

Building Makes Phenomenal Gain in Salem This Month

LAST OCTOBER MARK DOUBLED

Entire Year 1933 Already Exceeded in Values of Permits in 1934

Marion county's house modernization campaign, launched when lumber prices are at a low ebb, is believed responsible for the phenomenal business reported so far this month by building dealers in this section.

According to reports received yesterday by L. H. Schoettler, manager of the Lumber Promotion of Oregon, Inc., business for this month will more than double the reports for October, 1933, in Salem. Likewise, business in Marion county, outside Salem, has been reported brisk.

Building permits for alterations, improvements and new construction, are keeping pace with the general business trend and are showing a marked increase over former months, the records show. Permits issued in Salem during the first 15 days of October, exceed in number those issued during the month of October, 1933.

Permits issued since the first of the year already have surpassed those issued for the entire 12 months of 1933 or the year 1932 and are expected to exceed 1931 before the close of the home modernization drive. This will stamp the fall season of 1934 as one of the banner building years in the last several years.

One of the startling features of the permit report for the month shows that although the permit total for 1934 exceeds the total for 1933 and 1932, the new construction is but a fraction of new construction in the two preceding years. The new construction this year is approximately 20 per cent of the new construction in 1933 and 25 per cent of the total in 1932.

"There has been considerable talk among housing owners, of the possibility of breaking the lumber code," Schoettler said yesterday. "Our reports from Washington show there is no likelihood of this, and although we do not look for any immediate change in the lumber price, the next quotation will be higher."

"The home modernization campaign has caused a pickup in the building industry of this county already. Dealers throughout the territory show they are experiencing a phenomenal business spurt which is directly attributed to the present program."

COMMITTEE GIVES SALES INSTRUCTION

Education of sales personnel in all features of the home modernization campaign, is being sought by members of the governing committee as a necessary part of the campaign and the home owners may receive the greatest possible benefit from the program.

One of the first concerns of the city to aggressively back the campaign is the Sears-Roebuck company which has scheduled the entire sales force in every phase of the program. The store personnel attends all lectures and discussions possible. Manager Bridgeman reported.

"We are attempting to give the home owner the best possible service in this campaign," he reported. "Even though the prospective customer is not interested in any of our merchandise we attempt to acquaint him with the workings of the act, assist him in filling out his application for a loan if this is necessary and enable him to take the fullest advantage of the program."

SELL MODERNIZED HOMES AT PROFIT

Many liabilities have been turned into valuable assets through modernization. The actual examples that follow are typical of hundreds of such cases.

A shrewd Michigan investor bought a dilapidated shack with practically no visible possibilities. But he remodeled it into a comfortable small home for a total cost of \$501.49, and made \$23,899 on a resale.

In New Jersey, there was a relatively new Colonial house of poor architecture. At a cost of \$6,600, which included two new wings, a new chimney, shutters and landscaping the grounds, the value of the house was increased \$13,200. The owner of this house made \$6,600.

Another Michigan resident had a small house of Victorian vintage, completely equipped with the shapeliest front porch and endless rows of "gingerbread" character-istics of the period. The cost of modernizing was only \$229.91, but the increase in value was \$2,000.

In New York state there was a proud old rambling house in fine location. It was bought for \$6,000, remodeled into a three-family apartment house for \$7,000 and sold ten days after the completion of the remodeling for \$16,800—an 18 per cent profit.

This Is the Way the Old House Looks Now



Upper left is long, non-useful hall at the center of the structure; above, right is the large, inefficient kitchen, below left is the rather plain bedroom and lower, right, the present bathroom. These pictures should be saved for comparison with pictures of the completely renovated house.

RUN-DOWN HOUSES RESTORED, MODELS

Object Lesson to Possible Home Buyers Found in Special Project

Under the auspices of the Better Housing program of the Federal Housing Administration, several old and dilapidated houses in various parts of the country have been attractively repaired and furnished by the respective local organizations with the purpose of presenting an object-lesson to prospective home buyers as well as to owners of old houses of the additional home comforts and conveniences to be obtained by making necessary alterations.

This movement is primarily based upon the home repair features of the Federal Housing act, whereby a maximum loan of \$2000 may be obtained for modernization work. A concrete object-lesson of what it is possible to do with a neglected, uncomfortable house has the effect of stimulating any backward or thoughtless owners to undertake the job of putting their own dwellings in the best possible modern condition, and these examples of well-kept homes have led, repeat the housing officials, to many new applications for repair loans in various parts of the country.

