

Realtors Fast Becoming Real Estate Owners

Business Changing From Brokerage to "Merchandising," Resulting in Better Service to Customers.

The business of real estate is slowly changing from that of being an agent or broker, to that of buying and selling, or "merchandising," according to George F. Jones, head of the G. F. Jones company.

"The reason for this," said Jones, "is that realtors find it more satisfactory to do business as an owner, rather than as a broker, also that they can serve their customers better."

"A drygoods merchant when he sells a piece of cloth, does it as an owner, not as an agent. He can make his decisions quicker and is in a better position to give his customer what is desired than if he were acting as agent for some other owner."

Change to Merchants. "Several Omaha realtors in the last year have been changing their business from that of real estate agents, to real estate merchants."

"As a real estate merchant, a realtor can give his customer exactly what he or she wants. If the customer wants something changed, the merchant can change it. Every detail regarding title, loans, financing, is taken care of by the merchant, immediately."

"All the customer has to decide is whether he wants the property. The real estate merchant does the rest."

Assortment of Property. "Real estate merchants try to maintain at all times an assortment of properties, especially houses, just as the merchant of any other commodity keeps an assorted stock on hand. My own firm pays much attention to its buying as its selling."

"Of course there is a big field for the realty agent or broker and always will be. The reason that there is no merchant or set of merchants can get control of it."

"But the real estate merchant has come to stay. There will be more of him."

Recent Sales by Rasp Bros. Total \$126,100

- The following recent sales, totaling \$126,100, are announced by Rasp Brothers: 930 South Twenty-sixth street to George G. Hofman, \$5,000. 1022-24 South Twenty-sixth street to Lucy H. Mattingly, \$4,750. 6714 A. E. Royce, fourth street to A. E. Royce, \$7,700. 508-10-12 North Twentieth street to J. C. Anderson, \$17,500. 2211 North Fifty-second street to E. J. Foster, \$6,700. 7812 North Thirty-sixth street to J. M. Coleman, \$2,950. 3007 North Thirtieth street to Leona Kieffer, \$4,250. 3015 North Thirtieth street to J. Glossman, \$4,250. 4436 South Twelfth street to James Bozdeck, \$3,250. 2507 Fort street to L. J. Leeder, \$4,750. 320-acre farm near Hamburg, Ia., to Louis I. Ratcheshevitz of Fremont, Neb., for \$40,000. 602-4-8-10 South Thirtieth street to Rasp brothers, \$25,000.

Says Rents in Los Angeles Much Higher Than in Omaha

E. T. Heyden, junior member of Hastings & Heyden, has returned from California, where he went with his family last winter. Mr. Heyden will remain here two weeks, looking after business interests in Omaha and will then return to Los Angeles to spend the summer. Mr. Heyden has property interests in Los Angeles.

Printer Buys Home Of Former Newspaper

The building at 1417 South Thirtieth street, until recently the home of the Omaha Pok Rok, a Bohemian newspaper, published by Vacav Burush, has been sold by Hastings & Heyden to Frank Riha for \$8,800.

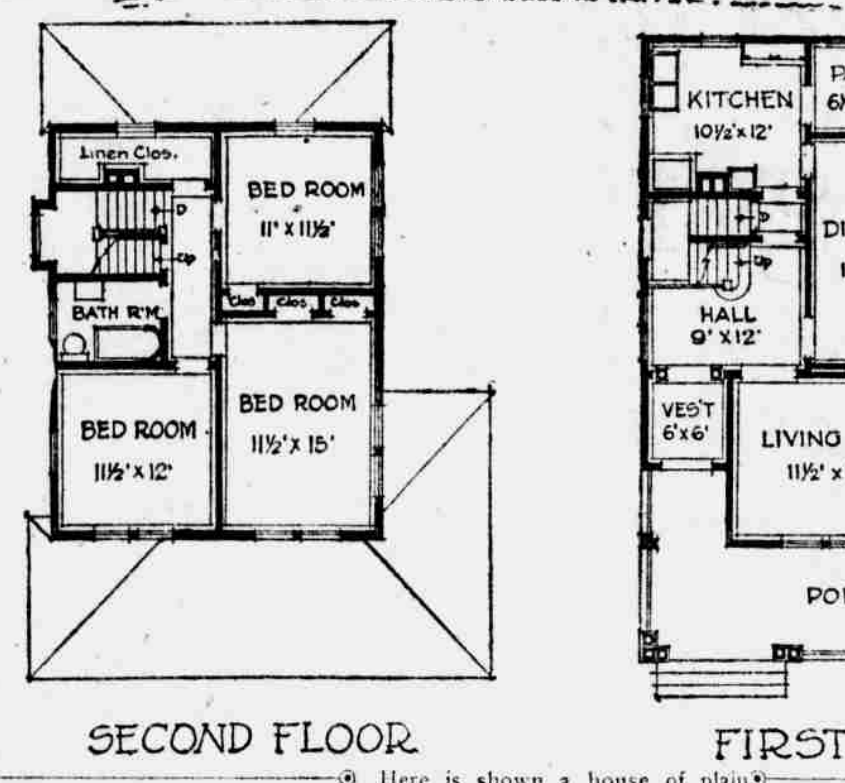
Four Real Estate Sales Made by Payne & Carnaby

- Payne & Carnaby company announce the following sales for last week: 4815-17 Pacific street, S. L. Bonewitz, \$3,500. 3218 Decatur street, L. W. Perkins to Charles F. Vogt, \$6,000. 2214 North Fifty-seventh street, Bankers Mortgage & Loan company to Payne & Carnaby company, \$3,000. 4817 Pacific street, Wallace Johnson to Robert Gordon, \$1,350.

