

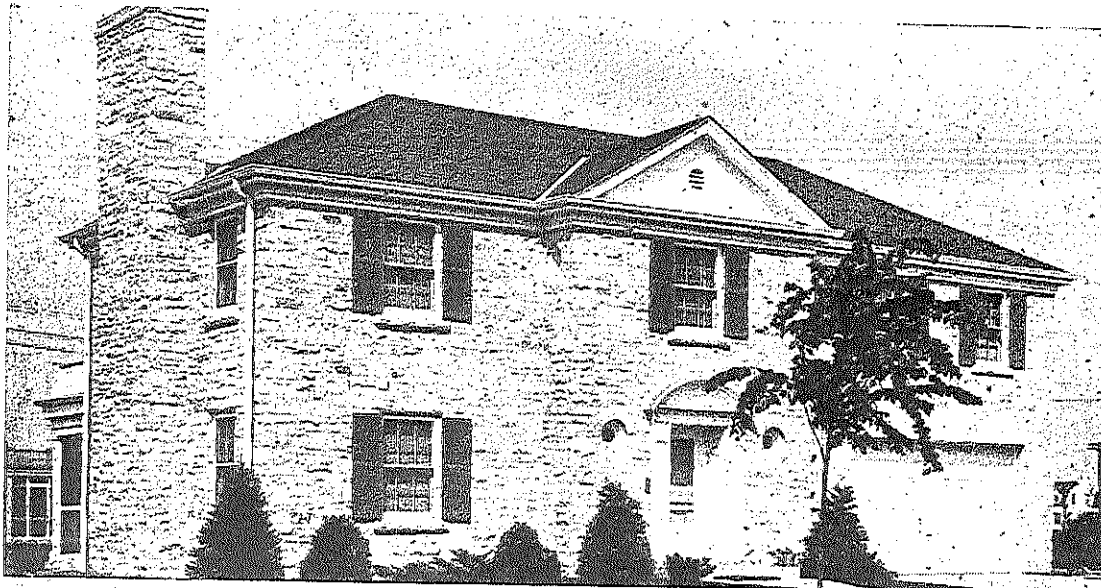


Development Office: Devon and Cicero Avenues

Ed. Snyder, Sales Mgr.

Phone Towers 3333

Towers Is Ideal Community



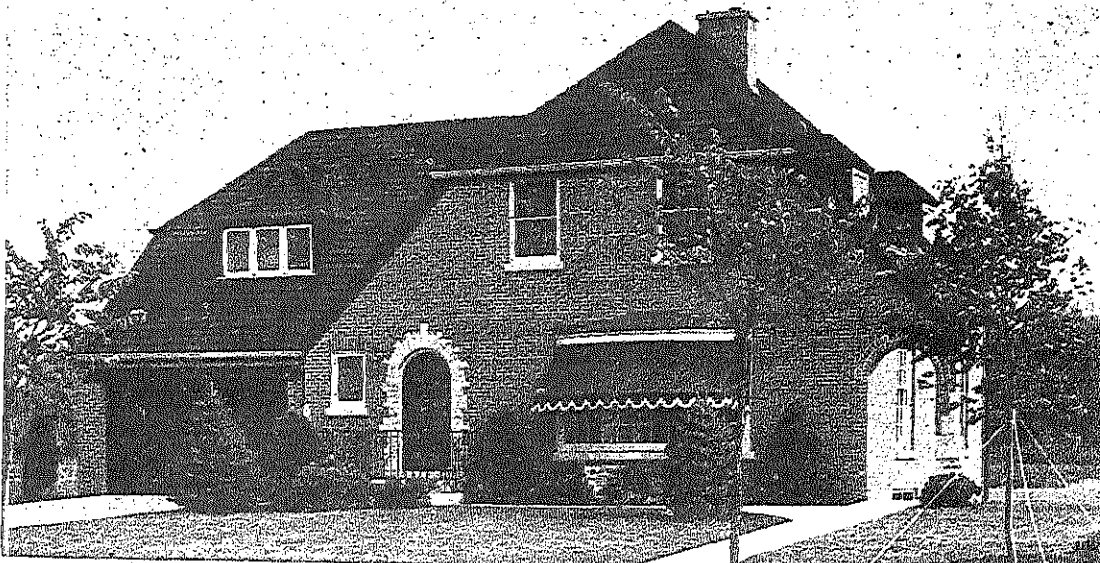
One of the most attractive and scientifically planned home developments in Cook county is progressing in Lincolnwood Towers, that beautiful section of Lincolnwood lying west of Skokie boulevard and south of Pratt boulevard.

Sound restrictions, representing the latest advances in civic designing, jealously guard the development, flanked on the east by a regiment of towering American elms and sentinel-like oaks, and on the south and west by an unbroken line of Forest Preserves.

Characterizing Lincolnwood Towers, which is being developed by Henry A. Proesel and George W. Beauchamp, are distinguished homes set far back on wide, green lots. Deed restrictions state that all homes must be back 50 feet from the curb. The minimum lot width allowed is 75 feet, but wider lots are encouraged. The majority of homes are on lots at least 100 feet wide.

There are no "shirt-front" houses in the Towers. All homes must be of stone or face brick construction on all four sides. No common brick, painted brick or frame construction is permitted. Garages must be attached to the house and must be of the same material.

Modern civic planners declare that the view from the rear of the house should be as pleasant, if not more so, as the front view. So, in the Towers no alleys cut up the broad expanse of green. Garbage disposal is taken care of by incinerators in the homes. Buildings are not allowed on the rear of the lots



Lincolnwood Moves Ahead Under Proesel

Transformation of Lincolnwood, Illinois, from a little, unimportant suburban Chicago village, into one of the best planned, and progressive communities of the Chicago area, now being "topped" with its exclusive, unique Lincolnwood Towers development, is not traceable to chance or accident, local residents point out. It is the result of unusual foresight and determined, long-range effort.

Municipal officials, headed by Mayor Henry A. Proesel, one of the owner-developers of the Towers section, have forged steadily ahead on a program started more than ten years ago. Not a single phase of community development has been missed. Streets, zoning, building restrictions, trees, schools, telephone service, transportation—all have been improved and their costs reduced. Credit for most of it is given by village officials to Mayor Proesel.

Telephone toll rates were reduced after a two-year fight; thousands of trees were planted, one or more to each lot in the village; state and county aid was obtained for street widening and paving and for bridges over the Sanitary District's canal at the edge of the village; and additional train service was obtained.

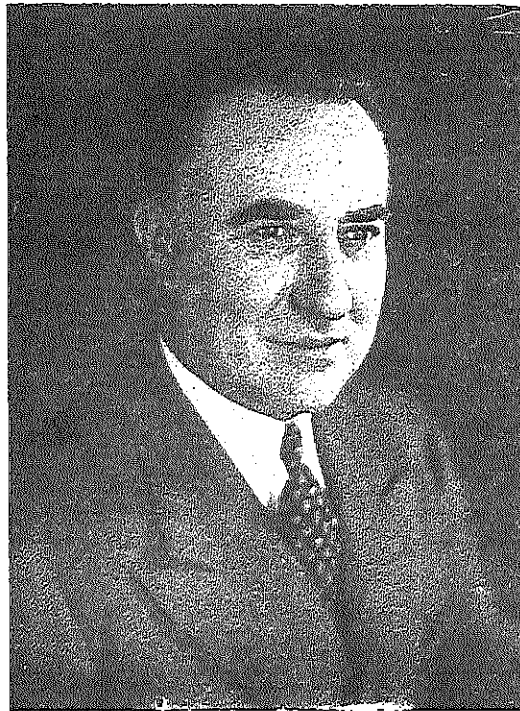
A new school district was created, building restrictions modernized, zoning brought up to present and future needs, large home-building programs encouraged by all practical means. The results have been the largest and highest quality volume of home construction, "per square miles of area" or "per capita" of any suburb of Chicago.

Mayor Proesel is serving his fourth term and is without opposition on most phases of the program he instituted over ten years ago.

