

Platte Center Buys Hudsons



Mr. E. J. Macken, proprietor of the Platte Center Automobile company of Platte Center, Neb., and his sales force were in Omaha Friday to get their second spring delivery of Hudson cars from Guy L. Smith. This delivery, made Friday consisted of ten new self-starting Hudson

cars, and were all driven from Omaha to Platte Center by Mr. Macken and his associates. Mr. Macken has been taking orders for Hudsons even during the bad winter months, and was only waiting an opportunity for the roads to permit him to drive his cars home. He says: "Al-

though Platte Center is a little town, we are going to make the larger cities hustle to keep up with us in Hudson sales, and from the start we have made this season, having taken fourteen cars up to date, the pace we are setting is going to be a strenuous one for any dealer to follow."

TIMELY REAL ESTATE GOSSIP

Valuation Committee of Real Estate Exchange is Expert.

NEW PLANS FOR LABORATORY

Hundred Thousand Appropriation is Too Small and Changes Have to Be Made Before Erection of Building.

One of the most valuable units of the Omaha Real Estate Exchange is the valuation committee, whose expert opinion should be secured by everyone when buying or selling real estate.

This committee was selected for its intimate knowledge of values, and includes agents who are known specialists on either business manufacturing, trackage, residence or suburban property, which enables them to be in close touch with conditions in every section of the city. All valuations are made by the full committee and after a personal inspection of the property.

The largest holders of real estate were the first to realize the value of this committee's opinions and to take advantage of its services, although it is becoming more and more in demand as its functions become known.

Its influence has done much to standardize values and this means a conservative and profitable real estate market. The members of the committee serve without individual compensation, the nominal charge for their services contributing to the support of the board. As the real estate boards are interested in all public matters, it is a general rule that the valuation committee will give all opinions requested by city or county without any fee whatever.

The National Association of Real Estate Exchanges urge the buyer and seller of real estate to take advantage of the service this valuation committee offers.

A. I. Creigh, 506 Bee Building, secretary of the Omaha Real Estate Board, can give information on the subject.

Plans for the new laboratory building of the Omaha Medical college of the University of Nebraska are being redrawn because the \$100,000 appropriation made by the legislature is too small for the original plans.

Architects and the building committee of the board of regents conferred in Omaha Thursday and set about with the new plans. What they will exclude from the original specifications is not known, but it is said that a decided change will have to be made in order for the work to go ahead.

Bidding contractors have been allowed the privilege of amending their plans to bring the cost within the appropriation. The award will be made in Omaha next Saturday and excavation work at Forty-second street and Dewey avenue will begin at once.

Twelve Chicago contractors, several eastern architects and many Omaha men are in competition with bids.

Residents in Thirty-second street from Creighton's first addition south to Valley street are clamoring for water. The street has been paved, residences have gone up on both sides and the west side Hanscom park car runs down the street, yet the houses cannot get city water.

Promises have been made the people by the water board, and their hopes in the last several months have been buoyed up by the anticipation, but as yet no plans have been made for laying water mains. It is expected, however, that by summer a line will be running down the street.

The water should have been in before the street was paved, but the property owners could not get action from the water board before the council acted on the street paving.

Four or five two-story houses have been built on the street during the winter and the district keeps growing. The water is the only convenience it lacks to make it a fine residence section of the city.

Surveys have been made on part of Tuttle's subdivision, Thirty-sixth street and Fowler avenue, and the property will be opened up some time this week. The Hyron-Reed company has twelve lots in the division, which have been surveyed and are ready for disposal.

"The countless millions invested in automobiles during the last five years would have created a suburban boom around every city in the country. For the buyers of autos are precisely the people who appreciate the attractions of suburban life.

Nevertheless, the rapid development of the automobile seems destined to give outside an immense advantage over inside residence property. The suburban boom has only been postponed to be intensified later. Just now people are busy paying for, or trying out their automobiles. The next fashion will be stampedes to the suburbs. Exactly as the auto has inaugurated a good roads move-

ment throughout the country, so will it quickly usher in a new era of suburban life.

"The ultimate effect of the automobile on the relations of residence property, inside and outside, is as yet distinctly a question of the future. It belongs to the

domain of speculation, in both senses of the word. It is intellectually speculative and it is financially speculative. Indeed, its probable effect on all land values, and on civilization itself, staggers the imagination.

"Modern improvements are having di-

metrically opposite effects on business and suburban property. Skyscrapers are intensifying and congesting the business quarter, while the electric cars, first, and now the autos are spreading the residence section far out among the former farms. All sanitary and all esthetic considerations unite to urge this latter movement forward, and its triumphant progress, though hardly begun, is already irrefutable.

