

Enterprising Home Builders and Furnishers of Omaha

GOOD TENANTS BEST ASSET

Jewell Tells Building Managers Which Tenants Are Most Desirable.

CLASS OF TENANTS IMPORTANT

Building Manager Declares High Character of Tenants to Be Best Asset of an Office Building.

"The Office Building's Greatest Asset" was the subject of a paper read by Edwin Jewell at a recent meeting of the Omaha Building Owners and Managers. "The asset value of the character of the people who inhabit the building," said Mr. Jewell, "is the greatest asset of the building."

"There is a dynamic force in the composite character of a uniformly high quality group of tenants which will quickly multiply the value of a piece of cheap land and which will gradually bring about a transformation in a neighborhood."

"Statisticians and economists of experience and published tables and records which prove conclusively that the assessed valuation of real estate in a community increases at the rate of approximately \$1.00 for each and every individual added to the population of the community."

Character and Land Value.

"Men who have become experts in developing residence subdivisions have discovered the importance of human character and human earning power in the creation of land values. When establishing a new community wise subdividers take into consideration such matters as intelligence, education, habits, race, color, income and probable permanence of individuals."

"How many office building owners and managers take these qualities into consideration in the selection of tenants?"

"If you will go to the trouble to take a trip through the office buildings of any city you will observe in many that no thought apparently has been given to the selection and arrangement of the people who inhabit the building."

"As you walk through office building corridors it will not be uncommon to find real estate and insurance offices, physicians, china painters, razor sharpeners, dentists, blue print printers, manufacturers, agents, pawnshops, lawyers, feather cleaners, tailors, hair dressers, etc., all on the same floor in a miscellaneous misfit that is quite astonishing."

"Bad arrangement of tenants is often due to one of two causes, lack of an ideal and lack of a comprehensive plan, dark rooms and undesirable court spaces which must be filled with anyone who is willing to pay rent."

Influence of Population.

"This does not mean that individuals of all nationalities and all colors and of all conditions of life are of equal value to a community. It means that the average value of human beings to the real estate owners as a whole is, approximately, \$1,000 for each individual."

"The amount that each person contributes to the real estate values of a town by moving inside the corporate limits is undoubtedly largely determined by the individual's ability to bring money into the community and by his disposition to spend this money in the community."

"The best way to appreciate the amount of human value that attaches to land is to compare the value of an acre where people do not live with the value of an acre at the center of some lively city or town. The way to appreciate the value contributed to land by different groups of people is to imagine the inhabitants of the silk stocking ward trading locations with the inhabitants of the slum ward. Or, imagine that all families with incomes of from \$300 to \$1,000 per year trade residences with families who have incomes ranging from \$5,000 to \$10,000 per year."

Some Managers' Mistakes.

"If you should take the trouble to approach office building tenants and ask you will find in many buildings that has been taken into account is whether the applicant for office space has white or black skin."

"Nationally, residence, business tastes and social connections in many buildings seem to be wholly ignored in determining the qualification of prospective tenants."

"If the inhabitants of the ordinary office building were brought together in a new residence subdivision in the same relative position that they occupy in the office building, it is safe to venture the assertion that about one-half would soon move away rather than endure such neighbors."

Quality is Often Ignored for Quantity.

"Quality is often ignored for quantity that a 100 per cent rented record may be realized. This lowering of a standard ultimately results in a decrease in revenue. When the good reputation of an office building is once sacrificed through thoughtlessness or stupidity or lack of experience or to satisfy personal ambition or corporate greed, it can never be fully regained."

Building Should Be Full.

"Every office building should be filled, but the best results will be realized in the long run if each building houses the kind of people that fits its space and its service."

"Office buildings build characters very much as individuals build characters. The character of an office building is the average character of the people who inhabit it."

"Only first-class people should be in first-class buildings; and only second-class people should be in second-class buildings; and third-class people should be in third-class buildings."

"If people of different classes are mixed, one class is pulled up and another class pulled down by the mixture and the building becomes a mongrel instead of a thoroughbred. The same principle that works in establishing a residence community will work in establishing a business community."

"In the proportion that intelligent, cultured, prosperous, well-behaved people add values to land in a residence section, the same kind of people will add values to an office building by reason of their quality and larger purchasing power."