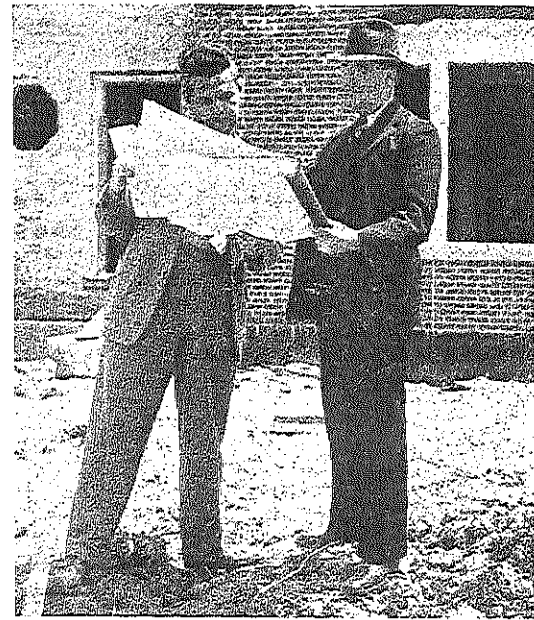
"Henry Proesel is, I believe, the only American mayor who has planned and carried out a consistent, practical, economical, municipal improvement program and has set an example in home construction that is tops in the various price classes, within the community," Andy Frain, head of Frain's Ushers and a resident, told The News.

Brought to court twice in recent years for his refusals to permit violations of state laws or municipal ordinances, Mayor Proesel has twice heard judges praise his stand and dismiss the cases.

Whatever the future holds for the village, and it appears bright, there is no doubt that Henry Proesel and his partner George Beauchamp will leave behind a record



HENRY A. PROESEL



GEO. BEAUCHAMP, AT RIGHT



ANDY FRAIN, president and organizer of Frain's Ushers, who have become an institution at sporting events in Chicago and other cities, resides in this inviting home at 6649 Navajo avenue.



Beauchamp Does Things In A Model Way

From the building of model ice and ice cream plants to the planning and developing of a model home community has taken George W. Beauchamp from Chicago to Australia and back again.

When Mr. Beauchamp designed the plant of the Certified Ice Cream company in Chicago several years ago, it was considered revolutionary in its concept, each machine having an individual motor directly connected. It was possible for one man to complete the entire manufacturing process, so great was its efficiency.

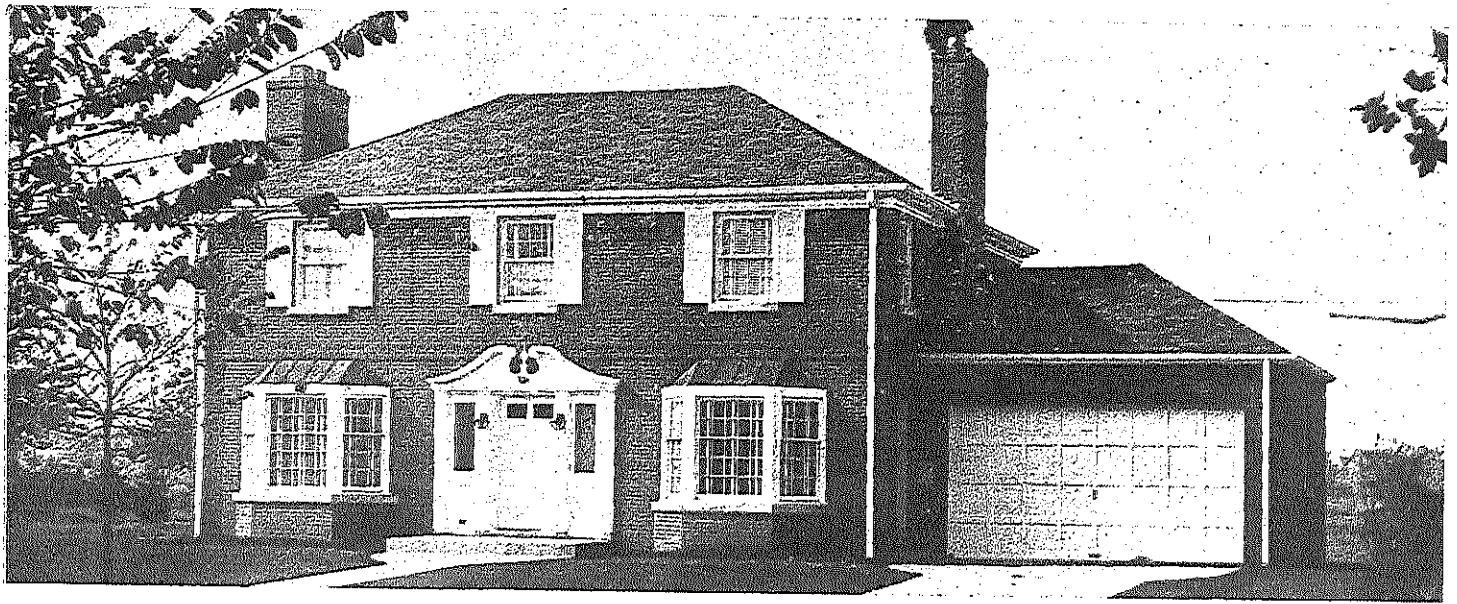
But this was just a starting point for the young man who had come to this country from Australia. Later he designed and operated the Standard, Sure Pure, Healy and Egan ice companies.

It was quite a novelty, too, when Certified began delivering its ice cream in huge, gleaming motor trucks. Up to the time the Beauchamp fleet appeared on the streets, the industry had relied on horse-drawn equipment.

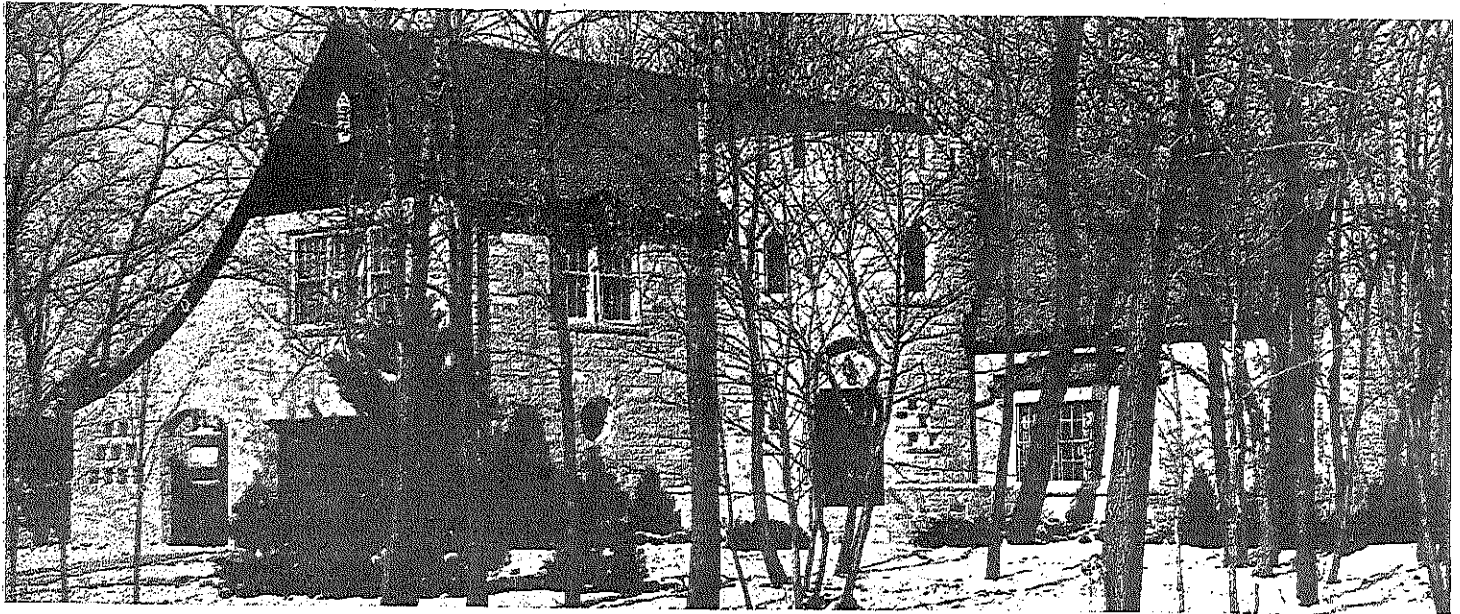
Returning to Australia for a visit in 1927 after selling out his interests here, Beauchamp helped his brother, the president of the Adelaide Milk Supply Co-operative, Limited, to build what is generally regarded as the finest and most modern ice and ice cream plant in the commonwealth.

