

Nation-Wide Move for Building, Renovizing Backed by Government

BOOM IN HOUSING DUE THIS SPRING ASSERT EXPERTS

Easy Payment Feature of Federal Housing Act Will Spur Building and Repair Activities, Is Prediction

One of the biggest modernizing booms "of all time" is rapidly getting under way, according to building analysts and experts close to the construction industry of the nation, the Federal Housing Administration has been informed.

Given as reason for this opinion are the following factors in present-day modernization impetus.

The easy payment, "no-money-down" features of the Federal Housing Administration's modernization loan plan.

The approach of spring and summer, ideal building and repair seasons.

The nation-wide set-up of financial institutions as lending agencies under the modernization credit plan.

More widespread understanding of the true nature of the Federal Housing Administration's plan of financing and more general appreciation of the profits open to financial institutions through the making of "character loans" for modernizing.

A noticeable "modernization consciousness" on the part of the general public, resulting from steady and frequently repeated publicity of all phases of the modernization credit plan.

Builders Now "Sold."

The fact that contractors, builders, carpenters, dealers and sub-contractors have become "sufficiently sold" on the Better Housing program, and are now making serious efforts to merchandise building materials and sell the idea of renovating to the general public.

The introduction into the building trades of the installment selling method.

Slow in Starting.

The Housing Administration also has been notified that there is a widespread understanding of the difficulties that attending the organization of the Better Housing program and that the building trades are cognizant of the fact that the housing movement was slow to get into full swing because of the magnitude of the project. Now that the foundation has been laid, the sentiment on every hand is that the spring of 1935 will mark a boom period in modernization in the United States.

Supporting Roosevelt's Plan

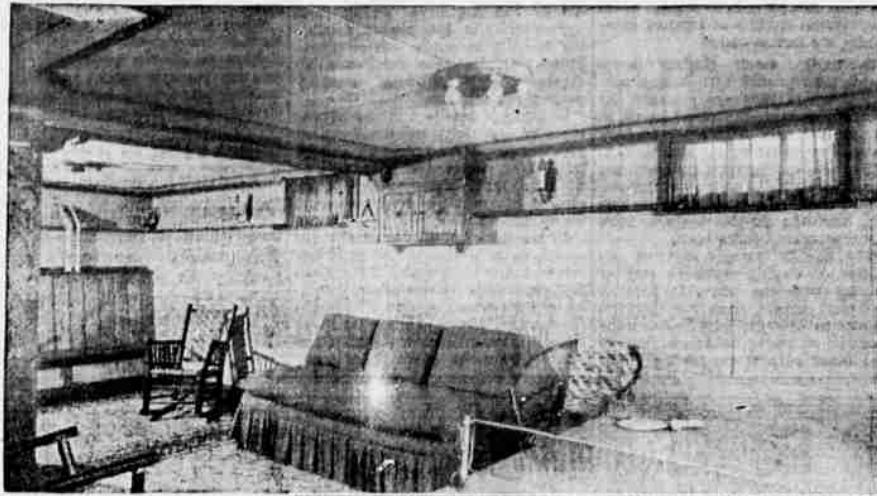
The other day we made a loan for conversion—Modernizing—On South Central. The Carpenter, The Plumberman, Paperhanger, Electrician, Hot Waterman—Or Steamfitter—The Painter, Decorator, And some others. Will be employed Several weeks In This Good Work. Local Dealers furnish materials.

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Modernized Basement Becomes Recreation Room



Transformation of cellar into attractive playroom and den made with insulating board (above), combines decorative, structural, insulating and acoustic improvements. Similar methods of improvement are possible with plaster on lath, plywood or insulating board. Below is shown a workman applying material.



that is without precedent in history. Sale of building materials is on the upgrade; sales methods are being taught to the widespread members of the same trades; every impetus that is available is being placed behind the drive to "step up" housing and modernization activity in every village, town, hamlet and metropolitan center. It is predicted authoritatively that the spring of 1935 will bear out these contentions.