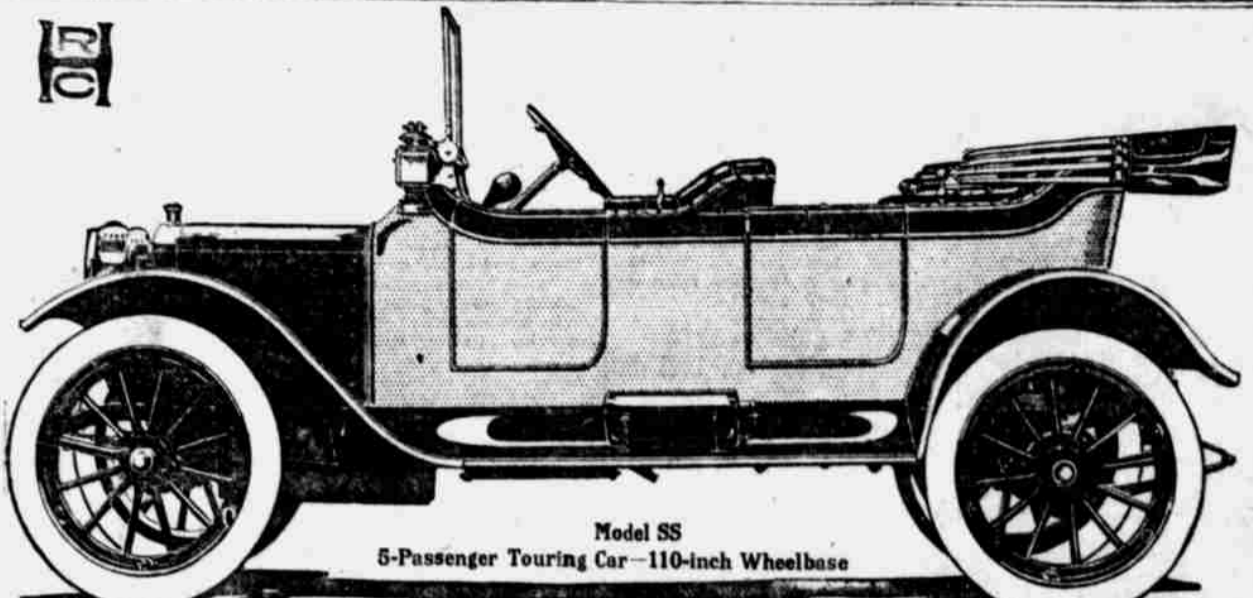
"A rapid transit boom in suburban city property was generated about the middle of the last century when the omnibus was displaced by that wonderful modern invention—the horse car. A somewhat similar boom was created, about a quarter of a century ago, by the introduction of the expensive cable road. Its strong point was that it could climb hills where the horse car halted. Within five years the cable was displaced by the triumph-

ant electric, which seemed to be the last conquest of the continent when the crushing panic of 1893 halted suburban development in every city.—From "What the Automobile Has Done to 'Change Values of Property' in National Real Estate Journal.

What's in You. The average man has "ingredients" to make fat for seven bars of soap, from

all bowl, salt to fill a shaker, lime a medium-sized nail, sugar to fill a whitewash a chicken coop, phosphorus, make 22,000 match tips, magnesium for a dose of magnesia, sodium to neutralize a pint and a half of water, potassium to explode a toy cartoon, and sulfur to rid a dog of fleas and submit nobles to make a case of eggs.—Leahy's Weekly.

Persistent Advertising is the Road to Big Returns.



Model SS 5-Passenger Touring Car—110-inch Wheelbase

R-C-H

\$950

i. o. b. DETROIT SELF-STARTER 32 x 3 1-2 in. Tires

Dual ignition; demountable and quick-detachable rims, gas tank, extra rim, top, windshield, 5 lamps, horn, tools and tire repair kit, LONG STROKE MOTOR, 3 SPEEDS, ENCLOSED VALVES, MAGNETO.

\$850 Standard model, fully equipped as stated below.

IF you are considering the purchase of a car up to \$2000, let us show you the R-C-H. Judge for yourself what the higher-priced car offers you that the R-C-H does not afford.

Many motorists have saved a thousand dollars of extra cost by doing just that.

In building the R-C-H we aimed to produce a car that in sturdiness, in power, in comfort and in beauty would satisfy every need of the average motorist—just how well we have succeeded we want you to judge for yourself. Write, phone or call on nearest dealer.

