

BUILDS HOUSES THAT ARE HOMES

Frint George Conducts a Tour Through One of His Custom Built Residences

CALLED 'INSTITUTION'

Harmony Convenience and Utility Dominate

"They are institutions, not merely houses," comments Frint George, realtor and builder, concerning the "custom-built" homes he is erecting on the north shore.

A visit to one of his homes, the Conrad B. Shane residence at 422 Central avenue, Wilmette, proved his statement to be correct.

Here is a home that is a veritable institution in its completeness of appointment.

Here is a beautiful Italian exterior in an effective setting produced by the artistic touch of the expert landscapist.

Within, as without, every detail is arranged to suit the dominant idea of the prospective owner as worked out by Mr. George and his architects. Beauty, compactness, utility, comfort are there, but not sacrificed one for the other. One immediately receives the impression of complete harmony and convenience. The interior appointment, in every detail, emphasizes this note of harmony, Mr. George sees to that, also. And it applies to lighting fixtures and radiators, as well as to the canvassed walls and the trimming.

Looking out from a large living room with its huge "Buckingham Palace" fireplace is a conservatory with its rock cascades, waterfalls and ferns. Mr. George's idea.

Dining room, breakfast room, kitchens, maid's room, complete the lower floor.

Upstairs are the modernly arranged bedrooms, nursery, sleeping porch and—a smoking pavilion (Mr. George's idea).

That's about the best an amateur can do at describing something that beggars of description.

Getting down to utility, we learn that this home (it is not meant to be a mansion) is operated entirely by electricity. That is to say, electricity propels the furnace, the refrigerator, laundry and water heaters, as well as providing the illumination.

A master switch in the attached garage lights every room in the house. Pretty tough on burglars, as it were.

And so, the home is built. Mr. George confers with the prospective owner, draws up the plans in consultation with his architects and personally supervises every detail of construction and appointment. He is designer and the contractors, all in one. He assumes personal responsibility for his homes and turns over the completed "work" to his customer. Oh, yes, there is a large ball room. Where? Oh, in the basement. Don't be shocked. It's a beauty. Doesn't crash upon your aesthetic sensibilities, either.

ASK JOE, HE KNOWS WHAT PUBLIC WANTS

The Hubbard Woods Lumber and Coal company, under the guiding genius of Joe Mercer, has always been recognized as one of the really progressive building supply concerns on the north shore. Its scope of business extends from Wilmette to Highland Park comprising a trade built upon sound business principals, handling of only the best in the building supply lines under the expert management of a man who is thoroughly acquainted with his field.

Mr. Mercer is one of the only two rare business men who actually make a study of market conditions, who travel beyond the confines of their business area to glean new facts and ideas on how to more adequately supply the public with the things they demand.

January of July, spring or autumn—ask Mr. Mercer about market conditions and the trend of business generally throughout the country, and the reply is always on the tip of his tongue. It's a case of "Ask Joe, he knows."

GLASS AND PAINTS

The Wilmette Glass Works, Rossberger Brothers, proprietors, established itself in the new Rockhold building at Wilmette this spring. The business is conducted by men who are experts in the retail end of the glass-works and paints business. 'Nuf sed.

BRISK ACTIVITY IN PUBLIC WORK

Many Public Buildings Constructed Recently

Another field of development in the current building era comprises that of public and semi-public buildings. Post-war days have seen considerable activity in this direction in all the villages of New Trier township.

Wilmette contributes richly to the list of new public structures, with its new West Side public school, now under construction, the new Wilmette Baptist church, the Wilmette English Lutheran church Bungalow Chapel and the new St. John's Lutheran church edifice, work on which was started recently.

Winnetka's greatest public and semi-public building development include the new Skokie school, opened last fall; the extensive addition to Community House; the Winnetka Masonic Temple, together with ambitious extensions on the various public schools and the North Shore Country Day school.

In Glencoe there are plans for a beautiful church plant for St. Elizabeth's parish, which will make that church one of the most attractive structures on the north shore. Trinity Lutheran church has occupied a new edifice since the war days.

The Bahai Temple, and the North Shore Yacht club buildings on the banks of the Drainage Channel in southeast Wilmette are other pretentious building projects.

MEIER MEANS GOOD WORK

H. H. Meier, Winnetka carpenter contractor, is another of the "old-timers" in the north shore building field. The name is known throughout the township. Signifies good work!

EDINGER TRUCKS CAN BE SEEN FOR BLOCKS

When you see a big white truck lettered with gold letters and carrying a load of pitch black coal you will know it is one of the fleet of delivery trucks operated by C. F. Edinger and company, 1301 Lake street, Wilmette. The idea of white trucks was originated by Mr. Edinger for advertising purposes. So far as is known they are the only white coal trucks in the country.

C. F. Edinger started in the building material business in 1907. His business enjoyed steady prosperity and Mr. Edinger expanded the company to include his two sons, E. W. Edinger and R. K. Edinger. E. W. Edinger is now active head of the firm and Mr. Edinger's brother, G. H. Edinger, holds the position of sales manager.