"It is common belief that a full office building is a success. It will be found, however, that the greatest profit in operating office buildings will be realized through the bringing together under one roof in happy, harmonious relation a group of uniformly high-grade people and then serving this group so well that

every individual would shudder at the thought of moving.

"The profit from office buildings comes from continuous normal rents, low expenses due to the stability and contentment of tenants and from increased land value that universally results where good quality people establish themselves."

Old-Timers Marvel at the Changes Made

Old-timers in Omaha are marveling at the changed appearance of the building at the northwest corner of Eighteenth and Harney streets, formerly the quarters of city fire company No. 3. It is being entirely made over, and would never be recognized as the old red building which formerly occupied the site, if it were not known that the latter was merely altered, instead of being torn down.

By the application of brains and dollars to the old structure, a modern hotel and store building is now emerging from the making-over process. Harry Wolf, who leased the property, has applied so much in the way of new ideas, material and so forth, that when his plans are completed, the building will appear as if newly erected. Over \$50,000 is being spent to make it over into an up-to-date apartment hotel, with modern stores on the ground floor.

As an illustration of the change wrought, the painting scheme is interesting. The building was formerly red, from many applications of paint over the original red bricks. Now it appears to be constructed of fine pressed brick, which has been accomplished by giving the structure several coats of light-colored paint, and then spotting that with small drops of paint from a brush, in imitation of the darker spots in handsome light pressed brick.

SANDHAM ERECTS FINE HOME ON FORTY-SECOND

A handsome brick and frame residence is being built on Forty-second street, between Dodge and Davenport streets, by J. D. Sandham, chief assistant to Architect Thomas R. Kimball. Mr. and Mrs. Sandham and their little son will occupy it as their home, as soon as construction is completed this winter. Although not a pretentious house, it is very attractive in appearance and contains many distinctive features and cleverly conceived details.

GEORGE SUCCEEDS WYMAN ON THE COMMITTEE

C. C. George has been elected in place of F. Wyman to serve on the legislative committee of the Real Estate Exchange, Mr. Wyman having resigned because of many other duties requiring his attention. The exchange members were strong in their appreciation and endorsement of an article about Omaha, which appeared in last Sunday's Chicago Tribune.

Center View Being Sold by the Byron Reed Realty Co.

Opening sale of lots in Center View began Saturday morning, marking the change of another old farm to suburban residence property. The Byron Reed company, which has been selling real estate in Omaha since 1867, and was among the first to make sales of downtown property in Omaha, is handling the Center View tract, which fits in itself shows the expansion and progress of the city. Lots in the addition tract are being sold on the dollar-down-dollar-a-week basis.

The addition is one block north of the West Leavenworth street car line extension, near West Center street. In meeting the large number of interested persons who attended the opening sale yesterday, the agents keep a string of autos busy.

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OWN YOUR OWN HOME IS NOW THE SLOGAN

"Own your own home" has become such a widely appreciated bit of advice, that even the average wage earner is following it, sometimes to the extent of doing much of the labor with his own hands. In several additions recently opened and sold on the plan of a small payment down and the balance weekly or monthly, building operations have been quite active, and real estate men say that a number of the houses have been built largely by the prospective occupants, with funds borrowed from building and loan associations.

An Ideal Woman's Laxative.

No better laxative than Dr. King's New Life Pills. They help the liver and bowels to healthy action. 25 cents. All druggists.—Advertisement.

Investment Brings Some Good Returns

An example of the desirability of putting buildings on property, rather than allowing it to lie idle, is shown in the erection of three one-story brick store buildings on sixty-six feet of Tenth street frontage, just south of the Rees Printing Company's building near Harney street. Benson & Myers, local agents for the John Nicholas Brown estate of Providence, R. I., got a "hunch" a while back that they could improve the lots to advantage. Within one hour Mr.

Myers arranged three-year leases for the three proposed stores, at a figure which will pay the entire cost of the building in two and a half years. The structure represents an investment of \$2,000, which, therefore, will soon be paid back, yet will continue to bring in a snug income.

Honorable.
Marjorie, aged 4, was in the library with her father while her mother was supervising the preparation of dinner. The attention of the head of the house was attracted by a scratching sound and he looked up to find his daughter at work with a pair of scissors on the top of a polished table.
"Marjorie," he said sternly, "go tell your mother what you've been doing!"
"I won't do it, papa," she said. "Do you think I'm a little tale?"—Judge.

