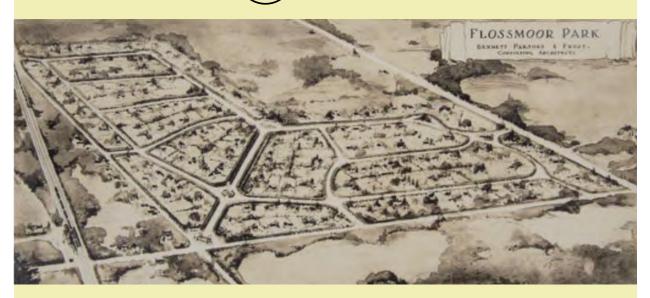
ONE HUNDRED VEARS OF FLOSSMOOR PARK

THE STORY OF A UNIQUE HISTORIC NEIGHBORHOOD



Written By:

Jeffrey Hamrick
Foundation For The Preservation of Flossmoor History

And

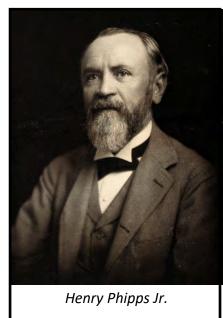
David Martin
Flossmoor Public Library

The following document is adapted from information presented at a 100th Anniversary Celebration and House Walk for the Flossmoor Park neighborhood that was held on August 11th, 2024 at the Community House. This event was sponsored by the Foundation for the Preservation of Flossmoor History with assistance from the Flossmoor Public Library.

For the event, the authors worked collaboratively to research and present various exhibits throughout the building via separate posters, flyers, documents and paraphernalia. That information has been condensed and edited for cohesiveness in order to be presented in this format.

THE FINANCIERS

Although Flossmoor Park was not developed until 1924, the money behind its development was actually made in the steel mills of Pittsburgh many years before. Henry Phipps Jr., born 1839, was a childhood friend of Andrew Carnegie and maintained a business partnership with him from 1865 to 1901. Through his work at Carnegie Steel, Phipps became a very wealthy man—but his fortunes increased dramatically on March 2, 1901 when the firm sold itself to J.P. Morgan's U.S. Steel. Phipps, who was Carnegie Steel's second largest shareholder after Carnegie himself, personally made \$48 million dollars that day—the equivalent of \$1.8 billion dollars today.



Phipps used his money to finance many other types of investments, including real estate. Much of his wealth was spent on developments in Pittsburgh, but he also invested heavily in New York, Chicago, and especially Florida. He invested so heavily in Florida real estate that, at one time, the Phipps family owned one-third of the city of Palm Beach, and 28 uninterrupted miles of oceanfront property between Palm Beach and Fort Lauderdale.

The children of Henry Phipps Jr. followed in their father's footsteps and became involved in real estate development themselves. Phipps's sons John, Henry, and Howard ran the family's real estate activities in Chicago—and spearheaded the development of Flossmoor Park. The Phipps family fortune continued to grow into a multigen-

erational trust that still supports the heirs of Henry Phipps Jr. today.

The Phipps family's "behind the scenes" involvement in the history of Flossmoor came full circle in 2024 when the estate of late artist Hubert Phipps, the grandson of John S. Phipps and the great-grandson of family patriarch Henry Phipps Jr., donated a large sculpture to the Flossmoor Public Art Commission. The sculpture was installed in Ballantrae Park.



THE DEVELOPERS

In 1923, the Phipps sons used \$1 million from their family's fortune to establish a company called the South Shore Land Trust and purchase a multi-acre site in Chicago's South Shore neighborhood. In turn, the land trust created a subsidiary company known as the South Shore Investment Company, or SSIC, to develop that land. The Phippses hired local Hyde Park/South Shore businessmen to be the executives at SSIC: president Charles E. Fox, secretary/treasurer Walter Drennan, and trustees John A. Carroll and George M. Osborn. Their first project in the city was a great success, and they soon looked for another plot of land to purchase and develop.

The company decided that Flossmoor was an ideal location for their next development. The Flossmoor and Idlewild country clubs were both well-established by this time, and the Illinois Central Railroad had been shuttling Chicago residents to the Flossmoor area golf courses for many years. SSIC arranged to purchase 115 acres of land from the descendants of Conrad Hecht, who owned a farm just north of the FCC and west of Idlewild, within two blocks of the Flossmoor IC station (*The Hecht farmhouse still stands today, on Dixie Highway at the eastern edge of Flossmoor Park*). SSIC executive John A. Carroll had the honor of having the most prominent street in the development named after him. All the other streets in Flossmoor Park were named after golfers of the era—see appendix A for details.

After purchasing the site, SSIC built roads and sidewalks, planted hundreds of trees, and established a local sales office. The first day of sales was Decoration Day (now called Memorial Day)—May 30, 1924. Over 70 of the 320 lots were sold by June 15. Sales were so brisk that the SSIC announced an addition in the northeast corner consisting of Collett Lane, Latimer Lane, and Cummings Lane, in July 1925. SSIC execu-

tives John Carroll and Walter
Drennan—as well as Wendell Merick, whose company was selected
to build the first houses—moved
into the neighborhood themselves. Information about the
homes they lived in is presented
as part of appendix B.



The local office built by the SSIC at 2333 Flossmoor Road. This office was used as a real estate office by a variety of companies until approximately 2010. It no longer exists.

