

TIMELY REAL ESTATE GOSSIP

Exchange to Standardize the Brokerage Business.

50 SAYS SECRETARY CRIEIGH

Omaha's Recovery from Tornado Subject of Short Magazine Article—Notes of National Executive Committee Meeting.

The purpose and history of the Omaha Real Estate exchange is tersely set forth by its secretary, A. I. Crieigh, in a little statement he has just given out, as follows:

"The Omaha Real Estate exchange was organized November 1, 1913, for the purpose of standardizing the real estate brokerage business so it would obtain and hold the confidence and respect of both owners and purchasers; to institute rules for uniform commissions; to cultivate good fellowship among its members in their business of buying, selling, leasing, leasing and managing real estate; to encourage industry; to work at all times for the future of our city and state and for the improvement of its physical and governmental conditions.

"The exchange meets each Wednesday noon, except during the summer. By these weekly meetings it has created a closer bond of fellowship between the men who are engaged in this line of work, and has done much to elevate and improve the real estate business. This bringing together of men, with the purpose to erect, maintain and defend high ideals of business conduct and practice, has done much to elevate the business in the eyes of the public. It used to be, in former years, a fit vocation only for men who were failures in other lines of business. Now it occupies the position of a profession.

"The Omaha Real Estate exchange, by being affiliated with the National Association of Real Estate Exchanges, is able, through this connection, to keep informed of the real estate affairs in other cities, so that we are able to give our clients better service than ever before.

"The next annual convention will be in Pittsburgh, July 8 to 11. This convention will bring hundreds of agents together for the discussion of questions that are of vital importance to the advancement of the real estate profession. This means better service to clients.

Recovery from Tornado. In the Real Estate Magazine for April appears a short account of the quick recovery of Omaha from the tornado disaster and a few other facts concerning Nebraska's industrial activities, as follows:

"The city of Omaha, within a year of the tornado disaster, which tore a path four miles long and four blocks wide through the best residence section, has wiped out this path so successfully by the rebuilding of the 3,000 homes destroyed that the only indications remaining are topless tree trunks. Within a year there was sold at auction for \$100,000 a corner lot, two-thirds of a mile distant from the business center, which had been purchased thirty years ago for \$1,000. The people of Omaha are more optimistic than ever, attributable, perhaps, to the easy home market, the currency measure and the realization of the existence of a mine of wealth, annually produced within 200 miles of the city. The state of Nebraska annually produces in hay, alfalfa, dairy and poultry products more in value than all the gold and silver mines of the United States and Alaska; in live stock and corn products, more than the iron ore and copper beds of all the states, and in the smaller grains exceeding the value of the sugar products of all the states of the union. All are confident in a prosperous condition of the real estate business during the present year, basing their confidence on the natural wealth and attractiveness of the city."

Harrison for President. Some of the committeemen of the executive committee of the National Association of Real Estate Exchanges, at the banquet in Omaha a few nights ago, launched a boom for C. F. Harrison of Omaha for the next president of the national association. Harrison is at present a member of the executive committee. He always attends the national association meetings and Omaha real estate men have come to feel that their interests and the good of Omaha is ably taken care of when Harrison is on the job.

It developed during the visit of these men to Omaha that at the national association Harrison is known as "Old Statistics," out of recognition for his inexhaustible fund of statistical information, which he pours into all his speeches.

The executive committeemen, while guests of Omaha, promised sincerely that whenever Omaha should get in the race and ask for the privilege of entertaining the next national association convention here, they would put their shoulders to the sled in a solid phalanx and push the convention this way.

No end of comment has floated about the streets since the real estate banquet, concerning the excellent and masterly way in which E. A. Benson handled the job of toastmaster during the evening. Mr. Benson had the great crowd screaming with laughter every moment, when his speakers were not working.