Real Estate Sales

- Close-in district: Winter Byles to William Baird, north side of Farnam street, between Thirty-fifth avenue and Thirty-sixth street, 60,000; Furay investment company to C. W. Huff, 2501-15 Cumming street, \$7,750; Item Realty company to Item Biscuit company, 1208-20 Capitol avenue, \$34,300; Rosa Brede to H. H. Auerbach, 2018-24 Davenport street, \$13,000. North side district: Nina Adwers to R. C. Pennington, northwest corner Titus avenue and Minne Lusa avenue, \$9,000; A. S. Finch to Allie M. Pederson, 2410 Lake street, \$10,000. Dundee district: Nola E. Dodds to Edna M. Cornick, 5076 Lafayette avenue, \$7,550; Elizabeth J. Baker to Emily P. Bieko, 4918 Chicago street, \$7,812.50; Harper Brothers' company to Peter Kiewit's Sons, southeast corner Forty-sixth and Dodge and northeast corner Forty-sixth and Douglas streets, \$10,000. West Farnam district: Celia Hanting to Lillie M. Sims, northeast corner Forty-third and Cass streets, \$7,750. Hanscom park district: C. G. Carlberg to O. H. Carlson, 2807 South Thirty-fourth street, \$6,700; Jacob Slosberg, jr., to Jacob Romano, 1511 South Twenty-ninth street, \$17,500.

A Pleasant Home



Here is shown a house of plain style, substantial and pleasing to the eye. The interior has been attractively and comfortably arranged, the first floor containing a living room, dining room with bay window, stair hall and kitchen. On the second floor are three sleeping rooms, bath and linen closet. The attic supplies good space for storage.

—Clyde Smith Adams, Architect.

Building Show Space Being Sold

Contracts Already Made With 17 Business Men for 1922 Exhibit.

Seventeen local business men have contracted for space for the second annual Complete Building show, which is to be held at the Auditorium in January under the direction of Robert C. Mitchell and Charles A. Franke, promoters of the first show of its kind last May.

Real Estate Board Offers to Co-Operate With Commissioners

Vice President Sholes of the real estate board, following talks by Commissioners Hummel and Hopkins to the board last week, offered to the commissioners the co-operation of the realtors in any movement undertaken by the council in the improvement and development of Omaha's streets and boulevards.

Jones Company Makes 9 Real Estate Sales

- The George F. Jones company reports nine sales for last week. All the properties were owned by the Jones company and sold direct. The list totaling \$38,165 is: 609 North Forty-second street, to J. P. Collins, \$5,665. 3719 Pinkney street to H. R. Sells, \$3,500 (Through C. B. Stult). 3103 South Thirtieth street, W. H. Kenollinberg, \$2,500. Southeast corner of Ninth and Pacific streets to Vincenzo Catania and Cirino Oddo, \$5,000. 709 South Nineteenth street, to E. Shiller, \$5,500. 3107 South Thirtieth street to Ralph Godwin, \$2,500. 3111 South Thirtieth street to J. B. Mears, \$2,500. Lot at Forty-fourth avenue and Farnam street to John Bekins, \$2,000. Lot at Thirty-eighth street and Marcy to Frank Souders, \$9,000.

Attorney Purchases Home Of Former City Engineer

J. H. Ready, lawyer, has purchased from John Bruce, former city engineer, the Bruce home at 322 South Fifty-second street on Lockwood drive for \$17,000. This is a block veneer house. Mr. Ready will move in about June 15. The sale was negotiated by Hastings & Heyden through W. C. Slabaugh.

RENT A Player Piano

That everyone can enjoy. Used ones, \$8 per month. New ones, \$12 per month. Rent allowed on purchase price. Schmoller & Mueller, 1514-16-18 Piano Co. Phone Dodge St. Doug. 1623

Buehler Bros. Market Specials For Monday

- 212 No. 16th St. 2408 Cuming St. 4903 So. 24th St. Mail and Express Orders Filled From This List

'Sale of Childs' Estate' to Close

Realtor Reports Numerous Purchase of Tracts Near South Omaha.

Sunday evening will mark the close of the official opening of the sale of the "Childs' estate acres," lying south of the city limits of South Omaha, which was placed on the market several weeks ago by Shuler & Cary, local realtors, Kee-line building.

