

Housing Campaign Bringing Definite Decrease in Unemployment

DATA FOR MARCH FIRST FOR YEARS TO SHOW UPSWING

Building Trades Unions Report Encouraging Figures As Result of Campaign—'Handy Men' at Work

WASHINGTON, D. C.—A 2-percent decrease in unemployment in the building trades unions was noted in March as compared with February, according to the unemployment report of the American Federation of Labor, the first March since 1930 to show such an improvement.

In March, according to the report, 59 percent of the membership of building trades unions was unemployed as compared with 61 percent unemployed in February.

In 1934 the month of March showed no gain over February, while in 1933 the month of March showed a 1-percent loss. In 1932 and 1931 there were no changes while in 1930, comparison of the 2 months showed a 2-percent loss. In 1928, the boom year, a loss of 1 percent was noted. A 1-percent gain was shown in 1929.

Significant in the report are employment gains in the larger cities. In every previous depression, the larger cities with their large pools of skilled labor have been the last to feel the effects of revival in the building industry, the smaller places always leading the way. The tendency of the larger places to get into line, first noted in the late Autumn, is shown by reduction of unemployment in March from the preceding month ranging from 2 percent in Atlanta, Chicago, Cleveland, Detroit, and Washington to 14 percent in San Francisco.

New York, which has hitherto lagged in a discouraging degree, shows a 3-percent reduction; Birmingham, Ala., 4 percent; Denver, 11 percent; Jersey City, 5 percent; Milwaukee, 13 percent; Minneapolis, 8 percent; Philadelphia, 6 percent; Pittsburgh, 5 percent; San Antonio, 7 percent; St. Louis, 9 percent; and Seattle, 9 percent.

Dealing as it does with employment of trade unionists, the report does not reflect the employment of so-called "handy men" who do much repair and modernization work, nor the employment of nonunionists in such "open shop" cities as Los Angeles where there is a large volume of modernization and repair work under way, as well as a considerable amount of new construction.

As a result hundreds of living rooms have been reborn. Waste space has been put into use. Built-in davenport, built-in bookcases, air conditioning systems, new fireplaces, additional windows, doors, built-in window boxes, and miniature indoor gardens, occasionally a shallow stairway leading into another room—the variety of improvements are legion.

Now comfort for the entire family, additional charm to the home, decided improvement of the value of the physical property, increased aesthetic and cultural possibilities of home life are the results of this widespread modernization of living rooms.

As the spring program of modernization gains momentum indications from all parts of the country prompt a notion that living-room improvements will take a prominent place in the activity of the next few months.

With the inception of the modernization credit plan of the Federal Housing Administration new opportunities were offered the American home owner to improve the living room. Permanent improvements were made easily possible through credit advanced by local financial institutions, insured by the government, to be repaid on easy monthly installments.

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Old Blended With New



Modernization of this charming living room strikes a happy combination of period decoration and modern atmosphere. The interior illustrates the possibilities of modernizing a room of simple detail. While not shown in this project, many similar rooms may easily include such additions to living-room comfort as built-in bookcases, cabinets, window boxes, and like improvements. Much enjoyment is to be had in such airy and spacious rooms.

The modern, American living room literally lives up to its name. There is probably no other room in the home more frequently occupied by all members of the family.

With the advent of the twentieth century the days of the parlor were numbered. The era of bric-a-brac, highboys crammed with the clutter of years, horsehair monstrosities, plush-bound long horns, whatnots loaded to the guards with china statuary, sea shells, and the countless other trinkets that made the parlor of another day an abomination—all have vanished.

In their place we find the modern, carefully planned living room. The rococo has been supplanted in simplicity, bright color, spaciousness. As each year passes, the living room becomes more and more a room to live in.

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mately two-thirds of its length. A new floor of random with plank design adds a touch of interest. A wall finish of cross-hatching design neither adds to nor detracts from the height of the ceiling, which is in excellent proportion to the size of the room.

