

FULLER LANE SOLD OUT BY TOM BROWN

Last Lot Placed on South-east Subdivision

Time and place: December 13, 1922
—Loop office of Gilbert D. Johnson & Brother.

The phone rings—
"This is Tom Brown at the Winnetka office. I just called to let you know that I have placed the last lot in Fuller Lane under contract."

"That's fine; then Fuller Lane is sold out. Congratulations."

The following is a brief history obtained from Gilbert Johnson of the development and sale of Fuller Lane:

"In the fall of 1921, the Hoffman Real Estate Improvement company purchased approximately six acres of property lying just west of Sheridan road and the lake and east of the New Trier High school, from Dr. William S. Orth and others. Their idea was to build attractive homes on all of the thirty-three lots in the subdivision and, with this in mind, they put in all the improvements and paid for them, at the same time completing two brick homes at the Winnetka avenue entrance. This work took them well into the winter and it was too late to start their building program. With their out-of-town business increasing they decided to sell out, and we consummated a deal with them in the latter part of February, 1922, Mr. Charles T. Rothermel representing the purchaser, while we represented the sellers."

"On March 11 of this year we gave out all information and prices on the subdivision, placing it on the market at a retail price of \$75 per foot, with all improvements in and paid for, subject to certain restrictions. During the summer, Mr. Woolhiser, the Village Manager of Winnetka, personally supervised the new street lighting system installed on Fuller Lane and also arranged for the Public Utilities to place their service wires at the rear of the lots, making the street as attractive as any in Winnetka."

"Mr. Tom Brown, our Winnetka manager, has had supervision of Fuller Lane sales. He states that at the

present time there are six houses completed or under construction, for private owners.

"The total retail sales of the individual lots amounted to \$160,000.

"It is believed that this transaction establishes a record in the sale of North Suburban subdivisions of this character."

START XMAS VACATION
Winnetka public schools closed their doors Thursday in order that the children might enjoy the holiday season. Schools will reopen on Wednesday morning, January 3.



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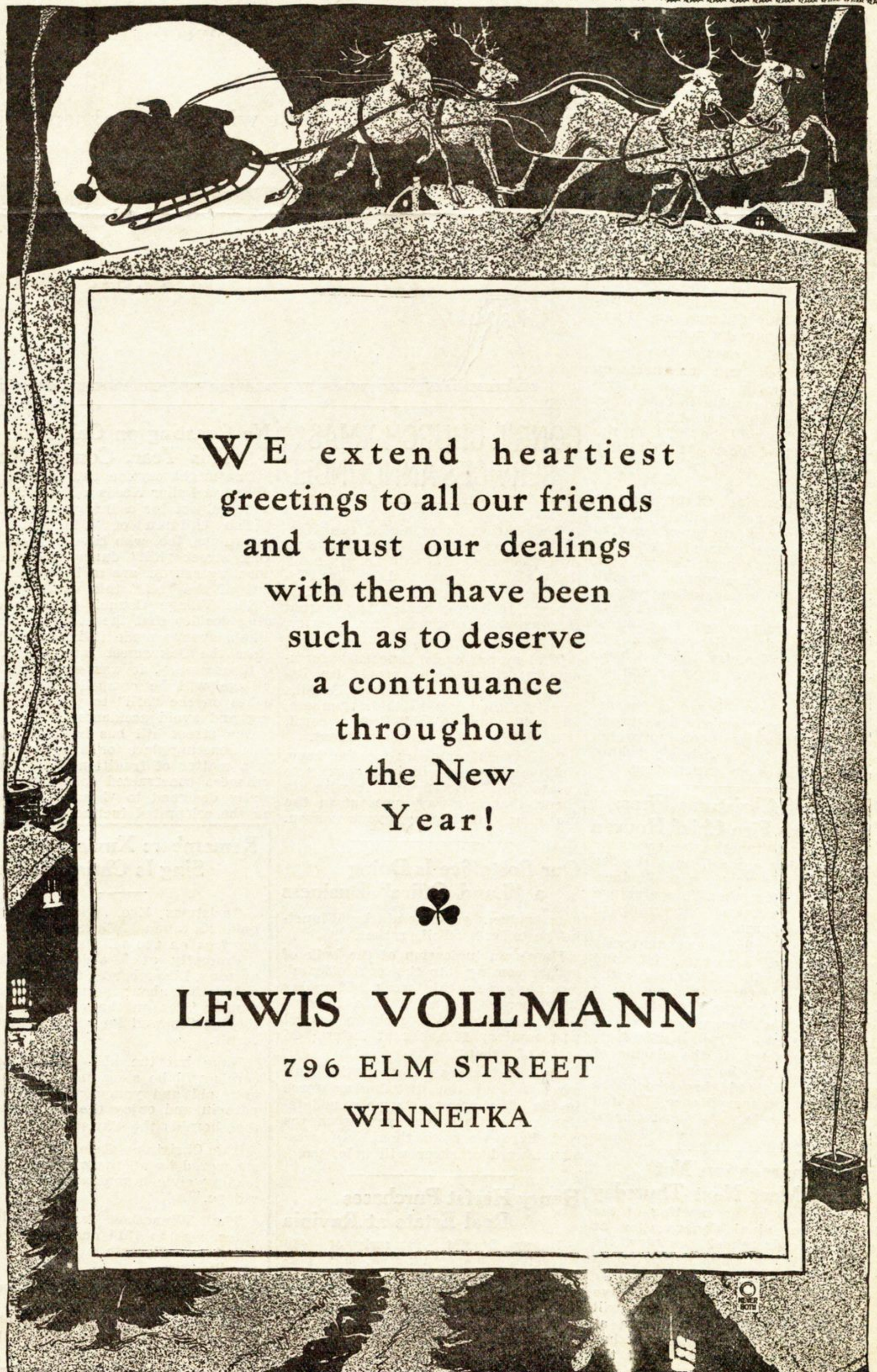
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