

REAL ESTATE BOARD CHIEF HAS PLANS

President Slater Makes Pertinent Suggestions About Taxation, City Planning, Laws.

SAYS LET US LOSE NO TIME

Ed M. Slater, newly-elected president of the Omaha Real Estate board, on the occasion of his inauguration last Wednesday, delivered the following address:

"As your new president, it becomes my duty to lay before you some plan or program for our work during the coming year. We have a wonderful record for past years. Let us make fully as good a record for 1917. The work is here, the men of action, energy and ability are likewise here, then let us lose no time. The following suggestions have occurred to me:

Legislative Work.
"The legislature convenes in Lincoln this winter. Our legislative committee must carefully watch all bills affecting real estate directly and indirectly. We have had in the past copies of each bill introduced. This practice should be continued.

Taxation.
"That world-old subject. Surely nothing comes closer to our work than this one. It is a serious question, growing more serious each year—more serious today than it was yesterday. Can not this board by co-operating with the city and county officials help to hold this increasing burden down? Is the present system of taxation a correct one, or has the single taxer a better one to offer? At any rate, let us study and work on this subject and in so doing we will have the co-operation and help of each home owner and property owner in the city.

City Planning.
"Our city is indeed fortunate in having progressed so far as to have a city planning board organized and working. We are to derive great benefits from this work and cannot support it and encourage it too strongly; in fact, the real estate men should be leaders in this direction. While great mistakes have been made in the residential districts of our city by our past city fathers, yet we are indeed fortunate in the well laid-out streets of our downtown section, which value is being brought more to our notice each day, as the number of automobiles increases. The widening of Twenty-fourth street, the opening of Douglas street, the grading of Dodge street are all interesting subjects and will be brought closer to our notice by our committee on city planning.

New Industries.
"Our Commercial club recently inaugurated a campaign for new industries. No one seems to know the magic used, but they seem to have at last acquired the trick, for our daily press is announcing at regular intervals the coming of this industry or that. In connection with this we must not overlook the fact that one of our members is chairman of this committee of the Commercial club, which is doing such good work. I am informed that one of the problems that this committee has to deal with is the question of proper housing, at reasonable rent, of the workingman who is coming to Omaha with these new industries. The statement has been made that there is a shortage of workingmen's homes in this city, the truth of which was brought out in the recent census of vacant houses taken by this board. If the Commercial club can bring these new industries to Omaha, surely we real estate men can co-operate to the extent of seeing that sufficient houses are provided and at reasonable rents. Another of their problems is that of securing trackage at its fair, honest value. A strong committee will be appointed on new industries to co-operate with the Commercial club in this very important work.

Interurbans.
"The bringing in of electric interurbans to the center of our city and the locating of terminals in the downtown district are vital to its development and to real estate values and rents. The city of Indianapolis is a striking example. Here the electric interurbans have had much to do with the development of the downtown section. The people of surrounding towns are landed in the center of the city. As a result Indianapolis has shown a rapid growth and real estate values have advanced materially. The expiration of our street car franchise may make more easy the question of terminals and tracks for interurbans into our city.

Street Signs.
"In our new building code there is a section which provides that when a building is erected on a downtown corner there shall be engraved in the stone or brick of such building the names of the streets on which the building stands. Are we to wait until our downtown corners are graced with new buildings before we have proper street signs, or can we not in some way secure the marking of these streets with good signs, both down town and in all the residential districts? Strangers are at a loss to find their way about the city. I believe a good

strong effort on our part will bring these signs.
"For the first time in our history we have had a committee that has made real progress in this direction. This committee appraised property to the value of \$100,000 this last year. The fees are very moderate and by the directing of all appraisers to this committee, not only does the party seeking the information get better service, but the member of the board gets rid of work he does not seek. The field of this committee is a large one. Private, as well as public service corporations need to know the actual value of their real estate for auditing and accounting purposes. Our national board is now seeking to have the local boards do the appraising for the Interstate Commerce commission in connection with the physical valuation now being made of the railroads of this country.