REPAIR PORCH STEPS POSSIBLE WITH LOAN

Run down steps and porches, often of antiquated design, mar the attractiveness of a home and reduce its resale value.

Installation of new porches and steps or repairing of old ones may be done with an insured loan under the Modernization Credit Plan of the Federal Housing Administration. Many homeowners are taking advantage of this fact to preserve the investment made in their homes; to increase the beauty, attractiveness and usefulness of their porches; and to eliminate the danger of injurious falls which may be due to defective steps.

As a finishing touch, owners are also planting attractive shrubbery around the porches, which adds to privacy and gives a charming landscape setting.

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MODERN PLUMBING LESS COSTLY AND FAR BETTER MADE

Heating Equipment Also Improved Over Ten Years Ago—Loan Plan Stimulates Modernizing Homes

Plumbing fixtures of today are not only considerably lower priced than 20 years ago, but the efficiency, quality, and design are far advanced, according to a survey of the industry just completed by the Plumbing and Heating Industry Bureau, reported to the Federal Housing Administration.

Heating equipment, too, has not only been improved, but the price is approximately half of values prevailing in 1925.

Adopting the 1926 price level as basis with the index number of 100, the Bureau finds that the index number indicating relative prices for a five-foot corner built-in tub has declined to 55.1 in 1934.

A similar downward tendency is evident in the relative prices of kitchen sinks over a 20-year period, the Bureau states. The index number for a 20 by 32-inch roll rim one-piece which stood at 100 in 1926, today stands at 55.2.

With the stimulus of unprecedented low prices, the attractive credit provisions of the Federal Housing Administration plan, and the nation-wide interest in modernization, the Bureau finds the public engaging in extensive modernization of the plumbing in residential and business properties.

Shipments of vitreous china

plumbing fixtures reported to the United States Department of Commerce by 18 manufacturers for October, 1934, were 197,855 pieces as compared with 99,403 pieces in October, 1933.

Bathtubs, model 1935, have long low lines and are made to match perfectly in style and design with the other bathroom fixtures.

A steady recession from the high prices of the boom period in the construction industry is shown by the index numbers for boilers and radiators.

Pohick Church Repaired.

Old Pohick, the church where George Washington once worshipped, was recently reshingled. About the time of the Civil War this church had fallen into disrepair but has been since cared for by a historical society.

PANELLED ROOM GROWS IN FAVOR

The panelled room has always stood for dignity and beauty and recently it has taken on new appeal to Americans.

Originating in England in the traditional Inn, it speedily spread to the use of libraries and dens of the United States and then to dining rooms. Today it is used in virtually all rooms of the home.

Panelled rooms of beautiful grained wood are now available at reasonable cost, and the expense of installing them is likewise moderate.

In the apartment house, every tenant demands a different kind of ground, now washable wallpapers made from actual photographs of panelled walls cost less than the materials they simulate. Because actual wood has been used in preparing the paper design, door and window trim, chair rails, wainscoting and the like can be of real material and it may be finished to harmonize with the paper. The result is a panelled room that can be washed from the floor to ceiling should the need arise.

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CARE IN CONCRETE POURING REQUIRED

Water, which may enter masonry walls during the course of construction, is likely to cause serious damage to a building. To minimize this danger it is essential that the top of unfinished walls be adequately protected against the entrance of water until they are completed and permanently covered over.

Masonry walls, during construction, should be carefully covered each night and at all times when the masons are not working and when there is a possibility of rain, sleet, snow, or freezing weather. Tar-paulins, boards, heavy building paper, or other protective material, firmly held in place, will help keep walls dry and furnish some insulation against freezing.

LOCALS

Leaves for Utah—Mrs. L. N. Slusser left last night by train enroute to Salt Lake City, Utah.

From Portland—C. C. Boozier of Portland, representative of Westinghouse Electric Manufacturing Co., arrived this morning by train to spend three days on business.

In Boeing School—Wayne Mae left last night for Alameda, Cal., where he will work in the radio department of Boeing school or aeronautics. He has been employed at the Holland hotel.

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