

NEWS OF INTEREST IN REAL ESTATE AND BUILDING FIELDS

Your Insurance

Edited By F. J. Budinger

Life Insurance

Reasons for Carrying Life Insurance. The many reasons why men carry life insurance fall into three general classes. In presenting life insurance, two fundamental things must be determined. Firstly, what are the prospect's needs; and secondly, what policy will best satisfy them.

The classes of insurance needs are: Family Protection; Self Protection; and Business Protection.

Family protection requires a policy which will provide for the insured's wife, children, parents or other dependents. Used in connection with a family the words "protection" and "provision" are very broad terms. In the last analysis, however, they signify something to be used by the family, and which may be obtained with money.

For instance, a man may desire his children to have an education; he may want his wife to receive a lump sum of money at his death or a yearly or monthly income as long as she may live after his death; he may wish to supply her with sufficient money to lift a mortgage on their home, or to pay debts of some other sort; he may be anxious to arrange a dowry for his daughter, or to set aside a sum sufficient to start his son in business; and in any case, knowing that cash is always needed for living expenses and that cash incomes or returns from property or investments are often seasonal and rather uncertain, he may prefer to arrange for the certain and immediate cash provided by a life insurance policy.

Whatever plan a man may entertain for the future of his family, it is reasonably certain that money will be required to carry them out. It is also reasonably certain in a high percentage of cases, that should he die before they are fulfilled, the money to carry out will never be forthcoming unless he carries life insurance to provide money for that purpose. Usually the ordinary or limited payment life policy suits family protection needs, but for such things as education, the endowment policy would, in most instances, answer best.

Self Protection.

Self protection is the first law of nature, and is never entirely absent from one's mind when considering the taking out of a policy for any purpose, whatsoever. It is on account of this fact that practically every policy issued by modern companies has some sort of provision whereby the policyholder himself may benefit if circumstances render its protection unusable to those for whom it was originally intended. When listening to an agent's presentation of the benefits a policy will provide for his family, the questions, "Where do I come in?" "Is there somewhere a chance for me to lose?" are constantly hovering in the back of the prospect's mind.

The general idea of protection for one's self is that the money put into life insurance will come back to him if things should turn out in such a way that his beneficiaries under the policy would not need the money. Suppose a widower with an only child desires to carry a policy to protect the child. If the child dies first, will he lose the money he has put into the insurance? The answer is that the beneficiary may, in such a case, be changed to someone else, or the policy may be made payable to the insured's estate, or it may be surrendered at any time for cash as shown in the policy itself. In any case, and under any policy (excepting term which has no cash value upon surrender) the insured may divert the policy to his own use and benefit. Provision for the policy-holder's own old age is incorporated in one form or another, in most policies except term. Provisions for income for the policy-holder himself, in case of Total and Permanent Disability, may be included in the policy contract if desired.

Most life policies, excepting term, provide for the financial protection of the policy-holder himself at his discretion.

At a later date, we will explain an insurance annuity, which is the most complete form of self-protection. Among other things, we might state here briefly that the general idea of an annuity provides an absolute certain income to the policy-holder from a certain age in his life, continually to his death.

In our article next week, we will discuss business life insurance.

STONE ACCLAIMED AS KING

Lewis S. Stone, who plays the leading male role in "Confessions of a Queen," the Victor Seastrom Metro-Goldwyn-Mayer production, has been generally acclaimed the favorite King in pictures.

Long ago when Stone played only on the stage he depicted many King roles. When he first came into pictures he played straight roles and then in "The Prisoner of Zenda," he wore his uniforms so royally that on every hand it was said he actually looked a king.

COOPERATE IN PLAN PROJECTS**Realty Operators to Assist City Planners**

Bringing the most foresighted ideas in city planning and regional planning to focus through the tests of practicability and experience will be the purpose of a newly formed joint committee on the establishment of standards in subdivision planning and subdivision control which will represent the National Association of Real Estate Boards, the National City Planning Conference and the American Institute of City Planning.

Irenaeus Shuler, of Omaha, is chairman of the committee of the National Association of Real Estate Boards authorized by the directors of the association to co-operate with similar committees of the planning organizations to make possible unification of effort of the specialist in city planning with the realty operator who is actually engaged in the work of city building. The joint commission will study best methods of controlling growth of new residential and industrial areas, particularly of areas contiguous to cities but outside their corporate limits.

Other members of the committee from the National Association of Real Estate Boards, chosen from the Home Builders and Subdividers division of the association, are:

J. C. Nichols, Kansas City, Missouri; J. J. Hurst, Baltimore; Don Helwick, Cleveland; R. G. Lambrecht, Detroit; Robert Jemison, Jr., Birmingham, Ala.; Robert Suor, Buffalo; N. J. Upham, St. Petersburg, Fla.; C. C. Tatum, Los Angeles, and Guy Greene, Detroit.

Sell Last Acre Lots in "Melody Woods" Sub

Hill and Wheeler announce the sale of the last of the acre tracts in their "Melody Woods" subdivision, Lake Forest, this week.

Wilmette buyers were the ones to take the last of the acreage available. These included Mrs. Frederick Budinger, 819 Oakwood avenue who took an acre lot; Mrs. J. Budinger, 714 Maple avenue, who is a sister and a daughter; Mrs. Patrick J. Joyce, purchased two acres. Other Wilmette buyers were Mrs. O. M. Rogers and Mrs. B. F. Patterson.

