

WINNETKA WEEKLY TALK

Nearly Everybody In Winnetka Reads The Talk

VOL. IX, NO. 40.

WINNETKA, ILLINOIS, SATURDAY, DECEMBER 18, 1920

TWENTY PAGES

PRICE FIVE CENTS

PROPERTY INCOMES LARGE, SAYS STRAUSS

Expert of S. W. Strauss and Company Discusses General Situation in Building Throughout United States

LEGISLATION INEFFECTIVE

Laws of Supply and Demand Must Hold Full Sway in Final Analysis, He Declares

With regard to the building situation, S. W. Strauss of S. W. Strauss & Company, says:

"Although the processes of liquidation now in progress have brought recessions in prices of nearly every commodity of life, it is of the utmost significance that rents have not receded generally and that the tendency of prices for housing accommodations is toward higher levels, thus making more substantial the income from property.

"It is also noted that a well-defined sentiment against a higher interest rate than 6 per cent for first-class real estate mortgages is making itself felt.

"Unquestionably a far-reaching and permanent readjustment of income from real estate investments is taking place. It is a fact generally conceded that in many instances and localities income from improved property previous to the war was too low. Estates and large holders of realty were in such cases not able to secure a return commensurate with the income derived from any other forms of investment.

"An indefinite continuation of these conditions would mean a slowing down of the building industry, and the present readjustment of rental income therefore, is very favorable indication and will help the entire housing situation and real estate market.

"While there has been a great amount of public agitation against the present range of rents, it must be borne in mind that any conditions or influences whether they be legislative or economic which have the ultimate effect of diverting capital from building investments to other channels, simply impose additional hardships on the public in the long run. The law of supply and demand must hold full sway in the final analysis. Property rights must be safeguarded, and if the nations' housing conditions are to be restored to normal, everything possible must be done to encourage the flow of capital through these channels of investment and not divert it elsewhere through adverse legislation which would stop progress or through unsound financing brought about by too high interest rates on real estate investments.

"The first consideration of capital seeking investment is safety. Efforts, therefore, to attract capital at exorbitant rates of interest must necessarily be viewed with distrust. The two great dangers of a too high interest may be epitomized as follows: "First—a corporation paying an inflated price for capital is endangering its future security. The purchasing power of the dollar is just about one-half what it was five years ago which means that a corporation must borrow twice as much money to meet the same ends as was the case a half decade ago. If, in addition, it pays an inflated interest charge it is indulging in practices that must weaken the financial structure and place safety of its obligations in jeopardy.

"Second—exorbitant interest rates necessarily encourage profiteering. Thus, where too high a rate is paid to attract capital it necessarily means unjust and inflated rents beyond the ability and willingness of the public to pay.

"The tendency, therefore, to keep the interest rate on high grade first mortgage investments at a conservative figure will rebound to the ultimate benefit of the entire building situation.

"In addition to the readjustment of property income now in progress, other factors are tending to keep rents at present levels. In the first place, taxation has been growing continually heavier and there is no immediate indication that these charges will become lighter, as all governmental bodies are being operated at greatly increased costs. In the second place, we are continually developing better standards of living. Finer buildings, more extensive improvements and conveniences and a better environment are continually being demanded by the public. It is because of this restless impulse that

WILMETTE BAPTISTS HOLD CORNER STONE CEREMONY

Wilmette Churchgoers participated in an interesting service last Sunday at the site of the proposed Wilmette Baptist Church upon the occasion of the Corner Stone laying ceremonies.



TOWNS BREAK RECORD IN XMAS SEAL SALES

North Shore Responding Generously in Purchase of the Penny Stamps; Aid Tuberculosis Institute

Villages of the north shore are responding generously to the appeal of the Chicago Tuberculosis Institute by the purchase of the penny Christmas Seals. It is the hope of the Institute to realize during this campaign a total subscription of at least ten cents per capita. Reports indicate that most of the communities have already passed this mark. Others are expected to exceed their quotas this week.

