

# REAL ESTATE

## PREDICTS BIG HOME BUILDING CAMPAIGN

**Strauss Declares That As Season Advances Building Conditions Grow More Acute**

The next four years will witness a tremendous amount of home building by large industrial corporations, according to a statement issued by S. W. Strauss and company, to the effect:

"As the season advances, building conditions throughout the United States are growing more acute, and we cannot hope for complete and permanent economic stabilization until the nation's housing problem has been solved. Not only must there be ample housing facilities, but home ownership must be given immediate and substantial encouragement.

### Speaks of Ownership

"In effecting the minimum of labor turnover and in fostering a broad spirit of loyalty, co-operation and contentment among the workers, the industrial corporations of the country will find that the development of home owning practices among their employes will do more practical good than any other expedient. When a man acquires his own home he feels as never before, a sense of responsibility in the preservation of the orderly processes of business, and realizes with keen enthusiasm the stabilizing value of thrift and prudent habits of life.

"There are many indications that we are coming into a new order of life in America, which will mean radical innovations in industrial financing. Large employers of labor will be prompted more and more in their desires to co-operate with employes in building homes which shall be owned eventually by the workers. This new spirit will manifest itself in a tremendous amount of home building in all the large industrial centers of the country during the ensuing few years.

"In harmony with these developments, and in order also to lend all possible encouragement to the nation's necessary building program, S. W. Strauss and company have arranged to make loans in the form of first mortgage bond issues in amounts of \$500,000 and upward, to responsible, firmly established industrial corporations engaged in the production of essential commodities the proceeds to be devoted to the construction of dwellings for employes. We hope and believe other lending institutions will offer the encouragement of their resources and prestige in advancing a great national industrial housing movement. It is our opinion that all possible steps should be taken both by extensive employers of labor and by financial institutions to the end that there shall be developed as speedily as possible a wide-spread home-building program, which will accomplish more than any other one feature toward the development of thrift, happiness and prosperity among the American people."

George E. Gibson, formerly of 2741 Woodbine avenue, North Evanston, is preparing to occupy his new home at 614 Cherry street, Winnetka, recently purchased through R. M. Johnston and Company.

### VISITS RELATIVES

Mr. Hill of Hill and Wheeler, real estate operators, returned early this week from a brief visit with relatives at Geneseo, Ill.

### BUILDING \$12,000 HOME

William Salmen of Winnetka is building a home to be valued at \$12,000 at 511 Willow street.

### COMPOUND FRACTURE

Physicians this week discovered by X-Ray examination that Clarence Zentschel, Gross Point ball player had suffered a compound fracture of his right leg, broken when he "slid" into second base in Sunday's Gross Point-Niles Center game.

### BIG NEW SOLID TIRE HAS BEEN DEVELOPED

A new big single solid tire for heavy duty trucks carrying up to six tons to a wheel has been announced by the United States Tire company. The tire has been placed on the market after a long series of gruelling road tests at the company's truck tire plant at Providence.

There have been two chief obstacles to the satisfactory use of solids in large sizes, both due to the large mass of rubber necessary to their construction. In travel on solid tires of ordinary types a traction wave is formed in the rubber just ahead of the point where the tire touches the ground. As the tire rolls along the traction wave advances and the heat that is generated through this kneading process results in deterioration of the rubber.

The second obstacle has been the difficulty of securing perfect vulcanization throughout the entire mass of rubber. As a consequence of this difficulty it has not been uncommon to have tires fail because the heart of the tire was improperly cured.

Various styles of tires designed to overcome these obstacles have reached the market. These styles have utilized a groove in some instances and a slot in others, but the results obtained show that the slot and groove have neither secured an even vulcanization nor eliminated friction. As a matter of fact it would appear that the efforts to prevent deterioration because of heat had been applied more to finding a way to dissipate the heat which is generated than to finding a way to eliminate the friction itself.

The new tire, known as the Mono-twin, has solved all of these various problems effectively. Big trucks equipped with them can travel at good rates of speed without danger of ruining the tires.

Mr. and Mrs. George A. Thorne of 391 Sheridan Road, Winnetka, are to sell their home to Frank Perry of Chicago. The Thornes are to occupy their home at White Plains, N. Y.

### Advertising Is Economy

**R. M. Johnston & Company OFFER**

Beautiful stucco home in splendid location, Wilmette. Built five years ago by owner. Large living and sleeping porches, vapor heat, front bed room extending across house with fireplace at end. Many other unusual and attractive features. 2 car garage. Price . . . . . \$20,000

8-room, white colonial, finest section Winnetka, lot 100x150, 3 baths, sun and sleeping porches glassed and heated. Property in perfect condition, inside and out. Price . . . . . \$33,000

Wil. Office: 340 Linden Avenue  
Phone Wilmette 68  
Win. Office: 558 Railroad Avenue  
Phone Winnetka 288

TELEPHONE WILMETTE 1734-1761  
**ORTEGEL & ENGELS** LANDSCAPE GARDENERS  
*Tree Trimming a Specialty*  
GROSS POINT - - ILLINOIS

## The Best Buys

Ideal 8-room home in finest eastern section, water heat, living-room 14x26, fireplace, 4 master bedrooms and maid's room, 2 baths, double garage, beautifully wooded lot, reduced to **\$14,800**

Near new stucco home, 8 large rooms, splendid lot, convenient to all transportation, water heat, large living-room, fireplace, glassed sleep and sun porches, deep wooded lot, owner leaving, will sacrifice. **\$15,750**

Near new 8-room home in ideal location, hot-water heat, glassed porches, large rooms, finely decorated, half acre lot, excellent bargain. **\$17,000**

**M. E. Barker & Co.** End of "L"  
405 LINDEN AVENUE Phone Wil. 484  
WILMETTE, ILL.

### Advertising Is Progress

If you have property for sale anywhere on the North Shore, list it with **A. R. EDDINGTON**  
1157 Wilmette Ave. Tel. Wil. 640  
Opposite Village Theatre

### HOMES for Particular People

6-room board, colonial, 3 bedrooms, tile bath, heated sun parlor, 75 ft. lot. Owner leaving for California. Bargain  
6-room bungalow, beautif. cond., cor. lot, new decorations throughout. Act quick. \$12,000

**HILL & WHEELER**  
743 Elm St., WINNETKA  
Phones Winn. 142-422

**WHAT** the real estate agents need right now is more homes listed for sale. There are plenty of customers. If you owners have any idea of disposing of your home get in touch with either of our offices quick, and let us get busy on your proposition. The time to act is *now!*

**REAL HILL & STONE ESTATE**  
WINNETKA OFFICE: 524 Linden Street Telephone WIN. 1544  
WILMETTE OFFICE: 404 Linden Avenue Telephone WIL. 1644

ADVERTISE IN YOUR LOCAL PAPER

## Attractive North Shore Homes



Real Estate, Loans and Insurance **William Aitken** 1065 Gage Street  
"BUILDER OF MODERN HOMES" Hubbard Woods  
[Telephones: Res. Winnetka 76 Office Winnetka 764]

**BOND BROS. & CO. ELECTRIC CONTRACTORS**  
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EVANSTON, ILL.  
Also agents for the  
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Simplex Ironing Machine

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SUGGESTIONS, DRAWINGS, ESTIMATES  
:: :: CHEERFULLY SUBMITTED :: ::  
In our Store we carry a full line of WALL PAPER and PAINTS for Home use.