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Real Service,
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BUILDER'S SERVICE

On Time Deliveries at All Times

Our Service Also Includes—

Sand	Rock Lath	Flue Linings
Lime	Wood Lath	Reinforced Rods
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Corner Bead	Drain Tile	Pressed Brick
Red Granite	Sewer Pipe	Common Brick
Crushed Stone	Channel Iron	Ash Dumpers
White Cement	Portland Cement	

Builders Service Co.

841 SPRUCE STREET

Tel. Winnetka 521-2810

Wilmette 744

WINNETKA

NATIONAL REALTY ASSOCIATION OFFICIAL POINTS OUT THE VALUE OF ADVERTISING

BY MRS. W. H. WRIGHT

(Chairman of the Advertising Committee of the National Association)

WHY should we advertise real estate?

If someone walked into your office and asked you that question your quick answer would probably be, "To get buyers." And of course that is what your good advertising does do for you and your office.

But let us look back of these immediate results for just a moment and see if we can find out "what makes the wheels go round."

Even though some of our publicity exponents are prone to call this the "Advertising Age," advertising is no new thing. Our historians record concrete evidence of advertising on Egyptian pottery over 2000 years old.

Advertising a straight forward statement over the signature of a responsible individual or organization will more quickly change sentiment than any other known means. It is a pledge of value and it is every advertiser's obligation to keep the pledge "truth in advertising."

In just this way by our repeated advertising over our signature, we have made the name "Realtor" a guarantee of quality of service that has revolutionized public sentiment towards the real estate dealer in the last few years. And it should be the duty of every Real Estate Board to insure 100% use of the word "Realtor" by its members in individual as well as institutional advertising.

Too many of our Realtors have been dozing in the back seat of complacency lulled by the axiom "Real Estate is the basis of all wealth" into dreaming of business and the good round useful dollars involved being theirs by right of occupation. How many of those Realtors are sleeping while often even intimate friends and close acquaintances are investing hard-earned savings in ill-advised speculations that might have been better invested in Real Estate with mutual profit if they had taken front seats in

the school of modern merchandising methods.

Obviously the dollars spent on extravagant luxuries and mechanical inventions as well as stocks and bonds are our real competition for Real Estate investments, and of times even for Homeownership as well. And these commodities are all scientifically advertised and sold by high pressure salesmen.

It is my purpose to call attention to the chief contributing causes of a new epoch in Real Estate Advertising, to our responsibilities and to our opportunities. And these are vested in the tremendous influence that can be exerted in any community by creating a desire for "Land Ownership" and confidence in "Realtor Service" with effectively planned Institutional Advertising by its local Real Estate Boards.

Every board should also have an active, aggressive advertising and publicity committee which utilizes every bit of local news items that will keep the community constantly informed on all matters pertaining to real estate.

These are the reasons "Why we Should advertise Real Estate."

—The Bulletin.

"when you're in a hurry"—

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Excavating
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