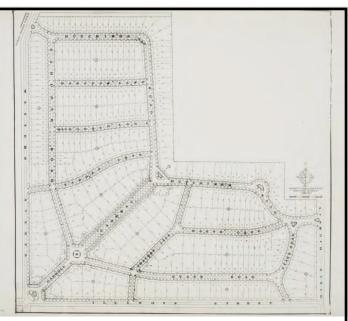
THE DESIGNERS

From the start, the SSIC set out to make Flossmoor Park stand out from other neighborhoods in the south suburban area. Their first step was to hire one of the country's leading city planning firms, Bennet, Parsons and Frost (BPF), to design the neighborhood's layout. Senior executive Edward Bennett was a protégé of famed architect and urban planner Daniel Burnham and worked with him on the 1905 plan for San Francisco and the renowned 1909 Plan of Chicago. All of Bennett's work with Burnham embraced the ideals of the City Beautiful movement, a philosophy that started flourishing in the mid-1890s and centered on using architecture and planning to introduce beautification and monumental grandeur in American cities.

Burnham died in 1912, and Bennett used what he had learned to create projects under his own name. In 1919, he entered into a partnership with fellow architect William Parsons, and Harry Frost joined in 1922. BPF worked on city planning projects in Phoenix, Milwaukee, St. Paul, New Orleans, and many other cities both in the United States and abroad. Many of their projects were done for developments backed by the Phipps family. The most notable BPF project in Chicago was designing Buckingham Fountain and revamping Grant Park. The firm was also involved in planning the 1933 World's Fair in Chicago.

Although built on a smaller scale than their urban projects, Flossmoor Park represents many ideals of the City Beautiful movement. The design by Harry Frost incorpo-

rates a wide, tree-lined boulevard (Carroll Parkway) running diagonally from the neighborhood's main entrance to the very heart of the neighborhood. Along the way, traffic islands and parkways create space for greenery and a fountain. These amenities, plus fresh air, spacious lawns, and a commitment to high quality residential architecture, made Flossmoor Park a welcoming retreat from the crowded, polluted city.



Harry Frost's original plan for Flossmoor Park. It did not include the streets in the northeast quadrant, which were part of a later addition.

THE ARCHITECTS

Before they started marketing empty lots to prospective buyers, the developers wanted to establish an identity for Flossmoor Park as a home to high-quality residential architecture in a wide variety of styles and motifs. The developers hoped that this emphasis on varied architectural styles would establish a trend that future owners would follow. In light of this, they decided to construct ten model homes that prospective buyers could see on their visits to the site.

Company executives had viewed works by the architectural firm of Alfred P. Allen and Maurice Webster along Chicago's North Shore. They decided to hire Allen and Webster to design these initial ten homes for Flossmoor Park. Nine of these homes survive today. Information on these "original nine" homes is found in appendix B.

Allen and Webster's partnership birthed a variety of projects in and around Chicago. One of their most renowned was the Club House (1929) at Sky Harbor Airport in north suburban Northbrook, described in the *Chicago Tribune* as the "latest thing in modernistic architecture and also reminiscent of ancient Aztec buildings." It is unknown when the partnership ended, but each architect continued designing in a solo capacity. Webster's best-known later work is the Chess Pavilion (1957) along the lakefront in Chicago's Lincoln Park. Allen was known for designing a number of schools and a stadium at Beloit College in Wisconsin.



Sky Harbor Club House. Photo courtesy of Library of Congress.



Chess Pavilion. Photo courtesy of David Boisvert

THE BUILDER

The Merick Construction Company, owned by Wendell Sydney Merick, was selected to build the first 10 houses in Flossmoor Park that had been designed by Allen and Webster. Merick was involved in numerous business enterprises with SSIC executive John A. Carroll, who was also his brother-in-law. (Merick married Carroll's sister Ethel in 1908; she had died in 1915).

Merick was an engineer and builder associated with "Chicago's constructive progress . . . on the South Side," according to the 1926 History of Illinois and Her People. Among his many notable projects is Hyde Park's East End Park hotel, which opened in early 1925, around the same time the Flossmoor Park homes were being built. In 1926, Merick led the movement to commemorate in a "fitting manner" the electrification of the Illinois Central Railroad, which was considered a "historic achievement, not only in the annals of the [railroad], but of Chicago and . . . Illinois."



East End Park Hotel, courtesy of John Chuckman, Chicago Nostalgia, WordPress.



This picture from the August 8, 1926 edition of the *Chicago Tribune* was taken at a banquet celebrating the electrification of the Illinois Central Railroad held at the Palmer House in downtown Chicago. Merick is fifth from right, with John A. Carroll to his left. The group stands before a replica of Homewood Station.

THE COMMUNITY HOUSE

No examination of the Flossmoor Park neighborhood would be complete without addressing the Community House, a historic amenity positioned in the heart of the neighborhood and owned by Flossmoor Community Church (FCC). An FCC bulletin from May 1987 notes that the Community House was actually intended for use as a school by the Flossmoor Park Association. The architectural firm Perkins, Fellows & Hamilton completed the Spanish-influenced design in 1925¹.

By early 1928, the Community Church was meeting at the community house, as attested by one of the "Flossmoor Brevities," a Homewood News column: "Services of the Flossmoor Community church will be held at the Community House on Sunday, March 4." In July 1928, a similar column notice specifies that Sunday school would be held at the "Flossmoor School," but morning services were again to be held at the Community House.

