

Coast Expected to Set Pace for Nation in Home Repair Program

CALIFORNIA TAKES EARLY STEPS FOR GENERAL BENEFIT

\$100,000,000 Worth of Modernization Is Goal in Los Angeles Territory—Bankers Use Page Ads

A drive to stimulate modernization activity in the middle and upper class brackets of property holders from the standpoint of being a patriotic duty was launched in Los Angeles, Calif. It is expected the movement may be duplicated in other sections of the nation.

Known as "The Los Angeles Plan for the Rehabilitation of the Nation," the effort was inaugurated following an address by Federal Housing Administrator James A. Moffett before a gathering of more than 1,200 leading Los Angeles citizens. The opening of the "super-modernization" program, as it is termed in California, takes its place as an outstanding phase of California's Better Housing Month with \$100,000,000 being the modernization goal in the Los Angeles territory alone.

The banking element was quick to see the importance of the movement and subscribed approximately \$4,000 to publish full page advertisements concerning the plan in all metropolitan and many suburban newspapers of the section.

The plan takes as its objective the stimulation of modernization projects among the ranks of the "well-to-do" who have large accumulations of idle funds in banks. To effectively stimulate repair spending in this portion of the population, business leaders organized a group of influential and well known business men, bankers, and industrialists who were named the Committee of One Hundred to promote the modernization program in the Los Angeles area.

The committee faces the task of encouraging property owners with incomes ranging from \$3,000 a year to \$20,000 a year to discontinue the practice of "hanging back" when their properties are in immediate need of improvement.

The plan is at present in its infancy. Indications of California's attitude to modernization was revealed in the unanimous support given the plan by business leaders of the section. One leader who contacted many of the Committee of One Hundred during the organization period "found that these business men were almost passionately anxious to do anything which they could be made to believe was constructive."

In many instances the committee members immediately set to work among the personnel of their own organizations, pointing out to employees the advantage of making repairs and improvements to their homes.

No contractors or architects were invited to be members of the committee as the proponents of the program wished to avoid the slightest suggestion of "selfish interest" entering the picture.

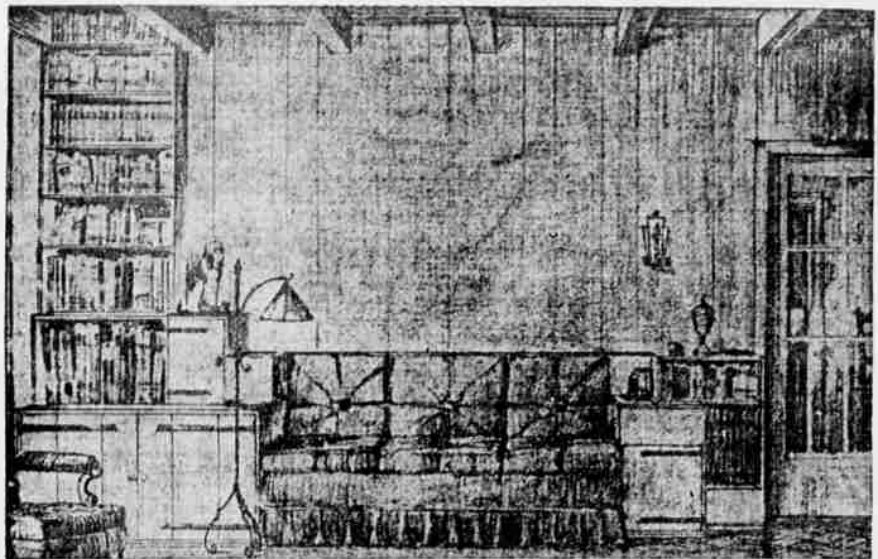
FARM PROPERTIES IN MOST REGIONS SHOW PAINT NEED

WASHINGTON, D. C., Mar. 5.—(Sp.)—Farm properties throughout the nation are in serious need of replacement, repair and renovation, with the need for paint shown in most sections as great as of all, according to recent property surveys made by the federal government.

The Bureau of Home Economics, department of agriculture, recently investigated and brought to light the extent of paint needs in each state. A group of southern states, for example, showed that the percentages of farm homes in need of paint were as follows: Georgia, 73.6 per cent; Alabama, 71.8 per cent; Tennessee, 48.52 per cent; Louisiana, 78.3 per cent; Florida, 46.17 per cent; North Carolina, 59.2 per cent; and South Carolina, 79.3 per cent. These figures do not take into consideration an additional widespread need for the repainting of farm machinery.

