

APARTMENTS AS INVESTMENT

Real Estate Men Considered This Field Very Excellent One.

MORE COMFORT, BETTER INCOME

Tenant Don't Hesitate to Move When He Can Find More Convenience and Luxuries for Rental He Can Pay.

The rentals that can be obtained from an apartment house depends largely upon supply and demand.

From a purchase standpoint the full rental value and the net income that can be obtained from an apartment house erected upon a plot where it is considered an adequate or logical improvement are the principal factors used in estimating, determining and substantiating the reasonable market value.

In a modern apartment house in good condition, kept up to date, and under competent management, very few vacancies, if any, will occur, and it is usually found to be a very satisfactory investment.

Cause of Few Renters.

A careful investigation of almost any apartment house from which the owner is receiving less than the rental value or in which a number of vacancies exist will usually disclose the fact that it is either due to incompetent management or else caused by a "penny wise and pound foolish" policy of the owner.

Parimony of the owner, lack of confidence in the ability of his realty managers and failure to heed their suggestions usually result in reduced rental values and vacancies, which naturally mean a decreased market value, which in turn will probably cause the first mortgagee to demand that a substantial sum be paid on account of the principal due on the first mortgage; in many instances the owner, according to his way of thinking, believes he will finally be forced to sell or exchange at a loss. Right here is to be found a veritable gold mine.

Repairs at Small Cost.

Many such apartments erected five or ten years ago are today on the market and are considered undesirable on account of not being modern or up to date, but which with very little enterprise, ingenuity and small cash expenditure in improvements or alterations on the part of present owners or purchasers would result in an increased rental value; in many instances 25 per cent or more; with few, if any, vacancies an increased market value, and a consequent increased borrowing capacity for mortgage purposes; often more than enough could be secured on first mortgage to pay the cost of alterations instead of reducing the present mortgage.

In Manhattan improving and remodeling properties so as to bring them up to date is an ordinary occurrence and has been very successfully carried out from a financial standpoint. In Brooklyn this field has been neglected or allowed to lie dormant; opportunities to reap handsome profits along this line are almost too numerous to mention, as any real estate broker can and will, no doubt, gladly demonstrate.

Moving day is no longer a day of terror to the housewife. If she take advantage of the most recent methods of transferring her household effects from one place of residence to another, she need not be disturbed by the process. Years ago the problem of moving was a difficult one. After the new home had been selected, the question of packing began. Carpets, pictures, crockery and china were to be taken care of, and for weeks before the time of moving arrived old newspapers, packing boxes and gossamer had to be accumulated to be used for packing purposes.

Packing meant many days and nights of hard work for Mr. Householder. He had to start in after his day's work, and his methods of packing and opinions as to the safety of certain valuable articles, especially when it came to laying away the brittle bric-a-brac, often created a family clash.

When moving day arrived, it was a horror. Early in the morning a number of loud-mouthed, brawny enemies of the peace would arrive at the house and begin to juggle the furniture. They rushed things out of the room, very often disfiguring them on the way downstairs. The aim of the boss in those days was to move as many loads as possible. No wonder the adage, "Two movings equal to one fire," was often used by those who had to replace many household articles that had been destroyed or put out of commission on the way to the new home.

Today, if Mr. Householder is up-to-date, he need not worry at all about moving time. He simply calls up a reliable moving van company, supplies the needed information and all the trouble and care of overseeing each operation and making separate agreements with a number of more or less irresponsible persons is eliminated.

The great companies, which, in connection with their storage warehouses, maintain a staff of reliable men and equipment all the year round, have made moving almost a pleasure; at least it is so easily managed by these companies that the "moving habit" is said to have been cultivated since the new moving companies arrived.