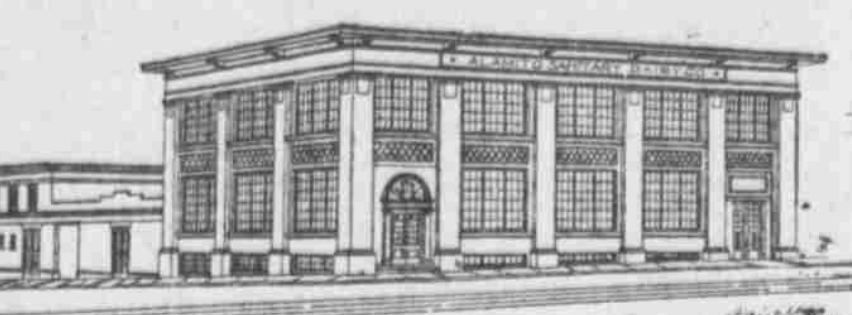
Fraudulent or fake advertising is to be attacked by the National Association of Real Estate Exchanges. The executive committee of the organization in session in Omaha, during the week, decided to appoint a committee to bring a report on this at the meeting in Pittsburgh in July.

A company that buys, sells and exchanges real estate on no commission has been instituted in 205-207 Paxton block. It is known as the No-Commission Realty Company. It offers to give information to all alike, and to have the lists of properties for sale as well as the lists of prospective buyers on a board before the eyes of the customers. The thing the customer is to do is to look over the board, pick out what he wants and make the deal.

"THE TRAVERTON" IS NOW TWO-THIRDS FILLED

A new apartment building which has been an attraction is "The Traverton." The painters have been away only two days and yet the building is two-thirds filled, which was quicker work than was expected. Screens and awnings are being put on at the present time. Traver Bree, says they have done everything possible to meet the desire of the most exacting tenant.

New Home of Alamito Creamery Company



Excavation is to begin at once for the new Alamito Creamery plant, twenty-third and Leavenworth streets. The contract has been let on a commission basis to William Ledgwick. The Alamito company is to furnish all material and pay for the labor. The building will be two stories and full basement. It will occupy practically a quarter of a block. Harry Lawrie, architect, made the plans. The building fully equipped is to cost about \$90,000. Throughout, the plant is to be equipped according to the most modern methods of the dairy business. Charles F. Schwager, president of the company, has traveled about the country extensively visiting the principal creamery plants of the United States to get the most modern and approved methods and construction in mind before he undertook to approve a set of plans for his plant.

Plate Glass Front. A plate glass front in the building will expose to the passerby the principal machinery of the plant, which will give the public an idea of the excellent system employed and the sanitary methods used. The best of lighting systems and ventilating systems are to be installed. Automatic conveyors are to be used instead of the old fashioned trucks. A reception room on the second floor is to be equipped for receiving parties of visitors. Light lunches will be served here on special occasions, and the visitors will be so stationed as to be able to overlook much of the plant. Shower baths will be installed for the employees.

To Have Ice Plant. A new ice plant will be installed that will furnish all the refrigeration necessary for the plant, as well as furnish more than enough ice for the company's use.

Another large room is to be especially equipped for the modification of milk for babies.

This new plant will be centrally located with respect to both the Omaha and South Omaha service. With this new location the company feels it will be able to give even better service than at has in the past.

The barns of the company will be located across the street from the new plant.

"In closing I wish to say that you cannot sit in your office and wait for business to come in. You must work hard every day and apply yourself to the real estate business in all its details."

TIPS FOR REAL ESTATE MEN

Benson Points Out Some Things Salesmen Should Remember.

SHOULD KNOW THE CONDITIONS

Under the Telling of a Straight Story, but Not Talking the Life All Out of the Customer.

"The first letter in the alphabet of salesmanship is the knowledge of conditions, values and surroundings of the property to be sold," says E. R. Benson, sales manager of Hastings & Heyden. "The mistake of the average salesman is that he does not look at the property he is trying to sell with the eyes of a buyer. He looks at it from the side of the prospect. He will make it his prospect buys. He comes to the conclusion that the minute the prospect inquires about a piece of property that is in the property he will buy, and will do so soon as he can show it to him. Secondly, he did not find out whether the prospective buyer owned any real estate, whether his salary would allow him to purchase the priced property he inquired about. He did not find out whether the man would deny himself and pioneer in order to obtain a piece of property. He simply went on the supposition that because the prospect inquired about some particular piece of property that all he had to do was to show it to him and it was sold. Had he been able to see with the eyes of a buyer, or had he gone into the proposition thoroughly with the prospect he, no doubt, would have been able to sell him, not perhaps the particular piece that the prospect inquired about, but some other piece of property that was identical with what the prospect wanted. As it was, he lost the sale because, as I said before, he simply looked at the commission side of the transaction, which is entirely a selfish side.

