

APARTMENT MODERN HOTEL

Combines These Advantages, with Requirements of Home.

EVERYTHING BUT BELLBOYS

Modern Methods of Living Have Made Building of Apartment Houses One of Important Sciences.

"An apartment house consists of modern complete homes in a family hotel, with all the requirements of a home and the conveniences and equipments of a hotel with the exception of the bell-boys and hotel clerks," says a real estate man.

"Modern methods of living have made the building of apartment houses a science. As we have become modern and fastidious in dress, so we have become in our home life until it is almost impossible to rent an apartment unless it is equipped with all the details necessary to satisfy the most exacting tenant. The architecture of an apartment house has changed and does change as quickly almost as fashions and amusements. The demands of yesterday are forgotten for the desires of tomorrow. A few years ago people were highly pleased with flats, of which the St. Louis was the most popular. In these they furnished their own heat, water, took care of themselves, and were apparently quite content with this mode of construction. Then came the apartment house, which has been changed, exterior and interior, until today an apartment house is not complete unless it has sun rooms, sleeping porches, gas dryers, laundries, vacuum cleaners, refrigerators, gas stoves, and built-in beds. In fact, a modern apartment house today is so complete that it takes very little furniture to finish it. Everything is at your finger's end, no matter what you may want.

Tenant is Considered. "If you study the cost of construction and value of land, there would be no occasion for the remark that landlords are asking too much rent. Not only must the building be complete in all its details, but a tenant expects so much more in an apartment house than he would think of putting into his own home. The builder of apartment houses has little choice as to what his own ideas may be. He must always bear in mind what the tenant will expect and demand from him if he wants to fill his building and keep it rented.

"The saving that a tenant makes by living in an apartment house is often underestimated. Fifteen dollars per month would not take care of the difference in the expense of living in an apartment house and renting a detached house in the suburb. When you take into consideration the cost of fuel, hot and cold water when you want it, janitor's service, carfare and all the minor savings possible in an apartment you should not blame the owner for charging you for what you are getting, as nowhere in the world are you able to get something for nothing. If you want these conveniences and location, you must expect to pay for it. Also with the constant changing of architecture and meeting the desires of tenants, the building that is built today will not in three or four years command the same amount of rent, for the reason that newer ideas have crept into the buildings, and the fickle tenant goes from one to the other.

Location is Important. "The first consideration must be the location. Apartment house dwellers seldom climb a hill. They want to be on the car lines or within a block, and they want to be within five minutes walk of the business district. They choose a location to live in where the land value is high and which is no small part of the investment.

"Not understanding the cost of construction, but yet demanding all conveniences, tenants overlook the fact that the landlord who buys the land and erects the building is entitled to a just return on the money invested. In computing what is just return to the landlord, not only must you figure the cost of the land and the building, but from the gross income there must first be taken the expense of maintenance, taxes, insurance, upkeep, depreciation on building, janitor's service, heat, light, etc. To the tenant no doubt it looks as though the landlord was charging too much, but if you will investigate, you will find that the expense of management is quite a large item, and if the landlord looks after the property himself, he is entitled to a salary for the time he spends giving the building good service. If an agent looks after the building, there is, of course, a specific charge for it, but it must all come from the gross rent, and when you sum it all up, you must remember that you yourself are responsible for the rent you are paying. If you did not receive all the modern conveniences in the apartment house you are living in, you would not be satisfied, and no one likes to live in a home, be it in an apartment house or in the resident district, that doesn't meet his requirements."

Odell Defends the Blue Sky Law

That real estate promoters of doubtful reputation are planning an attack on the Nebraska blue sky law in order to make another raid on innocent investors, is the declaration of Frank G. Odell, chairman of the Farmers' congress legislative committee. Mr. Odell says: "The announcement that a fund has been raised by real estate promoters to fight the blue sky law should put the pending legislation on guard. This law was passed in response to overwhelming public opinion, backed by platform pledges of all parties and the demand of all commercial clubs and farmers' organizations of the state. "The passage of the act was opposed by a powerful real estate lobby, composed of promoters of outside propositions of doubtful reputation. The provisions of the law have already shut out many of these concerns and saved millions to Nebraska people who have been sinking their money in land investments which can never pay profitable returns. "Nebraska has been a gold mine for these sharks. We need our money for the development of the best state in the union. The blue sky law is an honest measure for the protection of innocent people and no legitimate business proposition will suffer because of it. The people should come to its defense against the interests that hope to exploit them."

How Taste Changes. "Finny that the very fellow who had been a girl (or a boy) in the courtship days when he kissed her (or him) will wear like a trooper if he finds one of the letters after he is married." Florida Times-Union.

ONE OF OMAHA'S HUSTLING REAL ESTATE MEN.



E. R. Benson

WOLF BACK FROM THE EAST

Does Not Think European War Will Hurt Real Estate Business.

BENEFIT TO COME TO OMAHA

People of Europe Must Come Here to Purchase Their Wheat and the Bread-stuffs.