In the national campaign for home ownership these modernized homes supplement the newly built model homes which have been sponsored by building and loan associations, trade organizations and scores of other local bodies in hundreds of villages and towns in the United States for several years. More than twenty of these model homes, fully furnished and representing a total cost varying from \$5000 to \$10,000, have been built and opened this season.

The study of home repairs has brought many new possibilities before the owners which hitherto had barely been thought of. One of these is the possibility of providing certain articles of built-in furniture. Such furniture is considered immovable under the Housing Act repair loan and the money obtained for refitting the house may be used for that purpose.

Certain built-in fittings are a practical and may be achieved with a minimum of labor and expense. Any plan to completely revolutionize the interior of the house by discarding much of the furnishings now in use and replacing it with built-in features should be considered first from the standpoint of utility, then from locality and finally from practicality.

It is possible to discard worn-out desks, tables, beds, bookcases, ironing boards and other uninspiring articles of furniture and replace them with furnishings that become definitely a part of the home.

Many old-time country homes have attics of more or less ample size usually put to little use beyond that of storing unnecessary articles. In the present home-renovating movement many owners are discovering new possibilities for the neglected attic. It may be finished to provide additional bedrooms or for some kind of room to please the fancy of a member of the household or to meet a special need. It may be utilized as a sewing room or a studio or perhaps as a den for the husband or a child's playroom.

Large, old-fashioned kitchens offer many possibilities for modernization. If less space is desirable, a big kitchen can be divided off to provide dining alcove, household office with planning desk and telephone extension, pantry or storeroom.

Many kitchens have a bare, un- buildings for the comfort of their families and to their own profit.

Bankers Take Active Part In Modernization Program Arguing That it Pays Well

It is quite the vogue to have your house modernized and dressed up, prominent bankers from typical American cities declared in articles written by them and submitted to the Federal Housing Administration for distribution to financial institutions throughout the country.

The bankers who are meeting with success and profit in extending the loans authorized under a federal guarantee urge their associates to take advantage of this opportunity to put stagnant money into circulation for the mutual benefit of all and rebound from the depression.

W. H. Ownby, president of the National Bank of Mattoon, Ill., says: "It is getting stylish to have your house fixed up, just as it was stylish two years ago to wear shabby clothes and talk about your troubles. And if you don't think this is having an effect locally, ask the lumber yards and the paint dealers and the contractors.

"Applications are coming in at the rate of several daily. Loans are being granted at the rate of four acceptances to one rejection. Yet the standards of credit have in no sense been lowered from those maintained by the bank for open loans.

used wall space that could be attractively transformed into recessed shelves, painted in contrasting colors conforming to the kitchen scheme, and used for cook books, recipe files and other items of kitchen business.

Additional closet space is often readily provided. Practically every home has some waste space that could be converted into closets. The space under a stairway is a possibility and odd nooks in the rooms may be easily converted into extra closet space.

The metal parts of the home are among the more important features that require attention after years of neglect because of inability of property owners to carry on ordinary maintenance work. The metal portions of the heating plant, after years of use, may be found rusted at the point of contact with the floor, a situation that demands immediate attention if the home-owner is to gain full benefit from a warm-air heating plant.

One of the most interesting and, often, most difficult phases in home modernization is the building of a fireplace. A few pointers on some of the more difficult steps are given by one fireplace builder in the following statements:

"When a chimney contains more than one flue, each should be entirely separated. "A fireplace flue should not be smaller than 18 per cent of the size of the front opening of the fireplace.

"Probably the most important part of the flue is its throat. It should have a flat slanting surface and should not be slanted back by making steps.

SIDING YANKEE IDEA FOR HOME

Clapboards, Cod Fishermen Found, Kept Out Chill Winter Sea Winds

To the Yankee ingenuity of the early American craftsman, the home lover of today owes the fact that he is able to build a comfortable, attractive, wooden house at a moderate cost. The story of the evolution of the modern sided house is a unique one in building.

It was not long after the first settlement on the Atlantic coast that the colonists began to strive for better homes than the first crude shelters they had built. Being of English birth and training, it was not strange that they followed the traditional English custom of using heavy posts, girders, sills, plates, and bracing members and filling the spaces between the masonry, brick and mortar of clay and straw.

After freezing for a winter or so in these houses, the colonists called a consultation to see what might be done to keep the biting north Atlantic winds from racing through the cracks where the clay and mortar had pulled away from the timbers. Among those present were several ship carpenters who offered a solution.