Crucial Period

The result of this campaign will determine as to whether or not this organization can extend its nursing, clinical and health crusade work, which is so necessary in the prevention of disease.

During the year 1920 approximately \$35,000 was expended in Cook county. Sixteen nurses were employed, free clinics held in more than 25 communities, and 25,000 children enrolled as Health Crusaders in the schools.

Your purchase of the penny Christmas Seals will help to increase this work!

Aid Health Center

The Chicago Tuberculosis institute assumes the responsibility of the maintenance of the Gross Point Health Center in which many north shore residents are deeply interested. It provides a special nurse and the facilities of the travelling clinic for the center.

Chimney Fire

The Winnetka fire department was called to the home of G. H. Newcome, 277 Poplar street, Tuesday, to extinguish a chimney fire.

civilization has advanced through the medium of the arts and sciences and these conditions will continue as long human nature remains unchanged. These increased comforts and conveniences must mean correspondingly increased prices. We must also remember that the cost of operating buildings is much higher than formerly was the case. "The tremendous housing shortage said to approximate some 2,000,000 throughout the nation also will continue to be an important bearing on rents and the income from property. It is to the best interests of the public that this abnormal shortage be eliminated as speedily as possible and the various developments heretofore outlined lend encouragement to the belief that a great revival of building soon will begin to manifest itself."

Community Christmas Program Exceptional

Christmas Carols and a Miracle Play Give Holiday Atmosphere at High School.

The annual Community Christmas program, which is not only for the students but for the people of the township as well, will be given at New Trier High school, December 19 at 4 o'clock.

The principle feature of the program will be a Christmas Sing in which the audience will join the chorus and Glee clubs, accompanied by the orchestra, in singing some Christmas carols.

The second half of the program will be an adaptation of one of the old miracle plays. (The old miracle play was produced in the early church to typify the birth, the life, the death and resurrection of Christ). The miracle plays were extended and verbose and there was an element of humor in them which made them unadaptable for use by amateurs. In the one which is to be given here the difficulties of staging have been eliminated; and the speeches and scenes have been curtailed by the ingenious employment of tableaux. But all the fine and traditional elements have been retained.

This is the first time the play has appeared in this part of the country. It was adapted especially for an amateur group in the east known as the Summit players.

NORTH SHORE REALTORS SEEKING LICENSE LAWS

Discuss Feasible Methods of Procedure to Bring About Legislation Licensing Brokers.

The North Shore Real Estate board held its regular monthly meeting Monday evening at the offices of President C. T. Northrop, in Winnetka. There was a large attendance despite the bad weather and important problems relating to north shore real estate interests were discussed with freedom and candor.

There was also a prolonged discussion of the questions to be taken up by both state and national real estate boards in the campaign of 1921.

The licensing and regulation of real estate brokers in Illinois is regarded by local men as one of the most important of the aims of the brokers throughout the state. It is hoped that legislation will be effected to bring about that condition which is expected to have the effect of elevating the business of real estate to its rightful place among the professions.

DR. ERNEST T. TITTLE SUNDAY CLUB SPEAKER

Noted Evanston Divine To Address Sunday Evening Club December 19; Man of Broad Vision

Dr. Ernest Tremont Tittle will be the speaker before the Wilmette Sunday Evening club, December 19. His address will be a Christmas sermon.

Attracts Large Audiences

Dr. Tittle is pastor of the First Methodist church of Evanston, and is one of the most popular speakers in this vicinity. His sermons in his own church have regularly brought out audiences of approximately 1500 people every Sunday. He is a man with a great outlook, and a very eloquent speaker. This is the first time he will appear in Wilmette.

Christmas Music

Special Christmas music will be given by Miss Gladys Swarthout, soprano, and Miss Anna Nyberg, violinist.

BUSINESS MEN ENDORSE UTILITIES COMMISSION

Commercial Association By-Laws to Be Revised; No Action on Wage Demands

Endorsement of the Illinois Public Utilities commission and solemn request that that regulatory body be continued as a state institution was effected by the New Trier Commercial association Wednesday at its regular monthly meeting at the Wilmette Village Hall.