"There are merely suggestions. They do not cover the entire field. Our own problems will develop and these we must work out and solve as well as some of the civic work mentioned. With the co-operation of each member, I know this board will have a successful year."

Gordon Buys Two Lots On West Harney as Investment

Michael Harney has sold to Alfred W. Gordon a lot 66x132 feet, with two houses, at 2820-2822 Harney street. Mr. Gordon bought the property for himself and two friends as an investment. The sale was made through J. H. Dumont & Co. W. H. Thomas & Son represented the seller.

Airplane Show is Billed for Gotham During February

That the aeroplane is a practical reality instead of an indefinite myth has been demonstrated by the European war, and further evidence lies in the fact that an aeroplane show will be held in New York City from February 8 to 15.

This report comes from A. M. Welsh, traveling representative for the Marmon, who is a member of the Aero Club of America and on the committee of affiliated clubs. According to Welsh, this show will be held in the Grand Central Palace, the home of the automobile show.

The following aeroplanes will be exhibited: Sperry, Aeromarine, Thomas Christofferson, Burgess, Curtis, Wright-Martin and Sturtevant, as exhibits of the L. W. F. Engineering company, the American Aircraft company, and the Huntington School of Aviation.

Maxwell Dealers Are Entertained

Maxwell dealers of the C. W. Francis organization were entertained at luncheon Thursday afternoon at the Hotel Loyal.

The chief topic of discussion was the sale of closed cars. Francis is one of the dealers along the row who has reached the conclusion that Nebraska is ready for closed cars. Francis is also of the opinion that the only way to sell closed cars is to "sell them," and he says his organization is going out after business.

Prepares to Push Sale Of Automobile Trucks

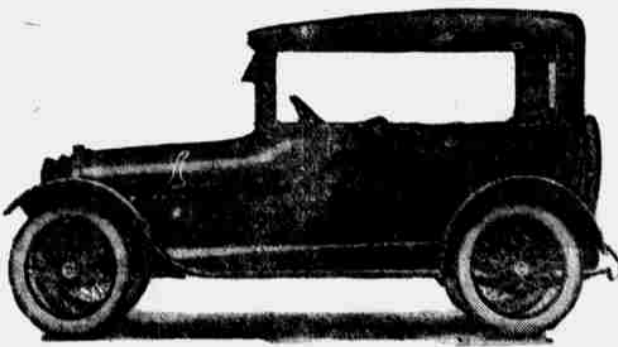
In speaking of trucks, J. W. Opper of the Jones-Opper company says: "We are going to push them."
"We are handling the three-quarter ton and the two-ton Reo truck and believe they will be money makers."
"The Omaha merchants need a little schooling and education regarding the economy of using motor trucks. This will soon be accomplished because several of the dealers are pushing trucks now. As soon as the business houses get the good, hard facts so that intelligent consideration can be made of the motor truck's merits then the truck will grow in popularity very fast."

Omaha Motorcycle Club Will Hear "Doc" Wildman

Dr. B. C. Wildman of David City, Neb., state commissioner for the Federation of American Motorcyclists, will speak before the Omaha Motorcycle club Monday evening at 8:30 o'clock, at the new club rooms, 304 Crouse block. Dr. Wildman bears a special message from the Federation of American Motorcyclists, which is the governing body for the motor-cycling sport. The Omaha club has just received a new charter, readmitting it to this organization.

It is desired that all motorcyclists hear Dr. Wildman and the club invites every rider in the city to be present. There will be no admission fee.

Velie Touring Sedan Windmobile



Auto Trucks Being Pushed in Omaha

That Omaha is wakening to the era of motor trucks is evidenced by the effort being put forth by several of the dealers to educate business institutions to the saving which follows the use of a truck.

Recently H. Pelton signed with the Vim truck manufacturers and is pushing the half-ton Vim light delivery truck. This truck is built in but one size, but several body styles are furnished. The Vim people claim the distinction of being the largest exclusive producers of motor trucks in the world, and quantity production makes possible the very reasonable price of \$755 in Omaha which they are making.