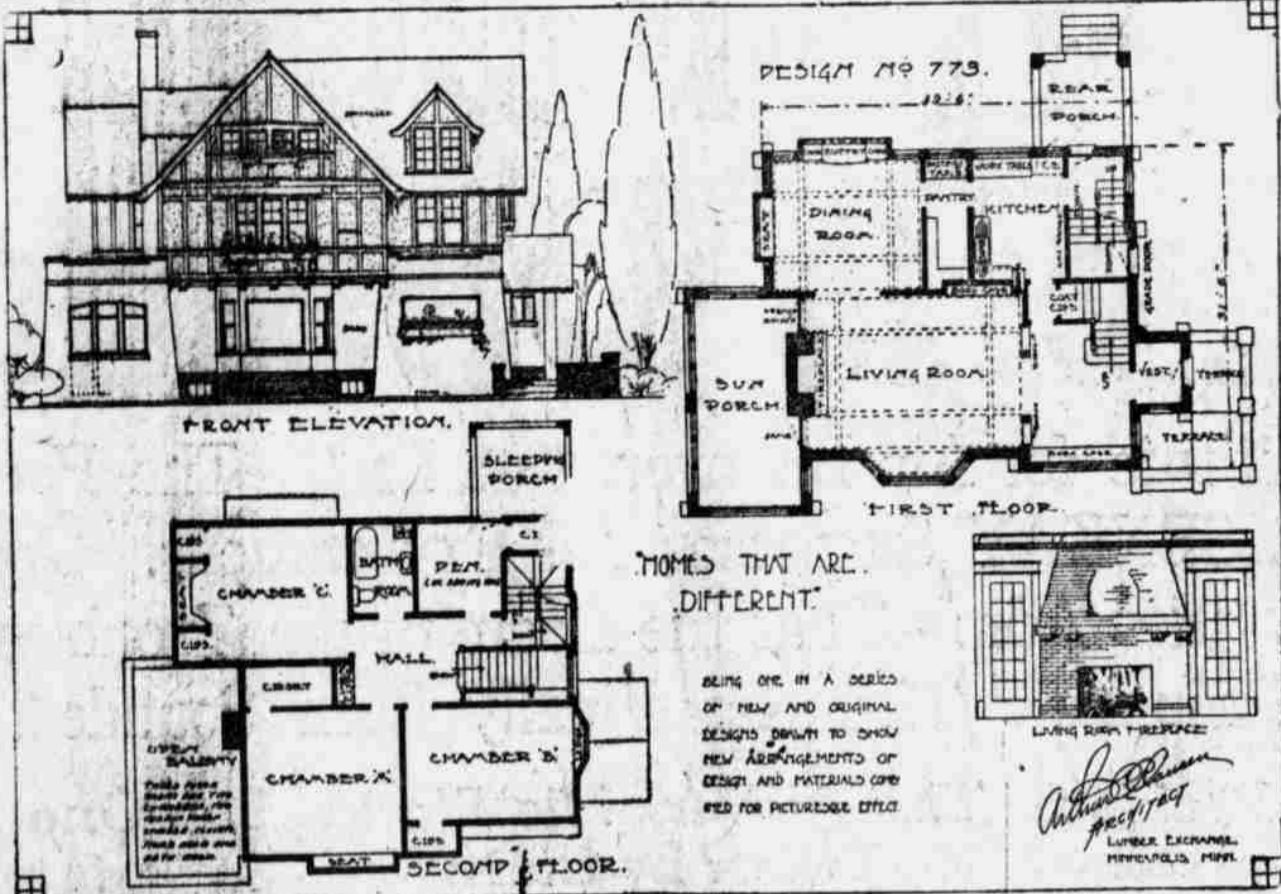
The experts of these companies will go into a house and, after looking things over, make an estimate on the entire operation. If this is satisfactory, an agreement is made and a guarantee is given by the responsible company that no loss will be sustained by Mr. Householder.

Experienced furniture men are used to handling the articles and to packing them. The crockery and china and other fragile goods are carefully packed by men expert in the line, and the piano is taken along and conveyed to its new place in good condition. Carpets are measured and laid, and each piece of furniture is put into its proper place. One or two days after the entire work of moving is done a representative of the company arrives at the house and sees that everything is satisfactory.

The many uses of electricity in the present day make it necessary for the modern house and the modern apartment

Homes that Are Different

By Arthur C. Clausen, Architect.



DESIGN NO. 773.

HOMES THAT ARE DIFFERENT.

BEING ONE IN A SERIES OF NEW AND ORIGINAL DESIGN DRAWINGS TO SHOW NEW ASSIGNMENTS OF DESIGN AND MATERIALS OFFERED FOR PICTURED EFFECT.

By ARTHUR C. CLAUSEN.

Was waiting my turn in a large barber shop one day when the manager of the shop remarked, "Do you know I have owned several homes, but not until I rented a summer home last spring having a large sun porch on it did I appreciate how much comfort one of these porches are in this part of the country and how much they add to the home."

This is almost identically the verdict from every man who has had experience with sun porches. It is a noticeable fact that many people who are skeptical of them when building and provide a large porch with a small sun room, that they invariably use the sun room and are seldom seen upon the porch. The next time they build they will omit the porch.

