

TIMELY REAL ESTATE GOSSIP

Big Demand Noted for Acre Property, Which Home Builders Seek.

NEW ADDITION ON THE MARKET

Shull Land Company Offers Shull's Second on Easy Terms—Woodmen Find Good Subsoil for New Building.

The liveliest demand just now among purchasers is for acre property, and many agents could make considerable money if they were loaded up with this kind of property.

There is considerable property of the sort on the market, but it is held by not a great many agents and some of those who have plenty of other kinds of real estate cannot get hold of the agency for the acre stuff.

This is being sold at varying prices which run all the way from \$100 an acre for the least desirable up to \$1,000 or so for Fair-acre tracts.

"The demand for country places seems to be steadily growing," says Byron Hastings of Hastings & Hayden, who himself is the owner of a Fair-acre tract which he will build his own residence.

There is no doubt that the acreage market is selling acre stuff around here ourselves so you may believe that I am not boasting our own game. Those who can afford it—and it does not require such a large outlay—prefer to have a place to get back to nature by living in a quiet or outskirt and having enough ground around the house for their children to range in freely.

The advantages of such living are obvious, and likewise the disadvantages. Of the latter, distance has been one of the most serious, but more cars and better car services are rapidly solving this difficulty.

Correlative to this has been a special aspect of the servant girl problem. The maid of work is of gregarious instincts and does not like to be far away from where the hand plays. Occasionally, too, trouble is experienced in getting water, sewer and electric light connections, but all this last can be avoided by discreet buying.

"Although living with real ground around one's house is probably the most desirable mode of life and is becoming more and more popular, the movement does not threaten to work injury to those who like to build and sell smaller pieces. So many people want homes of their own, of varying kinds, that there is plenty of business for all."

Drilling test holes for the new Woodman of the World building has progressed to the seventy-foot level, and the soil has been found to be of good clay. If this continues somewhat farther it is likely that the building can be erected without resorting to use of caissons. Some piles may be used to rest the cement footing on which are based the steel columns which will rise eighteen stories high.

The City National building is built upon the clay sub-soil. The Union Pacific new headquarters is going up on a bank of tall piles. It is likely that the Woodmen building which is somewhat between the two topographically will make use of a few piles, for the waterline is higher there than at the City National, though the water does not come so high as at the Union Pacific.

It is expected that the plans will be completed by the architects in a few days. The first of the year is drawing rapidly near and between now and that time the plans will be undoubtedly approved by the building committee and executive council of the order and submitted to contractors for bids. Demolition of the building at Fourteenth and Farnam will so far as known begin at the date announced, January 1.

On the market yesterday were put lots in a new addition, that is new so far as active sale soliciting is concerned. This is Shull's Second which lies between Woolworth and Hickory, and Twenty-seventh and Twenty-fourth streets. A good many thousands dollars worth of improvements have been made here during last few months, a great deal of grading having been completed and curbing and guttering and other improvements done.

The property is owned by the Shull Land company and Hastings & Hayden are the agents. A number of houses have been built, for sale upon liberal terms and other houses will be built on the plan of purchase selected.

Several lots in Lincoln Heights were sold last week. Fred C. White bought eight lots at Wirt and Thirty-seventh streets for \$1,000. John C. Mays, Earl and George Cronk and Charles P. Hauser of the Fairmount creamery bought lots in the neighborhood, the last named taking two. J. M. Grady of Plattsmouth purchased seven lots here for \$600.

Two bungalows were sold by Hastings & Hayden to William Schellinger, from Mrs. Judson at 1314 and 1315 Manderson street, respectively. The consideration was \$2,000 in each case.

Mrs. Jennie Bohmer has bought a residence at 1310 South Tenth street, from M. J. Naylon for \$5,000. The residence is located in part of the old Kountze place.

Not Like This in the Olden Days

W. J. Bryan Comes to an Omaha Hotel Almost Unnoticed Friday Night.

Two men entered the Paxton hotel at the same time Friday night. One of them was a shoe drummer from Cincinnati. Half a dozen men in the lobby saluted him. The clerk reached forward, grasped his hand and vouchsafed the cheerful information: "Yes, we have saved you a room with bath."

