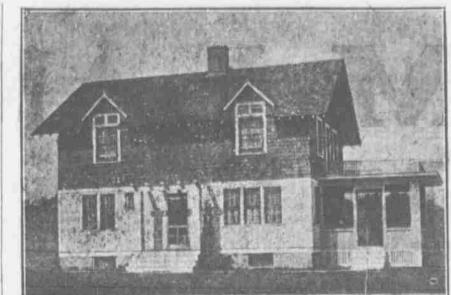
The Cost Problem

The three most important considerations in the building of a home are its plan, design and cost. It is not a difficult matter to decide on the most desirable arrangement of rooms suited to the family needs. nor is it difficult, with the assistance of an architect, to design an attractive exterior, provided that the cost is not limited, but here is where the rub comes. The fact that some homes cost a great deal less than others of the same size tempts people to gamble on the proposition and try to get a great deal more than they ought to for the amount which they desire to invest. They are even sometimes encouraged into believing that they can build a larger home than is possible for a certain amount by unscrupulous builders who think that after their mind is thoroughly settled that their enthusiasm will lead them to invest more than they at first intended.

Sometimes architects who htnik more of getting an order than they do about their reputation will follow the same policy, so that the home builder is not always alone to blame for planning a home entirely beyand his means. No architect could guarantee the exact cost of a home. His experience permits him to estimate its approximate cost, but his estimate only becomes accurate through coincidence. He has not the gift of prophecy and is unable to tell the exact amount which a contractor would want for a certain piece of work, His estimate is sometimes high and some times low. In other words, he is in exactly the same position as one of the several contractors who might be invited to figure on the work and these bids would vary sometimes to a considerable extent.

When one's means limit them to exactly a certain amount, it is best to trankly state to the architect all of the circum stances, being sure to obtain the advice from a man of experience and absolue integrity and then instead of adding many fore the contract is closed with the con-

twice that amount. Only responsible men owner would feel safe in letting the con- saved thereby,



MR. CLAUSEN'S BOOK

"The Art, Science and Sentiment of Econsbuilding."

30 chapters, 200 illustrations and a 30 chapters, 300 illustrations and a thousand facts on the planning and designing of every kind of home. It covers a wide range of subjects, including the planning of bungalows, suburban and city homes, letting contracts, choosing materials, proper design of entrances, windows, fireplaces, etc. Price, postpaid, \$1.00.

Address, Arthur C. Clausen, Architect, 1138-37-38 Lumber Exchange, Minnespolis, Minnesota.

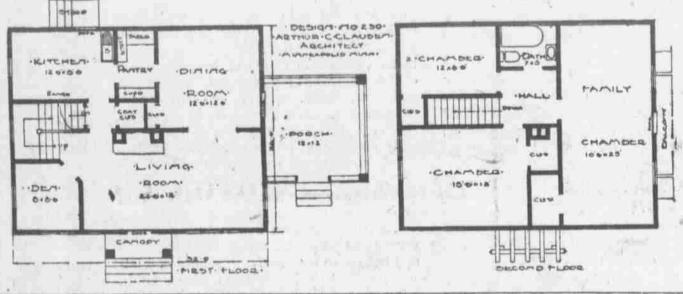
tractor's time if you do not intend to give little things, such as a higher grade of him the contract, provided he is the lowest wood work, a high grade of plumbing fix- man. Here is an example which shows the tures and many little luxuries, entirely de- advisability of taking estimates from a on the nerves to let the contract for every sirable but which could be omitted, try to number of contractors. A home builder thing, except the heating and plumbing, to see how many of these things can be done desired to build for exactly \$4,500. The without and apply practical economy wher- first four estimates which he took ran ever possible. Then when the bids are re- from \$4,800 to \$6,000. He was naturally ceived, if they come below available funds. somewhat discouraged, but decided to let these litle extra luxuries can be added be- another contractor figure, a man consid- first having prepared exact patterns drawn Contractors' estimates often vary as be very busy at that time. His estimate structed, leaving the mechanical part of much as 30 or 30 per cent. For this reason was \$4,300 and the house was built for this its construction entirely to the man of exit is advisable to take figures from at amount. On another building, estimates perience. Still he will sometimes think he least five contractors and if time will per- were taken from five contractors and the can plan and build his own home with all mit it often pays to take figures from lowest estimate was \$1,000 higher than the its complications, entirely without the sysshould be invited to bid, men whom the from five more contractors and \$1,500 was by men of experience, and save money. The