Get Hydrometer to Keep Battery from Freezing

Elmer Rosengren of the Nebraska Storage Battery company says: "The electrolyte in a live battery is practically proof against freezing; but as a battery becomes discharged more and more of the sulphuric acid is withdrawn into the plates, and there is an increasing proportion of water left in the solution. But water freezes at 32 degrees Fahrenheit, and an entirely discharged battery will freeze at a little below that temperature."

"Fortunately you can always tell whether your battery is fully charged or not by using a hydrometer to test its specific gravity, since that varies according to the proportion of water and acid in the solution. If you find the specific gravity is falling below 1.275, the battery must be charged, either by running the engine without the lights, or from an outside source. If your battery is kept fully charged it won't freeze."

Sloan's Lintment Relieves Congestion.
As soon as you apply Sloan's Lintment the congestion disappears and your pain is gone. Bodily warmth is renewed. 25c. All druggists.—Advertisement.

Agnew Now Directs Chalmers Ad Work

Following his policy of strengthening the sales and advertising organization of the Chalmers Motor company, E. C. Morse, vice president of the selling division, has just announced the appointment of W. L. Agnew as director of advertising.

Mr. Agnew, who has already assumed his new duties, is one of the best-known advertising men in the automobile industry. For the last four years he has been advertising manager for the Hudson Motor Car company and has been responsible for much of the excellent selling copy placed by that concern. Before joining the Hudson company, he was a member of the copy staff of Lord & Thomas, Chicago advertising agents. A comprehensive merchandising experience includes several years as advertising manager of the Great Northern railway at the time when the late James J. Hill was lending his energy toward building a great transcontinental system.

Submarine Sinks Scripps-Booths on Way to India

The fact that the steamer Lord Tredegar was sunk by a torpedo in the Mediterranean a short time ago while on its way from New York to the far east will deprive a number of people in India of Scripps-Booth cars. Many people in India have purchased these luxurious light cars. A number have been sold to East India potentates.

Auto Men Look for High Prices on the Materials

The material situation, according to C. J. Corkhill of the Nebraska Haynes Auto Sales company, will be as serious, if not worse, during the coming season and he advises prospective purchasers to buy now, regardless of the car they have in mind.
Dealers, it is said, will show good judgment in taking as many cars during the winter months as they possibly can.

TIRE SAVING MEANS MUCH TO MOTORIST

Keeping Half of Nine Million Discarded Tires Would Equal \$150,000,000.

FRANKLIN'S BIG RECORD

Last year, according to a statement issued by the National Automobile Chamber of Commerce, motor car users discarded 9,000,000 tires, representing an expenditure of more than \$200,000,000.

What would be the result if half of this sum, approximately \$100,000,000, could be saved annually? It would pay for the construction of five concrete highways across the continent each year; it would build another Panama canal in three years; pay off the national debt in seven years, or build a fleet of ten first-class battleships every year.

What Franklin Did.
That there really is an enormous economic waste, and that a saving of \$100,000,000 of the annual tire bill is not an idle dream, is shown by figures which have been gathered and averaged by a prominent statistician. For the year 1915 4,750 miles per set of tires was the average on all cars listed except one. This car, the Franklin, established an average of 9,630 miles per set over the same period, more than 50 per cent better than the general average.

Hiram Percy Maxim, famous inventor, finds the secret of tire service to be a question of the load and the type of suspension. He says: "If the load on pneumatic tires never exceeds the elastic limit of the rubber they will endure a very long time, whereas if loaded but slightly beyond the elastic limit they soon go to pieces."

His theory is that rigid construction and heavy weight account for the low general average. Obviously a flexibly constructed car will relieve the tires of strain, and prevent their stretching beyond the elastic limit of the rubber. Another obvious deduction is that the less weight a tire carries per cubic inch of tire displacement, the longer will be its life.

One of the first automobile manufacturers put the tire question on a purely scientific basis by eliminating excess weight and by incorporating shock-absorbing chassis construction was the Franklin Automobile company. This company was also the first to adopt cord tire as standard equipment.

