



It doesn't take Much Money to **BUILD NOW** *Pay Rent to Yourself*

Why Lumber Prices Are Stabilized

- 1—Curtailed production of mills during the past few years.
- 2—Decreased supply of available timber and its distance from market.
- 3—Announced policy of large lumber associations to maintain wages at present level as long as high cost of commodities continues.
- 4—Probable building activity in future due to recent restricted building operations.
- 5—Decreased ocean freight rates already reduced 66 2-3%, with probable increase in foreign trade.

By Wm. H. Rankin Company

THOUSANDS of families in Chicago would live in their own home if they knew that with a small down payment they could have a house as **THEY** want it, built to their specifications, and pay the balance as rent.

Other thousands that own vacant lots, with their money tied up and taxes running away with the profits they hoped to get, would turn those vacant lots into paying investments by building a home or apartment on them.

All Money Not Necessary

Get this fact clearly in your mind—you don't need all the money to **BUILD NOW**. There are Builders in Chicago that will put up your house if you pay only 10% or 15% down. You might even borrow some of that if necessary. The balance you can pay as rent.

If you wish to build a house to sell on your lot, Building and Loan Associations or Banks will loan you about 60% of the total value of the property.

Can Sell Building at Profit

The market is so strong that you can probably turn it at a profit the minute it is finished. The buyer takes over your obligations—pays you some cash down and the balance as rent. There's an opportunity here in Chicago this Spring for people with just a little ready cash such as there has never been before—with just a little courage and determination that a good debt is the best investment any family can make, the small investor can turn a tidy sum into his profit column.

Building Activity to Bring Prosperity

The Lumber Dealers of Chicago are eager to see you forge ahead. We believe that by grasping this opportunity, you will not only find Prosperity for yourself but will start the wheels of business turning, help relieve the strained housing conditions in Chicago and get this whole community into its full after-the-war stride in the shortest possible time.

Lumber Most Adaptable

We urge you to use lumber, not because we sell it, but because it lends itself so readily to beautiful effects and comfortable homes with a minimum of building expense.

Buy your lumber from your Local Lumber Dealer—he's on the ground with an investment in your community. He has stock on hand ready for prompt delivery. He's an expert on the building material best adapted for your needs. Go to him, take him into your confidence—utilize his service—take your architect or contractor with you.

The Retail Lumber Yards of Chicago and Cook County

Build Now — Use
LUMBER
SUPPLIED BY YOUR LOCAL LUMBER DEALER