himself, but will subjet it and charge a profit for acting as middleman. This profit can just as well be saved by the home builder, who then has the opportunity of selecting the firm who will do this work. Some people desire to save the contractor's profit by buying the material and hiring their own labor. In most cases, owing to their lack of building knowledge, this way of building a home proves very expensive If a man has had experience in building so that he can practically consider himself a contractor, then there is no doubt but what he can save money in this manner, but to the avertge man, with a business of his own, which should absorb most of his attention, and who has had little previous experience in the building line, it is more economical and certainly a great saving one man and hold him responsible for everything in his contract.

be let saparately from the general contract

The contractor will never do this work-

A man would not think of having a complicated piece of machinery built without ered somewhat higher up in his trade than for all its parts, which he would take to a the previous four, who did not happen to competent machinist, and have it con amount to be spent. Estimates were taken tem which would be applied to the work results are, in most cases, a decided loss. tract to. It is not right to take up a con- The plumbing and heating should always When building a very large home it is



TIMELY REAL ESTATE COSSIP

New Residence Districts of Omaha Being Rapidly Developed.

WEST SIDE BUILDING UP FAST

More Activity is Belag Evidenced This Fall Than During the Summer Months-Permits for Further Work on Cathedral.

All improvements in a city do not consist of new factories or office buildings and extensive residental building is fully as impertant as the others. More so with respect to beautification for even the handsomest office building is not so sightly a thing as a handsome home set is a lovely garden.

In the western part of Omaha, George & Co., the Dundee Realty company and others on a smaller scale, have been investing thousands of dollars in permanent improvements which have already made Fairacres and Dundee the most beautiful residental part of Omaha and which within one or two years will make the former one of the andsomest residence sections in the whole

Coincident with this is the erection of a number of houmes in this district by men of means who are to spend or are spending anything from \$20,000 to \$50,000 for homes and country pinces.

John L. Kennedy, R. C. Peters, Edward Heyden, G. N. Peek, Bryon Hastings, Frank B. Kenuard and Lee Kennard are some of the men who, are now actively concerned with building and landscape gardening plans in and about Fairacres where their new homes will have as neighbors those of Mrs. W. A. Paxton, E. M. Gibson, T. C. Shelley, C. S. Hayward, L. Perley, T. J. Nolan, C. E. Bates, G. H. Payne and J. A. Langen.

To appreciate Fairacres one must drive

over its four miles of boulevards and see at close hand the parkways, the trees and shrubbery set out by home owners there, present and future, and the houses which solude many of the best places in Omana. Moreover the view from the high hills on which Fairacres sits is, of course, not available until one is standing there, and has left the driveways for the eminences. This because the boulevards, all winding, are in the valleys and the tops of the hills are utilized for building sites. Just at this time of year a visit is particularly worth while because the foliage has taken on the golden, brown and red hues of fall and the sumach is in all its glory. As a further hint, go on south a little to Elimwood park, which many Omahans have never