In short, it was obvious that in and around the Paxton, the Cincinnati shoe drummer is a person of some consequence.

The other man—the one who whistled the big storm drum along with the shoe drummer, and who stood just behind him as he registered—waited meekly until there was a lull in the Cincinnati man's oration. Then he drew a pen from the well-jabbed pocket on the desk, and wrote in bold hand: "W. J. Bryan, Lincoln."

Nobody cheered. Not a neck was craned. There was not even a flutter of interest manifested in the hotel lobby. The clerk nonchalantly assigned Mr. Bryan to a room. A bell boy carried his travel-stained baggage upstairs and the man, who, magnetically, once drew thousands in his wake, entered the elevator and was whisked away to bed, while an admiring throng gathered about the shoe drummer in the hotel grill room.

Reflections of a Bachelor. Joy riding is mostly for the unmarried. It seems as if nobody would care to have anything unless somebody else wanted it. Poor people may their bills promptly so that rich men can wait as long as they please.

Some men get an idea they're popular because they're never being tarred and feathered.

A man who comes home to dinner on time every night may not be a good husband, but his wife is sure to be—New York Press.

The Truth About Concrete Shams

Arthur C. Clausen, Architect.

THAT our present day is destined to be known as the cement age, there is little doubt. It is an old saying that "Necessity is the mother of invention," and it is plainly evident that necessity is responsible for the creation and popularity of the many forms of cement and concrete construction.

Fire, the woodman's axe and lumber combines and have caused a steady increase in the price of lumber until it is almost as cheap to build a masonry house today as a frame one.

When one takes into consideration the saving of repairs, fuel and insurance, a masonry house is by far the cheapest in the long run. The attractiveness of a cement covered house is admitted by all.

Every new form of construction has its shams which meet with popular approval on account of the money saved until time proves their impracticability and actual expense in the long run. The stone house has always been considered the standard. To cheapen the construction of a stone house by a saving of hauling and labor, bricks were first made. When it became evident that they did not faithfully imitate, the idea of imitation was lost track of and the proper and best uses of the material to obtain the best results in construction and design were adhered to.

The next stone imitation was terra cotta, but this again failed to imitate and today we are proud to build terra cotta buildings with no attempt to make them look like stone ones. The most recent attempt to imitate stone has brought out the concrete blocks, but they smack so much imitation of stone that their use as an imitation of stone is impossible to any one with artistic taste.

The durability of the concrete blocks well made is unquestioned, but they should be made in patterns adapted to the material for as a satisfactory imitation of rock faced stone they are a total failure. When used in this manner they become one of the many concrete shams and bear discredit as such which reflects on the real value of the concrete blocks, for it is a first class building material from a structural standpoint.

Experience has proven that we cannot successfully imitate a native material from another earth. Concrete is one of the fine arts, still the most adept at it cannot successfully imitate a diamond. Build concrete houses and foundations, but use smooth or paneled faced blocks and do not attempt to deceive the public into thinking that you have built of stone. A sham will always show itself, either at once or in time. No maiden has ever been able to paint the transparent bloom of health upon her cheek so that it could not be detected, and all the arts of the beauty specialists cannot keep back the signs of age. The Almighty intended this to be a real world for real things and real people, and he invariably puts his stamp of disapproval upon all shams or imitations by exposing them.

Cement stucco veneer over wood frame is a popular form of sham construction. Most cement stucco houses, built over ten years ago, have been recoted to fill in the cracks or need this remedy, and some have been stripped of the cement veneer entirely. While familiarity with this material has brought out new methods which guard against a repetition of some of the first mistakes, it is the writer's prophesy that there will be far less numbers of cement stucco houses put up in 1920 than there was in 1910, unless present methods are greatly changed, and that very few of the houses erected in the last year will have their original cement coatings on in 1925, unless the cement has been applied to a solid masonry foundation. This is a very sweeping prophesy, but facts at present easily obtainable, justify it. The usual methods used today are to apply the cement in two or three thin coats, the last coat for effect, on either one of the many kinds of metal lath, wood lath or a base made of paper and plaster in several layers forming a thick board. Of the known materials used, the most likely to endure the test of time (the only practical test) as a base for cement veneer on a frame wall is metal lath, which has been galvanized after being cut and expanded, so that the raw edges caused by cutting are coated, but even this will not overcome the difference in shrinkage, settling and variation between the solid, unyielding cement veneer and the constantly changing of wood supports.