Planks Dedy Cold Cover the outside with planks, overlapping at the joints, as in the clinker-built boats in which the fishermen went after cod! These planks of native wood made a durable and tight covering for a boat. Why would they not serve the same purpose on a house?

The boards were accordingly split in wedge-shaped pieces from 4 to 6 foot log sections. The thick edge came from the outside of the tree and the thin edge from nearer the heart. They were made from 1 1/2 inches in width. These boards were then secured to the timber framework of the house by hand-wrought iron nails, the thick edge of each board lapping over the one below it. From this came the name, clapboards.

Occasionally only a gable end or front porch was covered but usually the entire house was given a durable wooden coat of these boards.

Building 300 Years Ago This style of construction proved so serviceable that Deputy-Governor Sir John Wentworth, who had thrown the younger in 1833, giving the following instructions for the building of a house:

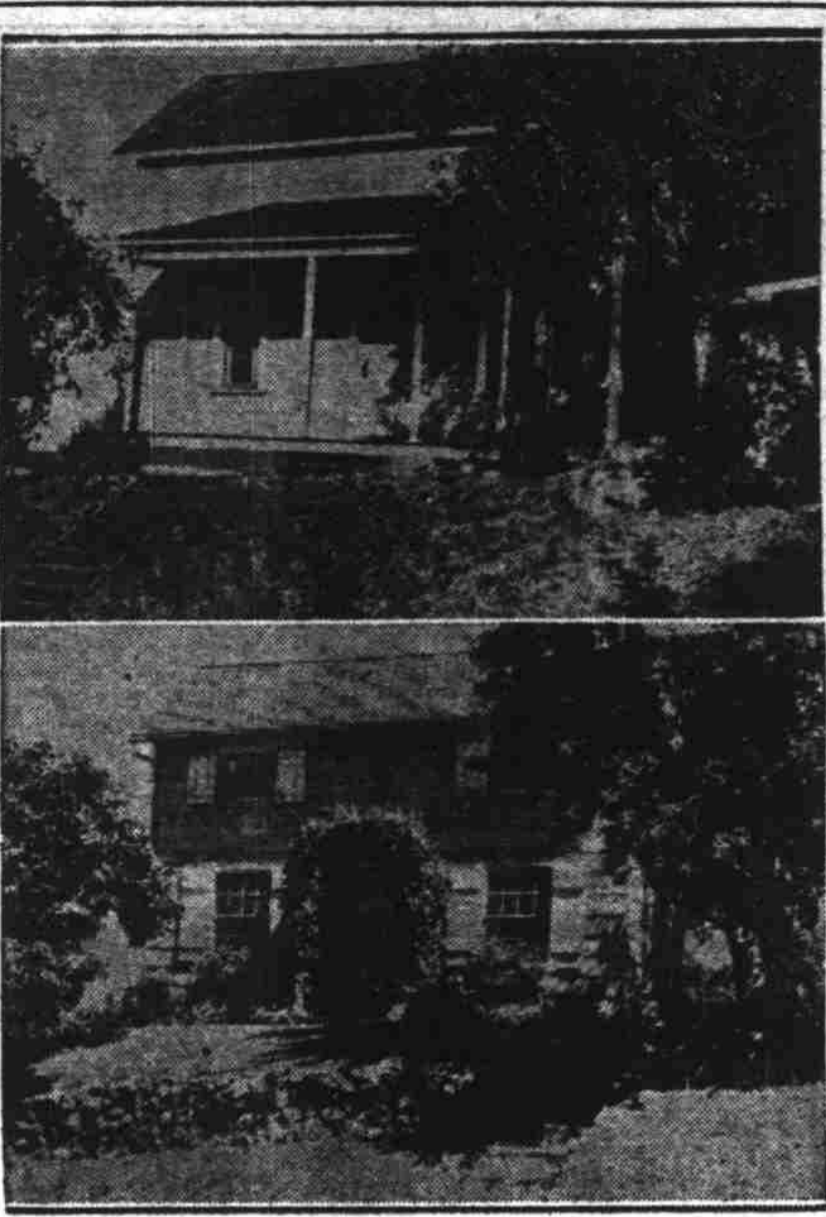
"I desire to have the spars reach down pretty well at the eaves to preserve the walls & e better from the water. It would have it sheltered all over and see the frame of the house accordingly from the bottom I think it best to have the walls to be all clapboarded beside the clay walls."

