

# COLLEGES EMPHASIZE IMPORTANCE OF REAL ESTATE STUDY

## IOWA PUTS BAN ON HIGHWAY ADS

### Billboards Must Be Removed From Roads

The National Association of Real Estate boards notes with approval a law which has just become effective in Iowa prohibiting the posting of signs on public highways.

The new Iowa law, was enacted primarily as a measure of public safety. A confusion of advertising signs along the way obscures the official signs placed to warn of turns, sharp curves, railroad crossings and the like. But it is no less valuable as a measure for conserving scenic spots for the enjoyment of the general public, the association points out.

The view from the highway does not belong to the individual who owns the property along the right of way. It is a community possession. Real estate people are interested in the whole present movement to eliminate billboards from highways where they are a blot on scenery that is a priceless public possession.

The announcement some months ago of the Standard Oil company that all its billboard advertising through California would be eliminated where such advertising disfigured notable scenic routes is cited as an instance of the awakening of advertisers to the fact that it is possible to create resentment rather than good will by billboard where billboard is disfigurement.

The Kelly-Spring-Tire company and the Washburn-Crosby Flour mill company have signified a willingness to join in the movement to keep disfiguring signs off the most notable scenic spots.

The State highway department in Minnesota is reported to have removed more than half a million signs from Minnesota highways, in carrying out a campaign in which newspapers, railroads, women's organizations and civic organizations took part. The present Minnesota law provides for a sixty-six feet right-of-way unmarred by signs, applying to the seven thousand mile state road system.

### Bathrooms Not Tiled Can Have Built-in Features

Where it is not intended to tile the bathroom walls in a new home, built-in china accessories are now being installed in the plaster walls, especially where expanded metal lath is used in plastering.

By suitable cutting the metal lath so that the projecting back of the fixture is held by the firm support of the slotted bent back portions of the metal lath, the plastering all about the fixture holds it firmly in place.

### Howard Street Promised Balaban and Katz Theater

A motion picture theater with a seating capacity of 3,500 will be erected on Howard street just east of Clark street, Chicago for Balaban and Katz, by the Ure building corporation which will start work about January 1, 1925.

This new cinema house will be one of the largest in the city and will accommodate movie patrons from Chicago's far north side and north suburbs. The theater building which will have a frontage of 224 feet on Howard street and a depth of 266 feet, will be three stories high, but the picture house will have no balcony. However there is to be a mazzaine floor with 700 seats.

There are to be four stores on each side of main entrance and the upper floors will be used as flats. According to the plans, the building is to be completed by Christmas of 1925.

With this theater there will be three movie houses in the Howard street district. The Howard and Adelphi theaters, managed by Newell and Retchin, have been giving first class entertainment for several years. The Howard is the largest moving picture theater on the north Chicago limits and suburbs. It has a seating capacity of 1700, all on the main floor.

### Enameled Iron Bath Tubs Now Most Popular

There has been remarkable progress made in the manufacture and installation and the types of bathtubs now a part of the plumbing and sanitary equipment of nearly every American home. To-day's tub is a far cry from the tin and paint lined built-in tub of father's and mother's early days, and of the portable and foot tubs of not so long ago.

The porcelain built-in bath (a clay product) recommends itself highly because of cleanliness, the heavyweight type with sloping end for the more elaborate homes. The enameled iron built-in bath is generally used in the less pretentious home. It has become

### Plant Now

Trees—Shrubs—Perennials

This is the right time to plant and buy trees, shrubs and perennials. Prices are lower now than in the spring.

### John Ostrowsky

1487 Asbury Avenue  
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Phone Winnetka 546-J

very popular, owing to its fine appearance and moderate cost. The weight, being less than that of the porcelain tub, makes it adaptable for homes of lighter construction.

## BUILDING COST FOUND STABLE

### S. W. Straus Issues Optimistic Report

Building costs throughout the entire country are well stabilized, according to the survey of S. W. Straus and company for September, Straus says:

"A number of the current indexes of construction costs indicate a further decline during September. The decline is variously measured from slightly under 1 to 1 3/4 per cent, and is attributed largely to continued weakness in the steel and lumber markets. While pig iron rose somewhat as compared with August, structural steel shapes were off about 15 cents. In lumber, conditions varied somewhat with different grades and different centers. The middle Atlantic states showed a decided downward trend, whereas in the West declines were largely offset by increases. Lumber prices generally, as also lumber production and shipments, are below the levels of one year ago.

"Comparative stabilization exists in the starting materials market. Sand, gravel and crushed stone show few

changes, though increased firmness has been evident in a number of places. "Cement, though below the levels of a year ago, has experienced few changes in recent weeks. Boston and Los Angeles show slight increases, while in Portland the movement has been the other way. Much the same can be said of common brick. In New York and Chicago prices remained about the same. Boston had a slight increase, while in Dallas both brick and hollow tile fell slightly.

"In the labor market there was no widespread tendency toward wage increases in September. In fact, there were more cuts than raises, although reductions were very slight. The elimination of bonus wages continued and even bonus payments in the build-

ing trades have now been eliminated in a great many cities. In the Chicago territory several large contractors eliminated bonuses in September, reducing the wage payments to a straight \$12 a day scale."

### W. G. Stacey and Company Announces Recent Sales

W. G. Stacey and company, north shore real estate operators, report the following recent sales: the P. Heinsen home at 2411 Park place to G. Mankle; Wilmette lot for H. C. Wirick; Wilmette lot for E. R. Nourse; Wilmette lot for J. P. McKeague; Wilmette lot for A. Miller; Wilmette lot for M. Rush; Wilmette lot for R. M. Coleman.

**Woodland Knoll**

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## Buy Now — Trees, Shrubs, Fruits, Vines

The land of the Peterson Nursery has been sold and we have a short time to sell off the stock—This is your opportunity.

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Big reduction to those who come to our Nursery and get the stock. Freshly dug; roots not dried out. Nursery just west of Lincoln avenue on Peterson road, Chicago. Peterson road is the north line of Rosehill Cemetery. GOOD ROADS Telephone Evanston 1434



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## Golf Fans, Attention!

HERE is your opportunity for both pleasure and profit.

You can buy a beautiful half acre home site on the North Shore, with sewer, water and paving in and paid for, overlooking one of the most beautiful golf courses in the middle west, and receive, absolutely free, a full membership in a most exclusive golf club.

Prices range from \$800 to \$1350, according to the lot selected.

This enables you to have a country home, and a country club at less than the membership alone in this golf club is worth.

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**Address Winnetka Talk 364**

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