R-C-H CORPORATION, Detroit, Michigan
LININGER IMPLEMENT CO.
6th and Pacific Sts.
Western Agents, Omaha, Neb.
McENTIRE AUTO CO., 2203 Farnam St., City Sales Agents.

General R-C-H Specifications
Motor—4 cylinders, cast en bloc—3 1/4-in. bore, 5-in. stroke. 2-bearing crankshaft. Timing gears and valves enclosed. Three-p. at suspension. Drive—Left-side. Irreversible worm gear, 1 1/2-in. wheel. Control—Center-lever operated through H plate, integral with universal joint housing just below. Springs—Front semi-elliptic; rear, full elliptic and mounted on swivel seats. Frame—Pressed steel channel. Axles—Front, I-Beam, drop-forged; rear, semi-floating type. Body—English type, extra wide front seats. Wheelbase—110 inches. Full equipment quoted above.

No-Rim-Cut Tires 10% Oversize

Decide Which Tire

Will you have tires that rim-cut, or tires that never can?

Will you have oversize tires—10 per cent extra capacity—or tires just rated size?

Some 200,000 motor car owners have chosen the Goodyear No-Rim-Cut tire.

Those men have found that these patent tires cut tire bills in two.

Outsell All Others

Here is a tire which, in the last two years, has come to out-sell all others.

Over one million have gone into use. Some 200,000 separate users have tried them.

The resulting demand for No-Rim-Cut tires has become the sensation of Motordom. Our sales today are three times larger than one year ago.

After 13 Years

This No-Rim-Cut tire is the final result of our 13 years spent in perfecting tires.

It marks the zenith in pneumatic tires. We never can hope to improve it.

This patent type—which we control—is built so that rim-cutting is ended forever.

It is built, in addition, 10 per cent oversize, to save the blow-outs due to overloading.

No Extra Price

Rim-cutting occurs, as statistics show, with 23 per cent of the old-type tires. The new-type tire—the No-Rim-Cut tire—saves that loss entirely.

And 10 per cent oversize, with the average car, adds 25 per cent to the tire mileage.

These two features together mean an average saving of 48 per cent. Yet No-Rim-Cut tires now cost no more than other standard tires.

Think these facts over—you men who buy tires. You will see why most men now demand them.

GOODYEAR
No-Rim-Cut Tires
With or Without Non-Skid Treads

Our 1912 Tire Book, based on 13 years of tire making, is filled with facts you should know. Ask us to mail it to you.

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio
This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

OMAHA BRANCH, 2212 FARNAM ST.
Tel. Douglas 4190, Bell.

Mitchell

FOR \$1750 you can do more in automobile buying than you could have done a few years ago with five times the amount.

Think of it! The new Mitchell six cylinder, 48 H.-P., five passenger touring car for \$1750.

But what you can do with the car is even more wonderful; no roads, no hills, no mud nor sand that can be negotiated by other cars will stop this powerful and simple engine. It will take you where you want to go and bring you back again. All parts are easily accessible and simple to adjust and care for.

Mitchell service is an ideal service; it takes such care of the owners of Mitchell cars that it makes friends of them for all time. That's the Mitchell idea of business methods; such methods have kept Mitchell vehicles in the lead for 77 years, and will do the same for the next 77 years, because the Mitchell is built for the man who can't afford to make a mistake.

The Mitchell 60 H.-P., 6 cyl., 7 passengers, \$2250 | The Mitchell 35 H.-P., 4 cyl., 5 passengers, \$1350
The Mitchell 45 H.-P., 6 cyl., 5 passengers, \$1750 | The Mitchell 30 H.-P., 4 cyl., 4 passengers, \$1150
The Mitchell 30 H.-P., 4 cylinder, 2 passenger, Runabout, without top, \$950

Mitchell-Lewis Motor Company
Racine, Wisconsin

OMAHA DISTRIBUTOR . . . 2050 FARNAM ST.

Locomobile

"The Best Built Car in America"

48" Six Cylinders, \$4800 to \$6250
38" Little Six, \$4200 to \$5650
30" Four Cylinder, \$3500 to \$4800

The sole intent and purpose of the Locomobile Company is to produce the **best built** car in America.

At one time and another the Locomobile has been conceded to possess the "greatest" speed—the "easiest" riding—the "handsomest" lines—the "greatest" brute strength.

But today and for fourteen years "Locomobile" has been synonymous with the **best built** car that American brains, material and skilled labor could produce **at any cost.**

The Locomobile Company of America
J. J. DERIGHT, Distributor
1818 Farnam St., Omaha

My 5-Passenger Touring EQUIPPED FOR \$685
See complete description under Classified advertisement. Phone Benson 518.