

of DIRECTORY of ARCHITECTS BUILDERS and SUPPLY DEALERS

HOME BUILDERS GUIDE

TIMELY HINTS and SUGGESTIONS about BUILDING

REAL ESTATE MEN TO PUSH FOR ARMY CAMP

Officers Arrive and Are to Be Shown Sites Suitable for Location of Uncle Sam's Soldiers.

Today real estate men and Commercial club representatives will escort a group of army officers about the city and show them land adjacent available for an army cantonment camp.

The government will locate thirty-two cantonment camps, each to accommodate some 35,000 men and 15,000 animals.

No Graft Proposed. The board faces its new duties with a spirit of patriotism and devotion to the needs of the country.

President Hass is Pleased With the Sights in Omaha

The National Real Estate Journal for May quotes President Hass of the national association in an interview after his trip to the central west as follows:

"Mr. Hass believes real estate as an investment will become more and more popular during the present war time, owing to the uncertainty in stock and bond investments.

"Your investor will want to find a safe place to put his money during war time," he said. "Real estate is the safest investment."

Concerning Omaha the article says: President Hass was greeted warmly by E. M. Slater, president of the local real estate board; Charles W. Martin, C. C. George, C. F. Harrison and Byron Hastings.

"I found in Omaha the most active real estate market that I saw on the whole trip. They are certainly doing business there."

There is a wonderful downtown building movement on hand just now and some corner property downtown is selling at the great price of \$10,000 a front foot.

They took me to see Happy Hollow, a most beautiful residence section of the city, where it is assuredly pleasant to live. In the afternoon we were taken to Council Bluffs and were met there by a delegation including M. F. Rohrer, H. G. McGee, C. F. Officer and Robert B. Wallace.

Because of its topography Council Bluffs is a uniquely situated city, being built on a bluff with the railroads and grain elevators beneath. The railroads have been buying considerable land there lately and the place is fast becoming an important railroad center.

Plateau Becoming One of the Good Business Districts

That plateau, formerly an attractive residence part of the city along North Seventeenth and Eighteenth streets, between Davenport and Cuming, is showing one of the changes that go to make up the history of cities.

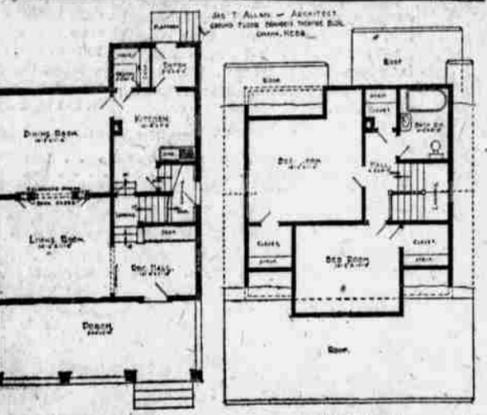
Eight-Hour Day Good War Measure—Gompers

Washington, May 26.—Waste of labor through irregular employment and maintenance of large numbers of valets and flunkies are responsible for the present apparent labor shortage, Samuel Gompers, president of the American Federation of Labor declared today.

He recommended that instead of lengthening working hours to meet government war demands, employers take greater care to provide steady employment and wealthy persons reduce their corps of servants.

"The experience of Great Britain under war conditions," he declared, "proves conclusively that the wisest plan, not only from the standpoint of production, but from that of maintaining the virility of our nation, is to continue the eight-hour day wherever it has been established and to establish it where it does not already prevail."

Conveniently Arranged Bungalow



The Home Builders plan we show this week is probably one of the most conveniently arranged bungalows that can be built.

Manager Thomas is Hit By an Auto Ambulance

H. M. Thomas, manager of the Strand theater, and his wife, had a narrow escape from injury Saturday morning when a coupe in which Mr. Thomas and his wife were riding collided with Dodder's ambulance at Nineteenth and Cuming streets.

teenth street at a speed, he says, that was not over ten miles an hour. The ambulance was going east on Cuming street and it hit the smaller machine, Thomas says, turning it over and pinning the theater manager and his wife beneath it.