In Amscol's yearly report to stockholders in August, 1928, the board of directors expressed thanks to George Beauchamp in the following manner:

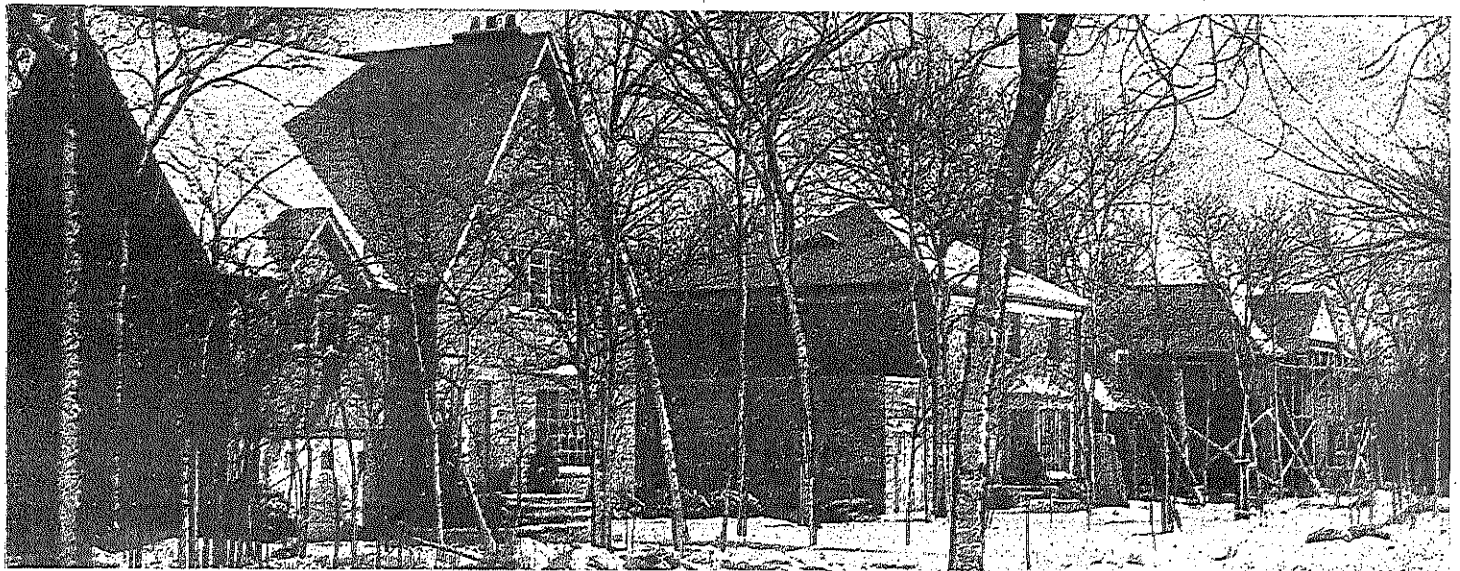
"The greatest credit is, however, due to Mr. Geo. W. Beauchamp of Chicago, U. S. A., to whose experience and knowledge of refrigera-

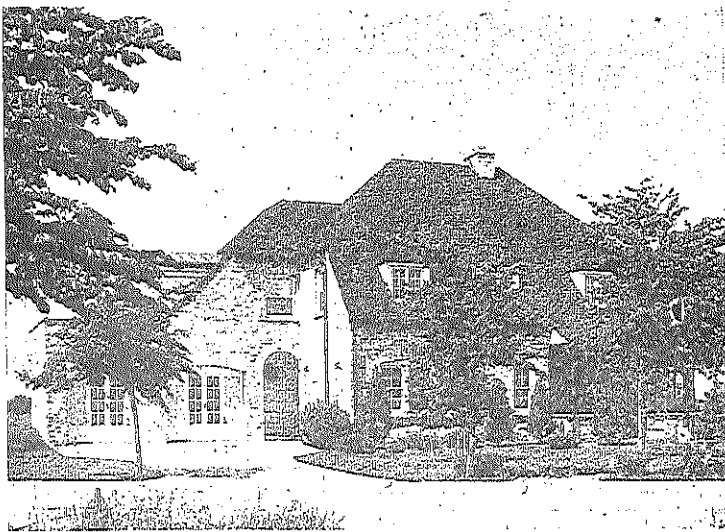


John R. Ekstrom Residence at 6702 LeMai Ave.

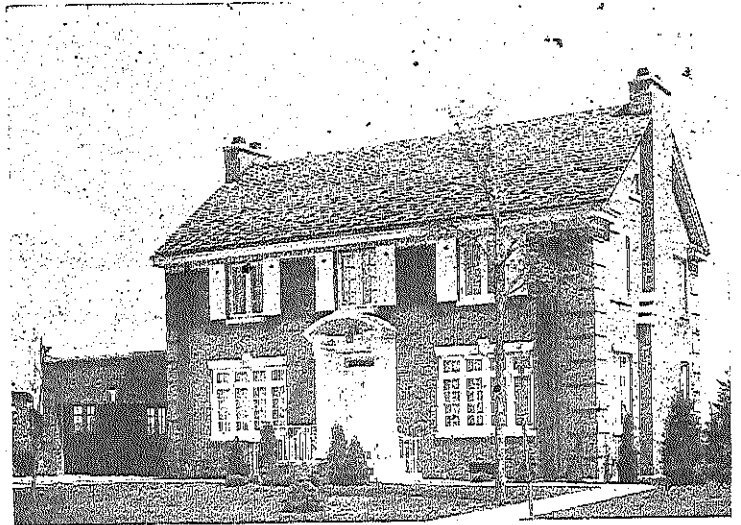


Home of W. J. Murphy at 6600 Tower Circle Drive





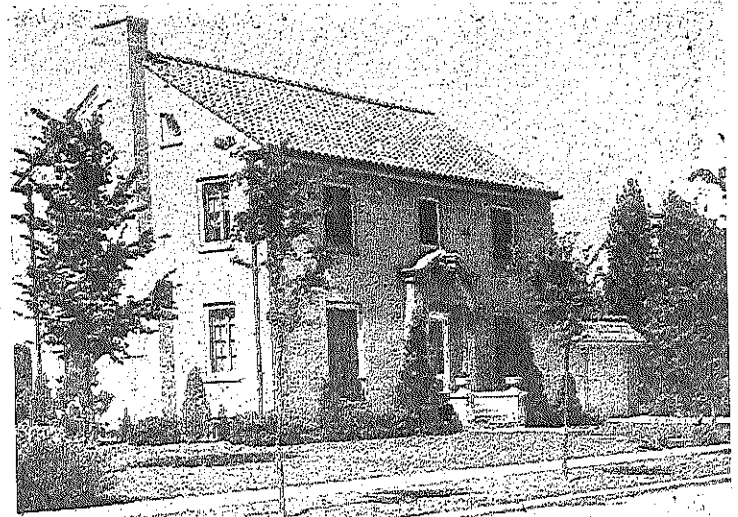
THIS HANDSOME stone residence at 6601 Sauganash avenue is owned by Claude C. Kennedy, Chicago hotel operator.



PAUL McNALLY, president of the Montana Laundry, is the owner of this Georgian Colonial home at 6705 Sauganash avenue.



GEORGE W. BEAUCHAMP, one of the developers of Lincolnwood Towers, lives in this English Tudor residence at 6643 Ramona avenue. Mr. Beauchamp drew the plans for this home.



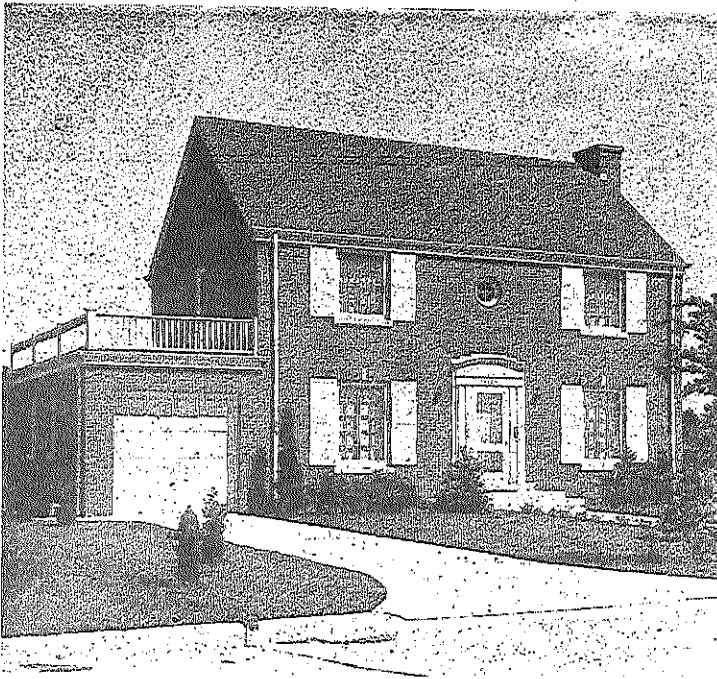
CECIL J. WOODS, of the Crucible Steel Company and president of the Lincolnwood school board, resides in this residence of classic architecture at 6624 Ramona avenue.



