

Real Estate Dealers and Home Builders Report Considerable Activity

SWEET TALKS TO BUILDERS

Success of Department Depends on Scientific Management.

USE CARE IN ALL EXPENSES

It Does Not Pay to Be Too Economical with Help, for Low Grade Help Will Not Maintain High Efficiency.

The following paper was read by Ernest Sweet at the last meeting of the Omaha Building Managers and Owners at the Hamilton Cafe, November 10:

"Upon the scientific management of the modern apartment building of today depends not only the welfare of the tenants, but the success or failure of the property. A building may be well located, the construction may be first class, but the property will be a failure without efficient management. Scientific management is reflected, first, in the reputation of the building, from the viewpoint of the tenant and the general tenant; second, in the financial prosperity of the building resulting from the economical saving in current expenses, and the maintaining as nearly as possible of a fixed scale of rentals.

Regarding the reputation of the building, probably no other class of buildings are so vitally affected by the opinions or sentimental attitude, if you please, of prospective tenants as the apartment building. People are properly more particular about what you might term the atmosphere or environment of the home than the office or place of business. It is entirely up to the manager as to whether this attitude shall be favorable or otherwise. If favorable, he will have a well filled building and applications continually. If unfavorable, it means many and continued vacancies, large advertising bills and much dissatisfaction to the owner.

Your apartment dweller is above the average in intelligence, discriminating, and in the main just in his or her deductions. If the manager sees that their comfort and convenience are properly attended to, and exercises that eternal vigilance so necessary in maintaining a desirable environment, though it be necessary to reject an occasional application, he will create for his building a most enviable reputation.

Current Expenses. Economical saving in current expenses is a subject with many sides and is viewed from a different angle almost by each manager. Some take the position that in getting a penny saved is a penny earned, while others believe in almost any outlay that a tenant may ask for.

The most successful manager, it would seem, will take the middle ground, making such reasonable expenditures as will keep the property in first class condition inside and out, together with tactful but firm refusal to the tenant who asks for frequent and unnecessary alterations or repairs.

Take the time to explain to such tenants that unnecessary expenditures, if required by any considerable number of tenants, must certainly be absorbed in a higher rental scale. Remind the tenant of the many expenses of the ordinary householder, which you pay each month, such as coal bills, gas hauling, water bills and heating of hot water, garbage disposal, moving of lawns, cleaning snow from sidewalks and lawns, if you are building in a within walking distance of the business center. Ask the co-operation of the tenant to the end that the efficiency of the building may be raised by proper management, rather than lowered by unnecessary expense.

Help. The item of help about the building is one that must receive most careful attention. Here, above all, it does not pay to be too economical. You cannot maintain high grade efficiency with low grade help, which is the sure result of the too closely trimmed pay envelope. Some of the most successful managers in the country pay better than average wages and see to it that every employe takes as honest interest in his or her duties. Various profit-sharing plans of returning employes have been tried, but they have as yet given entire satisfaction to both employer and employe.

Rental Scale. After having settled definitely upon a rental scale that is fair to both owner and tenant, it is a positive necessity that the scale be maintained, or the efficiency of the building be sacrificed. No building can withstand constant reductions made to this and that applicant or tenant, simply because they ask for it, without eventually putting the balance on the wrong side. It is a pernicious proceeding, attracting the irresponsible bargaining building tenant and repelling the respectable one, who, after hearing more than one price, is not sure whether he has yet been quoted the lowest one. A rental scale not adhered to is an almost sure indication of incompetence in management, and a certain reduction in the value of the property.

New Dundee Plot Is Being Graded

Farnam street is to be open through to Elmwood park at once. The grading contractors are on the ground and work has begun. Fifty-eight teams are at work on this project. Sixty acres of ground in the south part of Dundee will be brought up to grade or reduced to grade level as the case may be. The street is to be cut through, and within a year or two all of this ground will be graded and sold in lots for building sites. The ground lies between Forty-ninth and Fifty-second streets and between Dodge and Howard streets. Over a quarter of a million yards of dirt will have to be moved in the process of settling this ground into shape. George & Co. are doing the job and have employed railroad contractors to do the grading.

The Want Ad Column of The Bee Are Read Daily by People in Search of Advertised Opportunities.

NEW PRESIDENT OF THE OMAHA REAL ESTATE EXCHANGE.



W.H. Thomas

TIMELY REAL ESTATE GOSSIP

President Thomas of the Exchange Delivers Inaugural.

MEMBERS ARE GOOD ADVISERS

Says Expensive Residence in Undesirable Location is Worth Little More Than Cheap Cottages Surrounding.

