

# Merchants Find Opportunity to Improve Stores Through FHA Plan

## WILL GIVE OWNERS EXPERT ADVICE ON FIXING UP STORES

### Movement Started in New York State—New Equipment May be Financed Through Federal Loan

NEW YORK, N. Y.—Plans are rapidly being completed to organize a food-store modernization program in the State of New York, by the New York Food Merchants Association in cooperation with the Federal Housing Administration.

The plan is expected to open a market this year for millions of dollars of new equipment and building materials.

Working in close harmony with Federal Housing Administration representatives, the food association will function as a clearing house for information relative to all phases of modernization and repair of food stores.

Approximately 45,000 individual food stores in New York State will be the objective of the program. The advantages from a merchandising standpoint of attractive store fronts and appealing displays will be pointed out to the store owners. The advantages of increased value of property and the retarding of depreciation by improvements will also be cited. The annual sales volume of such stores in the state is estimated at \$750,000,000.

Robert P. Miller, executive secretary of the food association, recently toured the state and found that many store owners who have been holding back are making definite plans to modernize their establishments during the coming spring and summer.

It is the intent of the program to approach the problem in an organized way, according to Mr. Miller. Through cooperation from the Federal Housing Administration, each store owner will be supplied with accurate information, giving him details of the manner in which to obtain modernization credit and suggestions as to how he may carry out his individual project.

Every type of permanent improvement, including the installation of many forms of built-in equipment, besides actual repairs to the building, are possible through the Federal Housing Administration's modernization credit plan. Where the merchant is without the adequate cash to complete his project, the modernization credit allows him to obtain from commercial banks and other financial agencies a sum not in excess of \$2,000.

In New York several primary factors will be stressed: Modernization of store fronts, lighting, open display cases, shelving, refrigerator display cases, vegetable display racks, flooring and working equipment.

In line with the New York movement, the Housing Administration is advised that the National Association of Retail Grocers has estimated that not less than 50,000 of the more than 300,000 retail grocers in many sections of the country are planning to modernize their places of business this year.

### FRANKIE MONROE STOPS KID TORPEDO IN SEVENTH

PENDLETON, April 24. — (AP) — Frankie Monroe, 139, Klamath Falls, technically knocked out Kid Torpedo, 140, Walla Walla, in the 7th of a scheduled 10-round bout here last night. The fight was filled with action throughout with Monroe the aggressor and scoring consistently with hard straight rights to the head.

### Modernized for Only \$755



Courtesy Pittsburgh Plate Glass Co.

Above is shown "before and after" views of the grocery of Sam Friedman, Leeds, Mo., from which can be seen how economies in space and construction may be obtained from careful designing. The old store (shown above) was transformed into an attractive, sales-compelling establishment for an outlay of only \$755. Mr. Friedman has stated that he can trace a 25-percent improvement in his business since making the repairs and alterations. Note how the smart modernistic store front sets off the merchandise on display, as contrasted with the haphazard appearance of the old store with its makeshift sidewalk racks and awkward appearance as a whole. The new grocery is of the "California type", with large doors supported on overhead rails that swing in behind the shelving on the left side of the building. The center doors are regular store-front type and are hung in the usual manner. A smart new sidewalk adds to the attractive appearance of the grocery. Modernization credit, as provided by the provisions of the National Housing Act, allows similar improvement opportunities to grocers throughout the country.

## BAKERSFIELD TO OPEN FHA DRIVE

BAKERSFIELD, Calif. — Following closely the example set by the Los Angeles Plan, a group of 85 leading business and industrial executives of Bakersfield have launched a \$2,000,000 program of modernization and repair in their community, the Federal Housing Administration is informed.

Taking the lead by pledging immediate individual building programs, the Bakersfield committee is actively inaugurating city-wide modernization and repair. The city is approximately 100 miles north of Los Angeles in Kern county, with a population of 26,015, and the local program is similar to that instituted in Los Angeles 2 months ago by a committee of 100 industrialists to develop modernization and new-building activity in the Los Angeles area. The example set by business leaders is expected to produce marked improve-

ment to modernization and new-building in California. As in the case of Los Angeles, the Bakersfield program began with the issuance of a manifesto signed by the participants on the committee:

**Issue Manifesto**  
"Prompted by a sincere and sober sense of our individual responsibility as citizens of this community, we proposed that the Federal Housing activities be backed up by the solid and decisive cooperation of business, industry, and finance; and with this end in view we propose the immediate initiation of a \$2,000,000 construction program in the Bakersfield area.  
"We urge every householder, every merchant, rancher, professional man, business man, and manufacturer who is able, to associate himself with us in this enterprise. We call upon the chambers of commerce, civic groups, service clubs, and business organizations to enter wholeheartedly into expanding this plan of pledging those who are financially able, to do needed modernization or new-construction work now.

**Members' Pledge**  
"As an assurance of cooperation, and as an incentive to others, the members of this committee of citi-

zens, etc., and act as a definite unit in the Better Housing organization throughout the 48 States.

**Devising Plan**  
The Field Division of the Federal Housing Administration has inaugurated a plan which has been passed on to field workers. The work will include the following categories: 1. Speaking engagements; 2. Organization of an active women's division; 3. Radio programs.