CONFIDENCE and security is suggested by the strong lines



THE WEATHERVANE atop the tower of the A. C. Durdin

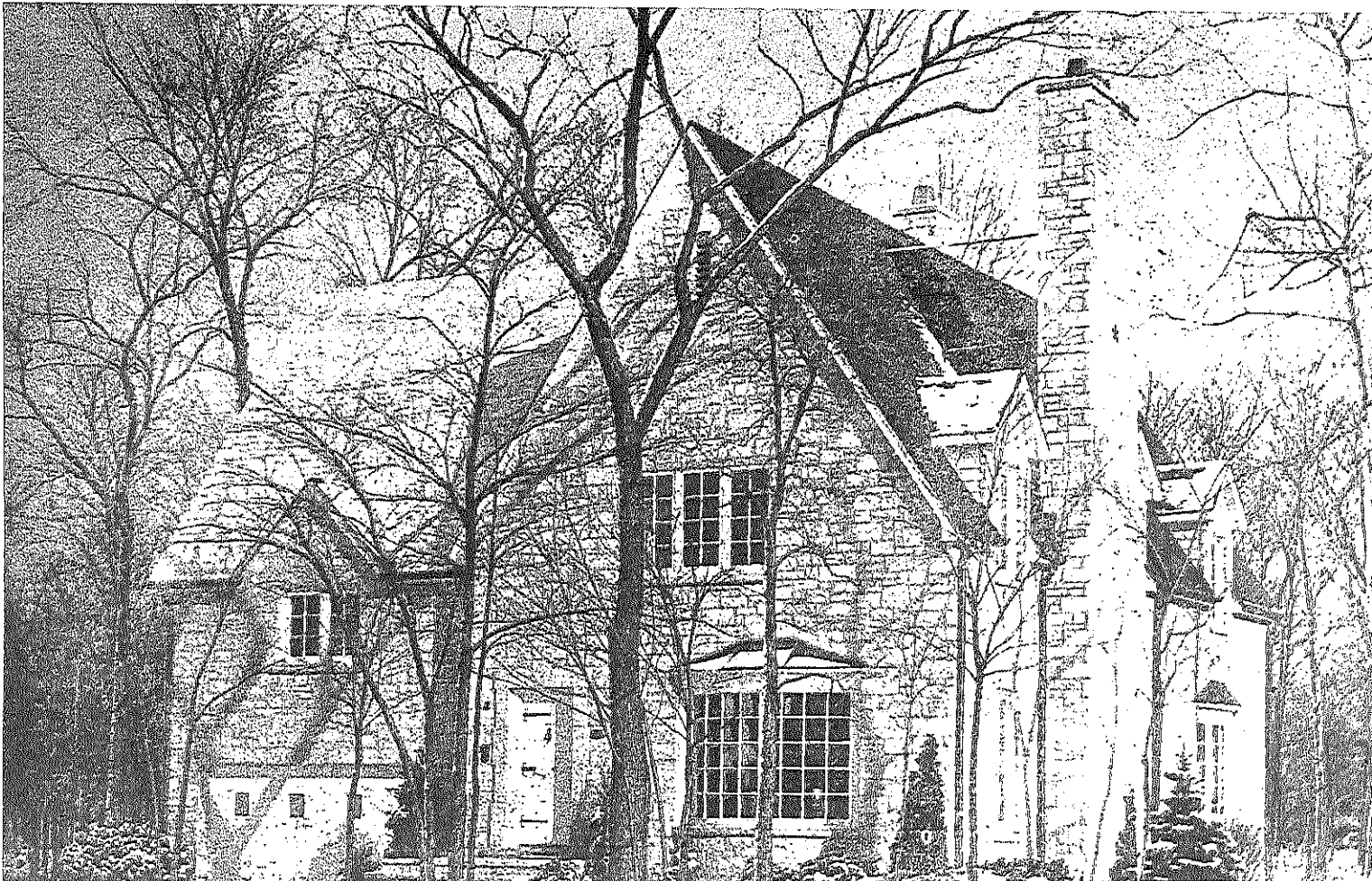


A CHARMING EFFECT is wrought of utmost simplicity of design in the residence of C. A. Oehring, Crucible Steel company official, at 6623 Navajo avenue. White shutters and gracious colonial entrance brighten the exterior.



THE RESIDENCE of Oscar H. Hilding at 6719 Navajo avenue has all the charm and nostalgic appeal of a home in Surrey, England. Its gabled roof and second-story bay window give the house real distinction, as does its cheery flower bed.

John R. Guskay Home at 6635 Le Roy Avenue in Wooded Section



Towers Brings Vacationland To Front Door

"Half-way to a week-end vacation and just a hop, skip and a jump to a round of golf or a canter on the wooded bridle path," is the way residents describe Lincolnwood Towers.

Those bent on spending the week-end at the lakes need only hop in their cars and in a few minutes are on one of the main roads to the resort country. And no driving through torturous city streets on the return trip.

The Edgebrook and Billy Caldwell golf courses, less than a mile away, give early risers a chance to get in a round before leaving for the office, while winding bridle paths in the adjoining Forest Preserves beckon during the twilight hours.

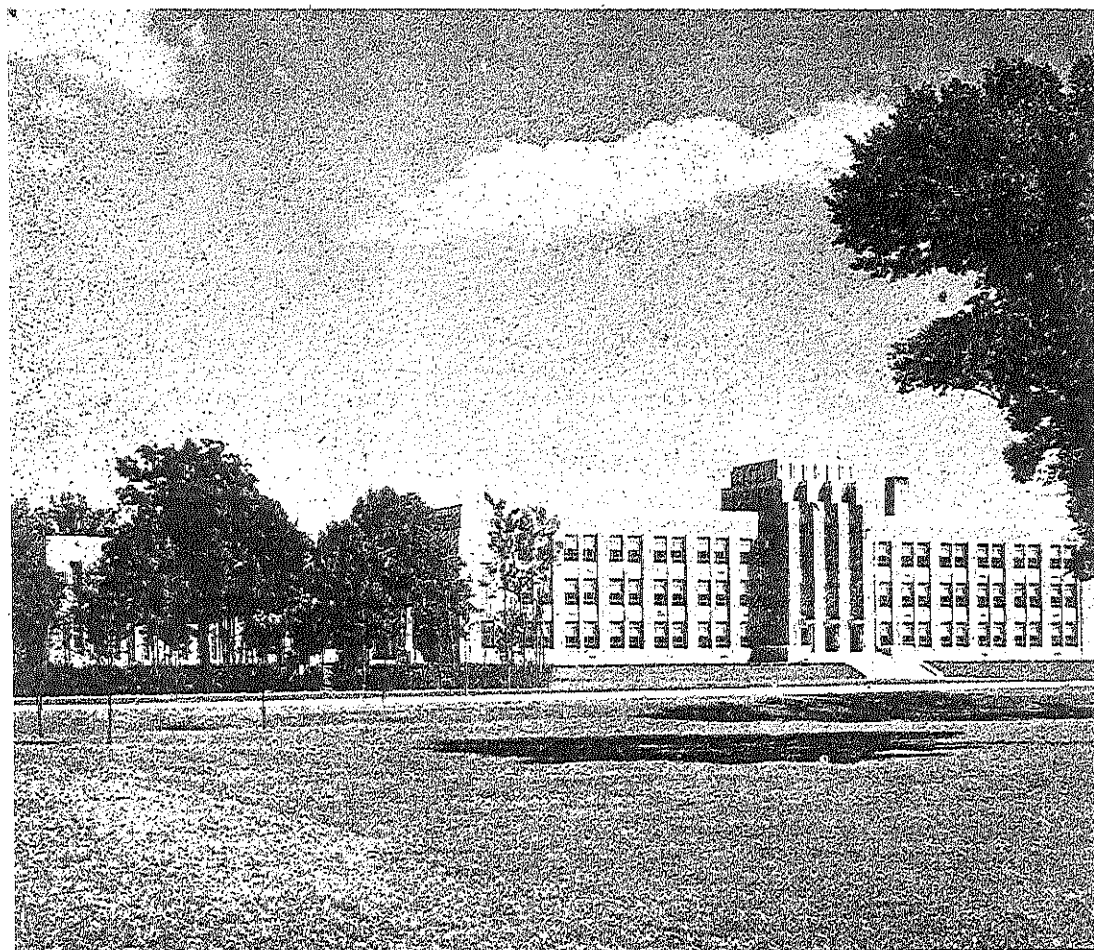
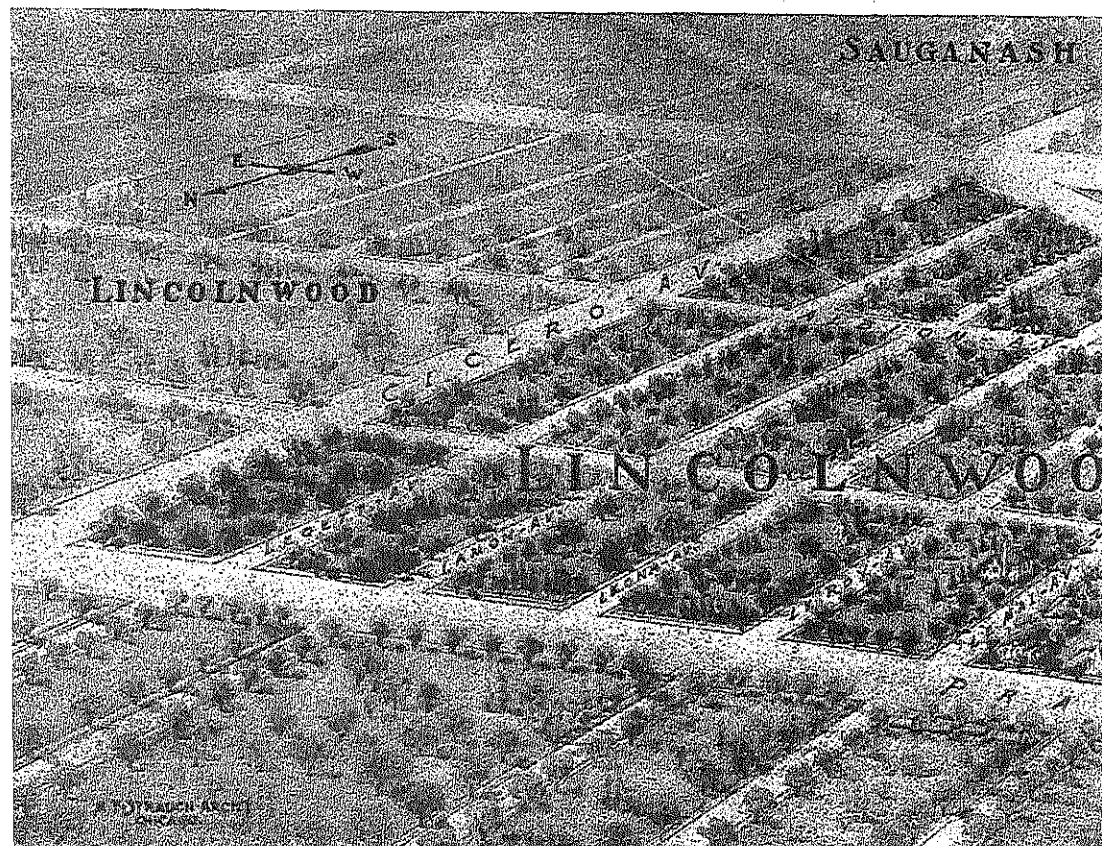
The Chicago, Milwaukee & St. Paul railroad provides 15 minute suburban service. Running time to the Loop from the Edgebrook station, which is one-half mile from the towers, is only 26 minutes. The Chicago & Northwestern runs two trains to the city in the morning and two return trains in the evening. The station at Pratt avenue is less than a mile from the development. Surface line busses on Peterson Avenue come within a few blocks of the area.