Scripps-Booth Coupes Are Placed on Exhibition

The shipment of Scripps-Booth coupes, delayed in transit too long to reach Omaha for the Closed Car Salon, has reached here at last. The classy little job is now on exhibit in the show-room of W. M. Clement.

Aged Couple Makes Long Trip in Auto

A remarkable touring trip was recently completed by Mr. and Mrs. Allice B. Jones of Flint, Mich., says Gus Bolton of the Omaha Chandler Co. "Not from a standpoint of speed, distance covered, was this trip so remarkable, but from the fact that Mr. Jones, who is in his eighty-fourth year, drove the entire distance of more than 800 miles, and the only other occupant of the car was Mrs. Jones, who is 72 years old. The trip was in a Chandler six touring car, purchased last June. The trip included a visit to Alabama Center, N. Y., the boyhood home of Mr. Jones."

"I didn't have a minute's trouble with my car," states Mr. Jones. "I got an average of fifteen miles to the gallon of gas and added only about two quarts of oil during the entire trip. We didn't travel very fast, the most we made in any one day being 100 miles. We traveled through Canada on the trip going and stopped at Niagara Falls for two days. Then we went to Buffalo and down to Chautauqua county, where we spent five days, and made several side trips. Then we went back to Buffalo and on to Alabama Center, where I lived sixty-two years ago. In those days I used to travel about the country mostly on horseback, there being few buggies. We traveled back by way of Batavia, Oakfield, Byron and Akron, where I visited many of the scenes I had known in my younger days. I found only two men who were living in that vicinity when I lived there. On the return trip we came to Buffalo and back to Detroit on the boat."

Passenger Traffic Heavy
Gerritt Fort, passenger traffic manager for the Union Pacific, is in the city, enroute to Denver, having come over from Chicago. Mr. Fort sees an era of good passenger business in sight for the coming winter, predicting that the travel to California is going to be heavy.



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Three Little Hints on Battery Care

Keep your battery filled with pure water and fully charged. Inspect it regularly with a hydrometer syringe, or let Willard do it. Never waste current by unnecessary use of light or by letting your starter spin for a long time.

Besides this keep in touch with the Willard Service Station, and your battery won't die before its time.

There's a lot of good information in our free booklet "Your Electrical System." Ask for a copy.

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Phone Doug. 5102.

We'll be glad to test your battery at any time.

Willard Storage Batteries are for sale by car dealers, garages and all Willard Service Stations and Factory Branches.

Says Little Ampere:
When you need help, pick out the fellow who can help you the most—not an amateur.

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And you will receive the same courteous service as though you were calling from West—Ad to THE BEE office in person.



\$795

Model 85-A, f. o. b. Toledo



\$795

Model 85-A, f. o. b. Toledo

Makes The "Going" Good All Winter

Winter—and it's almost here—has no terrors for the family with a good, dependable car.

Without it many a good time will be missed or marred—many a duty slighted or performed with discomfort.

But this dependable, comfortable \$795 Overland will easily cover all the winter activities of the whole family. It will make the "going" warm and dry all winter.

This is the big 112-inch wheelbase Overland—the roomiest car ever sold for \$795 or anything like as low a price.

It has the reliable 35-horsepower Overland motor developed to perfection in the building of over a quarter of a million of the big Overlands now in use.

With its long wheelbase, four-inch tires and long forty-eight-inch cantilever rear springs, it is easily the easi-

est riding car that \$795, or a great deal more, will buy.

You ought to have a car this winter and there's no such value to be had in any other car at anywhere near the price.

See us today, get your \$795 Overland and go where you will when you will in warm dry comfort regardless of the weather.

Same model, six cylinder, 35-40 horsepower, 116-inch wheelbase—\$925 at Toledo.

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SALES ROOMS
2047-49 Farnam Street
Douglas 3292

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20th and Harney Streets
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YOU are cordially invited to inspect in our show room, at 2048 Farnam street, the most magnificent motor car ever shown in Omaha.

It is a Suburban closed body mounted on a Pierce-Arrow 48 H. P. chassis.

The price is \$6,600.00.

J. T. STEWART MOTOR CO.