Harry Wolf, who spent some weeks at Atlantic City, has returned to Omaha. Mrs. Wolf is still at Atlantic City. Mr. Wolf asserts that the war in Europe will have little effect upon the demand for real estate. He declared that business would go on here as before, that real estate transactions would be active, and that in the end Omaha, along with all America, would greatly profit by the war in Europe.

"What will they do while the war is going on?" "Will they starve over there in Germany, in England, in France?" was asked, to which Mr. Wolf replied: "No. Not by a long way. All this talk about not being able to ship our wheat and all that is nonsense. It is against the rules of neutrality for us to ship it out, then England will simply come over with its ships guarded by a man-of-war, will buy the wheat and pay for it in our dollars and will take its own chances on landing it safely in England.

"Furthermore, that is only one way of doing it. Neutrality! What is to prevent us from shipping our wheat to Canada? When it is once in Canada, it is no violation of neutrality for us if England comes to Canada and gets that wheat. They will need our products while the war is going on, and they will get them some way. And they will need them when the war is over. America is bound to profit by it."

Mr. Wolf says there is one predominant notion in the minds of the easterners in regard to the west. It is that the western people make money so fast that they do not know what to do with it. He says Omaha is looked upon in the east as a place of opportunities, as in all the west. "They look upon the west with envy just as the people of Europe look upon America in general. In Europe everybody has a vague idea that some time they will come to the United States to live. Just so, hundreds of thousands in the east have a feeling that some day they will come from the east to the west or central west and make fortunes."

Good Demand for City Property and Nebraska Farm Land

Residence property is selling well in Omaha in spite of the war and real estate men do not look for any decline in the demand for homes. There is a general feeling that there has been a little tightening of the market for large deals in the way of real estate, such as business blocks and sites for business buildings or factories, but they say this is scarcely noticeable. They expect that whatever effect may have been felt along this line it will disappear as the war progresses, and people realize that this country will go about its business as before.

Seldom have investors looked with more favor upon farm property in Nebraska than now. The long record of good average crops, taking the state as a whole, capped this year by the crowning crop of many years, has turned their eyes to farm property again, as one of the safest investments.

Real estate men for this reason are expecting a lively business in the transfer of farm real estate during the fall and winter. Increasing population and diminishing available raw land, is bound to tell its story in time. The time is here, and Nebraska land, with its wonderful crops, makes one of the strongest appeals to the would-be farmers, say real estate men.

Time was when the farmers' sons became farmers, the city man's sons became clerks, and that was all there was to it. The farmers' sons now, on account of better farm conditions, are more anxious than ever to remain on the farms and become farmers as their fathers were, while the city man's sons, noting the independent life of the farm, are seeking a way to get on the farm and become farmers also. This aids the demand for farms.

Agricultural schools all over the United States, it is asserted, have done much to incite a desire for farm life. Thousands of young men from the cities are taking scientific courses in the agricultural colleges and are going out to look for farms. With the farmers tending to remain on the farms and the cities pouring their young men out to seek farms, the demand is sure to increase, and with the increased demand for farms is sure to come an increased price for the available farms.

Drives Sick Headache Away. Agonizing sick headache cured by using Dr. King's New Life Pills regularly; keep liver and bowels in healthy condition. See All druggists.—Advertisement.

TIMELY REAL ESTATE GOSSIP

Beautiful New Addition Just South of Miller Park.

BELLE ISLE AND LAURELTON

Charles W. Martin Develops Twenty Acres with Over Sixty High Class Homes, Constituting Show Place of Omaha.

Seldom if ever before has so large a section of substantial and beautiful homes been built in Omaha as the section developed by the Charles-W. Martin company immediately south of Miller park.

Here is a tract of over twenty acres that a year and a half ago was a truck garden. Today it is covered with costly homes and blossoms with lawns and flower gardens. It is a tract three blocks from north to south and the same distance from east to west. Thus there are nine blocks in the tract.

It was a year ago the fifteenth day of last month that the first house was built on this section. Today the Martin company is completing the work on the sixtieth house.

The numbers are perhaps not more significant than the fact that the building restrictions have been so placed that no houses can be built except two-story houses and of a substantial price. Those immediately facing the park must cost at least \$3,000. Those a street farther south must cost at least \$2,000, and those still a street farther south, or on Laurel avenue, must cost no less than \$2,500.

This means substantial homes. None are building the minimum cost, but all are building at a cost above the minimum. This makes the houses in this beautiful section range from \$2,500 to \$6,000.

Stucco, brick and frame houses have been built, and all of the latest and most modern patterns. Stucco homes are especially numerous here, and in the pure atmosphere of this northern part of the city where the smoke and smudge of industry never goes, these stucco houses present a wonderfully clean and tasty appearance.

For years Miller park has lain, a beautiful park, with few residences built up around it. Many have long had the feeling that there was great residence property lying around this park, but it was long before anyone began to develop it on a large scale. The Martin company saw the opportunity in this large estate lying just south of the park. The company bought it, platted it out and set to work building homes. It was not long until the lots began to sell rapidly, and there was a good demand for the homes already completed.