The business men of the north shore expressed themselves as "viewing with apprehension any attack upon the principle of commission regulation of public utilities, knowing that such public utilities are owned, not as supposed, by a few people, but by thousands of investors whose savings are invested in such public utilities." The action of the association is against a very active attempt in many quarters to eliminate the public utilities commission.

The association decided Wednesday evening upon a revision of the constitution and by-laws of the association and appointed a committee to effect revisions for submission to the members. The committee consisted of J. C. Gopen, Perry Eade and A. S. Van Deusen.

Demand for increased wages, made recently by north shore butchers, was discussed by the association and decision made that the association would not take action in the matter. Members of the association affected by the demand, were resolved into a committee with power to take action with the support of the association as a whole.

TAILORS WILL HAVE OWN CLEANING PLANT

Fifty-Three North Shore Tailors Organize Ermine Cleaners, an Independent Garment Cleaning House.

MODERNLY FITTED PLANT

Building at Highwood Nearing Completion; Promise Better and More Prompt Service

Tailors are practical men. Tailors of the north shore are not only practical, but they possess, as well, the splendid quality of resourcefulness. Witness, if you please, the establishment of the Ermine Cleaners, a corporation organized and built by the collective effort of 53 tailors of the north shore, with a few exceptions, all the tailors from Evanston to Waukegan, inclusive.

The Ermine Cleaners, located at Waukegan road and Webster avenue, Highwood, is a garment cleaning establishment comprising a floor space of approximately 15,000 square feet, with a capacity of 12,000 garments a week. The building, now nearing completion and the failure to turn largest and most modernly equipped cleaning plants in the middle west.

Seek Mutual Protection

Unfair treatment of tailors by cleaning firms affiliated with the so-called "Master Cleaners Combine" careless methods, effective stifling of completion, is said to be one of the out good work for the north shore public, coupled with alleged exorbitant price fixing, created a condition which resulted, about a year ago, in the organization of an association of north shore tailors for the express purpose of insuring protection.

It required but a brief period of time for these practical men to hit upon a plan for remedying what was considered an unbearable condition. The organization of the Ermine Cleaners was the natural result. The passing of a few months will see a real cleaning establishment owned and operated economically by north shore tailors with the avowed purpose of turning out the best quality of work, and giving prompt service to the north shore patrons.

The building at Highwood, of structural iron and concrete construction, is absolutely fireproof and designed after the most modern and practical standards. While there are no special ordinances in Highwood regulating building construction, the tailors' association insisted upon adherence to the fireproof specifications of the City of Chicago, said to be the most stringent and exacting in the United States. The factory is well lighted by the use of the factory rib prism glass, scientifically designed for the most effective distribution of light.

Modern Equipment

The Ermine Cleaners plant, complete throughout, comprises a large office and sorting room, dry-cleaning room, wet-wash rooms, drying rooms, store rooms, one of the largest and most completely equipped finishing rooms in the United States, gasoline room, motor rooms, outdoor gasoline tanks, garage (three-car capacity), dressing rooms and shower baths for men on the main floor, dressing rooms, baths, rest rooms and a lunch room for women on the upper floor, and large boiler rooms in the basement.

Machinery to be installed within a few weeks, it is estimated, will cost approximately \$15,000.

Officers of the Ermine Cleaners are Emil Nord, Wilmette, president; Seibert Dietz, Winnetka, vice president; C. A. Johnson Winnetka, secretary; Frank G. Harrison, Evanston, treasurer. Directors, supplementing the officers, elected by the stockholders for a term of one year, are Philip Schiet, Hugo A. Anders and Isaac Stein.

THREE PERMITS ISSUED BY PUBLIC WORKS DEPARTMENT

The following building permits have been issued recently by the Public Works department:

C. Erickson, \$12,000 frame residence at 1152 Asbury avenue; George F. Gonsalves, frame residence and garage at 635 Rosewood avenue, value \$25,000; William Salmen, frame residence at 453 Sunset road, valued at \$11,000.