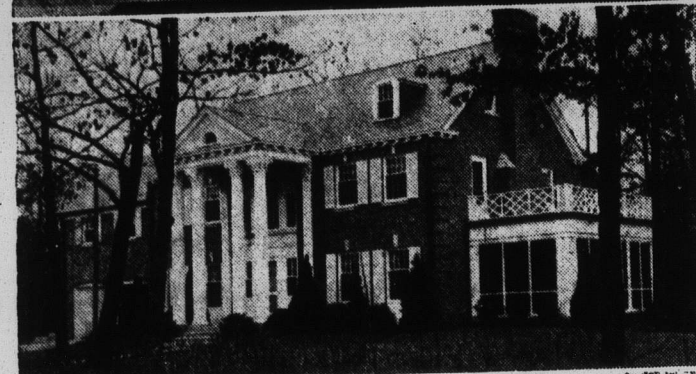


## NEW TRIER TOWNSHIP'S NEW HOMES



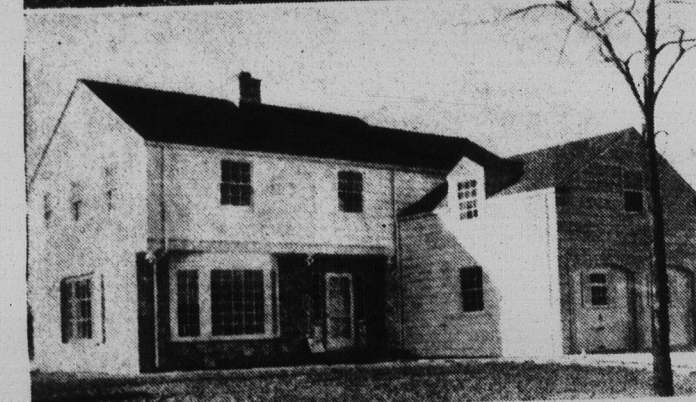
Eleven room Pennsylvania Colonial residence at 1043 Bluff road, Glencoe. Carl W. Priesing is the owner and J. H. Melstrom was the architect.



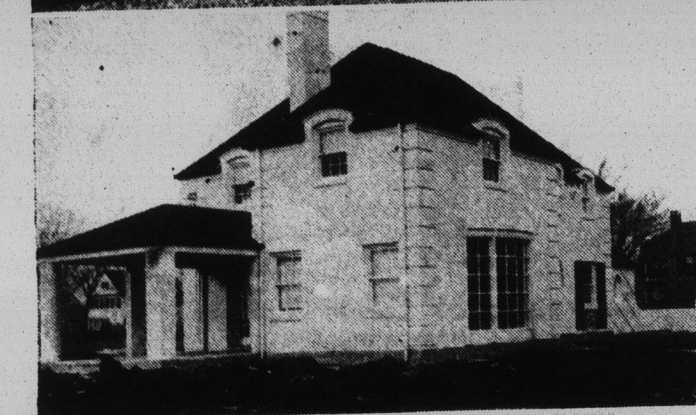
Thirteen room Georgian Colonial residence of brick veneer and frame construction, at 7 Kent road, Winnetka. R. H. Houlihan was the architect and C. A. Hemphill the builder. John J. Wolf is the owner.



One of a group of houses built in Hubbard Woods by C. A. Hemphill and associates, this 10 room French residence is located at 976 Private road.



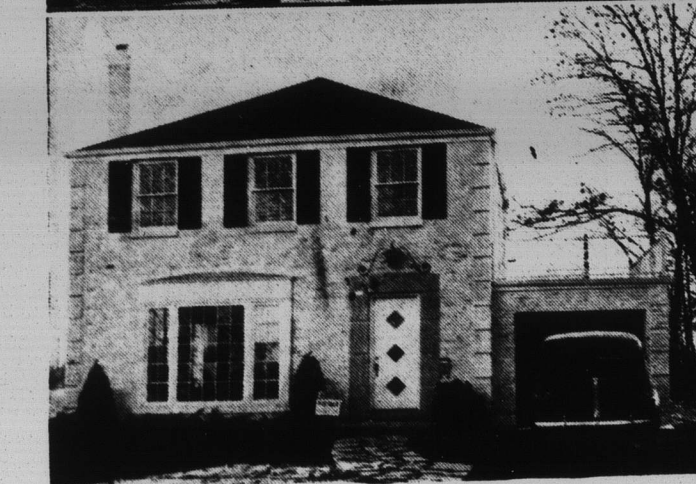
Modified American Colonial residence at 1033 Miami road, Wilmette. George F. Hartnett is the owner of this eight room air conditioned dwelling. T. Clifford Noonan was the architect and Johnson and Murphy the general contractors.