Ownership of the building later reverted to the Phipps estate, which then trans-

ferred full ownership of the building to Flossmoor Community Church in 1934. In January of that year, as noted in a Chicago Heights Star column, the "new quarters in the Flossmoor Park Community house" would soon be ready for the "Community church." The church used the Community House for worship until the completion of its new building across the street in 1949. Following years of deterioration, the Community House underwent a significant renovation in 1987. When not being used by FCC, the Community House is available for a wide variety of local events.



Historical image of Flossmoor Community House. Date unknown.

1 Architect Dwight Perkins worked for Burnham & Root before starting his own firm. He designed 40 Chicago schools. Perkins was a proponent of creating parks and preserving forests, and his 1905 report on parks in the Chicago area led to the creation of the Cook County Forest Preserves. Among many other Chicago landmarks, the Lincoln Park Zoo's Lion House was designed by Perkins in 1912.

APPENDIX A: THE STREET NAMES OF FLOSSMOOR PARK

The developers were keenly aware of the importance of golf to the history of the young village of Flossmoor. Therefore, when it came time to choose names for the streets in their new development, every street except one was chosen to honor a golfer of the era—eight internationally-known and one local. Most of the golfers had played at Flossmoor Country Club at one time or another before 1924; their known appearances at FCC are documented within.

CARROLL PARKWAY

John A. Carroll was a successful Chicago banker, real estate developer, and an executive for the South Shore Investment Company, the developers of Flossmoor Park. As developer, he chose one of the most prominent homes and lots, located on the street named after himself. After suffering financial losses in the Great Depression, Carroll and his family moved into his wife's parents' home on Riegel Road.



COLLETT LANE

Glenna Collett was among the best women golfers of her time and still holds the USGA Women's Amateur record for most championships with six.

Despite setting a new single-round qualifying scoring record, Collett lost by a fluke in the semifinal of the 1924 US Women's Amateur when, on the nineteenth hole, Mary Browne's ball caromed off hers and into the cup. However, that would be her only loss in a year in which she won an astonishing 59 out of 60 matches, including her second consecutive Canadian championship.



CUMMINGS LANE

Edith Cummings appeared on the cover of the August 25, 1924 issue of Time magazine, the first woman and the first golfer to be so honored. Popularly known as "The Fairway Flapper," but with an "aggressive fighting spirit," the Lake Forest heiress was one of the premier amateur golfers of her day and also was the inspiration for the character Jordan Baker in F. Scott Fitzgerald's *The Great Gatsby*. Although it is not known if she ever played at FCC, her brother Dexter competed in the 1923 U.S. Amateur tournament at the course.



EVANS ROAD

Chick Evans, from Chicago's North Side, was the winner of the Western Amateur at Flossmoor in 1909, as well as eight other Western Amateurs, a US Open, and two US Amateurs. He is perhaps best known for his Evans Scholars Foundation, which offers scholarships to caddies (Evans began his golf career as a caddie). The Northwestern Golf Course, opened in 1924 in Morton Grove, was renamed in Evans's honor on his eightieth birthday in 1970.



GARDNER ROAD

Robert A. "Bob" Gardner, a native of Hinsdale, was a multisport athlete best known for winning the US Amateur Championship twice, in 1909 and 1915. He also won the Chicago District Golf Association Amateur Championship three times—in 1916, 1924, and 1925—and competed at Flossmoor in the 1913 Western Amateur and the 1923 US Amateur tournaments.



HAGEN LANE

Walter Hagen, considered the father of professional golf, brought publicity, prestige, big prize money, and lucrative endorsements to the sport. One of golf's great showmen, Hagen never wanted "to be a millionaire, just live like one." In 1924, he became president and co-owner of the Bear Creek Golf and Country Club near St. Petersburg, Florida. Winner of the Western Open at Olympia Fields in 1927, Hagen won a total of 11 majors between 1914 and 1929, a record surpassed only by Jack Nicklaus and Tiger Woods.



HUTCHISON ROAD

Jack Falls "Jock" Hutchison, a St. Andrews, Scotland native who later made Evanston his home, was the head professional at the Glen View Club on the North Shore from 1918 to 1953. He won both the PGA Championship at Flossmoor and the Western Open at Olympia Fields in 1920 (and again in 1923), as well as the British Open at St. Andrews in 1921.



LATIMER LANE

Married couple Evelyn and Jonathan Guy Latimer were both amateur golfers and members of the Flossmoor Country Club. Although it can't be proven at this time, we believe this street was named to honor Evelyn. The reason for this belief is the street is part of a later addition where the other two newly built streets were named after female golfers Glenna Collett and Edith Cummings— so it is likely the developers kept the "women golfers" theme for the third street. Although not well-known, Evelyn played in a number of small amateur tournaments at FCC and held the women's course record for several years. The Latimers later moved to La Jolla, CA.



A picture of Evelyn Latimer is unavailable.

MACDONALD LANE

Charles Blair Macdonald was a major figure in early American golf, winner of the first US Amateur in 1895, and a competitor in the 1920 PGA Championship at Flossmoor. He was involved in the founding of the United States Golf Association, built the first 18-hole course in the United States—the Chicago Golf Club at Wheaton—and designed so many well-known US golf courses that he is considered the father of American golf course architecture.



MARSTON LANE

Max Marston won the US Amateur at Flossmoor Country Club in 1923, defeating some of the best known players of the day, including Chick Evans and Bobby Jones. An investment banker known for his debonair attire, his "temperamental outbursts" and "nervous energy" on the course suggested a "highly keyed-up mentality" according to at least one golf commentator.