Schools serving the area are among the finest in the country. The new \$1,000,000 Niles Township Community high school is rated by educators as one of the finest in the nation. Elementary schools carry "Superior Rating." Nearby is Queen of All Saints parochial school with an outstanding kindergarten. Free bus service supported by Lincolnwood Day proceeds, is provided to the high schools, public school and parochial schools.

All improvements are in and paid for in the Towers. Wide concrete streets, 32 feet in width and exceedingly smooth, pierce the development. Underground are modern, efficient water and sewer systems designed to take care of all future needs of the community.

All vacant property in the development has been landscaped, and seeded to lawn grass. Over 1,000 pounds of grass seed has been sown in converting the prairies into a rolling green carpet. Long rows of American elms, planted by the village several years ago, line all streets in the Towers. Each lot has at least three trees. Telephone and telegraph poles will be taken down shortly and wires placed underground.

Such is Lincolnwood Towers—close to everything, yet undisturbed, set apart from the roar and



THE MAP of Lincolnwood Towers, (above) prominently

WORLD FAMOUS, is the

EDGE BROOK

Lincolnwood Tax Rate Low; On Cash Basis

Lincolnwood has one of the lowest tax rates in Cook county, \$4.95 per \$100 of assessed valuation. This compares with a rate of \$9.36 for the city of Chicago. The village has no bonded indebtedness and operates on a cash basis, paying its bills as it goes.

The village obtains its water from the city of Chicago. Its modern water system and its sewer system, which is connected with the Sanitary District of Chicago, are of sufficient capacity to handle all future requirements of the village.

All new homes in the village are required by ordinance to install incinerators, thus eliminating the garbage disposal problem and holding down taxes.

The village has an efficient police department, completely equipped with a two-way radio system, and providing 24-hour protection.

Fire protection is furnished by the City of Chicago, which has stations in nearby Edgebrook and on California avenue, east of the village.

Over 10,000 American elm trees have been planted since 1933 in parkways along every street in the village. These trees have been constantly watered and cared for by the municipality.

Far ahead of all suburban communities in the number of Chicago exchanges to which five-cent telephone calls may be made is Lincolnwood, which has thirteen such exchanges.

Oak Park and Evanston, two of the city's largest suburbs, have only five and four, respectively, which can be phoned for a nickel.

Real development started in the village in 1925 when Mayor Proesel and village officials instituted a drive to change the name of the community and brought it to a successful conclusion. Since the name was changed to Lincolnwood, growth has been almost phenomenal.

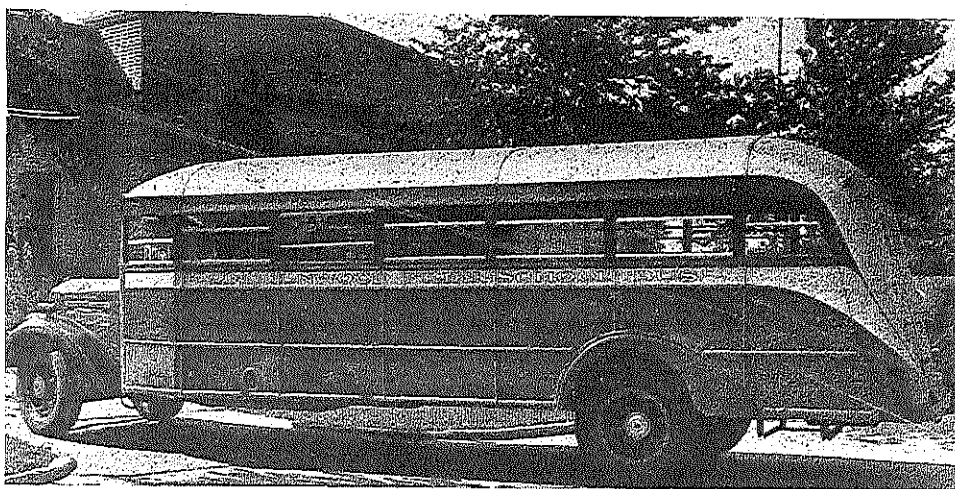
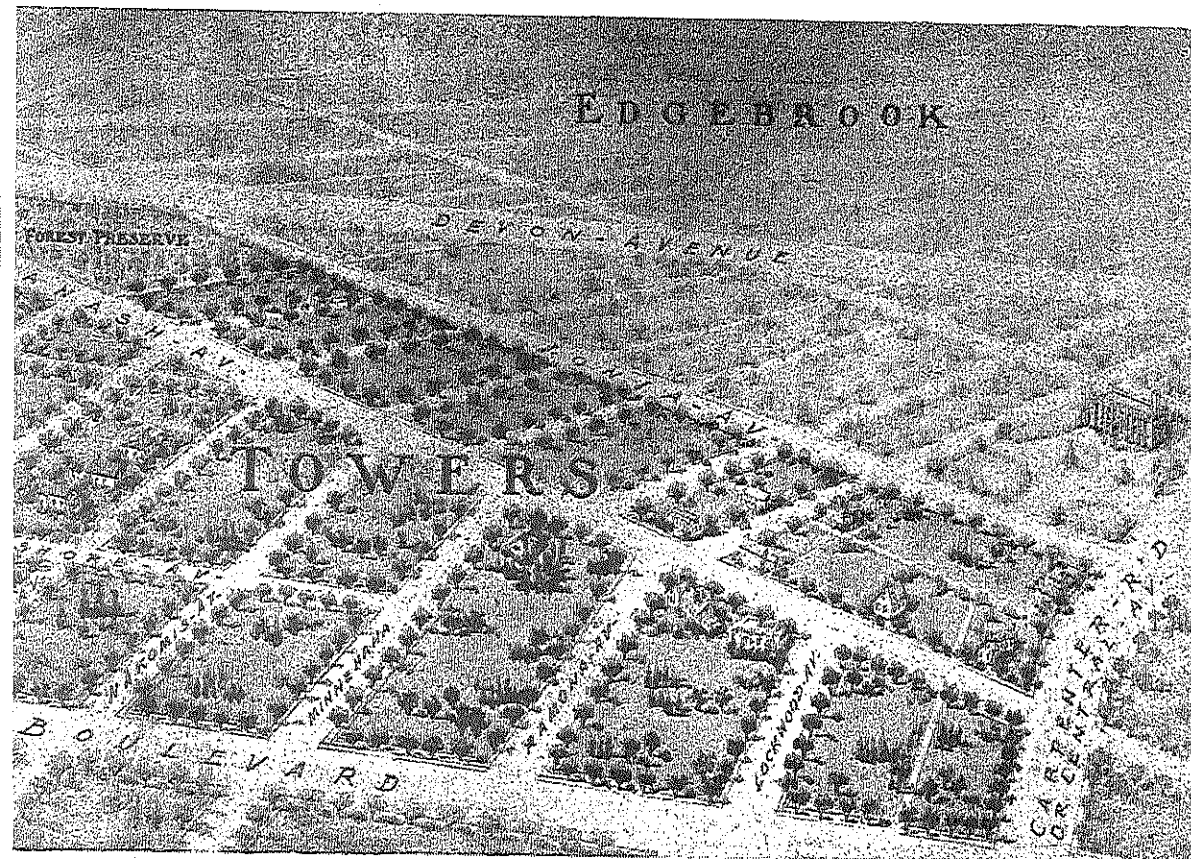
Beauchamp -