Persistent Advertising is the Road to Success.

OMAHANS PAY CASH FOR LIBERTY BONDS

Bankers Say Very Few Are Asking to Purchase on the Installment Plan or on Credit.

Most persons in Omaha who are buying Liberty loan bonds up to the present time are paying cash for them. There is a provision whereby the bonds may be paid for in installments, but thus far few have taken advantage of this provision.

Bankers say the speeches of Secretary McAdoo in Omaha gave the subscriptions to the bonds a great impetus locally. "They have been coming in and subscribing thick and fast," said President A. L. Schantz of the State bank of Omaha.

Not only are bonds being taken in large quantities by companies and corporations, but the subscription for bonds among individuals received a great impetus from the McAdoo speech and the speech by Assistant Secretary of Agriculture Vrooman.

W. L. Holzman of the Nebraska Clothing company has set a precedent in war bond buying by subscribing for a bond for his 4-year-old son, Max.

The following telegram has been received by Luther Drake, president of the Omaha Clearing House association, from Secretary McAdoo: "Please assure the clearing house banks of Omaha of my deep appreciation of the patriotic service they are rendering not alone by their subscription of \$4,000,000 to the Liberty bonds, but the work they are doing to distribute the bonds among the people."

be deducted from their weekly wages.

The employees are given the opportunity to subscribe for bonds to the extent of from \$50 to \$1,000, and it is felt that a large number of the employees will take advantage of this offer.

Officials say under this method there are very few who cannot afford to buy at least one or two bonds of the lower denominations, and in this manner inspire a spirit of thrift.

Veterans to Be Guard of Honor for Roosevelt

Lincoln, May 25.—Veteran soldiers of the state will act as a guard of honor to Colonel Theodore Roosevelt, who is scheduled to speak in Lincoln on June 24 on the occasion of the celebration of Nebraska's semi-centennial of statehood.

The veterans will also be the honor guests at a luncheon at the Masonic temple at noon June 14.

Panama Canal Approaches Are Carefully Guarded

Washington, May 26.—Panama canal officials are taking every precaution to protect the approaches to the waterway from possible enemy activities. All boats are prohibited from entering or remaining in a wide restricted area embracing the mouth of Balboa harbor, except by special permit.

Violators are warned that they may be fired upon.

Old Floors and New Floors

have been treated with SAUMS' Preservative. It is beneficial for all floors, renews the life of the old floor and insures the life of the new floor.

Furnished and Applied by Joseph P. Redding 314-315 Farnam Building Old First National Bank Bldg., OMAHA, NEB.

The Thrift of the Franklin Car Our Response to the National Call

As a people, Americans have so long been charged with wastefulness and extravagance that we have come to admit it as our National sin.

Perhaps the meanest thing that has been said of us is that our only idea of economy is to do without.

That, being a people of extremes, we can save only in the most drastic and obvious way.

That our idea of reducing household expenses is to discharge the help, wear our old clothes and cut the table where it will be felt the most.

That we must either waste coal or shut down the furnace and freeze.

There is just enough truth in this indictment to hurt.

Wasteful Economy vs. Constructive Saving and Use

The call to National economy ought rather to be a call to National Thrift.

Here in the richest country in the world—with nation-wide employment and prosperity, with wages higher than they have ever been in the history of the world, with 935,000,000 acres of tillable land and unprecedented returns for the farmer—we can support another hundred-million people, whether in this country or Europe, on what America wastes, if we only apply brains to our problems, National and individual.

Motor Traffic a Vital Factor in National Life

It takes no brains to practice the economy of doing without. A good example of this idea

of economy is the man who buys a heavy, extravagant car and then limits its use.

Whatever the times or conditions, the Franklin owner knows that he stands firmly on a thrift basis.