TRAVERS LANE

Jerome "Jerry" Travers was a highly regarded amateur golfer in the early 1900s, ranked #5 of all time. Travers captured 10 tournament titles, including the US Open in 1915 and the US Amateur four times between 1907 and 1915. His *Travers' Golf Book* was published by Macmillan in 1913, and *The Fifth Estate: Thirty Years of Golf*, which he coauthored with James Crowell, was published by Knopf in 1926.



VARDON LANE

Harry Vardon, a British pro golfer, won the British Open six times, a record that still stands today. He was the winner of the 1900 US Open at Wheaton. In 1924, Vardon and James Braid's instructional guide *How to Play Golf*, featuring tips and insights by the two pros, was published as part of Spalding's "Red Cover" series of athletic handbooks.



APPENDIX B: THE ORIGINAL HOMES OF FLOSSMOOR PARK

The South Shore Investment Company hired Merick Construction company to build ten homes for prospective buyers to peruse when visiting the site. Today, we would call these homes "model homes" or "spec homes." Of the original ten, nine survive today (a home at 2121 Hutchison has been demolished for new construction). Of the nine, two were owned and lived in by SSIC executives and one by the builder Wendell Merick.

These homes were all in place by the end of 1925. Original drawings from the development's advertising (See Appendix C) are replicated when available. Modern photographs were captured from Google Maps by the authors.

2311 Carroll Parkway

John A. Carroll, owner of several banks and a South Shore Investment Company executive, had this Italian Renaissance style mansion built for himself. There were once open porches at either end of the second floor. The home stood alone until the



house to the northeast at 2303 Carroll was constructed in 1953. It is, without a doubt, one of the most impressive homes in the neighborhood and its position close to the dignified and formal entry to the neighborhood only enhances its grandeur.

2245 Evans Road

Walter Drennan, secretarytreasurer and later president of the South Shore Investment Company, moved into this home in April 1926. The home has had three additions: a second enclosed porch on the west side of



the home, a bedroom used at first as a maid's room, and a large family room at the rear of the home.

2307 Hutchison Road

This Dutch Colonial frame two-story may be the oldest structure within the acreage comprising Flossmoor Park, apart from the Hecht farmhouse on Dixie Highway. Dutch Colonial houses are characterized by a gambrel roof (steeply pitched) with overhanging eaves. This is the northernmost of the "original ten" Flossmoor Park homes.



2247 Marston Lane

This stucco Spanish revival twostory actually sat with the interior unfinished for five years until builder Wendell Merick moved in after the Great Crash of 1929. The property occupies three lots. At one time an iron fence surrounded the property, providing a secure enclosure not only for the family of the second owner, US Representative Edward A. Kelly, but also



for the horse that Kelly's sons stabled in the heated detached garage. The triple lot of this residence may be representative of the larger "estates" that the developers of Flossmoor Park envisioned.

2242 Macdonald

This serene Cape Cod would be "at home" in many older American neighborhoods.

The Cape Cod style, characterized by a rather steep-pitched roof and a general lack of ornamentation, was especially popular in the first half of the twentieth century, when the popularity of colonial styles reflected patriotic fervor during a turbulent era.



2115 Evans Road

This has been labelled the "Yorkshire" cottage, after the Yorkshire region of England. English cottages commonly have a steeply pitched thatch roof, small windows, and whitewashed plaster walls with timber framing. It is believed that John Phipps may have used this home as a weekend cottage in the early days of Flossmoor Park.



2043 Evans Road

This two-story white brick home was the home of the first superintendent of the new Homewood-Flossmoor High School when it opened in 1959. Dr. William O. Woodworth had moved into this home with his family, relocating from San Jose, CA.



2135 Hagen Lane

At one time, this charming Spanish-revival house sat in the middle of a triple lot. Aerial survey photos from the 1920s show that the home was surrounded by very large gardens. In fact, Dr. and Mrs. William Brown—the first owners—employed a live-in gardener!



2122 Hutchison Road

"Pickwick House" appears to have been the Flossmoor pied-à-terre for one of the employees of the Merick Construction Company, which built the original homes. Civil engineer James Bannon and his wife Helen were the earliest residents. Bill Karnes, who would become president and CEO of Beatrice Foods, was living at the address as early as 1935.



APPENDIX C FLOSSMOOR PARK ADVERTISEMENTS

The following pages contain advertisements that the South Shore Investment Company published in the *Chicago Tribune* for their new Flossmoor Park subdivision. The ads are reproduced in their original proportions, but reduced to fit on an 8.5" by 11" piece of paper.

Though the ad format and content varies, they often touch on the same "selling points" for the neighborhood: a quick commute to downtown Chicago via train, easy access to golf and other recreational resources, and a peaceful, quiet place for families to raise children. Most are finely illustrated by talented commercial artist Neal Bose, who later also drew magazine covers for titles such as *Fortune* and *Collier's*. Some are instead accompanied by period photographs.

Additional comments provided by the authors accompany each ad.



This ad with a streetscape scene by artist Neal Bose appeared May 30, 1924—the first day of sales for Flossmoor Park. It is the first known ad for the development.



This ad from September 19, 1925 is notable for including a drawing of an electrified train with wires overhead. The Illinois Central was not actually fully electrified until August 1926. Also present in the detailed drawing are 2311 Carroll Parkway and 2245 Evans Road, which also appear in ads on the following pages.