The company handles all kinds of building material and specializes in "Volka" coal. According to the elder Edinger, the company has always

striven to give the best of service to its customers. As proof of this statement, members of the firm point to the modern equipment of the company. Only recently a clam shell crane was added to facilitate the unloading of coal cars and the loading of trucks. The new crane can handle one-half a ton of coal at one scoop and can load a six-ton truck in three and one-half minutes. With its help 12 cars of sand or gravel can be unloaded in one working day.

Twenty-five men are employed by C. F. Edinger and company.

Back from the Honeymoon He Joins Roof Crafters

E. J. Keil, 948 Spruce street, Winnetka, has taken charge of the Glencoe offices of the North Shore Roof Crafters.

Keil, who is well known throughout the north shore, recently returned from an extended honeymoon tour of Florida resorts.

Oh yes, she was Miss Jean McKenna of Austin.

Read the Want Ads

ROOFING

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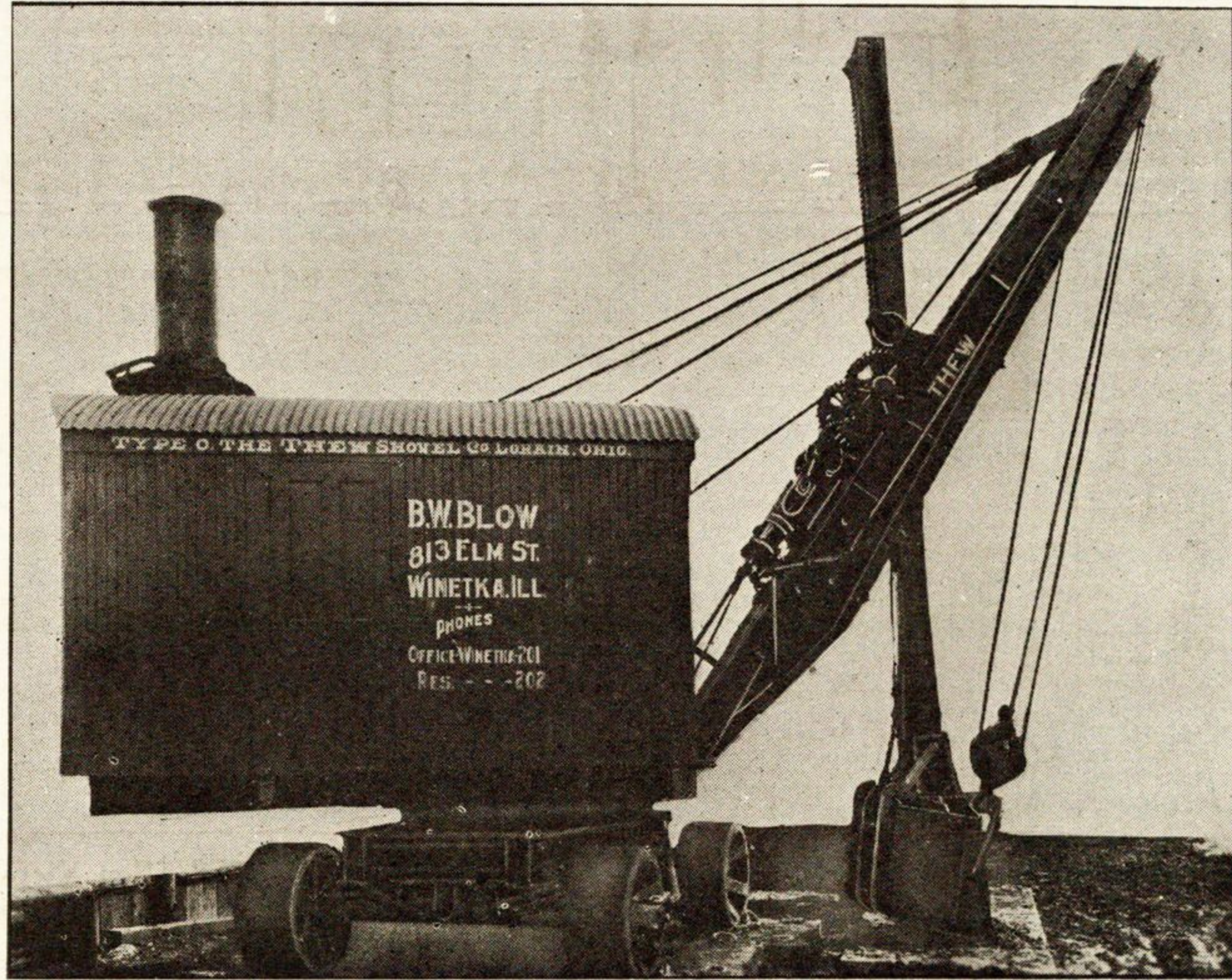
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