"I doubt very much if there is a body of men in any city of Omaha's class who are as competent to give valuable advice to their clients as the real estate men of Omaha are today," said W. H. Thomas, newly elected president of the Omaha Real Estate Exchange in his inaugural address last Wednesday. Mr. Thomas presided over the meeting Wednesday as the first one since the newly elected officers have been installed. The inaugural address of President Thomas follows:

"In assuming the duties of president of this exchange, I feel that I am placed at a disadvantage in attempting to follow in the footsteps of my predecessor, who without apparent effort and in a very pleasing manner so efficiently and ably performed the duties of president for the last year. It is my opinion that he should have been re-elected for another term. "It is a pleasure to be here and to be associated with the men who are building the new Omaha. I have been a member of this exchange about nineteen years and have been familiar with its membership during that period. Some of you have specialized along one line or another, while others have been quite successful in several branches of the real estate business.

Omaha is Growing. "Omaha is growing and so are the members of the exchange. Each of you, I am sure, understand better the various factors that tend to increase, decrease or cause the shifting of values within a growing city. You know that the retail center of a city moves toward the best residence section. You know that as a city grows, the tendency is toward a greater concentration in the business center and, as the residence sections continue to expand from increase in population and wealth, there is certain to be a readjustment of the business center to conform with it. You know that a misplaced concentration of capital in a building is an economic failure and interferes with increase in land values. You can determine the difference between the commercial and structural value of a building if there is any. You know that land used for wholesale purposes seldom exceeds a value of \$400 to \$500 per front foot in cities having a population of 125,000 to 150,000. You are aware that it is impossible to fix a limit to the increase in value of a strategic location in a retail district of a growing city. You know that as a rule public buildings, placed within a retail section, interfere with the advance in value of the lands surrounding them. You know that an expensive residence in an undesirable location is worth little more than the cheap cottages surrounding it. You know that land value within a city advances with increase in population. You also know, if you have taken the trouble to investigate, that the advance in land value in Omaha in recent years is due more to increase of the volume of capital than to increase in population, as the increase in population from 1900 to 1910 was but 21 per cent, the increase in bank deposits for the same period was 81 per cent, and the increase in bank clearings show a gain of 147 per cent.

Hardy Says This is Now Omaha's Real Opportunity

Henry Hardy, at one time one of the leading merchants of Omaha, and now connected with the Burgess-Nash company, has returned to Omaha after five years' absence and more recently has returned from making a trip over the central part of Nebraska. "Omaha's opportunity is at hand this fall and winter," said Mr. Hardy. "We have the garden spot of the world back of us and the granaries of the farmers are filled with grain and their fields and yards are full of stock. This will be eventually brought to the Omaha market. The reputation of Omaha as a live city has gone forth, and new people are daily coming in to tap it for business and the outlook for the fall and winter is phenomenal. The merchants should not let this opportunity slip. "After five years' absence I surely marvel at the improvements and although I have been in many cities, none look as good as Omaha."

Transforming Waste Land to Residence District



GRADERS AT WORK ON THE LAND BOUGHT BY SHULER & CARY FROM THE POPPLETON ESTATE

Big Demand for Lots Shown by Chicago Sale Just Finished

W. E. Harmon & Co. of Chicago, real estate men well known to all the real estate men of Omaha, have just made a remarkable sale in Chicago. The company sold a tract of 1,136 lots in six weeks, priced at an average of \$1,000 a lot. The following from the Minneapolis Journal gives the details: W. E. Harmon & Co., Chicago, one of the firms associated with the ownership of the Hotel Nicolet site in Minneapolis, has made what real estate men call a remarkable sale in Chicago. Up to date Mr. Harmon has not conducted sales in Minneapolis, but his methods were outlined by Mr. Harmon himself at a Minneapolis national convention and again last July at the national real estate convention in Pittsburgh. The property is Chatham Fields, 150 acres divided into 1,136 lots, priced to sell at an average of more than \$1,000 a lot. In six weeks all but ten lots were sold, averaging \$200,000 a week. The purchases were made by 800 buyers and the demand was exceptional for restricted building areas with a minimum chance for speculation. For twenty-seven years the company has been operating and the sale was its largest to date. The company has operated in twenty-seven of the largest cities east of Chicago. Chatham Fields is nine miles south from the loop.

