

# Own Your Own Home

"Every normal man desires a house of his own. He does not merely want a roof above him and a chair below him; he wants an objective and visible kingdom; a fire at which he can cook the food he likes, a door he can open to the friends he chooses. This is the normal appetite of man."

—GILBERT CHESTERTON



**T**HERE is not one of us who has not anticipated the pleasure of planning and building his own home. But that forever "put-it-off" caution has kept us waiting and waiting for a "more favorable season."

There never will be a more favorable season than NOW, favorable from all standpoints---AS AN INVESTMENT---AS AN OPPORTUNITY TO GET FULL VALUE---AS A MEANS TO LOCAL PROSPERITY which will mean greater prosperity to you.

We urge you to build from an investment standpoint because the home you build will add permanent value to the town and be a part of its natural and healthful expansion. You will help yourself, help to relieve the housing situation, and aid in a general lowering of taxation.

Let's make our community slogan---"A GOOD HOME FOR EVERY FAMILY IN DOWNERS GROVE."



## BUILD NOW!

PRICES are down! Don't follow an elusive will-o'-the-wisp and wait longer for bottom prices. **BOTTOM PRICES** are here — in Realty — Building Materials — and Labor.

The "turn" is here and past. America is awake. America is at work again. We cannot afford to be left in the rear.

You can't estimate in dollars and cents alone the value of owning your own home. You must add satisfaction and contentment for the entire family — and that makes for a really happy household.



### PLANS

We have hundreds of plans for the convenience of those contemplating the building of a home. All show the detail of **real homes**, large and small. Cottages, bungalows, two story houses in frame, stucco, brick; a plan to match almost every taste and every purse. This is one of the ways in which we assist the home builder. It is a free service and you are invited to take advantage of it.

### SUGGESTIONS

Our estimating department is so arranged that you can get figures on the cost of all materials very quickly. And you can be absolutely sure that every item on the estimate blank means that the best of each material has been figured on. This is the bed rock foundation on which our business has grown — the best, and the best only, of everything.

### ESTIMATES

Many people have benefited from the suggestions we have made regarding their building projects. Years of practical experience, coupled with the fact that we are alive to all the latest and most up-to-date methods of home building, qualify us to advise and suggest ways of making a house a — home. These suggestions are at your command, and are not given unless wanted.

A Complete Home Building Service

# LORD LUMBER CO.

LUMBER MILLWORK  
MASON SUPPLIES

Corner Railroad Street and South Forest Avenue  
Branches at Westmont and Hinsdale

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