

TIMELY REAL ESTATE GOSSIP

Snowy Weather is Hard on the Realty Man's Business.

NEW DOWNTOWN MAP IS ISSUED

Plans for Scottish Rite Temple Are Likely to Draw a Large Number of Bids from Local Contractors.

After starting out with vim and bright hopes for the future, the Omaha real estate man is like the proverbial groundhog—back in his hole. On Monday he put on his lightweight underwear, arrived early at the office and found waiting for him persons who wished to buy property. He did his best to show them what they wanted. Before he got any sales closed along came a belated blizzard. The prospective purchasers withdrew to await warmer weather and the real estate man put on his heavy underwear and hoisted his feet upon his desk and waited. If the weather is clear this week he will be very busy, otherwise he will still wait.

A. F. Tucker & Son have published a map of Omaha from Nicholas to Jackson street and from the river to Twenty-sixth. The map is on the reverse side of the firm's business stationery. It is issued to fill the need of a map of the "new business" district, from Twentieth west, especially on Farnam street. A former map put out by the firm showed property only to Twentieth street, but there was a call for something showing the business property further west. A third map issued by A. F. Tucker & Son, likewise on the reverse side of business stationery, shows the West Farnam residence district.

The fitting last week by the World-Herald of a deed to the building now occupied by Adam Morrell's barber shop reminds one of the proposed new building, covering an entire lot, at the northwest corner of Fifteenth and Farnam, now the site of old buildings which house the Burlington city clerk's office, Robert's shoe store and the Morrell barber shop. Here a modern newspaper building will be erected, probably next spring. All leases now held on the property expire on January 1 and it is said the old structures will be torn down to make way for a new one immediately after that.

Now that the Scottish Rite Masons have made definite announcement of their plans for a new temple at Twentieth and Douglas, the building contractors are speaking of the building as one of the "desirable jobs" of the year. The structure, of pure Ionic type, designed by John Latenser, will be an exceedingly handsome one and it will be an advertisement of value for a contractor to be able to point to the temple and say, "I built it." It is safe to say that a large number of local builders will bid for the contract. About \$100,000 is to be spent on the temple, exclusive of furnishings.

The late winter weather has delayed spring improvements of all kinds, notably building and grading. Had it not been for the snow the grading for the new Scottish Rite temple probably would have been completed, and had it not been for the snow and cold many new residences would now be in course of construction. The bad weather has delayed the removal of old buildings from the new Rock Island freight terminals and grading there probably will not be started until May.

The successful real estate operator must be willing in the first years of his business experience to spend what might seem to be a disproportionate amount of his profits in advertising. Advertising what you have to sell is important, but the matter of first importance is advertising yourself. Your business will grow in proportion as you become well known. The law of suggestion applies here. When a man thinks of real estate, you want his next thought to be you; when you have accomplished that the battle is half won.

The profits of the first order received by John Wanzanaker when he started his little store in Philadelphia, back in the '90s, amounted to \$2. He delivered the goods in person with a wheelbarrow; received his money; sent a boy back with the barrow, and, walking into the nearest newspaper office, invested every cent of his profit in advertising the stock in his new store. That was the beginning of a business, built up since largely through judicious and extensive advertising, which has produced some \$20,000,000.—National Real Estate Journal.

Scott & Hill will start eleven houses in different parts of the city, as soon as weather conditions will permit. Some of the houses have been contracted for, while the others will be built and sold on their easy terms plan. This firm has a large number of prospective home buyers figuring with them for homes built to order.

Kountze Place Active. L. R. Wilson of the Powell Supply company has purchased a new home in Kountze Place, at 235 Evans street, for \$125, where he will make his home.

P. J. Andrews of the Omaha World-Herald has bought a modern bungalow, 241 North Twenty-second street, in the same addition, for a home, consideration \$125.

R. M. Findley has purchased a bungalow at 221 Pratt street for \$150, for a home.

J. O. Sterner has bought the corner of Twenty-second and Evans streets for \$125, and is building a home there.

T. J. Doyle, bought a bungalow at 237 Pratt street, consideration \$150, for a home.

F. J. Rogers has bought a lot on Evans street for \$25, which he expects to improve at once.

J. W. Eastman has purchased a cottage at 235 Pratt street for a home, consideration \$150.

THE HOME BUILDERS PAGE

Have We Found It?

By Arthur C. Clausen.

PROUD as American architects are of their many recent achievements, it has been universally admitted, for many years, that our domestic architecture is to a large extent modifications and adaptations taken from foreign domestic architecture.

There is gradually being evolved, however, out of the combination of the bungalow style, mission style and craftsman style, a simple school of architecture as yet unnamed, but which approaches so near to the principles embodied in the craftsman style, that it is probably destined to be so known. Its principal characteristic is "Puritan simplicity," with all the evidences of good taste, substantial construction and quality, but with very little ornamentation, depending upon good proportion, and a straightforward expression of the simple needs within more than meaningless ornamentation for attractiveness.

This new style carries with it the broad, overhanging cornice effect of the one-story bungalow, with the ends of the rafters either showing or enclosed in a simple way, with no brackets or applied cornice ornaments of any kind not actually needed to support the roof. The good materials, sound construction and simple arrangements of the craftsman style, but without the extreme informality that marks most examples of that style, with the square cornered, almost boxlike appearance and plain structural effects of the mission style, but without the extreme staid rusticity of the latter.

