

## Concrete Construction Makes For Permanency, Says Expert

### Freedom From Repair Bills Enhances Pride of Owner- ship, it is Explained

By HENRY WESTON

It has been said that fortune smiles upon the man who decides to acquire a home. The freedom from petty troubles, the pride of possession, the comforts, economies, and pleasures to be derived from home ownership quicken the purposes and multiply the joys of existence.

In the materials of which the home is built is to be found the measure of satisfaction which your home will give you.

Whether your home be large or small, it may and should have beauty, it may and should have beauty of line and color built into it, it should be permanent, it should be safe from fire, it should be economical of fuel expense and repair bills, and it should be low in maintenance cost.

These qualifications of the successful home are to be had in large measure from the home built of concrete units. And best of all your concrete house with all of its weather and fire-resistant, maintenance-free qualities, and inherent beauty can be had at a cost of very ordinary construction plus one year's painting bills.

Architectural beauty is more than skin deep. The quiet harmony which comes from materials which in themselves possess beauty make the home attractive and keep it so during years of occupancy. The permanent beauty of concrete masonry, whether in the plain block or covered with Portland cement stucco, assures a home which is beautiful years after it is erected. Practically any desired finish or texture can be had in concrete block. Such a home will always possess a high resale value should the owner desire to dispose of the home. It will assure permanent satisfaction for the builder and add to the attractiveness of the community.

#### Unaffected by Moisture

Unyielding walls of concrete masonry withstand countless years of hard use and contest with the elements. Moisture, which is always one of the greatest deteriorating agents, does not affect concrete walls. The blocks do not absorb moisture and cannot decay. Storms and alternate periods of heat and cold cannot injure the concrete house. For these reasons we find that the owner who builds with this material does not experience disheartening discoveries which come to the owner who finds that his house is decaying.

Basements of concrete block are always dry and clean. When this type of masonry construction is carried up into the main walls of the house it brings many advantages to the builder. Because of the dead air spaces which are contained within each block the concrete masonry wall acts as an insulator. Heat generated within the home in winter is confined within the house. This feature of concrete masonry saves a large portion of the coal bills so customary to the house where the owner is endeavoring to heat "all outdoors."

In living in the rented home or apartment the lessee need not worry about destruction by fire. True, he pays for the protection taken out by the owner, yet the ultimate loss of the building causes him no fear. When, however, this man builds a home of his own, the question of destruction by fire becomes of paramount importance. He must feel satisfied that his home is so constructed that fires originating within or without his house will do little or no damage.

This feeling of the home owner is met in a concrete block house.

Tests conducted in many parts of the country have proven that concrete block is one of our worst fuels. When walls of concrete masonry are topped with a concrete roof the protection is complete. Fires within the home may be confined to one room, while fires from outside sources will not find material for conflagration.

When we realize that the home is the largest single investment which the average man makes, we can realize the importance of good construction. The loss of the home from fire or deterioration, the loss of satisfaction in its possession through continued repair and maintenance bills, and the destruction of its beauty through the onslaughts of the elements, make it most important that the wise home builder choose a material which will maintain permanently those features which make home ownership such a pleasurable possession when the home is new. Concrete block has made these features possible, and at little if any additional cost as compared with materials with less durable qualities.

### CHARMING EFFECTS IN PLAQUES ILLUSTRATED

By MARGERY CURREY

Of great decorative value in a room of taste is a plaque, with its polychrome setting for the picture shown, and its architectural mounting, which makes it an especially suitable part of the mural decoration of a room.