In view of these reconduction needs, and in view of the fact that the buying power of the farmer has increased 40 per cent over the 1923 figure, the Federal Housing Administration is at present launching a

Economy, Simplicity, Comfort are Possible with Built-in Furnishings



A built-in furniture unit, eligible for financing under the Modernization Credit Plan of the Federal Housing Administration, is pictured in the above drawing.

The popular conception that modern decoration stimulates informality in a room is disproved by the effect shown in the illustration of a built-in davenport ensemble in the above living room scene.

Blending with the charm and simple luxury of the entire room, the built-in davenport utilizes a minimum of space and also lends a decidedly decorative effect to the entirety. Permanent placement also re-

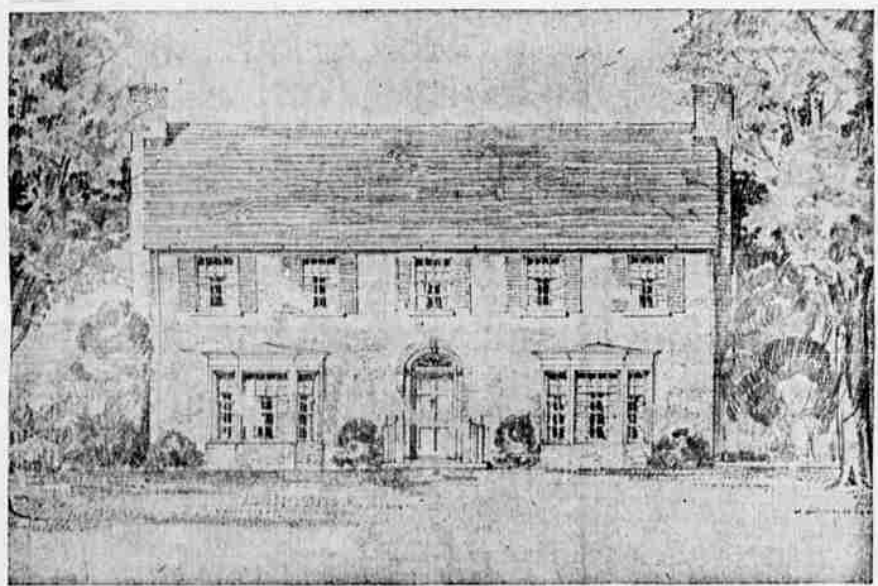
duces cleaning tasks in such a room and gives the home owner a new freedom and flexibility for other furnishings and fixtures.

Note the charming side table, built in to the right of the davenport and the balance given the whole by the relation of the built-in book case to the glass door. The built-in telephone cabinet also eliminates a usual room irregularity and adds to the general simplicity.

The simple, substantial construction is obvious without any suggestion of stiffness or discomfort.

Such built-in features are becoming increasingly popular throughout the country and modernizers are becoming more and more acquainted with the advantage of conservation of space without loss of beauty. A wide variation is possible in the upholstery of the davenport, which should in all cases harmonize or provide a pleasant contrast to the general color scheme of the room.

\$16,000 Insured Loan on This Home



CHICAGO, Ill.—The Chicago office of the Federal Housing Administration has approved a \$16,000 insured mortgage on the residence now being erected by John Dern, son of the Secretary of War, an architect's rendering of which is shown above.

The house has nine rooms and three baths, is two stories high, and is of Colonial design. Chester A. Walcott, of Chicago, is the architect. The Prairie State Bank, of Oak Park, negotiated the loan. Mr. Dern is an associate member of the law firm of Cutting, Moore and Sidley.

campaign to acquaint 6,250,000 farmers with the provisions of the national housing act which make possible the modernization of homes and equipment on borrowed money. The government agency plans to point out the advantages of making property improvements on credit. The modernization campaign will be brought to a climax before the farmer's season of spring land work.

It is the aim of the housing administration to bring to the attention of farmers the opportunity to borrow funds from private lending agencies under government insurance, for the purpose of renovating, repairing and thus increasing the efficiency of farm production.

The funds, obtainable in loans up to \$2,000, are eligible for use in repainting, housing officials point out.

The national housing act appears "in a fair way to improve the health and the general status of the average United States citizen," according to Dr. Haven Emerson, president of the

American Public Health association.

"Through better housing, he maintains, marked results should be achieved in the improvement of general public health.

Says Dr. Emerson: "Considering all sections, cities, towns and the rural districts, some housing conditions in both rural and urban America are but little better than those of the dark ages.