Design No. 773 was planned for a corner lot, the sun porch (sun porch, sun room and solarium are synonymous) being placed on the corner where it would not shade the living room or obstruct its view to the front, and where the porch

is to be equipped not only with electric lights, but with many other electrical conveniences. The number of uses to which electricity is placed in the home will be named for you by the Omaha Electric Light and Power Co.

Builders are learning that much beauty can be attained through the use of steam cured cement stone blocks such as the Ideal Cement company manufactures. Some of the most attractive homes in the west are made of these blocks.

Fuchs, Son & Blind are redecorating the entrance to the Hipp theater. This firm decorated the Orpheum theater and the new Douglas county house.

Burgess-Graden company has some of the most beautiful lighting fixtures that Omaha has ever seen. Most of Omaha's homes have been equipped with fixtures from this firm.

W. H. Thomas, rental agent for the new State Bank building, Harney and sixteenth streets, announces that this building will be opened about October 1.

T. E. Kelley and R. E. Samis of the local Velie sales forces have for the last week been assisting the Interstate Auto and Supply company with its Velie exhibit at the "Sioux City" fair. Both men have reported a most profitable week for the popular Velie and proclaim the Sioux City festival a success from every standpoint.

Billy Townsend of the Townsend Gun company is one of the staunchest supporters of the "Ford" car that can be found in many a mile's jaunt, and judging from the recent trip which he and five companions made in the model T, he has every reason to be so. The journey was made week before last, when the party traveled to the hunting grounds in the southern part of South Dakota and after a week's shooting returned by the model T route, covering a distance slightly over 900 miles. Mr. Townsend's expense for running the car this distance, including housing for the machine, a minor repair and gasoline and oil was just \$165. His actual running expenses were less than a cent a mile.

W. A. Pixley of the Nebraska Telephone company has found the fall all slightly chill driving his Losier Lakewood without a windshield and Thursday afternoon had his car equipped with one. Mr. Pixley's machine has the reputation of being the fastest in the city, and with chilly autumn zephyrs breezing about one, traveling without wind protection is decidedly uncomfortable.

W. C. Cavanaugh of Chicago, accompanied by his mechanic, passed through Omaha Thursday morning in a Locomobile roadster. Mr. Cavanaugh stated that he intended going clear to the coast before returning home and that the trip between Chicago and Omaha was most favorable for touring with only a slight stretch of bad road, just outside of the Bluffs. He stopped at J. J. De-Right's to have his machine thoroughly gone over before proceeding on his way.

Governor Aldrich has appointed J. J. DeRight delegate to the National Deep Waterways association, which meets at

MR. CLAUSEN'S BOOK

"The Art, Science and Sentiment of Homebuilding."

Thirty chapters, 300 illustrations. It covers a wide range of subjects, including the planning of bungalows, suburban and city homes, costing from \$2,000 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, 1136-37-38 Lumber Exchange, Minneapolis, Minnesota.

would give an outlook up and down both streets.

The rustic gate that marks the opening in the hedge along the public walk is directly opposite the living room bay window and the walk leading to the front entrance winds on a graceful curve with a low step up every six feet, made of vitrified brick.

The first story and foundation is of tapestry brick, all laid in wide recessed natural cement mortar, except that part of the foundation indicated by the dark lines, which is laid in brick mortar. Along the grade is a stone base course. The second story roof gables and dormers are half timbered and cement stucco, using a very light gray cement.

All exterior woodwork is stained a craftsman brown. The roof shingles are dark red. The added color of flowers in three flower boxes on the front of

the home with surrounding trees, shrubs, flowers and hedges make a very picturesque combination having just the right variety of color and difference in the materials used needed to give it the right English effect.

The large fireplace in the living room is of solid masonry from floor to ceiling. The faced brick extends into the sides and across the back inside the fireplace instead of using the homely firebrick so commonly seen. When tile or soft brick are used this idea cannot be carried out, but well burned vitrified brick will withstand the heat just as well as firebrick and present a much more finished appearance, even though it is allowed that considerable of the surface is blackened by smoke.

The shelf and brackets supporting it is of stone. Had the chimney breast been carried up to the ceiling with straight lines the effect would have been too heavy and too massive. A pleasing broken relief and more attractive appearance is obtainable by corbelling in the brick work from all sides and recessing a space just above the shelf for a bronze statuette mounted clock.

On each side are the French windows or glazed doors leading to the sun porch. The fireplace brick is brown and a shade darker than the oak woodwork.

The view into the living room through columned openings toward this fireplace with a glimpse of the sun porch beyond when seen as one enters the reception hall through the vestibule is unusual, pleasing, attractive and homelike.