The "new craftsman style" is rapidly growing in favor, for two reasons more than all others. First, it makes an attractive home, at the lowest cost, for which a well constructed home of a certain size can be built, requiring very little subsequent expense for repairs, and having very little woodwork either inside or out to keep in repair, or painted, and no nailed on moldings or ornaments to fall off. Second, it is in keeping with



MR. CLAUSEN'S BOOK

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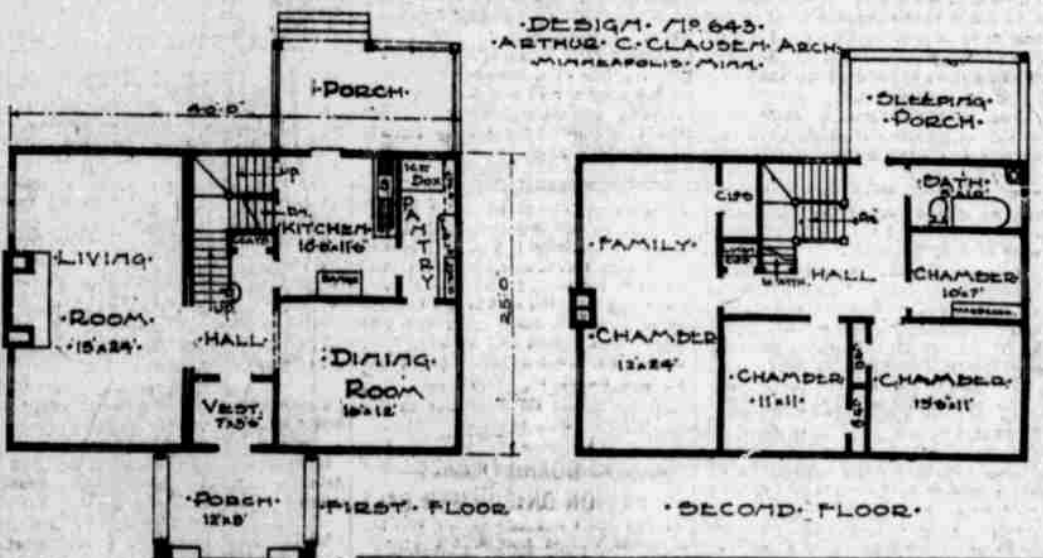
Thirty chapters, 300 illustrations. It covers a wide range of subjects including the planning of bungalows, suburbs and city homes, costing from \$5,000 to \$20,000, letting contracts, choosing materials, proper design of entrance, windows, fireplaces, etc. New third edition. Price, postpaid, \$1.00.

Address, Arthur C. Clausen, Architect, 1158-57-38 Lumber Exchange, Minneapolis, Minnesota.

the best American ideals, having a frank, open, hospitable appearance, good quality, a total loss of imitation, all materials being just what they appear to be, and a general air of simple genuineness. People appreciate frankness in architecture as much as they do the same quality in individuals. A home purposely made elaborate may draw expressions like "Isn't it beautiful," "Isn't it elegant," "Exquisite," etc., but it takes a home of simple good taste, with a few flowers appropriately planted about it, to bring forth that greatest of compliments which a home can receive, "Isn't it homelike." To make a home "homelike" requires a simple arrangement, simple materials, simple flowers and a simple wife and mother. Simple in this connection does not mean insignificant, for the simplest things are sometimes the greatest.

As the greatest of art critics, John Ruskin has truthfully said, "Simplicity is the terminal point of all progress," and it is quite appropriate in this land of great invention and marked progress that we should be rapidly developing and adopting the simplest of all national styles, which for the lack of a better name is becoming known as the "new craftsman idea."

Like the English domestic style, it follows no well defined lines, but depends to a large extent for life and expression upon the ability, skill and personal character of the designer.



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All-Tourist-Car Colonist Trains de luxe will be operated out of Omaha on March 27, April 3, 13, 14 and 15. The low one-way colonist fare of \$25 in effect daily until April 15 to Utah, Nevada, California, Idaho, Oregon and Washington, applies on these trains to points in Utah, Nevada and California. These trains are for tourist sleeping car passengers only.

Table with 2 columns: Destination and Fare. Salt Lake City, \$3.50; Ogden, \$3.50; San Francisco, \$5.75; Los Angeles, \$5.75.

The destination of the trains is San Francisco, but they will have through sleeping cars for Los Angeles via the Salt Lake Route from Ogden; also through sleepers from Oakland over the Southern Pacific (Coast Line) affording a daylight ride along the Pacific Coast. Other special features of these special colonist trains will be

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PRATTLE OF THE YOUNGSTERS.

Visitor--"Do you and your twin brother always agree, Tommy?" Tommy--"No, ma'am. We had a fight last Sunday."

Visitor--"And which whipped?" Tommy--"Mamma."

Alma, aged 4, had often observed her mamma, when taking nasty medicine, shiver and say "Ligh" after swallowing it. One day she did not make the usual exclamation, and Alma said: "Mamma, you forgot to make a face out loud."

Little Marjorie was in a drugstore with her mother. Attracted by something in the show-vents, she asked what it was. "That is a scent box," the clerk an-