(Continued from Page Two)

For his service to the Australian dairy and ice industries, Beauchamp was presented with a gold watch by the Minister of Agriculture in Adelaide. Today that watch is one of his most prized possessions.

Returning to the United States, he entered the real estate and building field, financing and completing a large-scale apartment project in West Rogers Park. In 1930 he turned his attention to the wooded section in the west end of Lincolnwood.

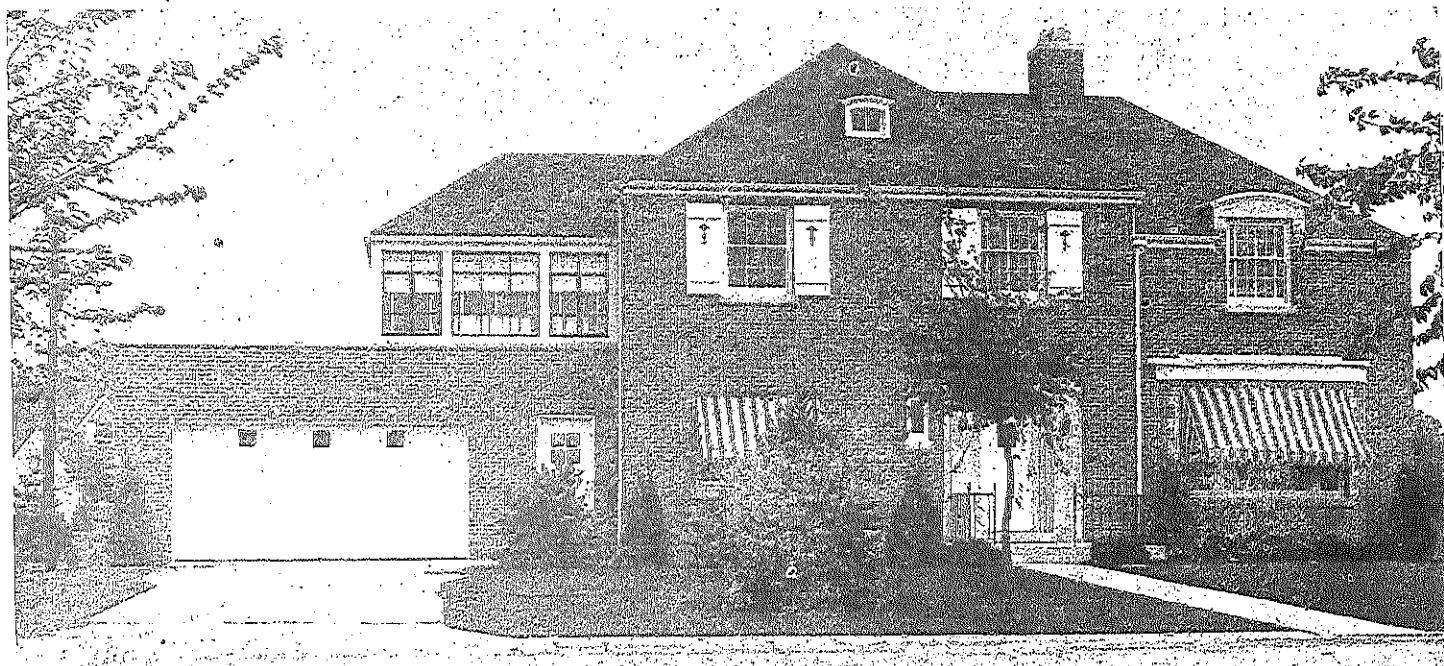
For 10 years now he and Henry Proesel have been working to make this section, now known as Lincolnwood Towers, one of the finest home developments in the country. If you don't think they are succeed-



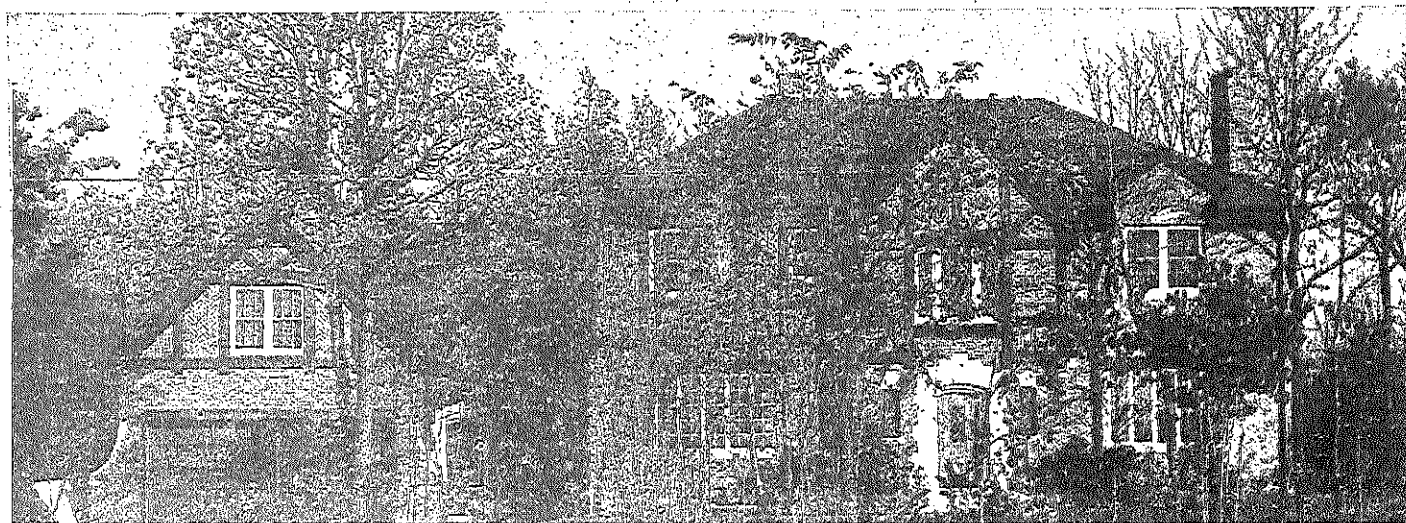
Lincolnwood Community
the Lincolnwood



Home of John David Pearson at 6639 Navajo Avenue



Home of Paul Trietsch at 6619 Navajo Avenue





KENNETH TRIETSCH, director of the Hoosier Hot Shots, heard on the WLS Barn Dance, recently occupied this home at 6623 Le Mai avenue. Two other members of the Hot Shots have purchased homes in the Towers.



LE ROY SKALLERUP, head of Peter Skallerup & Co., Chicago commission house, has just moved into his new home at 6752 Le Mai avenue.