KEY TO ILLUSTRATIONS

1. Lutheran College.
2. W. F. Gernandt.
3. Holdrege Courthouse.
4. Lexington Courthouse.

In Omaha, the home of many successful architects whose works are monuments to their endeavors, there is no more striking example of the successes to be attained in that profession than the career of W. F. Gernandt, who is just announcing the opening of fine new offices at 437-439 State Bank building.

An Omaha Man.

Mr. Gernandt is an Omaha man. For twenty-one years he was a resident of this city, working as foreman for various well known contractors and builders. He came to Omaha in 1881 and for twenty-one years he worked hard to attain his ambition—to become an architect. All that time he never lost sight of that object and when, after his years of labor he was able to leave for the east to study for his chosen profession, he began to see some hope of the early culmination of his ambitions. After a course of study in which he perfected himself in architecture, he came back to Nebraska and made his start in his new career at Fairbury. There he labored for recognition and was soon on the road to success. He

established himself firmly in the profession before he began to plan to return to Omaha. He came here two years ago, taking offices in the Karbach block and enjoyed increased business. The best gauge of a man's success in his profession is the necessity of securing larger quarters to handle the volume of his business. Mr. Gernandt, by his fair and upright methods of handling his business, has built up a clientele that covers two states and he was literally forced to leave his old quarters and seek more commodious accommodations. In his new suite of offices he is comfortably situated with handsomely furnished reception room and consulting office and a large airy, well lighted drafting room adjoining. Here he plans his work and, with the assistance of his son, John W. Gernandt, and several trained draftsmen labors on the designs of the buildings which are included in his large list of commissions.

Gernandt gives all the work his close personal attention and has a reputation for preparing thorough complete work in all its details, to eliminate trouble and delays during construction of his buildings. Mr. Gernandt attributes this to his years of experience as a carpenter and foreman, by which he gained a deep insight into the practical side of the profession, which has been of great value and assistance to him in his later work. With such a reputation to sustain he demands the highest efficiency in his assistants.

Many Fine Buildings.

Mr. Gernandt has devoted himself almost exclusively to the designing of public buildings, courthouses, public schools, banks and churches but has, in addition, designed many handsome residences through this state and Kansas.

Among the courthouses he designed are those at Holdrege, Pawnee City, Central City, Lexington and Red Cloud.

He designed scores of school buildings of all kinds and among them are high school buildings at Osceola, Stromsburg, Cambridge, Tilden and Western, and many others. The German Lutheran college at Dresher is another of the structures of this character designed by Mr. Gernandt.

In Kansas he has enjoyed great success, recently winning the award for the three new fireproof school buildings to be erected at Lawrence, Kan. He has also school buildings at Belleville, Mankato and Wathena, Kan., and many others. This last was won in competition with twenty-two architects and Mr. Gernandt is justly proud of his work there. In the award of his public buildings Mr. Gernandt was in competition with architects from Detroit and Denver.

Among the many church edifices designed by Mr. Gernandt is the new German Lutheran church at Twenty-fifth avenue and Evans streets, Omaha. This is a handsome structure and is typical of the character of the work done by this Omaha man.

Beautiful Residences.

The \$25,000 residence of W. H. Faling of Cambridge was designed

by Mr. Gernandt. Other beautiful residences for which he is responsible are those of C. B. Diehl of Stratton, C. M. Hurlburt of Fairbury and R. W. McJilale of Fairbury.

Mr. Gernandt has his own home in Kountze place, where he purchased the residence of William Zitsman shortly after coming to Omaha from Fairbury.

Mr. Gernandt is thoroughly conversant with building conditions in Omaha. During his years of work here as building foreman for leading contractors, he superintended the construction of many of the prominent buildings of the city. In that period he often saw where plans could be made more thorough and complete and it was always his belief that the discrepancies were due to lack of practical construction knowledge on the part of some designers. He had that knowledge and it strengthened his desire to become an architect and to be able to work out plans that would be technically correct. He has had many compliments on his work from contractors who have handled his plans, particularly on his designs of courthouses, schools and other public buildings.

Mr. Gernandt is equipped to handle any character of designing. With his removal into his new quarters, made necessary by the tremendous growth of his business, has extended his facilities to meet competition in all departments of his profession, and respectfully solicits the patronage of the building public.—Advertisement.

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