It would, of course, be narrow mindedness for any one to declare that a satisfactory and permanent form of cement stucco veneer on a frame wall would never be discovered or is not possible. It is getting nowadays so that a man can hardly get through saying that a certain thing cannot be done, before some one has done it.

Methods at present known, however, will have to be greatly improved or receive the test which only time can give, before the sham of cement stucco veneer can be called a success.

A wall of brick, hollow tile or rough concrete blocks makes a splendid base for a cement stucco veneer and has stood the test of time under many climatic conditions in Europe. While veneering a masonry wall of common material with a better material for external effect is a form of sham construction, it has the virtue at least of being a solid masonry wall, which is the effect that a building of stuccoed frame houses vainly strives to get at a little lower cost. Take this from one of experience: You cannot get anything for nothing in the building business, not even an effect. Anything built at a lower cost than it at first appears to have cost, will in time bear evidence of imitation, lack of quality, or if kept in good repair, will in time cost more than the real honest "built on honor" form of construction imitated.



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Colonel Deright delighted the young aspirants, who were most successful last week at Fort Omaha, by presenting them a prize cup. The cup is about eighteen inches high and is appropriately engraved. It is exhibited at the office of the Deright Auto company on Farnam street.

The Torpedo Stoddard-Dayton was received by Colonel Deright last week. It is in the popular battleship gray and is one of the most attractive automobiles seen in Omaha this season.

Freeland Bros. & Ashley have received their new 1911 models and the new cars are attracting a great deal of attention. They will be in their new building soon, which is one of the largest and handsomest in the country.

Roy Coffeen said that he would not enter the Firestone-Columbus in the races today. The racing car was shipped to Atlanta for the races in that city this week. "I did not know that we would have another race here this season," said Mr. Coffeen, "and I let the car go to Georgia to win."

The last number of the Rambler Magazine is of standard magazine size and is replete with attractive illustrations of dealers' headquarters in all the principal cities, factory departments, showing the extent and equipment of the Rambler plant and a narrative of the growth of the Rambler organization, showing how, with nearly forty years of manufacturing experience behind it and guided by a stable policy.

Hugh Chalmers, the best automobile advertising man in the country and one of the owners of the great Chalmers car, will be a guest of the Omaha Ad club this week. Nearly everybody is familiar with Hugh Chalmers' record since he started

to sell cash registers. It is an interesting record, because it is the work of an interesting man. He has addressed the Ad club before, and told it some very clever things, and what he shall have to say this week will be awaited with interest.

George Reim, who will drive the Cadillac in the races today, has been imbibing some of the things that Leland talks, namely, that he had never been satisfied, he said, even with the best men and the best machinery, and the man must be continually inspired with the thought that the best position in the plant was attainable to him.

Even more important, he thinks, than having the best machinery was getting the maximum work out of it. Man and machine should be constantly under surveillance—the one encouraged and inspired to get the utmost out of the other. This unceasing vigilance means a tremendous volume of production of the highest possible character at the lowest possible cost.

The new Lexington will arrive this morning in time for today's Speedway races. The Wallace Auto company has received photographs of the great Stearns car which won the Brighton twenty-four-hour race recently. This car had been driven 75,000 miles by its owner and was fitted with new tires and won the 123 miles at an average speed of 52.2 miles per hour.

Along Auto Row

Dealers Are Closing Their Month's Sales with Some Very Flattering Showings.