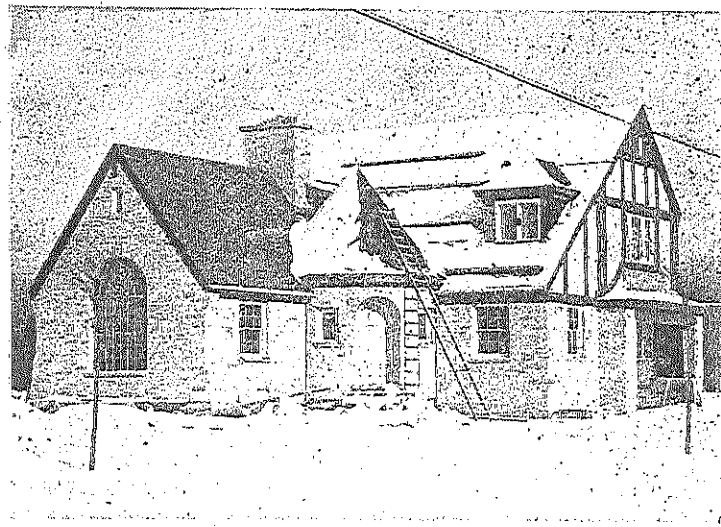
DR. S. A. KORT is the owner of this well planned residence at 6739 Navajo avenue. The architecture is an adaption of the Georgian Colonial period.



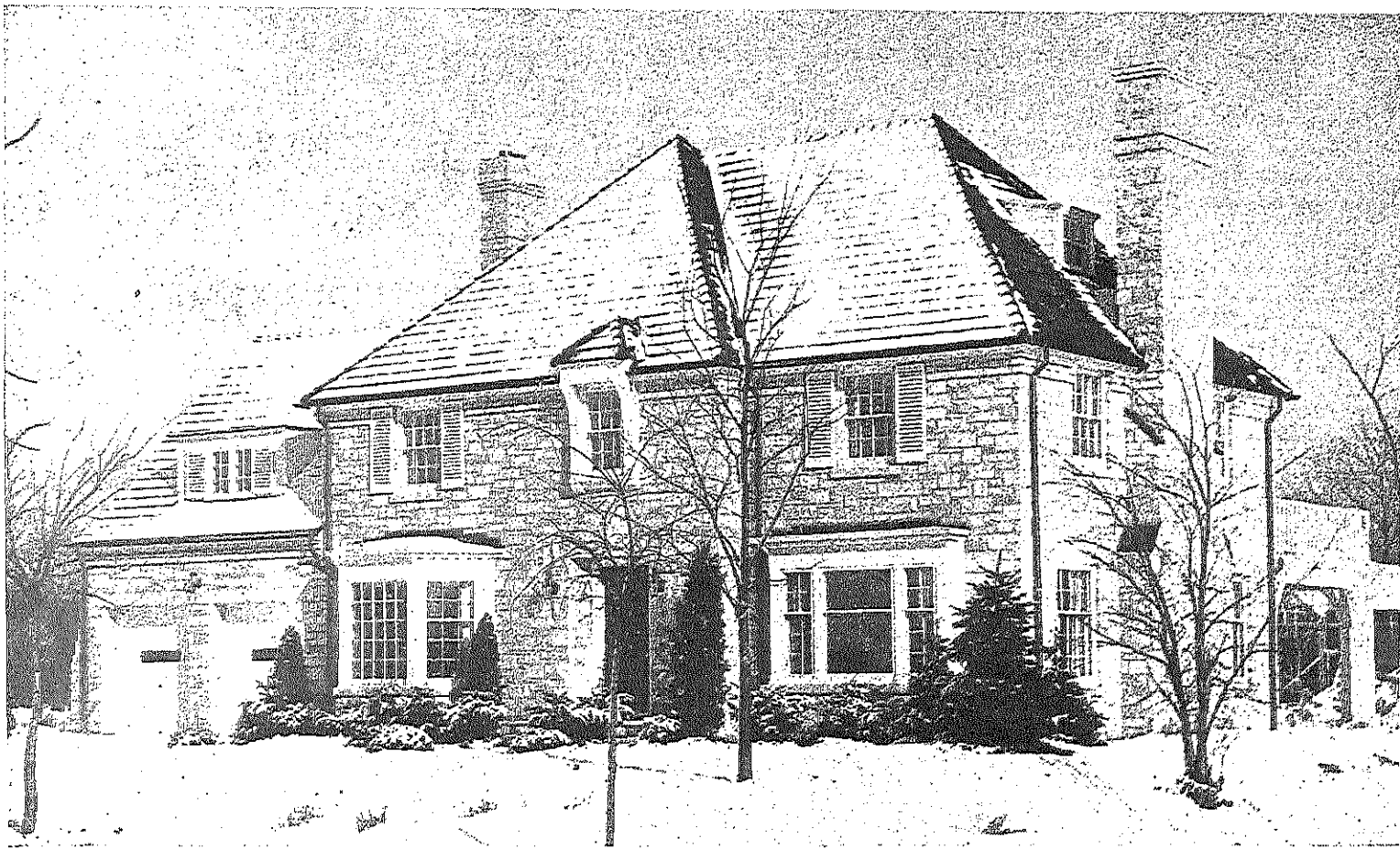
THE ARCHITECTURE of this massive house at 6715 Sauganash avenue is an adaption from the Norman. The owner is **A. V. FARR**, Central division commercial manager of the Illinois Bell Telephone Co.



BARONIAL in appearance is the home of **Frederick J. Riley**

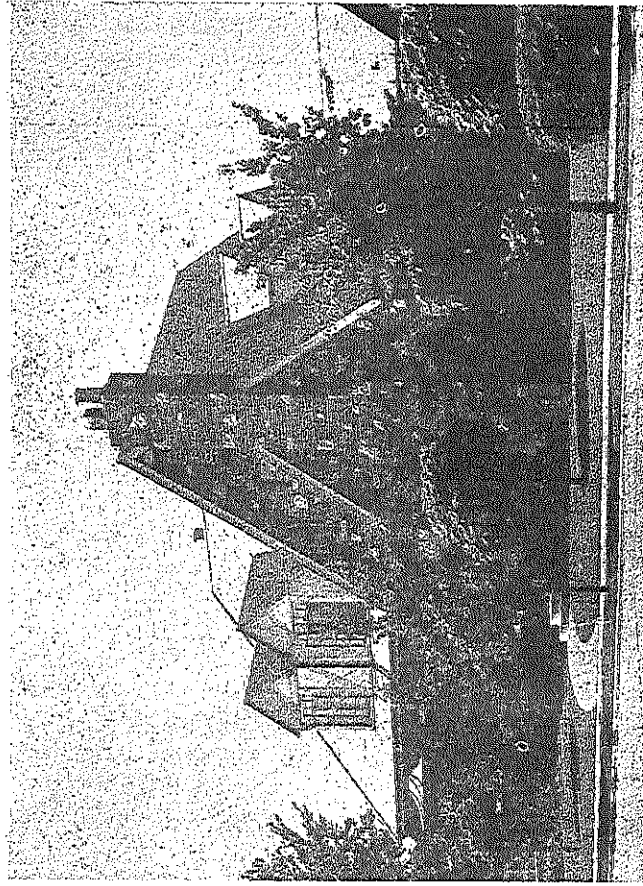


REMINISCENT of a sturdy home on the Brittany coast is the home now being erected for **George F. Norvan** at 6701 Le Mai

