

## SEES LONG-LIVED REALTY UPSWING

Ralph Kraetsch, Vice-President, R. B. Whitaker Company, Recounts 3 Stages Which Foretell Continued Improvement

The first three stages that foretell the upswing of the real estate cycle are already here and definitely increasing values, as well as higher rentals, will be the rule along the north shore from now on, according to Ralph Kraetsch, vice-president of the R. B. Whitaker company of Winnetka.

"The trend toward a steadily improving real estate and renting market on the north shore will continue for quite a few years," said Mr.

month! He wants to either build or buy a north shore home as a protection against this inflationary trend. There are hundreds of others with the same idea.

"Widespread purchasing of north shore vacant land is under way. We have only to look around our own neighborhoods to know this is the case. Splendid opportunities to buy choice homesites still exist, however, but those planning to build homes at some future time should not delay too long.

### Available Homes Reduced

"Nor should those who plan to buy houses already built wait much longer. In the brackets ranging from \$20,000 up, the amount of available homes has been reduced, but prices has not risen materially and rare bargains still can be found.

"We know from the large number of property owners for whom we are now drawing plans for new homes," Mr. Kraetsch concluded, "that there will be a great volume of construction along the north shore during 1937. We have added the most capable men we could find to our architectural and construction divisions. We have been assured that all types of mortgage financing will be made available to the owners of Whitaker Character-Homes. We feel that we have taken every possible step to insure efficient and speedy handling of the home builder's problems."

## National Show in Chicago to Boom Building

With leading associations in the building and allied industries cooperating and working for its success, the National House and Garden exposition to be held at the Coliseum May 8 to 16 looms as an important contribution in the revival of residential construction and home modernization.

The Brick Manufacturers association, Portland Cement association, Illinois Master Plumbers association, Central Division of the Architects Small House Service bureau, National Warm Air Heating and Air Conditioning association, Metal Lath association, Illinois chapter of the American Society of Heating and Ventilating Engineers, Oil Heat committee, Burning Oil Distributors association, and the Garden Department of the Illinois Federation of Women's clubs have indorsed the exhibition which will reveal the newest ideas in home building and equipment and will offer to the prospective home builder all the latest information concerning design, construction materials and financing the home. Landscaping and gardening will be stressed as important features in residential beautification.

The central feature of the show will be a home of modern Colonial design which will occupy 2,400 square feet with its seven rooms and attached garage all on one floor. Designed by White and Weber, Chicago architects, the house will embody all the novelties of proven practicability in residential construction and combining durability, economy of maintenance, fuel savings and safety against fire hazards. It will be fully insulated and will have one of the most modern and efficient combination heating and air-conditioning plants.



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Out where the sunsets are famous — situated on a wide lot is this attractive English brick home, complete with screened porch and two-car attached garage.

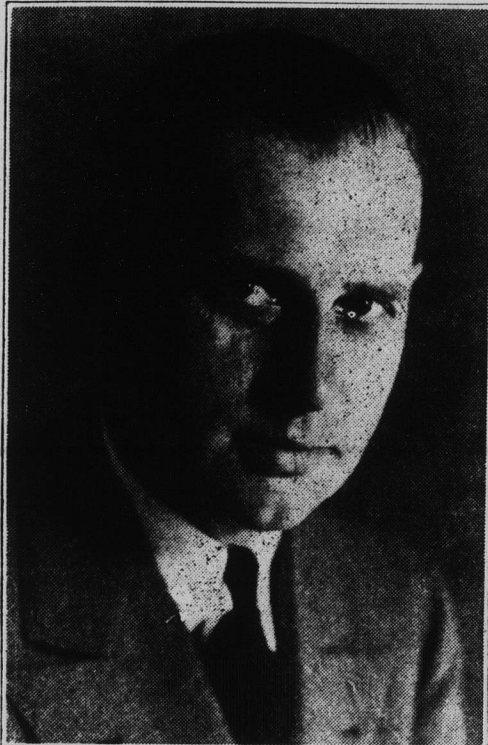
Step from the hall into a large living room with a wood-burning fireplace. Upstairs you will find four bedrooms and three baths, two of which are tiled and have showers.

All window and door sills are of stone. The price quoted is just about two-thirds of the former price. We will be proud to take you into this home.

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Ralph Kraetsch

Kraetsch. "The history of the real estate cycle is that it moves upward in the wake of an improvement in general business. Its swing, however, is slower than that of economic conditions and lasts longer. Therefore, there is a sound basis for stating that both property values and rentals will climb over a considerable span of years.

### Rise In Economic Values

"First of the three stages which pave the way for a broad active real estate market, is a rise in economic values. Employment and wages have increased. The prices of most all commodities, except land, have risen 100 per cent to more than 300 per cent during the last four years.

"The second stage, which is a natural result of the first, is a scarcity of rentable properties. Families that doubled up during the depression are again establishing their own homes. There were ten times as many marriages in Cook county last year as there were new homes built, thus further reducing the amount of available dwelling space. Many residents of Chicago, seeking better living conditions and better educational facilities for their children, are moving to the north shore.

### Rents On Increase

"Third of these steps," Mr. Kraetsch continued, "is the matter of increasing rents. North shore rents, of course, are advancing. In Chicago slight raises in rentals were made as early as a year ago. New spring leases are being stepped up all the way from 5 per cent to 50 per cent. The later cases may be extreme, but they indicate the trend. The other day a man came into the Whitaker office and told me that his apartment in Lincoln Park district had been raised from \$75 to \$115 per

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