

NEWS OF INTEREST IN REAL ESTATE AND BUILDING FIELDS

BUILDERS HAVE CODE OF ETHICS

Base Home Exposition Upon High Standards

A remarkable document, designed to raise the standard of American homes built in the future, has been prepared by the Licensed National "Own Your Home" expositions, aided by some 40 national trade organizations and associations in the building and allied industries, building, city planning and other experts and interior decoration authorities, and will be used as a guide in staging the expositions to be held this Spring in Chicago, New York City, Philadelphia and Buffalo.

The recommendations in this Code of Ethics will be brought before the attention of at least a half million people who will visit these annual expositions, as steps are being taken to publish the code so it will be available to the public throughout the country.

Many Agencies Interested

Never before in the history of business have great national interests gathered around a table and put on paper expert opinion on how an important phase of our national life could be improved. Yet such organizations as the American Society of Civil Engineers, The American Institute of Architects, The Society for Electrical Development, The American Face Brick association, The Master Plumbers' association, The Warm Air and Ventilating association, The National Electric Light association, The Associated Tile Manufacturers, The Portland Cement association, The United States League of Local Building and Loan associations, The American Fuel Oil Burner Manufacturers' association, The National Lumber Manufacturers' association, The Wall Paper Manufacturers' association, The National Retail Lumber Dealers' association, The National Wholesale Lumber Dealers' association, The American Gas association, The Associated Metal Lath Manufacturers, The American Society of Heating and Ventilating Engineers and many others, have joined hands to teach the public how to become home owners instead of rent payers and then how to build better homes and so protect their investments.

Banish Unscrupulous Builders

In this connection, officials of these trade organizations state that a wide dissemination of the principles included in this code will in time banish unscrupulous contractors, building supply dealers, and firms engaged in selling shoddy and flimsy material. In addition, it is also stated, that this will not only benefit the general public by giving them better homes, but be of assistance to the reputable firms engaged in selling building materials, plumbing equipment, heating and ventilating systems and other products. In other words, in the opinion of the experts engaged in the preparation of this unique paper, the public is often apt to blame the exterior stucco used when it cracks or the wall paper when it tears, though faulty construction and defective frame work may be entirely responsible. Similarly, the uninformed are apt to hold guilty the contractor of a well built house if a poor heating plant makes trouble for the owner. The education of the public on correct methods and the use of good materials will, therefore, also protect reliable contractors and reliable firms.

Following are some of the "high points" of the code that have caused widespread comment among the allied trades:

Cite Code "Points"

1. The Exposition cannot recommend the purchase of homes built for speculation unless such homes have been built from properly executed plans, and honestly constructed under the advice of competent authority.

2. The Exposition opposes the exploitation of the public through the selling of flimsily built, improperly planned structures, or materials and equipment which do not comply with recognized standard specifications of manufacture.

6 1/2%

on

Investments.

The unusual service rendered our clients has been rewarded by a constantly growing Bond and Mortgage business.

SMART & GOLEE

IN N. C.

University 285 Rogers Park 0272

3. In standing for honest construction the Exposition realizes the possibilities of substitution of shoddy for good materials; that poor workmanship will weaken a house, increase the upkeep and reduce its useful life to a very few years; that failure to properly insulate the house will greatly add to the fuel consumption; that the home builder or home buyer should learn the fundamental principles of good construction methods in order that he may not be misled into building or buying a badly planned, poorly constructed home.

4. The Exposition does not approve exhibits of any real estate firm or corporation unless it is in position to offer with the purchase of the lot a definite proposition for the financing of the home.

For Harmonious Planning

5. The Exposition believes that the laying out of subdivisions or building development sites should be in keeping with a harmonious plan of city or suburban community development along scientific city planning lines, that proper restrictions be provided, including zoning laws to prevent the damaging of property due to the encroachment of factory and business sections or residential property.

6. The Exposition believes that the prospective purchaser of a home or a homestead is entitled to what is generally known as the unearned increment due to the gradual development of the community after the purchase has been made, and that the sale prices of all property, at all times, should be based on its value at the time of the purchase.

Encourage Home Savings

7. The Exposition believes that home savings accounts should be encouraged by trust companies, savings banks, and savings and building loan associations, and that the funds established through such savings accounts should be used exclusively for the financing of homes and that due recognition should be given good construction by granting higher loans.

8. The Exposition, while recommending the use of standard building materials, encourages the production and use of other suitable materials, when such materials have, through test under proper engineering supervision, proven of substantial value.

9. The Exposition recommends that home builders do not attempt to economize in the construction of their homes by selecting poor equipment because it is cheap, and that true economy is in careful planning and then buying good material as cheaply as possible and seeing to it that they are properly installed.