Vellie Auto company received the following letter last week: "At the Danbury fair a Vellie won the two-mile, free-for-all roaster, half mile track, the Vellie was first. Pope Hartford second, Stanley Steamer third, Packard fourth. Time: 2:45. In the five-mile handicap, the Vellie was first, Buick second and third, F. A. L. fourth. Time: 7:25."

Willard Hooford received the following letter last week: "At the Governor of Texas, standing on city hall steps, threw a base ball in which was a message to the governor of Texas to Tris Speaker, who was standing near the gate on School street. The brilliant center fielder of the Boston Red Sox caught the ball and with the aid of the police made his way through the crowd in his automobile outside and started on his 2,000-mile journey over the road to his home in Texas, followed by the cheers of thousands who had gathered to see him off. The message in the base ball was as follows: 'Greetings from the mayor of Boston to the Governor of Texas.' Speaker will make the trip from the ocean to the gulf in a new 1911 Vellie touring car. He will go to Austin, where he will deliver the message to the governor of the state, who will notify Mayor Fitzgerald of its receipt, and then Speaker will go to his home in the ranch town of Hubbard. It is his intention to surprise his mother and make her a present of the automobile."

Dealers along the row are closing up the odds and ends of the October sales and the most of them will make a fairly good showing. The weather has been fine and they have done better business, compared with the other automobile centers in this section of the country.

While sales are fairly good now in automobiles the rush will come later, when crops are harvested and there's money in pocket. Dealers expect a big business. The 1911 models, the 1910 series and they bring just about the same money. A dealer who had been out in the state spending some time among farmers and country merchants, reports a most favorable outlook.

The automobile show in February is already being talked of. It will be the biggest show that Omaha has ever seen. More beautiful cars will be shown and in every way the displays will be made more attractive.

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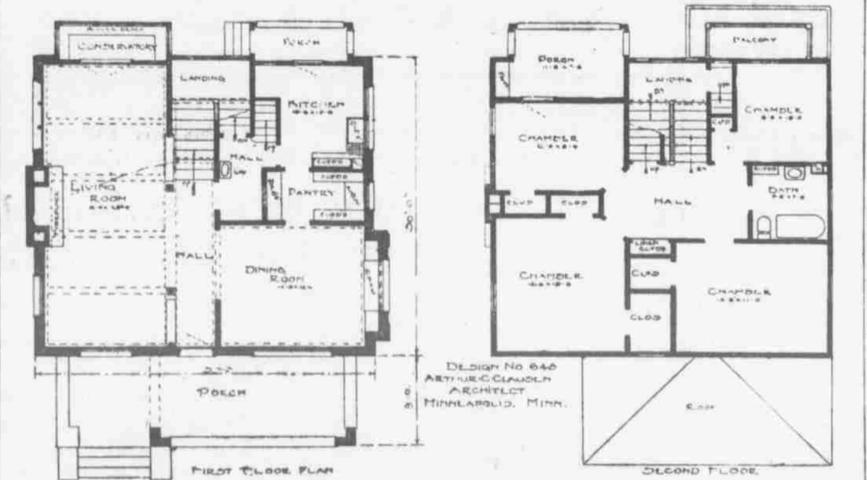
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MR. CLAUSEN'S BOOK

"The Art, Science and Sentiment of Homebuilding"

30 chapters, 30 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, 1137-23 Zambor Exchange, Minneapolis, Minnesota.



NEW TWENTY-STORY BUILDING

United States National Bank Buys the Peoples Store Site.

Work Begins First of January

Rear Part to Be Erected First, After Which Bank Building Will Be Demolished and Entire Structure Finished.

The United States National bank will begin work January 1, on the erection of a twenty-story building which will stand at the corner of Farnam and Sixteenth street, where the present bank building is. The present building will not be disturbed at once for the rear half of the new building will be erected first and then moved into while the old building is next torn down.

To make this arrangement possible a syndicate of the directors of the bank has bought from Helen Hooper of Boston the property on Sixteenth street, 6x110, which the Peoples Store now occupies. The sum of \$50,000 has been paid for this and the deal has been executed.