Little Rock, Ark., September 24 to 28. Mr. DeRight fears that he will be unable to attend, as preparations for the automobile display during the Ak-Sar-Ben will require a great deal of his attention.

R. B. Held of the Lion Motor company will leave Monday for Nashville, Tenn., where he intends making arrangements for the 1913 Marathon car. The Marathon line ranges in price from a roadster at \$875 to a limousine at \$3,250 and is considered to be one of the best machines of its class on the market.

The E. R. Wilson Auto company is already making arrangements for its Ak-Sar-Ben exhibit, which it is claimed will be as attractive as anything seen in automobile displays for a long time. A carload of 1913 models are now on the way and by this time next week Mr. Wilson expects to have the full line ready for the automobile public to feast their eyes upon.

Doty & Hathaway, dealers in the "Little Four," roadsters, and Reo models have taken the building at 227-29 Farnam street, formerly occupied by the R. R. Kimball company. They are nicely installed in their new home, busy as can be, and in a fair way to make the "Little Four" and Reo cars a big factor in Nebraska during the 1913 season.

W. R. Huffman and Will N. Hollen of the Hoffman Auto company, spent the last week at the Sioux City fair, where the display of Hupmobile and Abbott-Detolts was considered one of the leading exhibitions. Mr. Huffman reports the up-river town crazy on the automobile subject, with decided Hup and Abbott symptoms.

Frank W. Judson, manager of the Midland Glass and Paint company, is driving a 1913 Hudson "37," which was recently delivered to him by Guy L. Smith.

The Huffman Auto company delivered machines to the following last week: A

Advertisement for Chalmers 1913 Motor Cars. Features include: Immediate Delivery, Chalmers 1913 Motor Cars, Made in Chalmers Shops, Read what Hugh Chalmers says about Chalmers 1913 Cars. As automobile dealers we are proud to sell Chalmers Cars—proud of the Chalmers organization—the following extract from a talk made by Mr. Chalmers in introducing the 1913 line to the dealers we believe is worth your reading. It tells more about what is behind Chalmers Cars than pages of specifications.

Hupmobile "37" touring car to C. C. Johnson of Creighton; a "32" touring car to G. Ford Bros. of Lewis, Ia.; a "32" roadster to A. B. Anderson of Stratford, S. D., and a carload of six "32" touring cars to the American Sales and Supply company of Mitchell, S. D.

McClurkin, who has travelled California for years as an itinerant saver of souls. Since replacing his horses with a Studebaker "37" Rev. Mr. McClurkin has covered an average of 1,000 miles a month, registering four times as many conversions from evil ways as he had been able to make when traveling by wagon.

The Firestone-Columbus Motor Car company delivered a 1913 roadster to Ed Young of Atlantic, Ia.; a forty touring car to the Robins Auto company of Malcolim, Ia., and a fifty five-passenger touring car to Harvey Hiller of the Hiller Liquor company of this city. A shipment of 1913 Firestones arrived Saturday morning at the local house and will be delivered throughout the state early this week.

Advertisement for Velie 1913 Velie 32. Features include: Velie 1913 Velie 32, "The Name Insures the Quality", Electric Starting, Electric Lighting, Brief Specifications: 32 H. P. Motor, 4 cylinders, 3 3/4 x 5 1/2. Enclosed Tappets. Three dry disc plate clutch. Guaranteed 40 H. P. transmission. Demountable rims. 34x4 tires. 113 in. wheel base. Gray & Davis electric starting and electric lighting system. Mohair top, adjustable windshield and Stewart speedometer. Price Fully Equipped 5-Passenger Touring Car, \$1,500. F. O. B. Moline, Ill. Silent powerful motor. Durable construction. Smooth, easy, comfortable riding qualities. Complete specifications mailed on request. DEALERS: The Velie agency is a profitable asset to your business. John Deere Plow Company ...OF OMAHA... 10th and Howard Sts. OMAHA, NEB.

Advertisement for White Cars. Features include: WHITE CARS IMPROVE WITH AGE, If you want a demonstration in a White you will get to ride in an Old Car. One that has probably seen more service and had harder usage than the ordinary owner would require in 10 years. You will be allowed to see how your car will run in 10 years from today. New White cars are being delivered in which you can find improvements not yet thought of by other manufacturers. The yearly model has become an absolute fiction in White products. The latest and best car possible to produce will be yours when you buy. White Touring Cars for fall and winter service are without an equal. Their appointments are elegant. Their self-starter and electric lighting systems are perfect. 6 Cylinder, 60 H. P. \$5000. H. PELTON 2503 FARNAM PHONE, DOUGLAS 3301