The three houses these prospective homebuyers are "dreaming of" in this September 22,1925 ad are (from L—R) 2135 Hagen, 2245 Evans, and 2115 Evans. Two of them are featured again in the next three ads.

August 28th, 1924 ad featuring 2245 Evans Road drawn by Neal Bose. Walter Drennan—a South Shore Investment Company executive—lived here with his family.

An easy way to secure a high grade restricted site for your present or future home now



Sketched from architect's drawing of home now under construction in Flossmoor Park

Already at Flossmoor Park over onehalf million dollars in home sites have been purchased, and many homes of rare architectural beauty are now under construction. But many who have been seeking just such a high type development either for a home site or an investment may now have their funds involved in other affairs. To these people we offer an arrangement enabling them to secure a large restricted site at Flossmoor Park without financial strain.

Flossmoor Park is in the New South Suburban District, that section of high rolling wooded land chosen for its beauty as the location of the wellknown country clubs, Flossmoor, Idlewild, Olympia Fields, Ravisloe, Calumet and Dixmoor.

In keeping with surrounding landscape, Flossmoor Park has been laid out by Messrs. Bennett, Parsons & Frost, noted city planners. All sites are unusually large, ranging from fifty to one hundred feet in frontage, and averaging one hundred eighty feet in depth. Permanent restrictions, covenants rumning with the land, assure maintenance of the type of homes and character of residents. Improvements include street lighting, street paving, sidewalks, sewers, water, gas, electric light, tree planting and landscaping in and paid for.

The prices Thirty-three to Sixty Dol-

lars per front foot which include all the aforesaid improvements — are reasonable. Less, in fact, than the prices of any comparable property about Chicago. This you can readily verify and the scarcity of this type of property assures steady and substantial increases in value.

Transportation is via the fast Illinois Central suburban service, not through squalid sections of the city, but a pleasant ride, skirting the lake and through picturesque suburban districts.

Many of those who have bought here have told us that Flossmoor Park fulfills all that they have wanted in a home community, both from the standpoint of natural environment and ready convenience. And that is what we have worked for, to provide the charm of nature, of growing things, lawn, trees and garden, a place where people of character may find a suitable home environment and yet have every convenience of the city.

Why not look into this, for yourself. Further information is available in a descriptive booklet, a copy of which you may have without obligation. When you send the coupon ask also for the confidential plan of financing which enables you to secure now as to be paid for in full later; a plan which gives you the benefit of property increases in the interval. Just mail the coupon for complete information.

Send Coupon for Bookles

South Shore Investment Company

Offices: 2547 East 75th Street and at Flossmoor Park Phone, South Shore 8173

OFFICERS and DIRECTORS

Charles E. Fox, President
Walter R. Drennan, Sec'y & Treas.
John A. Carroll
Geo. M. Osborn

Offices Open Evenings and Sunday

酚	Tear	Out	and	Mail

SOUTH SHORE INVESTMENT COMPANY 2547 East 75th Street, Chicago

Please, without obligation on my part, send your descrip-

ıme.....

Address

February 8th,
1925 ad featuring
photographs of
entry to neighborhood and 2245
Evans Road
(Drennan home,
drawn in ad on
previous page).

Build Your Home in Beautiful FLOSSMOOR PARK



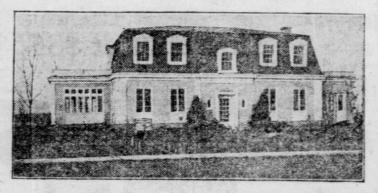
From Photo of Entrance to Flossmoor Park

"In a Class by Itself" On the Illinois Central

(EXPRESS SERVICE)

Streets, Sidewalks, Sewer, Water, Gas, Electricity, Street Lighting, and Landscaping all complete and paid for.

Your First Cost is Your Final Cost



Photograph of Residence Nearing Completion at Flossmoor Park

Come to Flossmoor Park!

By motor take Dixie Highway or Western Avenue. By train take any I.C. Matteson suburban train.

Send for Hlustrated Literature

South Shore Investment Co.

(MANAGERS)

Local Office at Flossmoor Main Office: 2547 E. 75th St. Chicago

The New South Suburban District



Sketched from architect's drawing of home now under construction in Flossmoor Park

Thousands of South Side families are unaware of the fact that a naturally beautiful and conveniently accessible south suburban community offers them opportunity to possess permanent homes, spacious lawns and gardens, yet have all city conveniences and live where access to the Loop and to all parts of the South Side is quick, easy and pleasant—via the Illinois Central fast suburban service, now being electrified.

August 21st,

1924 ad featuring

2135 Hagen Lane

drawn by Neal

Bose.

Such a community is Flossmoor Park.

Already Five Hundred Thousand Dollars worth of Flossmoor Park home sities have been purchased and homes of rare architectural beauty are under construction.

The golf feature alone is attractive to many—the beautiful rolling wooded grounds of the Flossmoor Country Club being adjacent and the Idlewild, Olympian Fields, Ravisloe, Dixmoore and Calumet Clubs nearby.

Flossmoor Park home sites are unusually large. They have frontages ranging from fifty to one hundred feet, and an average depth of one hundred eighty feet. The prices run from Thirty-three to Sixty Dollars per front foot. The Terms are reasonable—you have three and a half years to pay.

These prices include all improvements, street paving, street lighting, sidewalks, sewer, water, gas and electric light in and paid for. The first cost is the last cost. Some idea of the character of the improvements may be gained from knowing that the street pavements are of the same grade as those in Jackson Park.