The homes facing Kansas avenue and likewise facing Miller park have the additional advantage of the park view. There are homes there from the front porch of which one can see a quarter of a mile down into the park, and can even see the beautiful lake in the park. This is a view that cannot be shut off.

It was Emerson who said that Bill and John and Jake might hold the deeds to all the property around him, "but the landscape is mine; they cannot get a deed to the view."

So it is with those who will own the row of houses facing the park. The city has the deed to the park, but the landscape belongs to the scene of beauty in the soul of the owner of the lot that fronts on the park. His children will have not only the front yard, but will have the whole of the park for a playground just as though he had a deed to it all.

Then this is high ground. Although it is very level, it is said to lie as high in altitude as the high school building. The air is clear and pure and free from smoke.

The tract really comprises two additions, in name. That is, all was developed about the same time, but the north part is known as "Belle Isle" addition, while the southern part is known as Laurelton addition.

Restrictions have been made so rigid that no stores, public garages, or other places of business are allowed. The Martin company was offered a fancy price for the northeast corner, where the purchaser wanted to locate a store. They refused the offer and took less than half the money for the lots for residence purposes. It is a strictly residence district, and is filling up rapidly with the families of the substantial class of business and professional men.

As a whole this addition is a great and valuable asset to Omaha, and with its easy access from the boulevards, and the Twenty-fourth street car lines, will henceforth be one of the show places of Omaha. The boulevard touch it. The Prettiest Mile reaches it. A cablegram from one of the party states that they landed at Liverpool, Eng., August 7, and that it would be the effort of the members of the party to return by the same boat on which they went, the St. Paul, an American ship. By this the understanding is that the London meeting was called off and that no effort would be made to get together.

London Meeting of Building and Loan Men is Called Off

The building and loan people of the country have been interested in the outcome of the International Building association convention, to have been held in London August 11 and 12. Word has just been received that the American party sailed July 31, although it was quite under protest that some of the members made the trip on account of the threatening war conditions. A cablegram from one of the party states that they landed at Liverpool, Eng., August 7, and that it would be the effort of the members of the party to return by the same boat on which they went, the St. Paul, an American ship. By this the understanding is that the London meeting was called off and that no effort would be made to get together.

The International meeting was to have been participated in by English, German, French and Swedish associations, but owing to the war it is not likely that any of the delegates outside of the Americans made any effort to reach London.

T. J. Fitzmorris, and wife of Omaha, who were to attend the convention, sailed in June. Word from them is to the effect that they are in England at this time. Locally the situation among the building and loan and savings and loan associations, is normal, the officers of these institutions reporting a stronger demand for loans just now than they are able to accommodate. Where a few months ago \$200 per member per month was the rule, local associations are now taking all funds offered. There has been no flurry whatever among their members on account of the European war situation.

Hard to Impress. "Yes," said nonchalant Mr. Wombat. "I was in Egypt." "I suppose you stood awestruck before the grand and solemn sphinx." "Well, I saw it the once over."—Pittsburgh Post.

Every citizen of Omaha will be interested in one or more of the following subjects:

Owning a home--

Everyone can own his home in these days of enlightened service on the part of real estate companies. They are carefully revolving plans to meet the NEEDS of purchasers of homes. Your FINANCIAL problems are being solved for you, as well as those of comfort, pleasant surroundings, cost of living, cost of home operating, efficiency in domestic machinery and arrangement, etc.

Plans have been devised by which you can purchase a home by paying each month about the same amount of money you would ordinarily pay for rent. Make a study of the real estate columns in the Classified Section today. Select an advertisement of a home you would like to own and go see the real estate company about it. You will learn valuable information and will be taking a real step toward home-owning and all its advantages and financial profit.

Suburban property--

The beautiful suburbs of Omaha are delightful places in which to live. You get clean country living combined with all modern conveniences. The streets are quiet, the air is pure, you have plenty of room, congeniality of a country village, and yet all the influence and advantages of city life.

Thrifty people who are seeking safe and profitable investments for their funds should find out more about suburban property. These newly established centers outside the city's heart have a very promising future. They have been platted and beautified and sold to home builders on terms within the reach of everyone.

Business property--

Prices for business property this year are low, considering the immediately bright future for this class of investments. There is a growing tendency to centralize each business neighborhood, and a well built, attractive building in a good location is the safest and most promising investment a man can make.

Vacant lots--

Here is a form of property into which you can put a little money and it will take care of itself. If you do not care to build, just hold your lot for a few months. At this time, lots purchased ten months have been sold for from \$200 to \$300 profit.

A home and an acre of ground--

In the real estate columns of today's paper you will find offered for sale little farms near the city, which can be made very fruitful in a reasonable length of time. Find out from the owners what possibilities there are and ask their advice in developing a small piece of ground.

Omaha real estate as an investment cannot be beat. Stability of business and continued prosperity is responsible for the rapidly increasing values in real estate. GET YOUR SHARE.

THE OMAHA BEE

Everybody Reads Bee Want Ads