Besides the boulevards and gardens in Fairacres where all improvements have been made, the same people responsible for work have been active in Dundee. Just cast of the Happy Hollow club a tract has been thrown open which borders Cass street on one side. More winding boulevards here servs to avoid the tiresome formalism of geometrical squares and rec tangles, Gas, water and electric light, ourbing and guttering have been put in and everything is ready for building. Many

visited. It is the lovellest park in Omaha because the most heavily wooded and a grove of silver birches there is worth the

lots have been sold and a dozen new homes aing through these parks up hills and will go up this fall. As all over, Dundee a through a deep ravine will be the great uniform guttering has been adopted, the est natural show place in Omaha. park gutter and curb combined, which is in Dundee and before snow files most of not only cheaper than the old style, but the town will have nicely asphalted streets, permits the grass to be dressed up to it while the Dodge street road will have a better. The district will some day border brick paving clear to the club. Beyond this the second or outer boulevard which the the Dundse Realty company has tried Board of Park commissioners is planing new thing in oiled gutters on the macadam to have run all the way from Hanscom to road. It is believed that the oiling will

Miller and Fontanelle parks. This boulevard will follow the natural tested by a rain. ravine and it is no visionary dream because the board has already got started a

Meantime paving is rapidly progressing prevent washing out, but this is yet to

Sales of small farms have been a feature strip from Military avenue to Fort Omaha, of the land business recently and many and further south, between Leavenworth land agents are disposing of forty and and Happy Hollow property owners have sixty acre tracts which farmers are findagreed to donate the land on which the ing they can cultivate to great advantage boulevard will run. This boulevard run- sometimes more so than larger holdings.



AWNINGS

AWNINGS

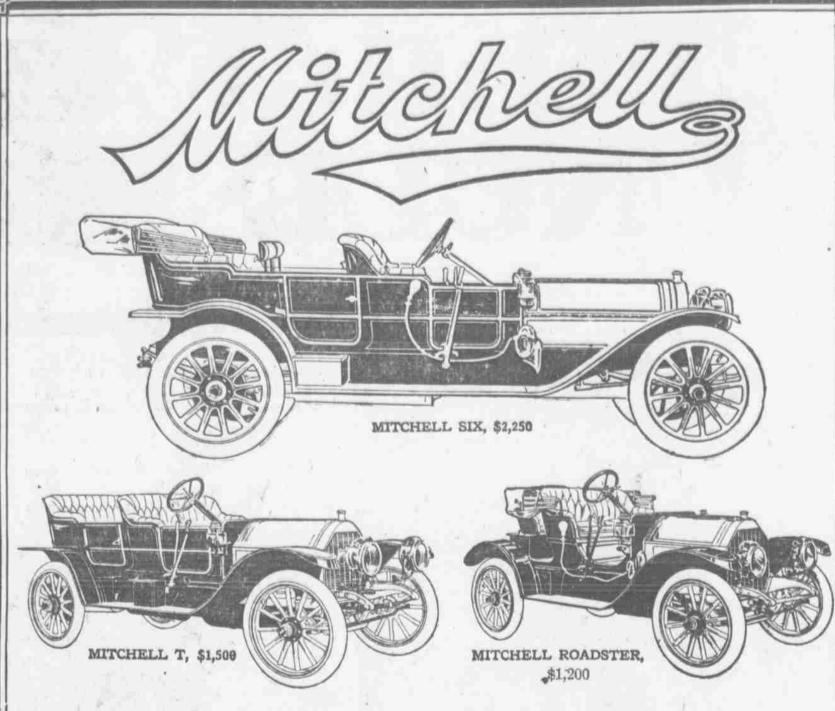
AWNINGS

Taken Down, Repaired and Stored for the Winter. Rates Reasonable.

Omaha Tent & Awning Co. Phone-Doug. 883; Ind. A 1883. 11th and Harney Sts.

terials independent of the contractor, but letting the contract for all of the labor to one man. In this way one can be sure of the kind and quality of the material

times advisable to purchase the me- and still take no chances of the item, which ling the entire contract to one man. This and how observing the owner, a home is usually the greatest loss to the amateur fact should always be borne in mind and be built better in every respect by a conuilder, that of labor. On a small home, strictly adhered to, that no matter how petent builder of known reputation than by however, it hardly pays to do this and carefully the plans and specifications are a man who has the reputation of "skinning better results are usually obtained by let- prepared, how secure the contract and bond, the job, if you do not watch him.



