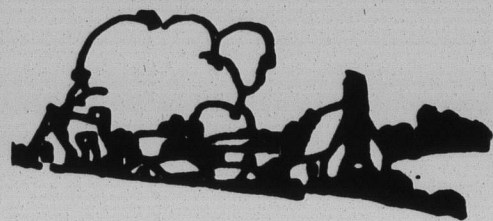




REAL ESTATE SECTION



January 28, 1932

WILMETTE LIFE

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Phone Building Project Boosts Winnetka Record

An encouraging feature in building activities in Winnetka during the first thirty days of 1932 was the fact that two of the four permits issued were in connection with important developments in the business section of the village, representing improvements costing upwards of \$600,000.

The larger of the two projects was for the preliminary work necessary for the erection of the new Bell Telephone company building at the southwest corner of Oak and Linden streets, which, together with the site, represents an expenditure of approximately \$580,000.

The permit issued in January was for the removal of the old buildings on the site. A permit for the new building is to be taken out in the near future, it is announced.

The other improvement in the business section for which a permit was issued last month and for which ground was broken Monday, was for the one story brick addition, 44 by 55 feet, which is being erected at the rear of the present plant of the Abel Battery & Ignition service, 716 Elm street, at a cost of \$5,000.

The other two permits issued during the past month amounted to only \$600. One was for a \$400 addition to the residence of Peter R. Selzer, 1493 Asbury avenue, and the other was for a \$200 porch on the Herbert L. Zipf residence, 596 Arbor Vitae road.

Only two permits were issued in January a year ago, both of which were for remodeling jobs, representing a total expenditure of only \$1,100.

Build Structure for New Auto Salesroom

The Winnetka Teaming and Supply company began excavation Monday for the one-story brick addition, 44 by 55 feet, which is being made at the rear of the Abel Battery and Ignition service building, 716 Elm street, Winnetka.

James Laing is the general contractor. The improvement, costing about \$5,000, is to be completed about March 1, and has been planned in conformity with the proposed Lincoln avenue extension and other street developments in that section of the village.

It is to be occupied as a service station by the Franklin North Shore company, which has also leased as a salesroom, the east front portion of the Abel building at 714 Elm street, formerly occupied by the Quinlan & Tyson real estate office.

The Franklin North Shore Service company is now located at 897 Linden avenue, Hubbard Woods, the change to the more commodious quarters being made necessary by the increasing business which the company is enjoying on the north shore.

Exhibit House for Inspection



By C. E. Drayer

(Vice-president, Bills Realty, Inc.)

Indian Hill Estates (Wilmette) is a community of individualized houses. They reflect all of their owners' preferences as to design, materials, arrangement and equipment. No two are alike.

A list of Indian Hill Estates owners is an impressive array of business, professional and financial leaders. Restrictions as to people and buildings are quite rigid.

Nearly two years ago we learned that the Home Construction Division of Sears, Roebuck and company had been organized on new lines—away from the ready cut cottage idea—and was now attuned to construct the sort of homes being built in Indian Hill Estates. We immediately began a thorough and open minded study of their program.

We saw in their program a financing plan that we recognized as not only economically sound but destined to have a profound influence on home building—25 percent down—ordinarily about the price of the lot—and the balance evenly distributed like rent over a period as long as 15 years without refinancing. We examined their materials for quality and their standards of construction. Materials are up to specifications of U. S. Bureau of Standards and construction was done by local contractors with Sears' guarantee behind it.

Early efforts to introduce the Sears building service as an additional function Bills Realty, Inc. could offer, met with little response. In fact one owner of a fine home in Indian Hill Estates excoriated against our "going mail order," as he put it.

So the problem came to be one of getting a house built by Sears that would tell its story in stone and brick and tile—in satisfaction, in comfort and convenience—in short that would say, "you can have your home built by these folks the way you want it." That meant finding a customer who would accept Sears Home Ownership Plan whole heartedly. The more individualized and exacting ideas this prospective customer had, the better.

The answer is in the house at 1014 Pontiac road, pictured above. It is an "Exhibit House" for those who are

in the various stages of mental house building to come and see. The house is not for sale—it was built for an owner to his own specifications.

Its exterior appearance is told by the photograph in this issue. It contains three fireplaces—in the living, recreation and master bedrooms. The tower contains two solariums in the finest meaning of the word—one on each of the floors. The picture with this article is of the rear elevation—not often shown of houses because rarely, except in parklike Indian Hill Estates, is the rear elevation developed as beautifully as the front elevation.

In the recreation room will be an architectural exhibit during the time the house is open containing plans of French, English and Colonial homes of different types and designs and other things of interest to future home owners. There will be copies of an attractive booklet "Building and Financing Your North Shore Home," which gives a full and complete announcement of the new building and financing plan.

Because of the far-flung character of Sears' name and the certainty of great crowds if any general invitation to the public were issued, Bills Realty has decided to limit admission by card and hopes to keep attendance down to those with a serious purpose so that time may be sufficient for the best possible degree of service.

The house will be open daily during January from 2 to 9 o'clock, Saturday and Sunday from 11 to 6 o'clock.

Incidentally, exhibit houses are usually open in the early summer or after and are usually being offered for sale. This house is not for sale and the present exhibit is for informational purposes, at, we believe, the best time of the year to be most helpful.

DROP IN PERMITS

Building permits in 577 cities and towns in the United States amounted to \$55,279,157 in December, 1931, according to official reports made to S. W. Straus and company. This total is 57.8 percent less than that of December, 1930, and 17.2 percent under November, 1931. The decline from

Home Rentals Now Unusually Active, R. E. Board Finds

According to information gathered from members of the North Shore Real Estate board, home rentals are unusually active for so early in the season in the villages of Wilmette, Kenilworth, Winnetka, Glencoe, Northfield and Highland Park and many leases have already been closed for May occupancy.

According to President Arthur Lee of the North Shore board; this activity is due in part to the mild weather of January but more to the fact that the tenant realizes that the number of houses available for rent has been decreasing each year and now is comparatively few. With no building for three years, the demand now exceeds the supply and particularly in the \$100 to \$125 a month group. There are approximately three tenants for every desirable house in this racket.

Last year at this time tenants were lookers. This year the battle over price is sharp but short and owner and tenant find a meeting ground rather easily. The tenant is eager to close and some are trying for longer than the usual two-year term.

The tone of the buying market for single homes is better. Houses priced to today's reproduction cost find a more ready sale. A canvass of speculative builders, however, finds them unwilling to venture yet. Several responded to the offers of choice vacant that they will not build speculative houses this year. The chief hindrance to speculative building, however, is the inability to finance homes for sale.

Wilmette Shows Record of Four Permits in Month

Only four building permits were issued in Wilmette this month up to Monday, January 25, and these permits represented construction work amounting to only \$2,350. The total is lower than that of last month, when six permits were issued for work amounting to about \$10,000.

Not a single permit was taken for a new residence in Wilmette this month, although B. T. Hammond was granted a permit on January 4 for a residence alteration and construction of a new basement in a house owned by G. S. Hammond at 809 Hibbard road.

The other three permits issued this month were as follows:

One to Edward Evans for a two-car frame garage at 2048 Washington avenue, cost \$300; another to Albert Busscher for alterations in a residence owned by Joe Busscher at 1421 Wilmette avenue, cost \$150, and a third to Mrs. S. B. Wax for the construction of a new frame garage for S. B. Wax at 511 Greenleaf avenue, cost \$400.

November to December compares with a normal seasonal expected increase of 6.5 percent.