The Man Who Stuck. "Taking up the man who stuck and who made a success, my observation has been that the salesman went out and looked over the property that he is supposed to sell and he saw that the location was right. He saw that all other conditions were right and that the property had a great deal of merit to it; saw that anyone purchasing this property could be assured of a reasonable profit in the future. He also believed that the purchase of this property would be the cornerstone of the man's existence. It would be a safeguard against hard times. It would be a place that the buyer could call 'home.' That it was a savings bank; in fact, everything that is necessary to a successful man, he he a mechanic, professional or a capitalist. They all have started with that one piece of property. He not only looked at the property he was going to sell, but he had the one thing in him that is so necessary to every successful salesman. He was a reader of human nature. He assumed the attitude of a doctor.

"Another element in salesmanship that is absolutely necessary is commonly known as stick-to-it-iveness. Do not talk your customer to death. Make your statements in concrete form and then intelligently listen to the customer's remarks or to his ideas. Convince the buyer that you are absolutely interested in him personally and that you will do your best to make money for him and you will make money for yourself and for the firm for which you are working. Be loyal to yourself and to your employer, as well as to the man whom you are trying to sell.

Sincerity Factor. "Sincerity is another factor, but above all knowledge of values is the foundation. Before any salesman should offer a piece of property to his prospect, regardless of whether it is a lot, house and lot, or an investment, he should carefully study the existing conditions. Another element of salesmanship is that if you want to be successful you must live a clean life. Rest your mind when you leave your work with some recreation that is beneficial to the mind. Mr. Rockefeller pioneered with the crude oil and today he makes an endless amount of articles from the by-products of crude oil. The by-products in the real estate business are building houses, renting houses, insurance and getting every dollar for the firm and yourself that is possible. While it is not my thought to dwell in any length on your future or your career, I do want to leave forever in your minds the thought that you yourself are responsible for your future.

"A little maxim of mine" that can be followed at all times is my definition of a grape fruit. A grape fruit is a lemon that took advantage of its opportunity. "Keep that fresh in your minds and you will make money; and this brings out the idea of a creative mind. In other words, the man who will think enough

to create an idea that can be turned into money. "In closing I wish to say that you cannot sit in your office and wait for business to come in. You must work hard every day and apply yourself to the real estate business in all its details."

A Property Owner Makes A BETTER CITIZEN

The owner of property is a better and more useful citizen because he takes a vital interest in the welfare of his community. He is a man of responsibility, his credit, his business standing are established on a definite basis and there is tangible evidence of his importance. He is justifiably proud of the voice he has as a citizen of substance and interested in the progress of his city, for on that progress depends the increased value of his property.

The love of home is inherent in every man and every woman. Most people would very quickly acquire the title to a piece of property if they were not frightened away by the idea that an investment in real estate means a sum of money too hopelessly large for them. They need to be shown that a home can be purchased on monthly payments no larger than they would probably pay for rent anyway. And the title to a home is far more substantial than a bundle of rent receipts.

Real estate has been the foundation of many huge fortunes. Every owner of real estate profits through the growth of his city. There are many wealthy men in Omaha whose wealth has come to them as a result of their foresight a few years ago. There are others in far greater number who have made small fortunes, who are now in comfortable circumstances because they took advantage of the opportunities in real estate.

There are greater opportunities in Omaha real estate today than there ever was before. The city is strategically located; it is the gateway to the richest and most fertile country in the United States; commerce and travel between the great east and west pass through its portals; it has never once faltered in its natural, consistent and constant growth.

Omaha is still growing and developing. Real estate values are still increasing along with the growth of the city, as they rightly should, without any sign of a "boom." Omaha real estate is a sound and stable commodity that the careful investor should study.