IMPLE truth in an automobile advertisement is as rare as a day in June. Common sense is just as unusual.

In automobile advertising the whole list of English superlatives runs riot as a rule. mean nothing to the average man. Glittering generalities are equally as tiresome. Absurd claims beget nausea.

Truth and common sense will always palliate these evils. We beg to submit them here, as follows:

The success of the Mitchell car has been made possible by the Company's attitude towards its patrons.

Nothing else in the world-no amount of clever advertising nor shrewd salesmanship could have accomplished so much for us in such a short time as seven years, as the Mitchell-Make-Good Policy for the owners of Mitchell cars.

Stripped of imagination and theory, egotism and prejudice, that is the simple fact.

Today the Mitchell-Lewis Motor Company is the soundest and most reliable automobile concern in the world. It has become so, not alone because it makes a good car, but because it has religiously stood behind every car it has made and allowed no man to suffer for something it has failed to do or has done incorrectly.

That Make-Good Policy is the grandest asset this Company could have possibly had. It's the biggest thing in the world.

In time, of course, the merits of the Mitchell car would have made it successful in the sure way that quality has. We have no moral right to discuss that now. Our real asset, the one that induced the people to buy the car in the first place, was and is the fact that the public knew and know we make right anything that goes wrong.

We are goin; even farther. We have recently established what will hereafter be known as the "Mitchell Service Department.' It is a development of the Make-Good Policy. At its head we have placed one of the executive officers of our organization. Included within the scope of his work is the repairs department. It is his duty to keep an eye on all Mitchell cars no matter in what remote section of the universe they may be. It is his duty to

It hasn't been a half-hearted policy, a "sales promise" or an "advertising stunt." Ask any owner of a Mitchell car in any part of the civilized world and he will tell you that we have done our part to his entire satisfaction.

Every agent of the Mitchell-Lewis Company has been taught that a patrons acquaintance and claims do not cease with the payment of the purchase price. He has been innoculated with the Mitchell-Lewis belief in moral responsibility. He is not permitted to dodge the issue when it is raised and if he seeks to do so, he can't sell Mitchell cars.

Our agents are the same today as they were seven years ago. This policy has kept them. When Mitchell owners buy new cars they invariably buy Mitchells. This policy has kept them. They feel mighty secure with that bulwork to lean upon and we therefore have the happiest family of owners that the automobile industry has ever known.

With the factory and agents working hand in hand on such a basis as this, can't you see what a great cumulative force we have had, and can you wonder why the Mitchell has progressed steadily from one year to the other?

We are free to admit that the Mitchell policy has not put much of a burden upon us. We have had some little trouble here and there, for we all know that automobiles will go wrong at times no matter how splendidly they may be built. But in every solitary case we have made good whenever requested and no man that lives, who owns a Mitchell car, can truthfully say that we haven't stood behind him 'like the Rock of Gibraltar,

Establishment of the Mitchell Service Dept.

keep Mitchell owners thoroughly contented. If anything goes wrong with your car come to this department and say in cold English, "This car has gone wrong. New make it right." There will be no argument. There will be no evasion-no technical shirking of responsibility. We'll go the limit. We believe the Mitchell is now as perfect as skill can make it.

The Car For 1911

The cars for 1911 will be practically the same as they were in 1910. There will be some improvements and refinements. Besides they will be fully equipped with top, lamps, tools, horn, jack, magneto and larger tires than heretofore. We are putting more money into the cost of

making the car and will therefore have to charge you more. We raise the prices but not the profit. As a matter of fact the profit is less at the raised prices than it was at the lesser prices. We are giving more for your money.

The Car You Ought to Have at the Price You Ought to Pay. Silent as the Foot of Time.

itchell Lewis Allotor Cor

Mitchell Motor Car Co. and Mitchell & Lewis Co. LTD. Ravine, Miss V. S. S.

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COIT AUTO CO.