An additional week's time was given to the sale by the promoters instead of closing it last Monday, because of the hard rains on that date, a number of persons having appointments to look at the tracts being prevented from attending the sale. A large number of sales were reported last week by Mr. Shuler.

This valuable tract is appealing to the public especially because it is considerably lower in value than the other property surrounding it. "This is the last opportunity for purchasers of this land to get the benefit of the 10 per cent reduction for cash and to get the tracts at the same price," declared Mr. Shuler. "There will be a substantial increase in values next week."

Wine Is Poison After Anti-Typhoid Serum

Paris, June 4.—Wine taken too soon after injection of antityphoid serum has caused the death of several dozen recruits of the French 1921 class, according to charges made by the Paris weekly Les Oubliés.

Doctors failed to warn the soldiers, says the paper, that alcohol taken within 48 hours of inoculation became deadly poison.

Bobbed Hair by Day, Switch By Night, Is Chicago Style

Girls Now Keeping Locks and Curls They Cut Off For Evening Use—"Bobs" Increasing at High Schools—Chicago Woman Dean Says They Are Sign of Independence.

Chicago, June 4.—Bobbed hair by day; switches and coiffures by night.

That's the fashion. When bobbed hair first became the rage the bottom dropped out of the switch market, but that condition didn't last long, and now switches are in demand as much as they used to be when "everybody wore 'em." Girls are now keeping the locks and curls that they cut off for evening use.

The number of bobs is increasing constantly at the high schools in Chicago. According to the dean of women this is significant. "It means," she said, "that girls are showing more initiative, more independence, more aggressiveness. The girl who wants to attract attention, who likes being the leader, who is always the first to adopt new rules, is usually the short-haired girl."

Insurance Company Buys Site for Office Building

The fact that the Commonwealth Life Insurance company purchased last week a site at Thirty-fifth avenue and Farnam street for an office building has caused considerable favorable comment among realtors.

News that another Omaha concern is to build a home of its own, said A. T. Elmer, chairman of the Omaha Real Estate board's appraisal committee, "is another evidence of the faith that Omaha business institutions have in the city."

"Every movement of this kind tends to further stabilize Omaha ground value. The best surety that any city can have of further growth is the fact that its own business institutions have homes for themselves."

Neighbor Seolds; Dad Whips; Youngster Takes Own Life

Oakland, Cal., June 4.—Harry Finkelstein, 13, batted his ball over a neighbor's fence. She scolded him and his father punished him. He retired to the basement of his home and hanged himself.

Korah, the Aged

London, June 4.—Korah, a native of Cairo, Egypt, has just celebrated his 140th birthday. He is still wonderfully active and manages to look about 70.

Child Is Pawn On Chessboard Of Divorce Game

One-Twentieth of Population Of U. S. In Divorce Courts in Last 20 Years.

Cincinnati, June 4.—"In the last 20 years one-twentieth of the population of the United States has been involved in divorces," declared C. C. Carstens of New York, national director of the Child Welfare League of America, who conferred here with the 30 executives of local child welfare institutions.

"The child is generally merely a pawn on the chessboard and is given but little consideration in most divorce cases," he said. "The total number concerned in these divorce cases has been 5,335,000 men, women and children. These figures are based on census returns and other data. They give an idea of the vast extent of the problem of the child's welfare in divorce cases."

"The Child Welfare League is striving to see that the child gets a square deal. We are also actively interested in protecting the minds of girls and youths under 18 years of age from the baneful influence of 'movie' pictures of the 'external triangle' type. We believe that rigid censorship of the movies is the proper remedy."

Paris Green Price Reduced Pure Dry Arsenate of Lead Price Reduced Sherman & McConnell Drug Co. Five Good Drug Stores MAIL ORDERS PROMPTLY SHIPPED OMAHA, NEB.

A CORRECTION It's About Those Porch Hammocks Advertisd Last Week Both the \$9.75 and \$16.00 ones are gone, went quick, as we said they would. NOW all we have left are the "Davenport" style, sagless spring fabric seat bottom, with little springs at ends, like your bed is made.

Automobile Owners Let Us Solve Your Garage Problem We will build you a garage and furnish all material, to house average size car, from— \$100.00 to \$125.00 We sell new and used lumber. Let us figure the cost of your garage or house. Call Webster 5555. 24th and Burdette MICKLIN 24th and Burdette LUMBER & WRECKING CO. We also deliver good kindling wood.

Money Talks No. 31 I know a man who bought a home and another residence property with his savings while working as a teamster at \$1.50 to \$2.00 a day. He raised a family of four children. By continuing to save and by successfully turning his original properties, he now has an income which makes him entirely independent—a d happy—in his declining years. Thrift in youth is a lift in old age. Invest in the 6% Real Estate Mortgage Securities owned and administered by— Home Builders C. C. SHIMMER, President, J. A. ROHRBOUGH, Sec. Treas. Assets Over \$1,400,000. Call and talk the matter over American Security Co., FISCAL AGENTS Dodge, at 18th Douglas 5013 Omaha

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