Flossmoor Park may be reached by motor via Western Avenue, or any other motor road leading south to Dixie Highway—or by train via the Illinois Central to Flossmoor station.



You may obtain a booklet which completely and accurately describes Flossmoor Park, without obligation, by simply mailing the coupon below — nor will doing so subject you to annoying sales methods; simply mail the coupon and your copy will be mailed to you promptly



South Shore Investment Company

Managers

Offices: 2547 East 75th Street and at Flossmoor Park
Phone South Shore 8173

OFFICERS and DIRECTORS

Charles E. Fox, President
Walter R. Drennan, Sec'y & Treas.
John A. Carroll
Geo. M. Osborn

Offices Open Evenings and Sunday

Tear Out and Mail

SOUTH SHORE INVESTMENT COMPANY 2547 East 75th Street, Chicago

Please, without obligation on my part, send your descriptive booklet of Flosamoor Park Beautiful

, ave sooner or Pleasmoor Park Beautiful.

Address

In the South Suburb Beautiful



Sketched from architect's drawing of home now under construction in Flossmoor Park

Anyone who plans ever to own a permanent home, should know of what is taking place in Flossmoor Park.

This beautiful tract of land, subdivided according to a plan by Messrs. Bennet, Parsons and Frost, noted city planners, and developed under their direction, with broad, paved, winding roads, trees and shrubbery—with wide building lines and rigid restrictions—has already attracted many South Side families, who have purchased home sites to the value of over Five Hundred Thousand Dollars, and a number of them right now are building splendid modern homes.

The sites have frontages ranging fifty to one hundred feet, and an average depth of one hundred eighty feet. The prices run from Thirty-three to Sixty Dollars per front foot. The terms are reasonable—you have three and a half years to pay.

These prices include all improvements, street paving, street lighting, sidewalks, sewer, water, gas and electric light in and paid for. The first cost is the last cost. Some idea of the character of the improvements may be gained from knowing that the street pavements are of the same grade as those in Jackson Park.

Flossmoor Park may be reached by motor via Western Avenue, or any other motor road leading south to Dixie Highway—or by train via the fast Illinois Central suburban service to Flossmoor station, and the Illinois Central is now being electrified.

Without obligation, you may obtain a booklet, which completely and accurately describes Flossmoor Park, by simply mailing the coupon below—nor will doing so subject you to annoying sales methods; simply mail the coupon below and your copy will be mailed to you promptly.

Send Coupon for Booklet

South Shore Investment Company

Manager.

Offices: 2547 East 75th Street and at Flossmoor Park
Phone, South Shore 8173

OFFICERS and DIRECTORS

Charles E. Fox, President
Walter R. Drennan, Sec'y & Treas.
John A. Carroll
Geo. M. Osborn

Offices Open Evenings and Sunday

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SOUTH SHORE INVESTMENT COMPANY 2547 East 75th Street, Chicago

Please, without obligation on my part, send your descriptive booklet of Flossmoor Park Beautiful.

Name....

Address8-2

August 22nd, 1924 ad featuring 2242 Macdonald Lane drawn by Neal Bose.

Build Your Home in Beautiful FLOSSMOOR PARK

ILLINOIS CENTRAL SUBURBAN EXPRESS SERVICE

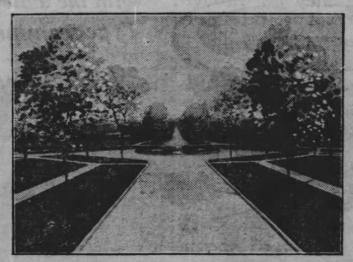


Photo of Artistic Entrance to Flossmoor Park

Well-known men, expert judges of real estate, selected this site as the outstanding first choice of all Chicago's south suburban districts and are themselves making it their home.

With Chicago's best suburban transportation [Illinois Central] right at its door, forever protected by an immediate surrounding of country clubs and with every modern utility and improvement in, complete and paid for, it offers a wonderful opportunity for the immediate building of homes. The attractive prices and easy payment plan make a strong appeal to saving and investment. Bring your family and investigate.

Motor south via Dixie Highway or Western Avenue. Or take Illinois Central suburban to Flossmoor.

Send for illustrated literature

SOUTH SHORE INVESTMENT COMPANY

2547 East 75th Street CHICAGO Local Office on Property

March 8, 1925 ad featuring a photograph of the traffic circle and fountain in Carroll Parkway.

Special Train Today for FLOSSMOOR PARK Beautiful

—leaves the Randolph Street Illinois Central Station at 1.50 P. M., Chicago daylight saving time. It leaves other I. C. stations as shown in the following schedule:

Transportation Is Free---Come Today

SPECIAL TRAIN TODAY

Leave Randolph St.		1:50 P. N
Leave Van Buren St.		1:52 P. N
Leave 43rd St		2:00 P. N
Leave 53rd St		2:03 P. N
Leave 63rd St		2:05 P. N
Arrive Flossmoor .		2:40 P. N
Returning		6-00 P N

FLOSSMOOR PARK

Here in Flossmoor Park is the one opportunity, the only opportunity for residents of the south side to secure suburban homesites in naturally beautiful environment, yet with every city convenience and with rapid transportation, providing convenient access to the business and amusement centers of the city.

