore, Birmingham, etc., with corresponding permit values.

Totals.....\$6,777,813 \$62,969,153

New York City.....\$ 4,188,575 \$ 4,412,000

March, 13 cities.....\$28,246,358 \$28,528,178

February, 19 cities.....\$1,223,871 \$4,628,160

January, 30 cities.....\$8,428,463 \$4,910,430

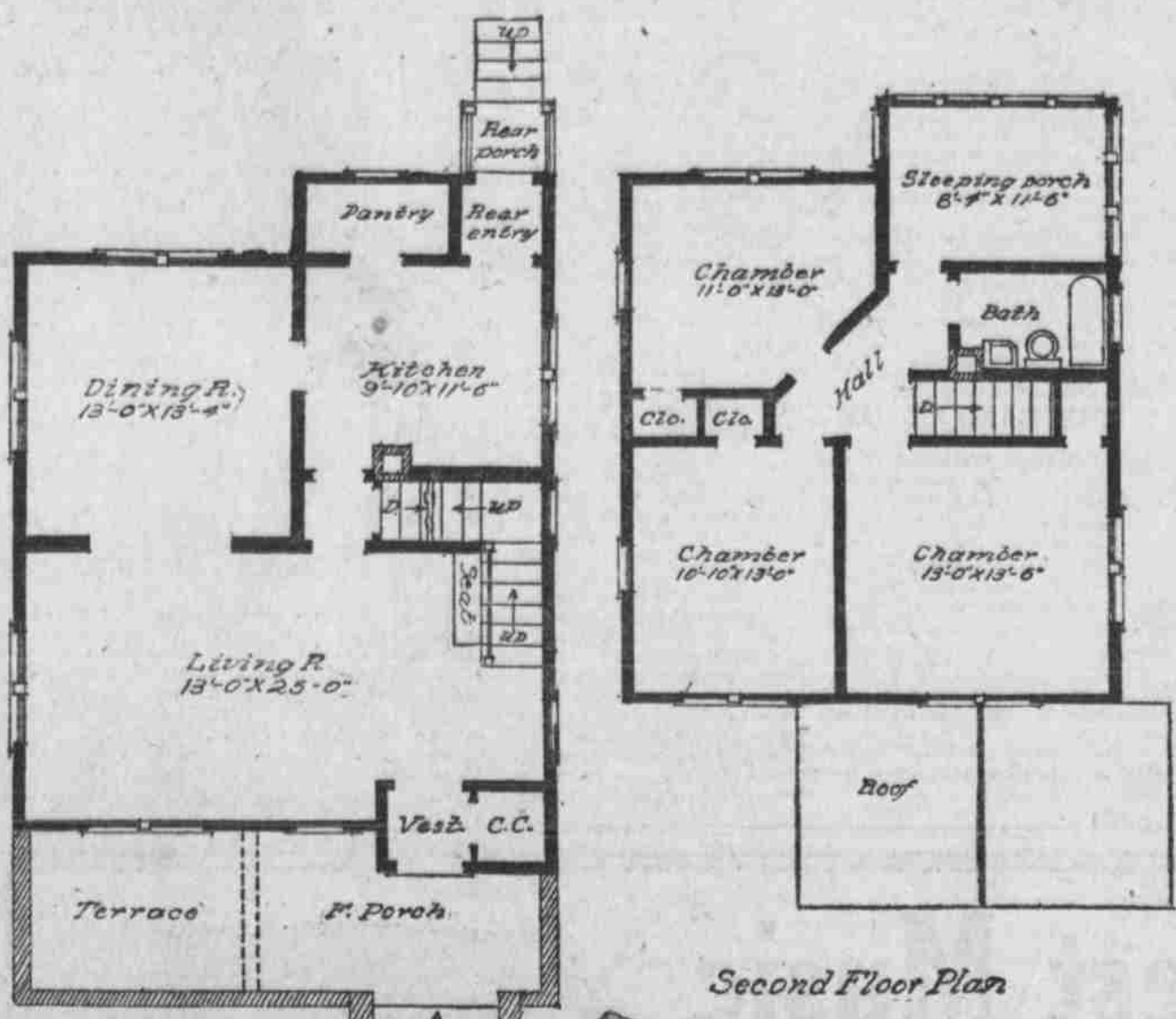
Year to date.....\$150,009,102 \$150,965,775

Almost Human.

Said Flossie to May: "Just listen while I talk to Fido. He's so intelligent!" "Does doggie want to tum out for a walk?" "How-wow!" "Of course 'oo does; but 'oo just had a bath and 'oo might litch cold."

Omaha's Home Builders Getting Busy

Six-Room House Planned by Victor Beck



EXTERIOR OF HOUSE PLANNED BY VICTOR BECK. The above picture is of an all-modern house consisting of six large and well-arranged rooms, with an attractive porch and terrace at the front of house.

FINDS LOCAL PROPERTY GOOD

A. T. Elmer Returns to Omaha Convinced of Values Here.

PRICES COMPARATIVELY LOW

After Traveling Over West Omaha Man Counts Investments in These Paris Hotbeds of Opportunities.

A. T. Elmer, who was formerly identified with the real estate business in this city, and was for many years in charge of the property of the Poppleton estate, has returned to Omaha and acquired an interest in the firm of Armstrong-Walsh company.

WE CAN MAKE YOUR MONEY EARN 7% OR MORE

in amounts of \$100 OR MORE in a good, safe, investment. Why only get 3% to 4% when you can get at least 7% and get the best kind of security?

GETTING READY TO GO AWAY?

In making arrangements to go away for the summer, don't forget that we will safeguard your household goods during the summer and return them to you in the fall at very moderate rates.

USE SUNDERLAND'S BRICK STYLE-COLOR-QUALITY-TEXTURE USE SUNDERLAND'S BRICK

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Home Builders Are Busy Building

new dwellings for new home owners. The demand upon Home Builders for new homes this season over last season is nearly double. Plans are being drawn for half a dozen to be built at once.

(A Letter From a Satisfied Customer.) Omaha, Neb., April 1, 1914.

Home Builders (Inc.) 202 South Seventeenth St., City. Gentlemen:—Replying to your inquiry, am pleased to state that we are entirely satisfied with our new home which you built for us, started less than 90 days ago.

Home Builders will furnish the money and build you a home on easy payments. See Home Builders when you are ready to build. Get Home Builders' Plan Book, 50c by mail—free to customers.

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Best Quality Cement Blocks Cost No More. Our cement blocks are power tamped, steam cured and water-proof, and are far superior to the hand tamped and air cured blocks.

Getting Ready to Go Away? In making arrangements to go away for the summer, don't forget that we will safeguard your household goods during the summer and return them to you in the fall at very moderate rates.

Clean Up, Paint Up Now! April 17th and 18th have been proclaimed clean-up days. Improve your home with a coat of Sherwin-Williams Paint.

Barker Bros. Paint Co. 1609 1/2 Farnam St. Phone Douglas 4750

Moving -- Packing -- Storage. OMAHA VAN AND STORAGE CO. We Maintain Unexcelled Service 304 South 16th Street! Phone Doug. 4163

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