The firm of Hill and Wheeler state they are highly gratified with the way the Melody Woods subdivision has gone and see a bright future for the territory. The increasing popularity of country places has been notable in that section of late, they state, and the reported opening of another subdivision, adjoining Melody Woods, in the near future by another firm is expected to increase land values all along the line.

E. E. Stults Company Sells Home Properties

The E. E. Stults Realty company of Winnetka announces the sale of the new Spanish stucco home on 1387 Edgewood lane, Winnetka, to Roy Andrae of 1644 Fargo avenue, Chicago; also the home on 534 Oakdale avenue, Glencoe, to H. V. Sawhill of 7441 N. Hoyne street, Chicago.

ON VACATION TRIP

Miss M. E. Reid, of the firm of Eddington and Allen, together with her parents, Mr. and Mrs. France, are leaving this week for a vacation at Pelican Lake, Wis.

NURSERY FIRM OPENS LARGE SUBDIVISION

The Ravinia Nurseries of Highland Park are opening up a subdivision at Deerfield, consisting of 20 acres, which will be known as "Evergreen Place." This subdivision is located within three blocks from transportation, and work has already been started on the putting in of streets, water, sidewalks and landscaping.

Being in the Nursery business, the owners expect to make this one of the finest subdivisions on the north shore. As it will be sold by them, the subdividers will be able to sell this property at a figure as low as \$27.50 per foot, which will include the improvements, it is explained.

This property was originally bought for Nursery purposes, but, owing to the increase of values in real estate, was found too valuable for that purpose and therefore placed on the market for high class homes.

The Ravinia Nurseries are owned by F. D. Clavey and Sons, a firm that is favorably known throughout the North Shore.

Honest Investments

Invest your money here where the principal will be safe and the high interest rate certain. Phone Univ. 285 or Rogers Park 0272 and ask for our securities list.

SMART & GOLEE
INC.
1580 Sherman Evanston, Ill.

Be Sure to See This

In the window of **Clore, Budinger & Smith**, 1177 Wilmette Avenue, there is pictured and described one of Wilmette's finest homes; peerless in construction, pretentious in design, unsurpassed in location and landscaping of grounds. It is really a model home; five spacious bedrooms, huge living-room with a beautiful fireplace, well located dining room and conveniently arranged kitchen and breakfast nook. A playroom for the kiddies is a feature. Every detail is complete and modern to satisfy the most discriminating. It is a home for real home lovers; over near the lake, close to schools and transportation; everything for comfort. This home is being offered at an unusually low figure. Be sure to see it pictured in the window. Or if you can't come over, telephone 1750 for more interesting information, and if you want, arrangements will be made to show you this home of homes.

Telephone Wilmette 364

J. H. Schaefer & Co.

REALTORS

We specialize in large lots and acre tracts on the North Shore

INSURANCE

Ridge Avenue and Schiller Street

Wilmette, Ill.

FLORIDA

SARASOTA

CLARE C. HOSMER, ARCHITECT

FORMERLY OF WILMETTE AND CHICAGO

In touch with unusual investment opportunities in city property and acreage.

TAKE BIDS FOR TEMPLE
Bids for construction of Wilmette's proposed new \$150,000 Masonic temple, to be erected at 1010 Central avenue, were being received this week at the offices of Arthur M. Knox, architect, at 7 W. Madison street, Chicago. Earl A. Pettibone is chairman of the temple building committee. Construction is expected to be started early in August.

JOINS REALTY STAFF

Mrs. J. Schaefer, who has lived for a number of years in Wilmette, Evanston and Highland Park, will become a member of the sales force of Hill and Wheeler, real estate dealers, shortly. She is well-informed in the field of north shore real estate values and has many friends here.

Zoning Law Upheld by Minnesota High Court

A decision of interest to all members of the National Association of Real Estate boards is that just handed down by the Supreme Court of Minnesota upholding the validity of the Minneapolis zoning ordinance, which excludes flat buildings from certain areas zoned for single family residences.

The decision reverses a former opinion of the court.

F. J. WEIDLING CO.
High Grade Grand Pianos
Buy from Manufacturer at
Factory Prices. Substantial Saving and Complete Satisfaction.
3045 N. Western Ave.
Chicago, Ill.

Announcement!

Let me tell you about the opportunities for profit offered to you by

GEO. F. NIXON & COMPANY**North Shore Area Developers**

We have money making properties at Stations all along the NEW NORTH SHORE ELECTRIC "HIGH SPEED" LINE now being built. I will be glad to furnish you with full information on any of these properties.

HARRY HANSEN

506 Fifth Street, Wilmette

Phone Wil. 3314

Former Manager of A. S. McKenna's Plumbing and Heating Establishment, Kenilworth, Illinois.

HARRY HANSEN, 506 Fifth Street, Wilmette

Without obligation tell me more about your "at the stations" property.

Name

Address

Get a profit out of your fuel bin

Make it a money saver as well as a convenience by filling it with Chicago Solvay Coke at today's price—30% under that of hard coal.

Chicago Solvay Coke is clean and smokeless. More efficient than hard coal. Easier to handle than soft coal and costs about the same as the best grades.

Buy from your dealer now.
He will have a Service Man
call to show you the advantages
of this better fuel.

CHICAGO

Solvay Coke

Buy it - Burn it
You'll Like it

E. C. WEISSENBERG

Phone 12