Recent Sales Made by Hastings & Heyden

The following are sales recently made by Hastings & Heyden: Five-room cottage, 2418 Larimore avenue, to P. D. Smith, \$2,175. One-half acre in Benson Gardens, to M. Ford, \$1,000. Lot 12 block 7, Creighton Heights, to Harriet Hood, \$1,200. One-half acre, Benson Gardens, to David Froding, \$200. One-half acre, Benson Gardens, to Otto Oatenberg, \$500. Six-room bungalow, Dundee, 2011 Nicholas street, to Rudolph H. Barts, \$4,200. Two one-half acre lots in Benson Gardens to Maud Cathcart, Sioux City, \$1,100. Lot in Laurelton addition to Peter C. Cramer, \$500. Two acres in Benson Acres to Fred L. Meacham, \$1,000. Two acres in Benson Acres to Charles C. Potter, Jr., \$500. Four-room cottage, 2859 Miami street, to J. Taylor, \$1,200. One acre in Benson Gardens to Arthur Headley of Modale, \$500. Lot on Larimore avenue, between Thirty-first and Thirty-third streets, to Alfred J. Abrahamson, \$275. Northwest corner of Sherman avenue and Evans street, to George Nelson, \$1,500. Lot in Roanoke addition to C. E. Welger, \$300. Six-room cottage on Maple street to E. W. English, \$2,700. Five acres in Benson Heights to S. Faulkner, \$2,100. Lot in Shull's addition to Z. Cramer, \$1,000.

Northwestern Has a Big Increase in Passenger Traffic

Chicago & Northwestern officials are pointing with pride to the passenger business, as shown by the road's fiscal report for the year ending June 30, and which has just been given to the public. The report shows that during the twelve months, all told, the road carried 23,328,023 passengers. This is nearly 1,000,000 more than were carried during the previous year. In its report of passenger business handled, the Northwestern falls to make any statement as to revenue received, but calls attention to the fact that in handling the vast number of people, there was not an accident that resulted in loss of life. According to the Northwestern figures, during the year the road carried more than one-third of the population of the United States. If the passengers had all concluded to go at one time, to have handled them would have required 350,486 coaches with a seating capacity of sixty persons each. With seven cars to a train, 2,488 locomotives would have been needed to handle the equipment. The total mileage traveled by Northwestern trains during the year was 2,557,781, or nearly 1,000 times the distance around the earth.

Poultry Show is to Be Held in Benson

The Douglas County Poultry Breeders' Association will hold its annual show in the Benson auditorium November 23-25, inclusive. Twenty-four settings of eggs will be given away to parties who attend. At the poultry show at Benson four special prizes will be given by the American Barred Plymouth Rock club for the best colored and shaped specimens. The Rock Island Red club will give eight ribbons and the Fred Brodegaard Jewelry company a loving cup.

NEW HOTEL TRAINS TO MARDI GRAS CELEBRATION

For people going to the Mardi Gras in New Orleans during February next, the Illinois Central is going to inaugurate a service that is entirely new in railroading. Out of Chicago and to New Orleans the road will operate trains of hotel cars and the parties traveling on them will be classed as winter vacation tourists. From Omaha the Illinois Central trains will make connections in Chicago with the hotel car trains. The cars will be fitted with all the conveniences that are found in first class hotels and at New Orleans they will be parked. In them the tourists will live during the stay in the southern city.

OMAHA NAMES DELEGATES TO STATE AUTO MEET

When the Nebraska Auto association holds its annual meeting in this city at the Rome November 17 the Omaha Auto club will be represented by these delegates appointed by the president: R. F. Smith, S. A. Searle, E. S. Washburn, Dr. Goetz, Arthur Keeline, F. J. Haskell, Bert Murphy, George Prins, J. A. Sunderland, John Lionberger, Fred Metz, J. M. Baldwin, W. H. McCord, Harry Doerly, B. J. Scamell and G. W. Clabaugh.

CANNON TO SPEAK HERE ON SUBJECT OF MORMONISM

Following a cycle of fifty successful mass meetings in its many important centers, Hon. Frank J. Cannon, the father of Utah's statehood, comes to Omaha on November 15 to present Mormonism as it really is, before the Lyceum at the Auditorium.

FOUR ESSENTIALS ARE NECESSARY IN ANY CAR

"Beauty, power, comfort and economy are the four essentials of motorist satisfaction," said Fred W. James, president of the Regal Motor Car company. "Every automobile must measure up 100 per cent to each of these requirements to meet public favor. See Want Ads Are the Best Business Boosters."

BIG REALTY SALE IS NOW ON

New Poppleton Park Addition is Now Being Sold Out. IS SIGHTLY AND ACCESSIBLE. Shuler & Carey Have Spent Thousands of Dollars on Grading, Laying Sidewalks, Installing Sewer and Water.

