

BACK TO THE FARM MOVEMENT IS NOW ON

Real Estate Men in Convention at East St. Louis Are Told of This "Come Back"

Realtors are finding ways to stimulate the sale of farms. Clyde McCoy of Monmouth, one of the successful ones, told of his experience at the East St. Louis convention and other leaders in this line were there to add their suggestions.

In addition there was a conference of all those interested in this problem and many participated.

It is hoped that out of such an exchange of ideas will come constructive plans for a state-wide coordinated movement to build up the farm land market. It is the unanimous sentiment of all members of the State Association that the association should give its united support to this movement.

In considering present conditions the following paragraph quoted from a "Sales" letter sent out by a Land company in Menominee, Michigan, has a like bearing upon the situation in Illinois.

Back to the Farm

"The 'land business' like any other line, has its 'hills and vales,' less poetically, its ups and downs, and dealers in lands, as you doubtless know, have been in 'the downs,' as to demand and prices since the World War. It is unnecessary to go into the whys of it; a few high lights will refresh your memory. Young men went to war (we glory in their spirit), rural folks rushed to the city for big wages, every one bought a car or two, etc., etc. Result—farms neglected and many abandoned. Now, like 'the long lane' that has a turning we have at last struck the bottom of the vale and are on the up grade toward the hill crest. We know this, because of the quickening interest in lands, as indicated by inquiries from city people, and from the fact that we have sold more land in the past sixty days than in the previous three years. Perhaps from your viewpoint you can supply reasons for this 'back to the land' movement, which is surely on its way. In fact we feel safe in predicting a doubling of land values within the next year."

Preparation Is Urged

The most important element in making farm sales is adequate presentation by the broker, it was pointed out, and the real estate men were urged to prepare for this "back to the land" movement by new ideas on listings, and advertising.

Building Permits Show Illinois Running Second

Building permits for the twelve leading states of the nation show New York on top with Illinois second. The figures:

1. New York	\$93,578,505
2. Illinois	35,012,473
3. California	29,088,740
4. Pennsylvania	24,336,274
5. Massachusetts	15,291,267
6. Ohio	19,387,987
7. Michigan	17,658,295
8. New Jersey	13,712,924
9. Texas	9,444,179
10. Indiana	8,144,465
11. Wisconsin	7,557,087
12. Connecticut	7,348,433

MOTTLED EFFECT ON WALLS

Plain walls are attractive in cases where care must be taken not to detract from pictures, or in large formal rooms where a certain severity adds to stateliness. On the other hand, there are many places where the mottled effects obtainable with paint are not only in good taste, but add a charm and a distinction to interior walls that can be had in no other way.

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