10. The Exposition believes that the love of home is largely begotten and maintained by using good taste in the decoration of the rooms, choice of furnishings and proper lighting.

11. The Exposition believes that an appropriate landscape development, such as involves no extraordinary expense, either in initial outlay or in upkeep, is a very real insurance against deterioration of the home property.

Brokers Will Study Subdivision Control

Methods of control which American cities are now exercising over the subdivision of land, particularly in territories outside of their corporate limits, was the principal topic before the Homebuilders and Subdividers division at the real estate meeting at Dallas, Texas recently. The discussion brought out the experience of subdividers present that the allotment of a portion of each new development to community use as a play ground, park, or recreational center is altogether offset in cost by the lessening of advertising and other selling expense.

Stress Responsibility of Local Realty Boards

The Secretaries division of the National Association of Real Estate boards, in the program of activities adopted for 1925, has emphasized the responsibility of local real estate boards in the work for real estate advancement led by the National association.

Applicability of the co-operative ownership plan of apartment house financing to medium sized or small cities was brought out in the discussions of the Co-operative Apartment section of the Mortgage and Finance division.

Managers to Consider Business Area Growth

The Property Management division of the National Association of Real Estate boards has authorized a study of the developments of secondary, district and suburban business areas. The study will take up the factors which lead to such development, the effect which suburban business centers have on the central business centers of their cities, and the kinds of businesses which can profitably be located in outlying centers.

Builder Joins Staff of Gleason and Perrin Co.

Myron H. Erickson, who has been for a number of years, a well-known builder on the north shore, has become associated with Gleason and Perrin, real estate dealers in Winnetka at 554 Lincoln avenue, and will devote a great part of his time to the sale of north shore real estate through their office. Mr. Erickson is also a representative of the Lake County Construction company, financiers, and builders of homes on the north shore.

Chicago Dentist Buys Residence in Wilmette

Announcement for the sale of the James H. Picken residence, 426 Laurel avenue, Wilmette, to Dr. Friend Eccles, a dentist, with offices at 1006 Wilson avenue, was made by the

North Shore Real Estate company, 418 Linden avenue, this week.

Dr. Eccles expects to occupy his new home by the first of next month.

Rail Crossing Tie-ups Bring Many Complaints

A large number of motorists who have been held up at railroad crossings have complained to the Chicago Motor club and these complaints have been turned over to the railroads.

The club advises motorists, however, that railroads are not allowed to block the crossing for more than ten minutes, and in such a case the crew is liable to a fine of from \$10 to \$100. The fine instead of going to the state will go to the person filing suit.

Read the Want-Ads

FREDERICK B. THOMAS & CO.

10 South LaSalle Street

CHICAGO

Specialists in Real Estate from
Evanston to Lake Forest

Announce the Opening of a Winnetka Office

at Linden and Elm Streets

(Entrance from Linden Street)

Telephone Winnetka 2350

REPRESENTATIVES

Winnetka Office
Mr. Ralph M. Jaeger
Mrs. Josephine L. Seyl

We have materially increased our ability to be of service.

LET US MAKE MONEY FOR YOU

Your bonds can't touch this; we will sell you 5 acres of the most beautifully wooded land on the north shore, less than 3/4 miles from station, adjoins high class subdivision with city improvements. Price only \$9,000.00 with reasonable terms. This is absolutely the best buy we know of. We will then subdivide this for you.

You will have 1300 ft. of frontage. Adjoining property is selling for \$36 per ft. Figure this out for yourself, then call us at once.

CLORE, BUDINGER & SMITH

Real Estate—Insurance
1173 Wilmette Ave. Ph. Wil. 1750

For Sale Winnetka

Modern 7 Room Frame Home. 4 Bedrooms, Sun and Sleeping Porch, Hot Water Heat, Garage, Beautifully wooded 75 foot lot. Located in fine section. Price \$18,000.

HILL & WHEELER, Inc. REALTORS

"Homes for Particular People"

WILMETTE OFFICE
334 Linden Avenue
Tel. Wilmette 93

WINNETKA OFFICE
736 Elm Street
Tel. Winnetka 142

From Coal to Oil in 3 Hours



When you buy an oil burner from us you also buy a complete heating service maintained by a staff of experts who are at your call day and night. As far as our burner is concerned—Ask the man who owns one.

HART HEAT

For information call
AYRES-TEFFT CO.
Tel. 1146 566 Center St.
Winnetka

Your Neighborhood Fuel Dealer Guarantees



His experience as a fuel merchant adds value to his opinions.

Daily increases in our long list of satisfied users justifies his guarantee.

FOR SALE BY

Edinger & Sons Winnetka 643

Winnetka Coal-Lumber Co. Winnetka 734