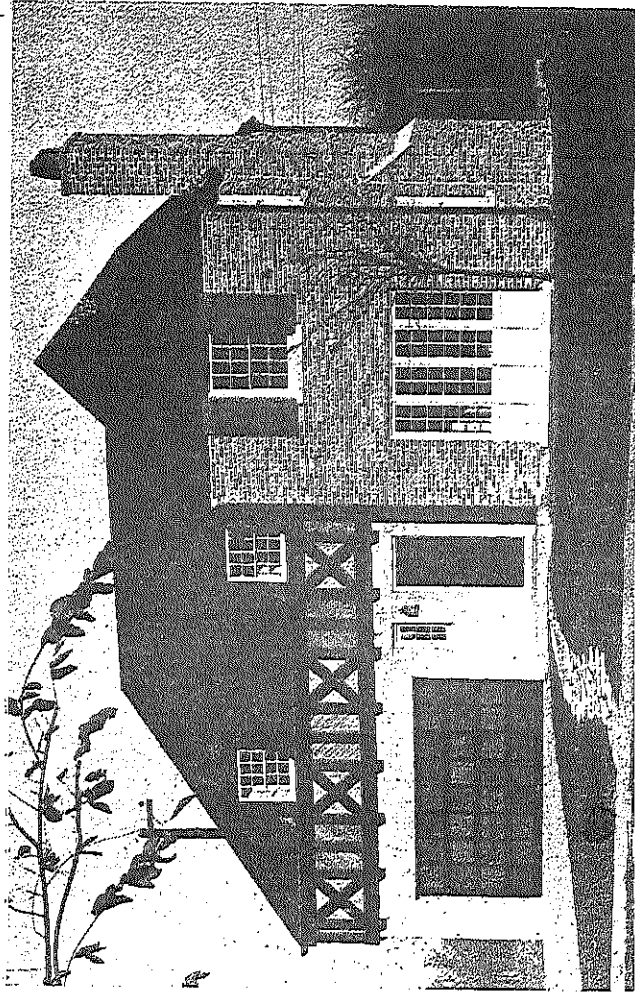


The Residence of Robert U. Touhy at 6607 Le Mai Avenue

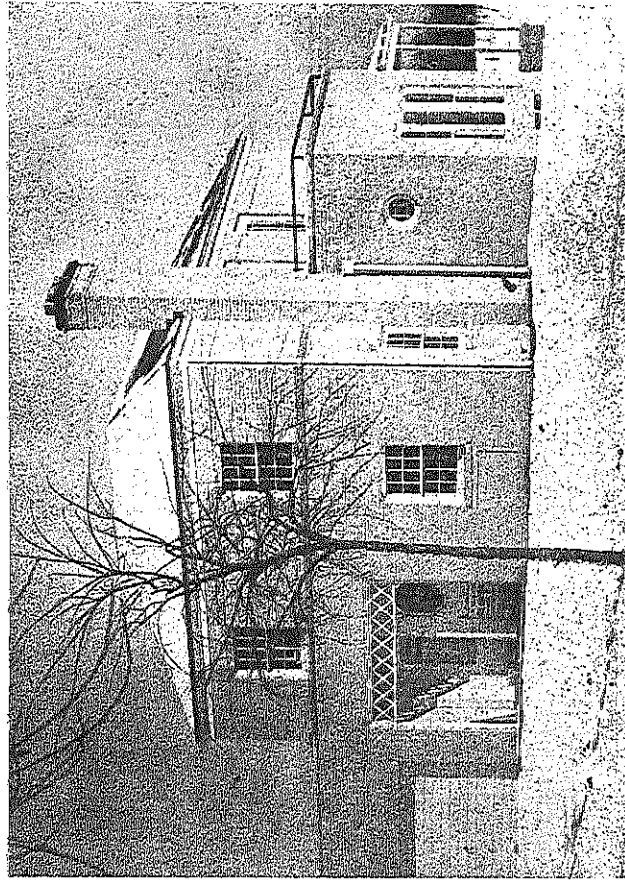




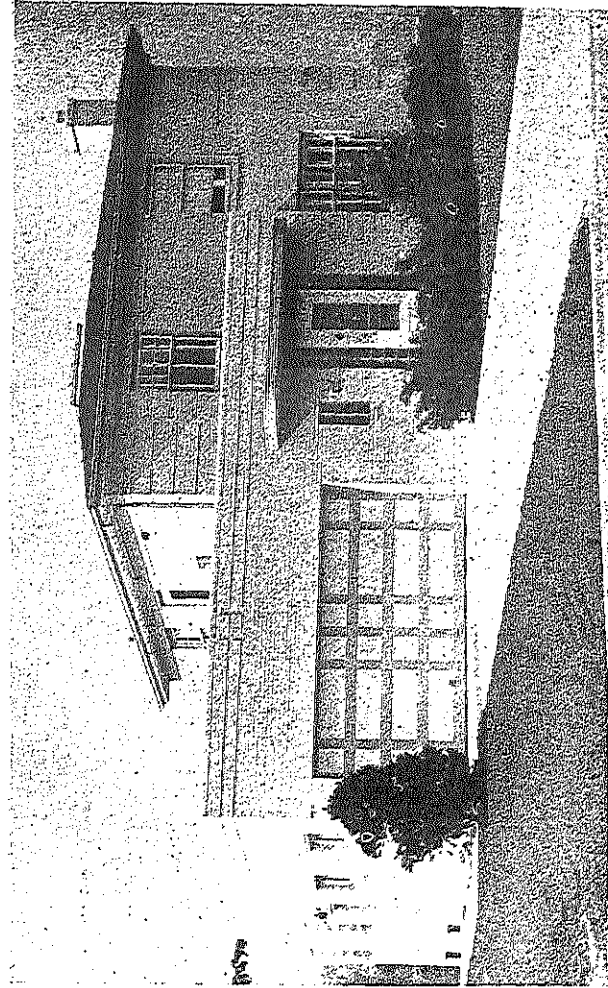
L. R. Schniltgen Residence, 6656 Sauganash Ave.



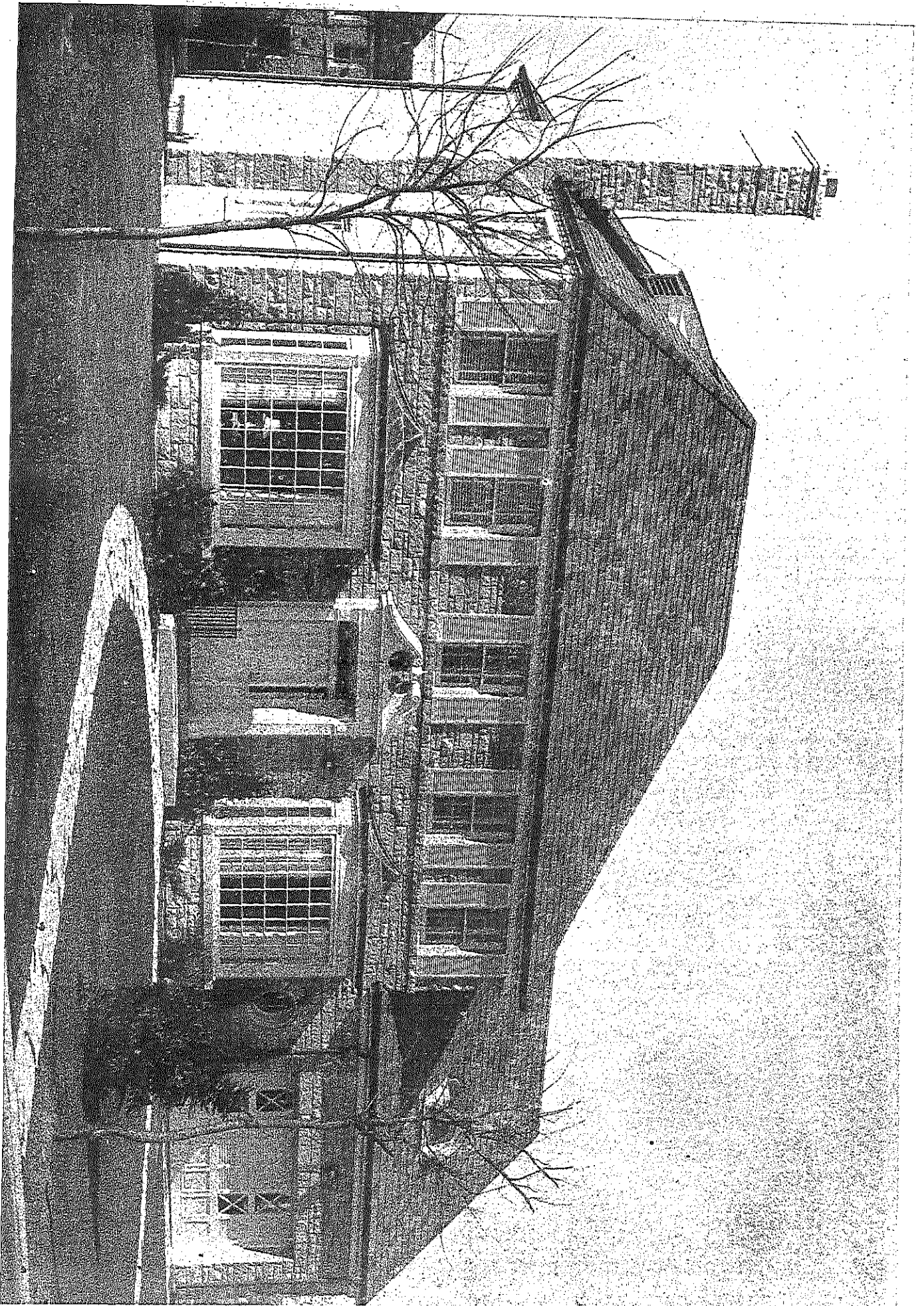
Home of Edward Spencer at 6753 Le Mai Ave.



Geo. Horndash Residence at 6755 Navajo Ave.



Modern Home of Frank Bergh at 6722 Nokomis Ave.



This is the Residence of Milton Fox at 6650 Le Mai Avenue