

DEFENDS INSTALLMENT PLAN

E. R. Benson Says it is Really the Great Opportunity for Man of Moderate Means.

ANSWERS ALL THE CRITICS

By E. R. Benson of Hastings & Heygen.

It has only been in the last decade that the installment business has become a great factor in the transaction of business, and as early as 1905 we saw the necessity of giving the wage earners an opportunity to purchase real estate on the installment plan.

Our first experiment was with a ten-acre tract at Twenty-fifth and Fort streets. We sold these lots rapidly for \$25 down and \$10 per month. Meeting with wonderful success, we soon thereafter purchased another ten-acre tract at Twenty-fourth and Fort streets, placing this on the market on the same terms.

The one great factor at that time was to interest people with money to finance these different additions, because it was quite a burden to pay considerable cash for property and wait for it to return at \$2 and \$10 per month. There was no question of the success of the scheme. We found hundreds of people willing to purchase property on the installment plan and we have continued on this basis, until we have sold out many additions on terms as low as \$5 down and \$5 per month. We were, in fact, pioneers in the installment business and were it not for the fact that this plan has practically become universal in the selling of vacant property and even houses, it would be impossible for thousands of the present home owners to have acquired their present holdings.

Accumulating Cash. A man working on a small salary apparently seldom accumulates sufficient cash to make a substantial payment on a piece of property. It is not, however, a hard matter for him to spare \$5 or \$10 per month, when he has really made up his mind that he desires to purchase a piece of property; and while it has not been perhaps the most satisfactory way for us to obtain a profit on the land we have subdivided, we can say that the percentage of sales has been very small.

As a rule when a man makes his initial payment on a lot, or a home, he has fully made up his mind to acquire a safe-guard for his money and to become a home owner and he, therefore, pays on the property, thereby himself many of the luxuries he has been used to, in order that he may eventually become the owner of a piece of property.

It is also true that in many instances purchasers have been able to take a profit on their investment. Many who bought in our first additions have sold and repurchased in our later subdivisions, taking a good profit, and in this manner have continued buying and selling until they have acquired considerable money.

Stimulates Business. We believe that the installment business has been the means of stimulating the real estate business for the reason that many citizens would never have started to purchase property were it not that their neighbor or some friend had bought a piece of property on the easy payment plan.

Real estate men differ regarding the advantage to the real estate business of the installment plan, some contending that it has to a certain extent demoralized cash sales. In this respect I wish to say that the man with cash has not ceased to buy and never will, and so in addition to the cash buyer, or to those who have been able to pay from one-third to one-half cash, there has come into the market thousands of purchasers through the installment plan who could not have purchased in any other manner. Consequently, we believe that in place of having been a detriment it has been a great benefit to the real estate business and has had a tendency to make everyone think of owning their own home.

No Hardship for Mounted Man. It is not a hardship for a man with money to purchase a home, but it is a hardship for a person with a small salary to acquire a home. It takes self-denial and a striving will power to save money. When a family has but one interest, and that is to acquire a home, the reasons existing in that family are more congenial and you will find a much happier home where all are striving to save money. Extravagance is a forerunner of trouble, not only financially, but often means the breaking up of a home. When people are saving they are united; when they are spending their earnings they are selfish, and it is an established fact that extravagance and happiness cannot go together. Therefore, not only has the installment plan been beneficial to the working class, but we believe that it has helped in holding together many homes and provided a harbor of safety against all adversity.

Improved Property Depreciates Much From Year to Year

E. R. BENSON.

"In getting improved real estate the agent often hears the buyer remark: 'Why, that is all that place cost.' Does the owner of that house expect to live in it rent-free for years and then get all his money out? The fact is, that that is usually just what the owner expects. He figures that the house is in as good condition as it was when it was new, and that he is out the cost of repairs, taxes, assessments for paving and public improvements, interest on his investment, insurance and other minor items, all of which taken together constitute a rental, perhaps not a large rental, but a rental, nevertheless," says E. R. Benson, real estate dealer.

There is one item, however, which the property owner usually overlooks and that is depreciation. Depreciation is, due to the aging of property, wear, tear, obsolescence, loss of style, etc. Styles change in homes as in women's clothes, and with the same celerity as in women's clothing. Women appreciate that if more do not and the women usually buy the house. The men merely pay for them.

Per Cent of Depreciation. Speaking generally a frame dwelling has a useful life of thirty to thirty-five years. Hence the cost of such a dwelling should be depreciated or written off about 1 per cent each year. On this basis a frame, building fifteen years old and which originally cost \$4,000, has a remaining value of 25 per cent of \$4,000, or \$1,000. A brick dwelling depreciates more slowly and this is an argument in favor of building brick houses, having a rate of depreciation of about 2 per cent in a useful life of about fifty years. Taking the above example, a \$4,000 brick dwelling would have a remaining value at the end of fifteen years of approximately 75 per cent, or \$3,000, a saving of \$1,000 in fifteen years, or 6 2/3 per cent.

Hustlers Who Keep Omaha Real Estate Moving



Fred W. Shotwell, E. R. Benson, Ernest Sweet

takes no account of the extra cost of keeping up the appearance of frame houses.

"These illustrations have no reference to land values. In Omaha, appreciation of land usually offsets depreciation of buildings. This is not true of all sections of the city, but as the city grows

and takes on the little improvements which are added from year to year, values of realty become established and progressive. This is strikingly shown by the progress made by Dundee property. Prices there are slowly advancing. One reason for this lies in the fact that people are at last beginning to realize that

they can obtain attractive locations there which are reasonably restricted and no farther away from the court house than are Pinkney or Manderson streets on the north. "In such a district appreciation more than offsets depreciation. In another section, where no restrictions exist,

POOR BUSINESS TO RENT HOME

Buying One on Easy Payment Plan is Sure Road to Ultimate Satisfaction.