That if all cars were as efficient as the Franklin, America would save Four Hundred Million Gallons of gasoline and \$192,000,000 worth of tires every year—without cutting one mile off the stupendous motor-car mileage of the United States.

There is Needless Waste of Gasoline and Tires

Thrift always implies a sense of values.

What is the mileage value of a gallon of gasoline—or a set of tires?

Do you realize that all the twenty-odd years of motor-car designing has never produced anything like a standard of mileage for either gasoline or tires?

That gasoline, worth twenty miles and upward in the scientific light-weight Franklin, drops as low as nine miles and even six miles in many another make of fine car?

That while the Franklin owner is getting his ten thousand miles from a set of tires, the typical fine car owner is getting only five thousand or less?

Franklin Owners Have the Facts on Comparative Costs

Where the heavy car wastes gasoline in the drag of its dead weight—the Franklin devotes its power to mileage.

Where the heavy car hammers its tires out before their time—Franklin light unsprung weight

with flexible construction doubles the fire mileage of the Franklin car.

Study the Used Car prices! They tell the same facts in terms of depreciation, emphasizing the security of the Franklin owner in the investment value of his car.

Under all circumstances of road, climate, and the cost of gasoline and tires, the man with a Franklin owns and runs his car on the most favorable terms.

These factors make the Franklin peculiarly the car of free use, of staunch service, of small upkeep, of low depreciation.

Twenty thousand Franklin owners saw these things before there was any call to National Thrift.

Five circular graphics with text: 'Of all the fine cars, the Franklin alone devotes its gasoline to maximum mileage.', 'While the dead weight of a less efficient car cuts the mileage to...', 'Of all the fine cars, the Franklin alone gets every mile out of a tire there is in it.', 'While the extravagant heavy car hammers the life out of its tires and cuts their mileage to...', 'Of all the fine cars, the Franklin maintains its investment value on a business basis.', 'While the used car value of the average fine car drops to...'

Franklin Motor Car Company R-U-2-B-1-OF-60 2205 Farnam Street Phone Douglas 1712

Announcement HOME BUILDERS, INC., will soon exhaust its 7% SHARES. The next allotment will probably bear 6% on account of the downward tendency of interest rate and the abundance of money seeking investment. American Security Co., Fiscal Agents. Home Builders INCORPORATED 17th and Douglas Sts. Omaha, Neb.

On Your Front Door You want a varnish that will keep its lustre through years of exposure to summer sun and winter snow. Ask your paint dealer for DEVOS VERNOSITE THE LONG LIFE SPAR VARNISH. We guarantee that Vernosite will not turn white from rain or sleet. The sun's heat will not blister it. Scratches will not show up white—as it contains no rosin or other adulterant. Vernosite dries dust free in ten hours. It is the perfect varnish for kitchens, bath-rooms, store-fronts and every surface exposed to water. Dealers and painters recommend Vernosite because it always gives their customers satisfaction. F. W. DEVOS & C. T. RAYNOLDS CO. New York Buffalo New Orleans Houston Boston Savannah Pittsburgh Founded in New York in 1754. The oldest manufacturing concern in the United States.

The Enemy Will Soon Attack The advance guard of the army of potato bugs, currant and cabbage worms is already upon us. The best way to rout them is by the use of SLUG SHOT Used successfully for thirty-seven years and will not harm plants or persons. The Nebraska Seed Co. 1613 Howard Street Douglas 1736

Commercial Supply Co. of Omaha INSULATIONS & ROOFING We contract for the application of all roofing and insulative materials NATRO CO. Roofing Products. 1114 Jackson St.

Reliable Paints and Varnishes at Reasonable Prices BARKER BROS. PAINT CO. 1609 1/2 Farnam Street. Prompt Deliveries. Douglas 4750.

Heavy Hoisting E. J. DAVIS 1212 Farnam St. Tel. D. 353