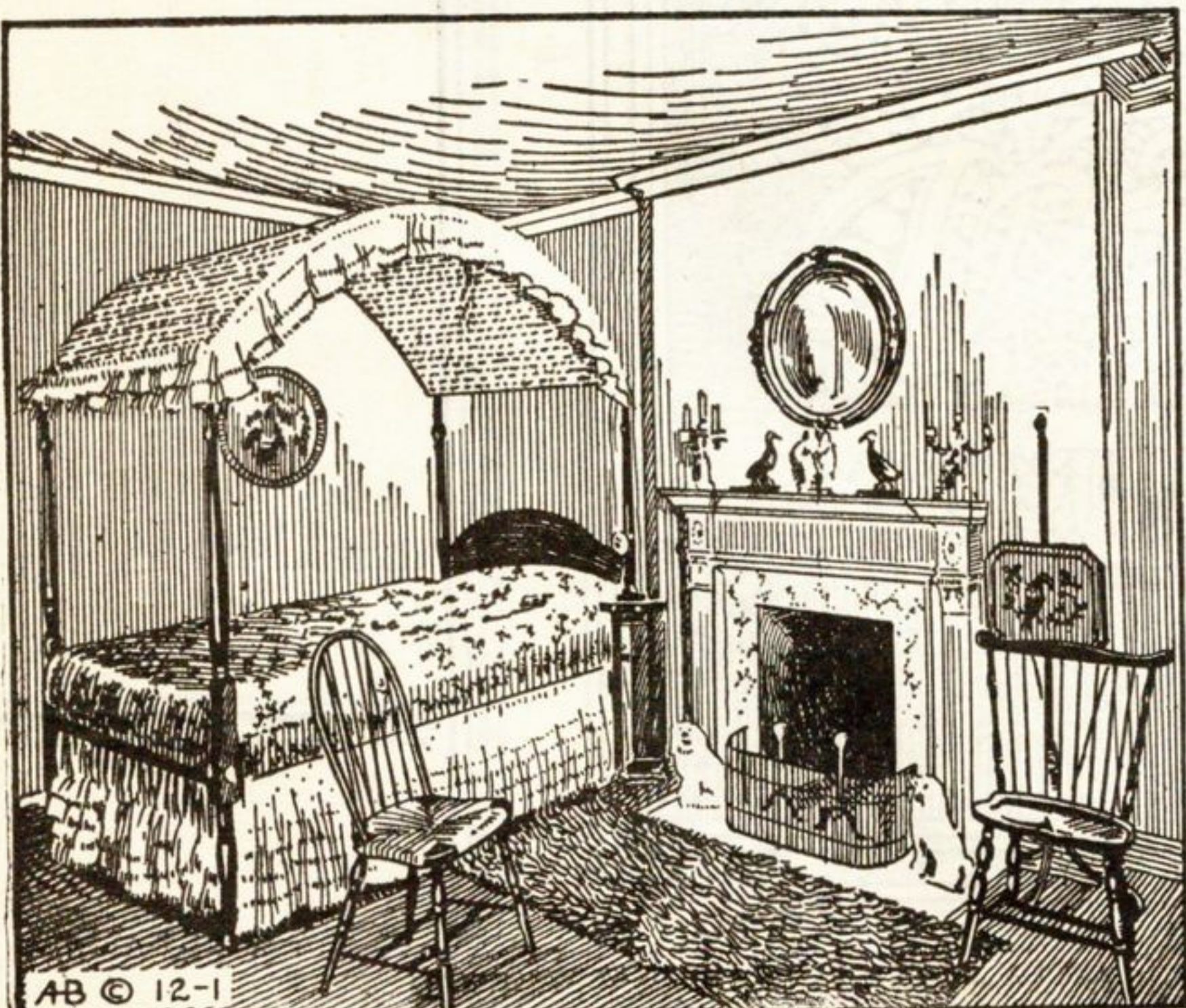
Plaques are of many sizes, and usually show pictures of bright colors. The smaller ones are especially effective when hung on the wall in a small, intimate space; for instance, over a desk, beneath a wall lighting fixture, or directly over the bedside reading table. A large plaque is appropriate to the room having a dignified fireplace, if hung as an overmantel. Certain ecclesiastical subjects, mounted as plaques, carry out both in spirit and design, the dignity and design of the fireplace. Wherever plaques are used, they introduce a pleasing spot of color in the decorative scheme.

Among the good reproductions of excellent paintings which have been used effectively as plaques is that entitled "The Light of the World," by Chambers. This is reproduced from a part of a large altar piece which hangs in a Chicago church, and is not only a beautiful interpretation of the Christ-spirit, but it is also charming as a picture, being in soft browns and flesh color.

### Sir Walter Raleigh Was First to Use Mahogany

Sir Walter Raleigh has to be commended for other things than merely his well-known act of placing his coat in a mud puddle so that the queen would not have to ruin her slippers. He is reported to have been the first white man to make use of mahogany, the noted and beloved cabinet wood. In 1597 he had to guide his ships into a port of the West Indies to obtain materials to repair the damages caused by storms. The natives showed him the durable mahogany trees, which he felled, cut into planks and placed in the decks of his ships. After his return to England he invited Queen Elizabeth to inspect his hardy little vessels, and when the queen saw the beautiful and strange red-brown wood, she expressed her admiration so emphatically that Sir Walter ordered the deck of his own ship torn up and had a table made for the queen.

