

NEWS OF INTEREST IN REAL ESTATE AND BUILDING FIELDS

HOOVER TALKS ABOUT 'HOMES'

Statement Inaugurates Better Homes Week

To encourage and facilitate home building, reduce needless burdens in household operations, raise standards, not only of the home but of the community and the nation is a task of profound importance for the welfare of America, declares Secretary of Commerce Herbert Hoover, president of Better Homes in America, in an opening statement concerning Better Homes Week demonstration for 1925, which will be held May 10 to 17.

Mr. Hoover's statement is made in a forward to the Better Homes Guidebook, issued by the organization of which he is the head, which tells how communities may be organized for Better Homes demonstrations. In the last three and a half years Better Homes in America has been able to arouse a steadily-increasing number of communities to the importance of encouraging home-building and home owning; and the Guidebook for 1925 contains much information based on past experiences of many communities, both large and small.

Develops Character

"It is in the home," says Mr. Hoover, "that character and high ideals are best developed. The right kind of home-life make for true success in life, and means progress for the nation as a whole."

"To own a home and to make it convenient and attractive, home where health and happiness, affection and loyalty prevail, brings out the best that lies in every member of the family."

"Saving for home ownership, for instance, develops thrift and self-denial; a thing of lasting value is kept in the foreground, and all energies are bent toward attaining it. Hours devoted to keeping a home in good repair, in making improvements that beautify it or lighten the burden of housekeeping, develop persistence and thoroughness, and bring more direct returns as well. Neatness, order, and cleanliness are invaluable habits, and the careful observation and forethought needed to insure lasting satisfaction from money spent for decoration, furnishing and equipment can be applied in many other good ways."

Encourages Thrift

"Parents who save in order to own their home are able to look forward with confidence to a happy old age, whereas the great majority who do not save become a burden on someone else as they grow older. It is by the familiar experiences of family life that thrift, honesty, straightforwardness and self-discipline are best instilled."

Practical Demonstrations

"In the crowded life of today there is danger that we lose sight of the high standards for the home and the stimulus they afford. We all do better when we have a high ideal to live up to. The Better Homes in America movement aims to give practical demonstrations of comfortable, healthful attractive homes and to direct attention to the means by which family life may be elevated. It recognizes, however, that it is not the

wish but the will; not sentimental desire, but vigorous, well-judged leadership, that moves our national life forward. The campaigns provide a means by which the men and women and children of our cities and of our farms may cooperate to encourage and facilitate home building, reduce needless drugery in household operations, increase good sense or balance in furnishing or decorating the home, raise standards, where necessary, in housing and family life, and, especially, foster the fine ideals of the American home.

Movement Prospers

"The 1924 campaign for Better Homes in America was greater than ever before. It reached every state in the Union; it penetrated rural districts and towns and cities. Fifteen hundred local committees worked with a most inspiring zeal for public service to protect and raise the standards not only of the home, but of the community and the nation as well."

"As we enter the 1925 campaign for better homes, I hope that every American community will consider participation. The movement concerns every householder, every home-maker, every citizen. I bespeak active cooperation with the local chairman on the part of all persons or groups interested in the home—of public officials, schools, churches, local civic associations, trade, associations, and clubs. The home is the concern of all, and everyone should welcome the opportunity to contribute to its welfare. The local committees are widely representative and strictly non-commercial in character, thereby avoiding domination by any one group, which would limit the value of the campaign. They aim to mobilize the best thought, information, and effort of the entire community to bring high standards of housing and home-life within the reach of all."

Important Task

"It is a task of profound importance for the welfare of America."

The chairmen of the local committee of Better Homes in America are usually officers of Civic Leagues, Women's Clubs, Parent-Teacher's Associations and similar organizations for the public service. Letters appointing local chairmen for the 1925 campaign are now being sent out from the National Headquarters of Better Homes in America at Washington, D. C.

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HOMESEEEKERS MAY GET BETTER RAILWAY RATES

Abolition of the present party system in regard to homeseekers rates into the South Eastern section of the United States is urged on all railroads entering that territory by the National Association of Real Estate boards in a communication addressed to members of the executive board of the South Eastern Passenger association, N. H. Richardson, of Jacksonville, Fla., is chairman of the special committee of the national association which has been studying homeseekers rates.

The National association asks that the present rates for homeseekers, which apply only where five or more persons are traveling on the same ticket, be retained for the year 1925, but that the party restriction be done away with, and the rates be applied to individual investigators.

A conference held at New Orleans in March of last year at the request of the national association resulted in the granting of the present schedule. A test of the working of the party plan, however, according to letters received by the committee on Homeseekers' rates from homeseekers, and owners and developers, shows that there has been great difficulty in making up a party of five or more to move on the same train to the same destination and to stop off at the same points en route. In consequence the actual movement of homeseekers on party tickets has been extremely light, if not negligible.

Opening of a workable plan for

rates for homeseekers is of great importance to the development of the South and has great possibilities in the matter of increased tonnage, the national association points out.

Give Tourist Rates to Real Estate Convention

Real estate people going to the annual meeting of the National Association of Real Estate boards at Dallas, January 13-16, from the section served by the Central Passenger association should apply for winter tourist rates to New Orleans with Dallas as a side trip if they are planning to take the post-convention real estate cruise to Havana, Jamaica and the Canal Zone, or if they are planning for any other reason to pass through New Orleans. Realty people from the Pacific Coast states will be able to take advantage of the nine-months tourist rates from that section to Dallas.

IN NEW OFFICE

Miss C. J. Hoey of the Greenleaf office of the North Shore Realty company, will transfer to the branch at 418 Linden avenue, Wilmette, to take charge during the absence of Mr. Dornes.

VISITS IN FLORIDA

R. M. Johnston, of R. M. Johnston and company, Wilmette real estate brokers, left for a business trip to Florida, last Tuesday night. Miami, Jacksonville, Clearwater, and Tampa are points at which Mr. Johnston expects to stop during his trip.

Read the Want-Ads

GO TO SOUTHLAND
Paul Schroeder and family, J. C. Dornes and family and Mr. and Mrs. A. P. Huey, all of Wilmette, have gone to Miami, Florida, for the winter. Mr. Schroeder, Mr. Huey and Mr. Dornes expect to engage in realty business while in the south.

BUSY NOAH

Three different roles were played by Noah Berry in one day at the Paramount West Coast Studio last week. In the morning he played the role of Carpet-bagger, Sim Rudabaugh in Emerson Hough's "North of 36" and in the afternoon he alternated in Alan Crosland's "Contraband" and Pola Negri's "East of Suez."

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