The new and slightly Poppleton Park addition, platted, graded and finished for building sites by Shuler & Carey, real estate firm, was thrown on the market Saturday, for a two days' show and sale period. Salesmen and members of the firm are on the ground today and in spite of the fact that it is Sunday it is expected, judging from the crowds yesterday, that a wholesome crowd of prospective buyers and sightseers will go out today. This is a thirty-acre tract of the old Poppleton estate, lying just west of the Joalyn home in the western part of the city. The tract lies between Davenport and California streets, and between Forty-third street and Forty-fifth avenue. There are eight blocks of it. They are platted into 150 lots. These are not undervalued lots, but are platted in regulation sized lots instead of being cut down to thirty or forty-foot fronts as is sometimes done in the case of new additions. Between 40,000 and 50,000 yards of earth

have been moved by the grading outfit under the direction of Shuler & Carey during the last several months since the company acquired this tract from the Poppleton estate. The firm decided to make no half way affair of the project, but decided to put in a lot of money and put this tract into the best of shape, with every lot on the grade, and all the streets graded. Cement sidewalks have been laid around every block. Trees have been planted, and the tract has every appearance of being a modern community without houses. The sewer system has been installed, and satisfactory arrangements have been made with the water board whereby the board is to begin the laying of the water system at once. Along Saddle creek at the western extremity of the tract the city owns the right-of-way for a boulevard. This is to be developed in time. Building restrictions have been made sufficiently heavy on the tract to insure a good class of residents and set not so heavy as to bar the man of moderate means. The restrictions range from \$2,000 down to \$1,000. This will mean that nothing less than five or six-room bungalows will be built and that from that up to eight, ten and twelve-room mansions will be constructed here as soon as the lots are sold. The Dodge street car line and the Forteth and Farnam line are easily accessible from this tract. Dr. King's New Life Pills. For constipation, torpid liver, slow complexion. Their frequent use will strengthen and add tone to your system. 25c. All druggists.—Advertisement.

Running Tests for Omaha School Boys Are Now Completed

Running tests for the boys of the Omaha public schools have been completed. The lads are divided into four classes. The standard for the Class A-1 is 200 yards in twenty-six seconds; for Class 1, 200 yards in twenty-eight seconds; for Class 2, forty yards in six and one-fifth seconds; for Class 3, forty yards in seven seconds. Suitable prizes are offered for winners. The table of the percentage of boys passing in each school in each class is:

Class A-1	C. 1	C. 2	C. 3
Bancroft	86.0	81.5	71.1
Beebe	83.5	87.8	87.1
Cass	80.7	87.0	81.2
Castellar	82.5	75.3	78.3
Central	81.5	72.7	80.1
Central Park	80.0	80.0	80.0
Clifton Hill	80.0	82.0	85.0
Columbian	75.0	82.3	88.1
Comenius	100.0	81.0	82.0
Edw. Roosevelt	82.0	85.2	89.4
Farnam	80.0	82.0	89.4
Franklin	84.5	87.5	88.5
Howard Kennedy	85.0	82.0	80.0
Kellom	86.4	82.0	80.0
Lake	88.6	81.1	71.0
Lincoln	83.0	81.0	81.0
Lothrop	84.1	78.5	78.3
Missouri Park	80.0	81.7	87.8
Monmouth Park	79.0	80.0	85.0
Park	88.8	88.9	89.2
Saratoga	80.0	78.5	89.4
Sherman	80.0	87.1	87.8
Train	100.0	89.4	87.3
Vinton	82.3	82.3	82.9
Walnut Hill	82.3	84.0	89.0
Windsor	82.3	82.7	81.5

Groh Not a Fed. Heinie Groh, from his roost at Rochester, rises to remark that he has not joined the "Federalists," never thought of joining the "Federalists" and proposes to live up to the perfectly satisfactory contract he signed with the Cincinnati Reds.

MONEY

THE EARNING POWER OF MONEY

The way to material success in life is simple. The man who gets a straight course, who lives on less than he makes, who constantly amasses a surplus and who invests that surplus wisely, is bound to build up a comfortable fortune to retire on when his business days are over.

S. W. Straus.

INVEST YOUR MONEY IN HOME BUILDERS

It strictly follows the straight course, in amassing a surplus and investing that surplus together with principal in only **Gold Edge Mortgages** on new homes owned by reliable people who are paying back monthly the money advanced. **Home Builders Has** Not \$1.00 of contracted debt. Never signs a promissory note. Never borrows money on its mortgages. Never loans money except where it builds a home and makes a builders profit. This is the way Home Builders defines safe investment. Our booklet, the "New Way," explains fully Home Builders' plan. Free for the asking.

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