Forty-eight minutes from the loop, which will be thirty-five minutes when the Illinois Central electrification, now under way, is completed—overlooking the broad green fairways of the Plossmoor and Idlewild Country Clubs, Flossmoor Park is bounded on the east by the Dixie Highway, on the south by Illinois Street and on the west by Western Avenue. This includes the two important motor routes leading south out of Chicago.

This tract, consisting of 115 acres of rolling land, has been subdivided according to a plan and under the direction of Messrs. Bennett, Parsons and Frost, noted city planners. Broad, paved, winding roads, wide building lines, trees and shrubbery are being installed, and there are restrictions that assure an ideal home environment, natural and social.

The Illinois Central Railroad is now being electrified. The present splendid express service maintained by the Illinois Central will be greatly augmented when the program of track elevation and electrification has been completed. Trains that now run to and from the loop in forty-eight minutes will then make the run in thirty-five minutes. It will be a delightful ride along the lake and through the open country in luxuriously appointed electric express trains.

The First Cost Is the Last

Paved streets, sidewalks, sewers, water, gas and electricity are being installed and paid for exactly as was done by this organization in South Shore Park. Remember, the lots will be sold with all the improvements in and paid for.

Lots in Flossmoor Park range in size from 50 to 100 feet in width, with an average depth of 180 feet. Prices run from \$1.650 to \$0.000—from \$33 to \$00 per front foot—which is lower than any comparable south suburban property that is now or will ever again be available.

If you plan to build a home now or in the future, or if you wish to invest where rising property values assure substantial profits—see Flosamoor Park today. Take our Flosamoor Special train from any of the stations mentioned above—simply go to the railroad station you find most convenient and our representatives will be there—to give you free tickets.

Nothing we can say of Flossmoor Park will cause you to appreciate it as you will when you see it—so take this special train today, or motor out viewestern Avenue or any other motor road leading south to the Dixie Highway.

Office on grounds open today and every day.

If you cannot come, by all means write for booklet descriptive of Flossmoor Park Beautiful.

SOUTH SHORE INVESTMENT COMPANY

MANAGERS

Offices-75th St. at Yates Ave., and at Flossmoor Park

OFFICERS AND DIRECTORS



June 1, 1924 ad discussing a special Illinois Central train for potential Flossmoor Park homebuyers. Drawn by Neal Bose.

SOUTH!

For Your Permanent Home

This ad from
August 26, 1924
features a sketch
by Neal Bose of
2311 Carroll Parkway, which was the
home of South
Shore Investment
Company Executive
John A. Carroll.



Sketched from architect's drawing of home now under construction in Flossmoor Park

A permanent home in a community of refinement, in an environment naturally and socially worthy of his family is the cherished objective of most every man of character and substance. Yet many such men living on the South Side do not know that there is a south suburban community conveniently accessible to the loop which provides just such environment.

In Flossmoor Park, at the Village of Flossmoor, on the Illinois Central railroad, with its fast suburban service, which is now being electrified, those who have taken time to look over the home sites offered have already purchased property aggregating over Five Hundred Thousand Dollars, and a number of splendid picturesque modern homes are right now under construction.

The location is in very many respects ideal, no more beautiful landscape exists anywhere about Chicago than that which surrounds Flossmoor Park—indeed this had much to do with the locating of the Flossmoor, Idlewild, Olympian Fields and other golf clubs in the immediate vicinity.

The home sites in Flossmoor Park are protected permanently by rigid building restrictions, and the prices, which are reasonable, include all improvements—street paving, street lighting, sewer, water, gas and electric light, in and paid for. The first cost is the last cost.

The lots have frontages ranging from fifty to one hundred feet, and an average depth of one hundred eighty feet—the prices run from Thirty-three to Sixty Dollars per foot. Terms are reasonable, you have three and one half years to pay. There are no home sites in the south suburban district comparable to these that can be bought so reasonably, or which are so certain to increase steadily in value.

An accurately descriptive, illustrated booklet, containing many interesting facts you will want to know about Flossmoor Park, will be mailed you upon request—you will not be subjected to annoying sales methods, and no obligation is involved—simply mail the attached coupon and your copy of the booklet will be mailed promptly.

Send Coupon for Booklet

South Shore Investment Company

Managers

Offices: 2547 East 75th Street and at Flossmoor Park Phone, South Shore 8173

OFFICERS and DIRECTORS

Charles E. Fox, President
Wa'ter R. Drennan, Sec'y & Treas.
John A. Carroll
Geo. M. Osborn

Offices Open Evenings and Sunday

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SOUTH SHORE INVESTMENT COMPAN

Please, without obligation on my part, send your descrip

tive booklet of Flossmoor Park Beautiful.

Address

Build Your Home in Beautiful Flossmoor Park



Local once at Flossmoor Park

If you would identify your family and your home with the first choice selection of all south suburban locations—the only answer is

Flossmoor Park at Flossmoor Why?

You have Illinois Central suburban express service right from your door to the loop. This is soon to be electrified with 35-minute service. The best suburban service in the country.

You have a location surrounded on three sides by beautiful country clubs and residence districts, protecting Floosmoor Park permanently, and it is in itself carefully guarded by restrictions. Many beautiful homes now completed and others in process of construction.

All improvements and utilities are completely installed and paid for: pavements, walks, sewers, water, gas, electricity, street lights, tree planting and landscaping.

This combination of transportation, location and improvements exists nowhere else. Here, you can contemplate your home with every confidence, and besides it is an investment rapidly increasing in value. The unparalleled transportation, protected location and complete improvements absolutely warrant this statement.