Other builders besides the government or of the colony found clapboards filled their needs in house construction and the style became generally adopted. On the older houses the clapboards were laid over the English half-timber structure but gradually the latter was eliminated and the covering boards nailed to the sheathing, as is the case today.

They found that narrow clapboards, painted white, gave a beautiful texture and finish to the wall of a house and harmonized well with the characteristic classic cornices, moldings, and columns.

Clapboard Typically American The clapboard thus seems to be a true American invention, typifying the skill and alertness of America's founders. Occasionally an old English house has boards on one another in the same way, but in no other country are there rows and rows of houses, covered with lapping boards as are found in America.

Creating Character



Ordinary houses that lack character may be converted into home-like dwellings by the application of master building art that reflects the character of the occupants. The above is a striking example.

Colonial Design, Services Of Competent Architect in Renovizing, Work Wonders

Transformation of a nondescript house into a home of real architectural beauty is not as difficult as it sounds. Many home owners are discovering that the selection of an authentic Colonial design, coupled with the services of a skilled architect, will work wonders on old dwellings long considered ugly and out-of-date. Often only a few changes in the roof lines, elimination of superfluous gingerbread and porches, and particularly the application of the new type wide siding on the exterior may be all that is needed to effect the transformation.

Once remodeled into a Dutch Colonial, New England Colonial, Cape Cod cottage, or any of the other Colonial types, the house is at once stamped as a home of true and lasting beauty, always in good taste and always saleable. The homes built by New England colonists two hundred years and more ago are still accepted by modern day architects as examples of lasting good architecture.

Here on the west coast it is especially simple to obtain such a result for from the locally grown and manufactured western red cedar comes the widest, thickest, most perfect siding possible to obtain in America today, an especially appropriate exterior finish for the house whose design is derived from the colonial period.

This cedar siding, known as "clear bungalow" is 3/4 inch thick and 12 inches wide. It is cut from old growth cedar and is 100 per cent clear and 100 per cent vertical grain. It will probably last longer, say the wood experts of the west coast, than the old time clapboards of which it is the modern descendant.

It is manufactured uniformly and perfectly by modern machinery while the early New England settlers were forced to split their clapboards from log sections with frow and mallet and then edge and smooth them with an adze. From that time until now wood has been the favorite and most widely used exterior covering for American homes.

The western red cedar of this region is extremely durable. It is equal in durability by only two other species growing in the United States and is exceeded in this quality by none. This wood is from 55 to 85 per cent more durable than the native woods from which the New Englanders cut their first clapboards, according to the tests made by the forest products laboratory of the United States forest service.

Are of Many Types Many types of oil furnaces are available. They are highly economic and efficient, providing they have been correctly installed. That is the important thing in automatic heating. Proper installation means service, savings and efficiency. In this connection a home owner can depend on finding a local dealer possessed of a spread of knowledge about oil furnaces and their correct set-up.

Ten years ago it was difficult to rely completely on the knowledge and experience of the man installing an oil furnace. But today, it is the simplest matter to obtain competent and thoroughly reliable installations.

There are two kinds of automatic heating services. One type is applicable to the conversion of a steam or hot water boiler and commonly known as the ash pot burner, because it is introduced where the grate is found. The other, and naturally more efficient type, is the oil burner heater.

HEATING HOME NO LONGER PROBLEM

Automatic Devices Dispose of Difficulty; Modern Furnaces Better

One hears so much pro and con opinion, and of course a lot of bias concerning agencies for heating a home, that it's no wonder the layman is mixed-up as to which is better or cheapest.

But it is a truth that the most vital element in the comfort of a home is its heating and ventilation. No family or individual can function properly, if the home is insufficiently or irregularly heated.

The perennial problem has been greatly minimized in recent years if not banished from thought, by the invention of automatic home heating devices, carefully installed and moderately priced.

Automatically controlled oil burning furnaces have gained popularity, especially in the past decade, as more and more intelligent home owners realize the advantages they afford for keeping one's health through efficiently controlled heating without the slightest labor.

Automatic Heat One may well ask, what family can afford not to have automatic heat, since it so vitally concerns health, comfort and convenience of every member of the family. That an automatically heated home is a more attractive one to live in none will gainsay, nor will one find any community, large or small, where automatic heating of some kind is not in use.

Facilities and equipment for such heating is the concern of some of the greatest organizations (their names are household words) which have exerted all the ability and energy possible to make home heating, completely automatic, safe, comfortable and inexpensive.

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