"In the rural sections only about one-sixth of the homes have plumbing; more than three-quarters are without running water; less than one-half have electricity.

"The average American home is wasteful of heat because it is not properly insulated and is very uncomfortable for that reason.

"Homes, hardly more than shacks or shelters, throughout the malarial

sections lack screens for doors and windows upon which prevention of mosquito-borne infection depends."

Dr. Emerson's observations are amplified by a survey of the department of commerce made last summer, showing 85 per cent of all houses in America overcrowded; 20 per cent of all houses lacking toilet facilities; a minimum of 300,000 houses erected in Great Britain in 1933 while in the United States the number was 20,000.

SNOW IN PENDLETON. PENDLETON, March 5.—(AP)—One inch of snow fell here early today and the storm was expected to continue. The fall was considerably heavier in the hill regions. The temperature dropped to 22 degrees above last night.

FARMERS TURNING TO HOME REPAIRS ON FEDERAL LOAN

Crops harvested, and pressing fall work out of the way, farmers throughout the country are now turning their attention to the task of repairing, remodeling and rebuilding their homes, barns and other buildings. They are changing and improving their equipment so as to make for greater comfort and efficiency—work that has been neglected for the past five years because of reduced farm income.

With financial institutions and manufacturers now cooperating with the Federal Housing Administration by making insured loans for modernization and repair of these properties, observers in the east and middle west report rapidly increasing reconditioning activity in rural properties.

In addition to remodeling homes, rooms are being added, heating plants, electricity with appliances and bath facilities are being installed so that old houses look strictly modern. Cellars are being floored with concrete and rearranged, providing room for laundry and work shop and storage space for seeds, canned goods and preserves. Leaky roofs on both farms and barns are being repaired or replaced; new fencing is being built, feeding floors laid—in fact, reports from Indiana, Iowa, Illinois and other corn belt states reveal many farmers doing their own work or exercising the job with no small amount of satisfaction.

With few exceptions farmers generally are found to be able to comply with the provisions of the project. The special feature permitting them to repay the loans in season is particularly appealing because of the improved outlook of agriculture as a whole.

In several places visited, farmers were doing their own work, especially painting. Rebuilding was left to skilled mechanics. Under the terms of the project, a borrower may take cash, buy materials and necessities where and when he likes and make the repairs himself. He can have a contractor do the work and the lending agency pay him, or he can give him a note which he, in turn, will sell to the lending agency.

BATHTUB HISTORY TRACED TO DAYS OF BEN FRANKLIN

Many of the modern day fixtures and commonplace conveniences of a home have had interesting and sometimes turbulent histories. For example, the prosaic bathtub!

Students of bathtub history tell us that Benjamin Franklin, responsible for many other constructive acts, sponsored the appearance of the bathtub in this country in the 1770's. However, the Franklin tub was little more than a slipper, fitting over the bather's legs and evoked little enthusiasm.

In 1842 Adam Thompson started peddling in Cincinnati by installing a box-shaped affair lined with lead in his home. Shortly after, in 1845, historians on the subject say the city of Boston passed an ordinance making it illegal to bathe unless a doctor had so ordered. Not until the early days of the Civil War was the act removed from that city's statute books. In contrast, today sees the federal government, through the housing administration, encouraging the installation and modernization of bathtubs and of course tubs, through modernization loans.

Further indication of the manner in which early lawmakers viewed the matter of personal cleanliness is seen in a resolution introduced about 1843 in Philadelphia under which bathing would have been prohibited by the city fathers from November to March! As it turned out, the suggestion was tabled.

Enlarged and Modernized



The home pictured above is typical of many sturdy but outmoded dwellings existing in American cities today. Below is pictured the same house after being given a little modernization treatment. The enclosed porch provided a sun room.

When Millard Fillmore became president, the tide turned, due principally to his installing a tub in the White House. From that time on, tub bathing increased in popularity with recent bathtub production figures totaling between 900,000 and 1,000,000 annually.

been made, but officers are working on various clues in the hope of running down the culprit.

GARAGE BURGLARS GET HEAVY LOAD OF TOOLS

The sheriff's office and the state police today are working in an attempt to discover the person or persons who sometime over the weekend broke into the Stout garage on Prune street, and stole tools valued at about \$175, consisting of drills, hand tools, and other equipment.

Entry was made through a window at the side of the garage, Sheriff Brown stated. As yet no arrests have

San Francisco Butterfat. SAN FRANCISCO, March 5.—(AP)—First grade butterfat, 38c f. o. b., San Francisco.

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