### Charmingly Simple Colonial Style



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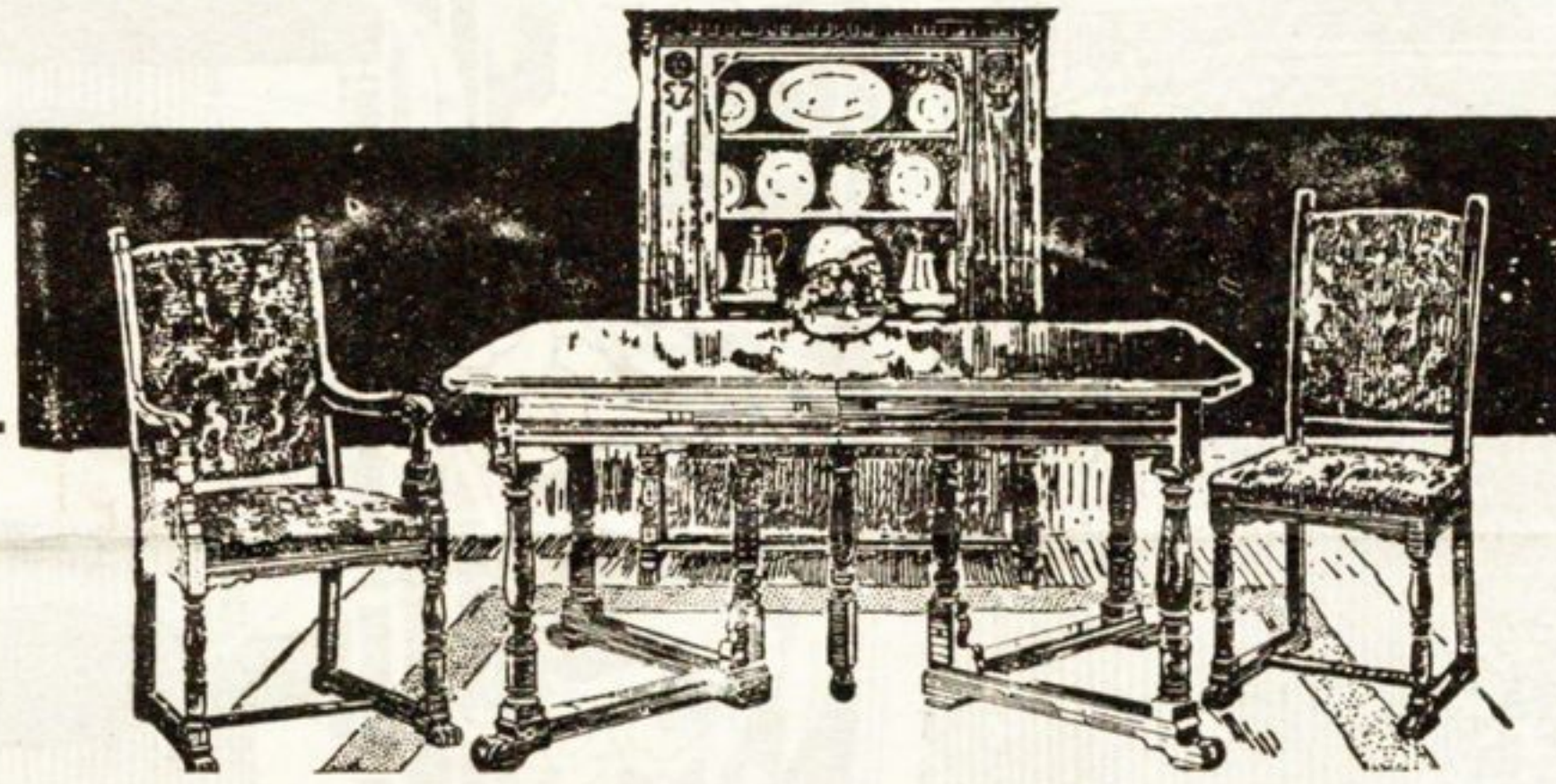
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