The bank bought the Farnam-facing part of the Peoples Store some months ago, paying \$150,000 for this. The bank now has full ownership of property on the corner, 12x112, and with the new building, the investment will be no less than \$2,000,000, probably a little more.

For the last part of the bank has paid, as told above, \$500,000. The part originally bought from the Ames estate cost \$150,000. The corner occupied by the bank's present building is easily worth \$400,000, and would undoubtedly sell for more than this. These three parcels added together come to \$1,050,000. The twenty-story building will cost at least \$1,000,000 more.

Peoples Store Must Move. The Peoples store has received official notice from W. Farnam Smith that it must vacate January 1 and will have to find a new site for its big business. Where this will be is yet uncertain and the Rosenthal brothers are now looking for a location. It is said that they pleaded with Mr. Smith for a little more time, but this was refused, a fact which goes to show the intention of the bank to make haste with the first half of its new building.

President Barlow of the United States National bank practically admitted the intention of the bank to build at once, although he refused to tell the bank's plans in detail.

"Banking and real estate dealing," said he, "are separate businesses and must be kept separate. We do not want to be up

Pay-as-You-Enter for All the Lines

New Cars on Twenty-Fourth Street Line and South Omaha Line Equipped.

"Pay-as-you-enter" cars are to be placed on the South Omaha and Sherman avenue lines of the Omaha street car service, in about two weeks, which is the time it is thought necessary to place the new style cars in working condition.

The cars arrived in Omaha this week and the Omaha company is working now in installing the motors and airbrake systems. As soon as they are finished the twenty-five new cars are to be placed on the Hancock park line and the cars now in use on that line will be placed on the South Omaha line.

It is the intention of the company to make the whole Omaha service "pay-as-you-enter" as soon as possible, as the new plan works with the greatest success.

DO NOT STAY FAT. This is fashion's decree as well as the general verdict of humanity in general. Fatness is dispensed by every one—fat people must of all. You must be thin to be popular, attractive, comfortable or contented. How to accomplish this much desired and without danger to health or by causing wrinkles or flabbiness was an unanswered question until the discovery of the famous Marmola Prescription. Now that this method has proven to be absolutely harmless, and the same formula is put up in the form of Marmola Prescription Tablets, thousands of men and women are reducing to natural symmetry at the rate of a pound or more a day, and are in better health and spirits than ever before. This method of reduction is so hardy on the smallest purse, as all druggists sell a large case of Marmola Prescription Tablets for 75c, or the Marmola Co., 523 Monroe Ave., Detroit, Mich., will mail you a case for the same small amount.—(Adv.)

"But, Mr. Barlow," asked a questioner, "when the artistic principal and the need of return on investment comes into conflict, which goes to the wall?"

"The artistic principle is stepped on," said Mr. Barlow, laughing.

Baby's Voice advertisement featuring an illustration of a baby and text describing the product's benefits for infants.

Mother's Friend advertisement featuring an illustration of a woman and text describing the product's benefits for women's health.

Less Feed Required in a Warm Barn advertisement with an illustration of a barn and text describing the benefits of expanded metal for barn construction.

Omaha Tent & Awning Co. advertisement featuring an illustration of a tent and text describing services for awnings and tents.

Omaha Bee's Directory advertisement with an illustration of a beehive and text describing the directory's contents.

Mid-West Auto Co. advertisement with an illustration of a car and text describing automobile services.

Mason Freeland Bros. & Ashley advertisement with an illustration of a mason and text describing masonry work.

Rambler Motor Co. advertisement with an illustration of a Rambler car and text describing the vehicle.

Baker Electric advertisement with an illustration of electrical equipment and text describing electrical services.

Stearns Motor Car advertisement with an illustration of a Stearns car and text describing the vehicle.

H.E. Fredrickson Automobile Co. advertisement with an illustration of a car and text describing automobile services.

Henry H. Van Brunt advertisement with an illustration of a car and text describing automobile services.

The Lexington advertisement with an illustration of a car and text describing the vehicle.