French Provincial home, eight rooms, at 388 Berkeley avenue, Winnetka, owned by Mr. and Mrs. William D. Weissenberg. John Alstrom was the architect and Carlson and Danielson the general contractors.



Stone veneer and frame seven room Early American Colonial house at 2501 Kenilworth avenue, Wilmette, designed by Emily F. Gottlieb and Harry C. Johnston. W. F. Hennessey company was the general contractor. G. G. Gottlieb is the owner.\*



A. W. Weil is the owner of this six room brick veneer and frame house with its attached garage at 3511 Forest avenue, Wilmette. M. R. Horwitz was the architect and the Arnold Construction company the general contractor.

## Outlook for '39

By Nels M. Hokanson,  
Hokanson & Jenks, Inc.

Any statement on real estate or business conditions must take into account the possibilities of war, politics and labor strife. Outside of those uncertainties there is a very definite under-current of restless activity locally which needs but little encouragement to get started. While there is no indication of a building boom, because of costly labor and materials, there will be a continuation of building in modest priced homes in sections like Northwest Evanston, West Wilmette and Ravinia, where land values are not too high. The trend toward small acreage properties in Glenview, Sunset Ridge and Braeside will continue and we might expect more apartment properties on the order of the Isabella street development under FHA sponsorship.



Nels Hokanson

Taxes still present a problem. There is sure to be organized efforts in certain sections to get tax reductions at the expense of other centers. This is especially true in the case of Chicago Loop property owners and taxpayers in Evanston should cooperate with their taxing bodies and the Real Estate board to see that local properties are fairly assessed.

The Evanston-North Shore Real Estate board, as befitting the position of the second largest board in the state, will assume a leading position in the civic affairs of the North Shore. There is increased cooperation between its members and the broadening of its activities is evidenced by such committees as taxation, transportation, zoning and legislation. Owners should encourage these activities by dealing with the responsible concerns who are members of the board.

### Ralph W. Applegate Co., Mortgage Field Experts

Ralph W. Applegate and company points to its possession of full technical experience in the real estate sales management and mortgage fields. This company also represents insurance and private trust funds for real estate mortgage in-

### Explains Why Rugs Require Cleaning By Professionals

By Aram K. Mestjian

Every woman who owns a rug knows that cleaning of some kind is necessary if her rug is to look presentable and is to wear for any length of time. Surprisingly few, however, realize that an occasional vacuum cleaning is not enough. Even those who do send their rugs to a professional cleaner every few years are seldom aware of all the reasons why such cleaning is vital to the life and beauty of their rugs. Otherwise they would have them cleaned more often. So let us study for a moment these reasons.



A. K. Mestjian

#### Protection of Health

1. Protecting health. To youngsters the floor is the ideal place for play, but if you were to take a microscope into the average home and let the mother see the germs lurking in the rug on which her children play, you would get a sudden and amazing reaction.

2. Prolong the life of a rug. How long a rug will last depends on three things: the original construction of the rug, the amount of traffic over it, and the kind of care it receives. Naturally, the first two are beyond the control of the owner once the rug has been purchased for any particular location. But it is up to the owner however to decide what kind of care her rug shall have, the service conditions which determine the life of a rug and which can be counteracted by proper care.

#### Simplicity Keynote

3. Keeping rugs looking like new. In the modern home simplicity is usually the keynote of the decorative scheme. No longer are rugs and carpets so obscured by bulky furniture that they go almost unnoticed in the rooms they adorn. Indeed, floor coverings are today looked upon as the essential part of the decorator's plan. Often they are the first object selected, their colors and design calling the tune of the entire decorative scheme. If floor coverings are so much a part of a home's appearance, then why shouldn't they be kept looking their best, by sun baths at intervals that will enrich the coloring and enliven the dye, and once each year send them to a well equipped professional cleaner for a thorough cleaning and reconditioning. This treatment will add long life to all types of floor coverings.

vestments. One of their recent transactions has been the handling of a \$400,000 purchase and financing of insurance company properties for one of their large trust clients. They maintain offices in the Continental Illinois Bank building at 231 South La Salle street, Chicago.

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this  
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to your  
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and BATH



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to yourself to remodel



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