Prices leave no room for argument. Terms easy. Don't wait and wish you had looked. Make it a point of business to investigate now while the opportunity still exists. Come today.

By Motor - Western Avenue or Dixie Highway to Flossmoor Park.

By Train — Any Illinois Central Matteson suburban train to Flossmoor — walk two blocks east to Flossmoor Park local office.

Send for illustrated literature

SOUTH SHORE INVESTMENT COMPANY

2547 East 75th Street, Chicago, Illinois

Local office on property

This ad from April 19, 1925 features the SSIC local office on Flossmoor Road.

Only in FLOSSMOOR PARK

Beautiful .

-can be purchased highly restricted spacious homesites, with all improvements in and paid for, and with fast Illinois Central transportation [now being electrified] giving convenient access to all parts of the city.

Within three days after Flossmoor Park was opened to homeseekers and investors last week, two hundred and fifty thousand dollars worth of lots had been purchased. There is a good reason for this.

No other location possessing all the advantages of Flossmoor Park is avail-able to residents of the South Side and this means that the demand for lots will be constant and continuous —that, as Mr. John A. Carroll has predicted, lots in this unique, artistic country club subdivision will always be worth more tomorrow than they

Only three hundred families can secure homesites in Flossmoor Park, although in area it is as large as that part of the loop running from Ran-dolph Street to Van Buren and from Michigan Boulevard to Clark Street.

Here is combined unusual natural beauty in a restricted suburban community with all city conveniences and rapid transportation to the loop. City planners, landscape architects and engineers are rapidly transforming this spacious tract into a veritable residence park. Broad, paved, winding roads; trees; shrubbery; wide building lines, and rigid restrictions assure its permanent desirability as a place to live. All business and apartment developments are forever excluded.

Flossmoor Park homesites are selling at lower figures than any comparable . property in or around Chicago. Prices include paved streets, concrete sidewalks, sewer, water, gas, electricity, planting, landscaping and ornamental street lighting. Flossmoor Park is a development by the same interests who so successfully sold and developed South Shore Park.

It is impossible in this space to recount the beauties and advantages of Flossmoor Park, but we have prepared a booklet of facts and views which shows them almost as well as a visit to the property-to procure it simply send the coupon below-send for this booklet if you cannot come, but if possible come_right_out_to Flossmoor Park.

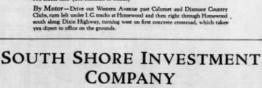






MANAGERS

75th Street at Yates Avenue and at Flo Phone South Shore 8173



Come Out Today -How to Get There By Train—Take I. C. Express Suburban train, get off at Fio two blocks east. (See schedule of trains.)

OFFICES OFFICERS AND DIRECTORS
Charles E. Fox, President
Walter R. Drenner

Offices Open Evenings and Sunday

Tear Out and Mail

This ad appeared June 8, 1924. Drawings by Neal Bose.







This Is FLOSSMOOR PARK

the beautiful Country Club Subdivision where more than \$300,000 of homesites have been purchased since the original opening on Decoration Day, May 30th

There was a reason for this, and it was not high power salesmanship or expensive advertising—although advertising and salesmanship both contributed to the record in so far as they directed the attention of home-builders to this exclusive but accessible subdivision.

But the real reason was its intrinsic merit and its immediate appeal to those who have long sought a de-sirable location for the erection of a permanent home.

An interesting sidelight on the selling of Flossmoor Park is that a very large percentage of those who came to look remained to buy. They found that they did not have to wait a year or more before they could build. They saw streets, sidewalks, sewer, water and other improvements being put in and paid for.

being built and others being planned, and they were impressed with the reasonable prices and terms at which the property was being sold.

You will be similary impressed if you come out today, either by the I.C. or motor. Flossmoor Park is easy to find and worth finding. It is a unique high-class restricted home subdivision where every lot will always be worth more tomorrow than it is today.

We are hoping that all who buy will build. But unusual opportunities are offered at Flossmoor Park for those who wish to hold for resale or later development. You can't gowrong in Flossmoor Park, we won't let you.

The prices and terms are uniform and there will be Unlike most subdivision property, they saw that their first cost was their final cost. They saw residences purchased \$300,000 worth of the property.

Come Out Today

SOUTH SHORE INVESTMENT COMPANY

Offices: 75th Street at Yates Avenue and at Flossmoor Park - Phone South Shore 8173

OFFICERS AND DIRECTORS
Walter R. Drennan, Sec'y and Treas. John A. Carroll Geo. M. Osborn

Offices Open Evenings and Sunday

This Booklet Tells It



How to Get There

This ad from June 22, 1924 with drawings by Neal Bose highlights the importance of golf to Flossmoor Park's development.

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The contemporary newspaper articles below were also used. Journalistic practices in the early 1900s were that most newspaper articles did not have identified authors, thus most of the articles here are listed under their titles.

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"Flossmoor Has Trio of Large Acreage Sales." The Chicago Tribune. December 16, 1923

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"Morning Blaze Destroys Homewood Country Club." The Chicago Tribune. May 4, 1914.

"Plan \$225,000 Church House in Flossmoor." The Chicago Tribune. November 11, 1945.

"Start Move for Better Designs in "Sub" Housing." The Chicago Tribune. July 27, 1924.

"Subdivision News." The Chicago Tribune. June 15, 1924.

Should the reader note any errors, please e-mail flossref@flossmoorlibrary.org and they may be corrected in a future edition.