RENTING BRINGS RECEIPTS ONLY

By H. A. SCOTT. No one will dispute the fact that we all have to live somewhere, either in a home of our own or one owned by the other fellow. We all have to part with a certain sum of money each month either to pay rent or to be applied on a home. Since we are all forced to the necessity of either renting or buying some kind of property, is it not a good business proposition that we should inform ourselves as to which is the proper plan to follow? Let us see. How is it with the man who pays rent? Can he convert his accumulation of rent receipts into anything of value, and as his receipts represent the only returns on his investments, we are forced to the conclusion that there is absolutely nothing to commend the proposition to any man. How about the individual who has allied his interests with the house-owning class? A little ready cash will make the start ordinarily, then monthly payments of about the size required. If the property were being rented, will take care of the balance. In the course of a few years the property is paid for and the owner has something of far more worth than the mere value of the property itself to be proud of—he will have demonstrated his ability as a business man to have been successful in that which he sought to accomplish.

The man who buys a home on the payment plan is going to acquire the saving habit if he does not already possess it, notwithstanding the obligation he has assumed requires very little additional expenditure of money than on the rental paying basis.

Brandeis Stores Monday's program contains sales of unusual interest. Monday a Sale of Sample Spring Coats Opens Wide the Doors of Wonderful Opportunity For 95 Women

Our other ad today contains all particulars of our Curtain Sale Monday. Look for it and heed the marvelous values that it offers you.

Monday a Sale of Sample Spring Coats Opens Wide the Doors of Wonderful Opportunity For 95 Women

One of New York's leading coat makers sold us his entire sample line of fine coats at a discount of 40 per cent. There are just 95 coats in the lot and we have marked each one separately, offering them just as we bought them. In the group are all of the latest coat models as now shown in the East, and every one is an exclusive garment distinctive in its style.

Monday Prices \$20.00 Coats Monday, \$12.50 \$22.50 Coats Monday, \$13.85 \$25.00 Coats Monday, \$16.75 \$32.50 Coats Monday, \$19.00

Special Showing of Silk Suits at \$35.00 We have just placed on sale 70 new silk poplin and taffeta suits that are made from recent imported models, and show the very latest style innovations.

New Silk Skirts at \$5, \$6.98, \$8.98, \$10 Many new models are being shown in the popular street and dress skirts. The new spiral models, the pretty shirred girle effects, the wide flared pleated models, etc., made of silk poplins, taffetas and chudda cloths. The prices are \$5.00, \$6.98, \$8.98 and \$10.00.

Special Features Lingerie Dept Crepe de Chine Corset Covers for \$1.00 Made of a good weight all-silk crepe de chine, with pretty lace trimmings. Flesh and white.

Rare Good Fortune Put Us in Possession of 150 Exclusive Jules Samuels and Harry Collins Models Spring Blouses They were made to sell up to \$45; Monday's Prices: \$985 and \$1375

The entire sample lines of these two justly famed designers were secured and at a notable price concession. Jules Samuels is credited with being the most clever Parisian blouse designer, and he has a close rival in Harry Collins. Their accomplishments are wonderful. In This Sale There Are: Hand-made Lingerie L'ouses, Georgette Crepe Blouses, Chignon Blouses, Imported Lace Blouses, Organdie Blouses, Handkerchief Linen Blouses, Imported Batiste Blouses.

Better Health You really cannot expect any improvement in your general health until you have first: corrected that bad stomach, stirred up the lazy liver, opened up the clogged bowels. For this particular work you need a reliable tonic and stomach medicine, which suggests HOSTETTER'S STOMACH BITTERS. It has been found especially valuable in cases of Poor Appetite, Sick Headache, Belching, Bloating, Indigestion, Constipation, Biliousness and Malaria. Try a bottle today. It will provide the help that Nature needs for the betterment of your health.

We have no fences to mend before asking you for Diamond Squegee Tire preference. This tire's record in 1914 was so clean—so thoroughly satisfying to 99 out of every 100 users that it stands out as the bright spot in the haze of tire argument. And bear in mind the above mentioned figures are not ours, but represent the testimony of hundreds of tire dealers covering the sale of over 500,000 Diamond Squegee Tread Tires. What is more, this volume of undeniable tire evidence will be placed in every tire user's hands free for the asking. Diamond Squegee Tires are sold at these "FAIR-LISTED" PRICES:

W.M. ROGERS & SON GUARANTEED STATE SPOONS COUPON TAKE THIS COUPON and use it to your greatest advantage and we will give you this handsome, superior W.M. ROGERS & SON Guaranteed "ONE-A-WINNER" State Steel Spoonful Spoons for ANY or ALL Spoons Previously Acquired, at the Rate of Additional.

How to Get a Job The next best and wisest thing for a work-hunter to do—after and while advertising in the "Situations Wanted" column of The Bee—is to study the HELP WANTED advertisements and to answer all that look at all likely. The job you probably ought to have is apt to be advertised any day. Whether or not you find and answer that special advertisement, may change the whole course of your life. Make one of these ads worth more to you than it is to anybody else. YOU CAN DO IT. Telephone Tyler 1000 THE OMAHA BEE Everybody Reads Bee Want Ads.