The foremost real estate men of Omaha contribute valuable information to you in the real estate columns of the classified section today. They will discuss with you their plans that will help you to become a property owner. They know what opportunities exist and a few inquiries among them will be a real step forward for you.

THE OMAHA BEE

Everybody Reads Bee Want Ads

REAL ESTATE MEN SEE BRIGHT FUTURE FOR OMAHA

The Omaha Real Estate exchange did itself proud Monday and Tuesday of last week while the visiting members of the association were in the city. They never had a moment to spare and saw Omaha from all angles.

The opinions expressed of the city and its citizens was certainly to Omaha's advantage.

The men who were here consisted of part of the best real estate men in the United States, and it was the consensus of their opinions that Omaha has a great future and they were loud in their praises of its residence districts.

They all left by 11:30 Tuesday evening and said that never had they been so loyally entertained or mingled with such hospitable people. They will always be glad to come back to Omaha.

HASTINGS & HEYDEN SHOW BIG BUSINESS INCREASE

Hastings & Heyden have made 120 sales since January 1 this year, against fifty-eight sales during the same period in 1913, which shows an increase of over 100 per cent in this year's business, and have sold since March 1 in Benson acres a total amount of \$23,235, which proves the great demand there is for acreage.

They also report the following sales for the week: Jacob A. Madden, Benson Acres, \$500. Nick Masarik, lot in Shull's second addition, \$200. Bernard Jacobson, house and lot at Forty-seventh and Wakley streets, \$2,000. Clara A. Madden, Benson Acres, \$200. R. T. Long purchased one and one-half acres improved in Keystone park, \$1,700. Sidney A. Monahan, a lot in Ak-Sar-Ben Hill addition, \$200.

WINDOW BOXES NEED LOTS OF MOISTURE FOR PLANTS

Window boxes with a water reservoir prevent the drip that is sometimes troublesome with an ordinary box, and it is much easier with one of these window boxes to keep the plants in good condition.

All sides of a window box are exposed to the heat and air, and the water dries quickly. Window boxes require a plentiful supply of water, as they must not be allowed to dry out.

In setting up a reservoir window box, or, in fact, any window or porch plant box, a spirit level should be used and the box adjusted by putting pieces of wood under one end, if needed, to have the box perfectly level. Otherwise, in watering one end will be too wet and the other too dry.

In the absence of a spirit level, a level may be improvised by using a pan about half filled with water, placed on the window box before it is filled. Adjust the box until the water in the pan is perfectly level with the rim of the pan.

GIVE LETTUCE CERTAIN KIND OF TREATMENT

Nearly every one tries to grow lettuce, and a great many fail because they don't realize that it needs something more than just ordinary treatment. In the first place, hot weather makes the production of the best lettuce difficult; secondly, the crop should be shaded from the direct sunlight while young and should receive an abundance of water; and, third, it should be pushed along without a check from seed sowing to harvest. There are really three types—the loose head, the butter head and the crisp head. In each group are early and midseason kinds, although none does as well in midsummer as in the moderate weather of spring and fall. Boston Market, Black-seeded Tennis Ball and Tom Thumb are excellent for forcing; Simpson and Morse are examples of the loose head type. Isberg, Hanson and Brittle Ice suggest the crisp quality of their heads, while Deacon, Cream Butter Head and Black-seeded Butter are of the last class. Of these the crisp heads are best for summer planting and the rest for the cooler seasons.

Good Garden Hints

Stringless green is one of the best early bush beans. Lilac queen is a new variety of sweet pea with heads of lilac flowers. It is of dwarf growth.

Rite hantam is a good early dwarf pea. The vines average about 13 inches. Flavor is good and it is very productive.

Bryonopsis lachinosa is a beautiful annual climber of the gourd species. The ivylike foliage is pale green. It bears round green fruit striped with white, turning to bright scarlet, striped within.

Golden cream sugar corn is a cross of country gentleness and golden hantam. It is early, about the size of the latter variety. It is very sweet and tender and well worth trying.