

## 1940 Forecast

By George N. Heil  
Heil & Heil, Real Estate

In the history of real estate development, the beginning of the season of 1940, which we are now entering, marks a decisive trend toward stability and sanity in the marketing of our commodity—a sober analysis of the situation indicates that we need have no apprehension as to what may come if we have the right attitude and the correct outlook. It will be a year calling for sincerity of purpose, and the rewards will be substantial to those whose business activities bear the marks of integrity, clear thinking, and an expert knowledge of their field.



George N. Heil

### Sees Forward Movement

A new chapter is being written, and those of us who are genuinely qualified to be in the real estate field need not hesitate to predict a constant and forward movement in business and profits.

At last we are face to face with a real estate market that calls for actual knowledge of properties and the best uses to which they can be put on the basis of a calm estimate of the present and future. To make money in real estate, it must be on the sound principles of supply and demand. This is surely a healthy situation, inasmuch as all of us engaged in this profession or who really belong in the field of real estate can profitably apply their reason and their knowledge of real estate with cool calculation.

### Sound Property—Fair Price

The investor and the home-seeker will find the market replete with sound, attractive properties, yielding a good return that can be bought at a fair price, and he will buy them; because in a stable market, there need be no fear, generally, that a property is greatly inflated, which is common observation in "boom days."

The operator will be in a position to figure with pleasant accuracy just what he can expect to make in a transaction. Because in a normal market, the fluctuations between the maximum and the minimum price at which a property can be sold is negligible compared with the fluctu-

ations that existed during our great inflated market of the past. If the Real Estate operator has a wide familiarity with real estate, he will find ample opportunities for profitable turnovers.

The business machine is whirling again—dollars are cheap and people are on the hunt for dwelling places. It is impossible to conceive of any other thought but that we, here on the North Shore, with all the attributes that the discriminating home seekers and investors are looking for, will share in a large degree the great home market that is rapidly developing.

To that group of far-seeing and family-loving men and women, whose desire for better home surroundings leads them to our North Shore and without whose loyal co-operation the success of our business could not have been possible, these words are dedicated.

### Photos of Old-Time Winnetka Scenes Make Up Interesting Display

McGuire & Orr Inc., have opened a new office in Winnetka at 576 Lincoln avenue. Ralph M. Jaeger, for the past 17 years engaged in North Shore brokerage, is Manager for Winnetka and Glencoe. In addition, the sales force for these two offices consists of Miss Irene Floyd, Mrs. John Watson Wilder, Mrs. Reed Landis and Mrs. N. S. David III.

An interesting feature of the Winnetka office is a display of a number of enlarged photographs of old-time Winnetka scenes, some dating back well over half a century.

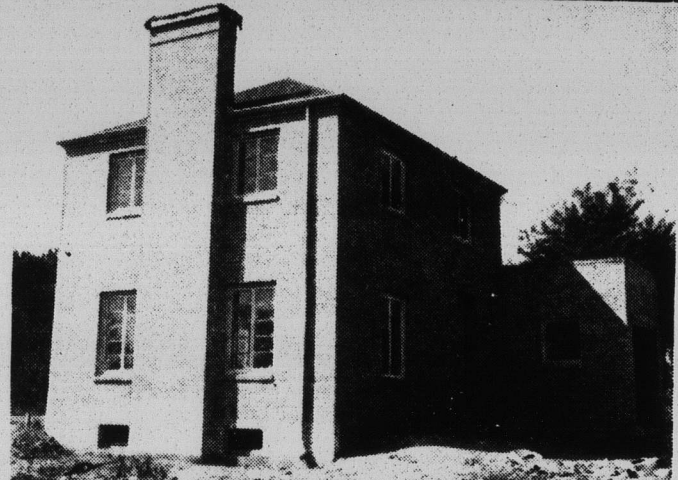
One of the pictures is of the log cabin that stood, until 1902, on the lake front just south of the present site of the North Shore Health Resort. In this cabin were married in the year 1830, Elizabeth Ouilmette, daughter of a Potawatomi Chief and one of Chicago's first Irishmen, Michael Welch, from County Cork. Another of the pictures is Winnetka's Main street, some 35 years ago. The frame business buildings, a sturdy horse and wagon, an ancient model of an automobile, all present a marked contrast to the present day, well paved Elm street, solidly built up with brick buildings and lined with modern automobiles.

And there are other pictures depicting various Winnetka scenes, one of them prior to Civil war days, showing most interestingly by way of comparison the changes that have taken place as the village grew from a few hundred inhabitants to its present population of approximately 13,000.

Max Swirren's home at 111 Euclid street, Glencoe, was designed by Dubin and Dubin and built by Harold V. Dahl.



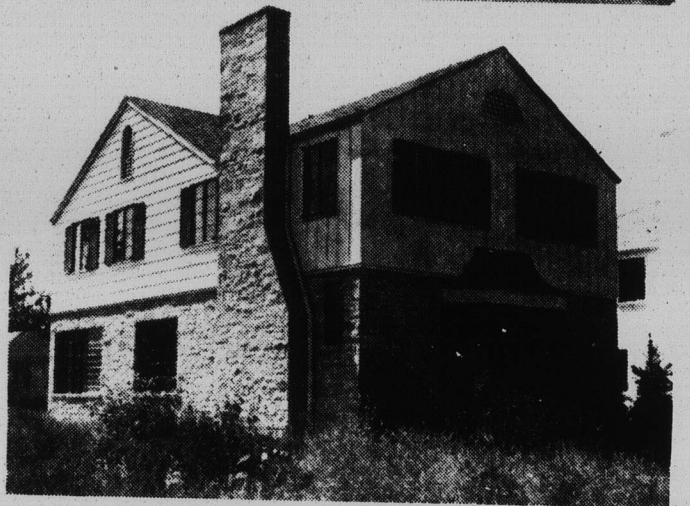
★ Hugh H. Bradshaw is the owner of this modern colonial home, air-conditioned and insulated with five rooms and attached garage at 1765 Highland avenue, Wilmette. Raymond F. Houlihan was the architect and the Allied Builders the general contractors.



Leo P. Nicholson is the owner of this seven-room residence at 500 Linden avenue, Wilmette. Stanley P. Peterson was the architect and W. W. Salmen and company, Inc., the general contractors.



This seven-room stone veneer and frame residence at 2201 Greenwood avenue, Wilmette, was built by O. E. Strobel from the plans of George L. Tucker.



Mr. and Mrs. William C. Connor own this six-room air-conditioned and insulated colonial home at 2105 Greenwood avenue, Wilmette. Harold Stahl was the architect and the Northern Builders the general contractors.



Don H. Rose is the owner of this 10-room, air-conditioned Georgian colonial dwelling at 909 Green Bay road, Hubbard Woods. C. A. Hemphill and Associates were the designers and builders.



★ Photo shows house under construction.



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