Detailed instructions to field representatives covering this plan have been sent out by the Washington of-

## Doorway Lights Aid Visitors; Lighted House Number Helps, Too



The illuminated house number and entrance lights lend an air of hospitality to the home, and make it easy for callers to find the address.

By Jean Prentice

HAVE you ever started out on an evening for the home of friends, then upon arriving at their street, had difficulty in finding their house number?

I FAY, and it's such a nuisance. No reason for it, really, when attractive illuminated house numbers and doorway lights are so easy to install.

The charm of a carefully planned home is first revealed in its entrance. And if it is cheery and inviting, and the number plainly visible, we instinctively feel that we are welcome.

Porch-brackets and doorway lanterns, which are so much in favor in the better districts, should be

selected with an eye to the architectural design of the house. There are, on the market, styles for all the principal architectural designs, that harmonize with the house exteriors. To be practical, they must have open bottoms, so that the steps and porch will be lighted.

An illuminated house number is a convenience that should be part of every hospitable home. This feature may be incorporated into the porch lighting unit itself, or a separate illuminated number may be used, operated by a small bulb. Otherwise, the number should be so placed that it is illuminated by the entrance light. Side and rear porches each call for their individual lights. A single fixture on the door-opening side is suggested.

to assist them in obtaining a maximum reaction from American women.

VANCOUVER, Wash., April 24.—(AP)—Fire which broke out in the No. 1 hold of the intercoastal freighter, San Angelo, was fought for two hours here today before it was extinguished. Damage was said to have been nominal.

For Hose that Wear buy NOLUE & HORST Ethelwyn B. Hoffmann

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## WOMEN MOBILIZE BEHIND BETTER HOUSING PROGRAM

### Concerted National Movement Gaining Ground—Women Expend Largest Share Incomes Is Shown

WASHINGTON, D. C.—A concerted, nation-wide movement is now gaining momentum to mobilize the women of the United States behind the Better Housing Program, with a corps of 50 women field representatives now engaged and actively explaining the operations of the National Housing Act to women in the 48 states, according to the Federal Housing Administration.

The campaign is being directed toward the women of the Nation because between 80 and 90 percent of all income, according to good authority, is expended by the women of the country. Moreover, as the wife is the home maker, the Federal Housing Administration is of the opinion that great impetus to modernization, repair, and new building will grow out of a more widespread knowledge among women of the details of the National Housing Act.

Recently Organized  
The organization of women's Divisions to cooperate and function with local Better Housing Committees has been developed within the past two months. To herald what is expected to be an extensive development of enthusiasm among American women, Mrs. Franklin D. Roosevelt added her voice to the movement Friday, April 5, in an address which

was broadcast by radio to the women of the Nation. Groups of women were assembled in hundreds of communities on the occasion to hear Mrs. Roosevelt sound the "call to arms."

The District of Columbia women's organization is being organized and developed with the specific purpose of acting as a model for similar groups throughout the country.

The primary purpose of the women's organization will be to acquaint the 29,000,000 home makers of the United States with the advantages to be derived from modernization credit and the insured mortgage plan for new building and the refunding of old mortgages.

The women field workers will work with their husbands, and themselves forthwith to undertake certain improvements to their properties; and to urge their friends, associates, and employees to do likewise and avail themselves of the privileges of the National Housing Act.

"This agreement has been entered into by us, not merely to insure employment and the resurgence of business that will come from the modernization and new-construction projects to which we are individually pledged, but also in the hope that the community as a whole will rise to the challenge which is offered and that a campaign of Liberty Loan proportions will be instituted to make the Federal Housing Administration's plan popular, not only with those who need it in order to repair the ravages of deterioration and obsolescence, but with those financially able to do needed new and remodeling work without it."

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- 2nd grade House Paint . . . per gal. 1.89
- High Gloss Enamel . . . . . per gal. 2.90
- Semi Gloss Enamel . . . . . per gal. 2.90
- Florenamel . . . . . per gal. 2.89

SEE OUR WINDOW DISPLAY  
226-230 EAST MAIN

# CHECK YOUR HOME

From Cellar to Chimney Top with pencil in hand, begin at the front door and walk to the back!

## What Improvements Are Necessary?

You yourself can best answer these questions:

1. Roof	11. Fireplace Mantel, Flue, etc.	21. Insulation
2. Chimney	12. Joists and Subflooring	22. Blinds, Shutters
3. Flashings	13. Interior Trim	23. Exterior Walls
4. Attic Ventilation	14. Recreation room, Workshop, etc.	24. Garage
5. Exterior Trim	15. Rafters, Studding	25. Porch Floors and Steps
6. Walls, Plaster, etc.	16. Roof Sheathing	26. Stairways
7. Closet Space	17. Doors	27. Walks, Drives
8. Floors, Tile, etc.	18. Hardware, Locks, etc.	28. Foundations
9. Interior Paint	19. Weather Stripping	29. Basement
10. Book Shelves, Cabinets and Cupboards	20. Lathing	30. Exterior Paint

Please Let Us Assist You in Planning—Estimating Costs—Selecting Competent Mechanics and Proper Materials

PHONE 7 AND A REPRESENTATIVE WILL CALL AT YOUR HOME

## PHONE 7 TIMBER PRODUCTS COMPANY End No. Central Ave.