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Approved Mortgagee: Federal Housing Administration

111 West Washington Street, Chicago

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Smart and Golee Report New Sales

Sales closed by Smart & Golee, Inc., during the first half of January are as follows:

Bernard C. Dempsey purchased from J. M. Barrett the 6-room, 2 bath, French Provincial house at 2018 Highland avenue, Wilmette. H. L. Hultman was the broker.

James L. Kelly purchased from the Continental Illinois National Bank & Trust company the north-east corner of Forest avenue and Burnham place, 70 x 115, in Evanston. He has begun the construction of a home on the site. W. A. Sadler was the broker.

Mrs. Daisy New and J. V. New bought from Mrs. Laura C. Eason the 7-room frame house at 1826 Grant street, Evanston. W. A. Sadler represented both parties.

Antoinette Molitor Named Office Manager

Mrs. Gretta P. Fuller for Fuller & Pickard, Inc., announces that the office management in Winnetka is now in charge of Miss Antoinette Molitor, formerly secretary in the office of Fuller & Pickard in Evanston. Mrs. Willard Adcock and Mrs. E. J. Kastrup have joined the organization in the rental and sales departments of the Winnetka office. Mrs. Kastrup was formerly associated with Milton E. Reid and company.

ENJOY STEADY GROWTH

There are 680 financial institutions approved by the Federal Housing Administration to make loans for home building and buying under the FHA Insured Mortgage System in the territory served by the Chicago insuring office, John R. O'Connor, state director, has announced. This is an increase of 63 institution-banks, trust companies, savings and loan associations and others — since the beginning of this year.

Survey Shows Modernizing Enhances Value

"According to figures made public in a recent nation-wide survey," as-

serts Phil J. Hoffmann, of Hoffmann Bros., local lumber dealers, "such a simple thing as adding a third bedroom will increase the average home's value about 15 per cent. Adding an extra bathroom may increase the property's rental or resale value by as much as 14 per cent.



Lowry Photo
Phil Hoffmann

"Ten thousand architects, realtors, home financing agencies, contractors and dealers throughout the country were asked questions to find out whether modernization is a good investment. Their opinions show us that home modernization can pay its way—by making possible easier refinancing, by lowering upkeep expense and, which is probably most important, by actually increasing the rental or resale value of the property itself."

Refers to Booklet

Mr. Hoffmann referred to an 84-page book, "How to Modernize and Make It Pay," recently published by the United States Gypsum company, that gives a complete summary of the survey and then goes on to show what it means to American home owners.

"Since receiving this book," said Mr. Hoffmann, "our concern has adopted it as a text-book on modernization. We naturally are trying to do everything within our power to avoid confusion, loss of time and trouble for home owners. We feel that the book does just that."

Answers All Questions

"How to Modernize and Make It Pay" has answered all of the questions that I have ever heard anyone ask about modernization work—and it has answered them clearly, in an understandable way with practical, usable suggestions.

"We intend to invite every home owner who comes into our office to look over the book and to read all of its 84 pages."

AUTUMN TINT BRICK

For their new home at 1939 Greenwood avenue, Wilmette, Mr. and Mrs. F. L. Ramey chose for first floor exterior autumn tint brick, with a new style shingle for the second floor. From the large living room a door leads to a screened porch. Dining room and living room have identical bay windows.

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