A wide fireplace installed in the center of a recessed wall on one side of the room adds to comfort and charm. For those who desire to combine a living room and library, a beautiful mantel may be installed over the fireplace with built-in bookcases on either side.

Floor lamps supplemented by simple electrical fixtures add atmosphere. Likewise, rugs scattered on the floor with the groupings of furniture do their share in adding to the general effect of beauty and comfort.

A business increase in which demand is in excess of ability to supply is credited largely to the Better Housing Program by K. F. Weyerhaeuser of the Weyerhaeuser Sales Co., St. Paul, Minn.

An excerpt from a letter from Mr. Weyerhaeuser reads as follows: "Such items as moulding, plywood, shingles, stained shingles, plywood, stepping, lath, etc., which enter largely into modernization and repair jobs are being ordered at a faster rate than we can supply. All lumber items that enter into house construction are in greater demand and the ratio

BUILDING ORDERS TAX SUPPLY FIRM

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New Paint Department Opens at Wards



Here is a glimpse of the attractive new paint department just completed at Montgomery Ward's Medford store. The attractive panels which form a portion of the background for this effective paint display offer prospective purchasers interior and exterior color suggestions and charts that tell exactly how much paint is needed. Ward's varnish comparison tests and the "checkerboard" house paint tests are being featured in this smart, new Ward department.

of our business to our inventories is better than it has been for a long time. The operations of the National Housing Act, are, no doubt, largely responsible for this condition."

Founder's Log Cabin Burned
NEW PHILADELPHIA, O. (UP)—The three-room log house built by John Kinsley, founder of this city, was destroyed by fire here recently, caused by an explosion of an oil lamp. The cabin was built in 1803.

Medical Charter Found
WHEELING, W. Va., (UP)—After being hidden for a number of years and thought lost, the original charter of the Marshall County Medical Society was recently unearthed here and will be framed and given a place of honor in the society's headquarters. The charter was secured in 1902.

Canary Men to Seek Aid
TOLEDO, O. (UP)—Terming their business "America's forgotten industry," members of the National Federation of the Marshall County Medical Society of Canary Breeders, plan to ask the next session of congress to raise the tariff on canaries high enough to make importation of foreign-bred canaries virtually impossible.

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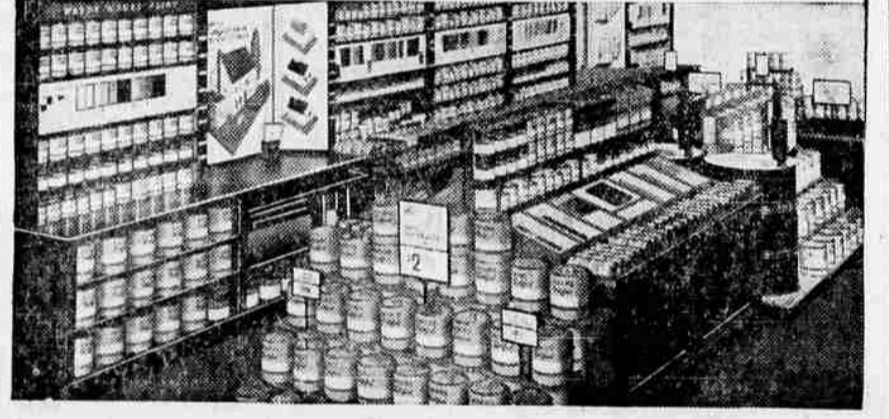
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RESTAURANT GETS MODERN INTERIOR

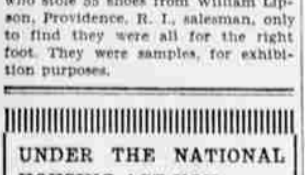
MILWAUKEE, Wis.—E. C. Fiedler, State Director for the Federal Housing Administration, recently convinced a restaurant operator of the value of modernization while having lunch in the establishment.

With a party of friends, Mr. Fiedler was having lunch in Carl Zeller's restaurant. The proprietor stopped by the table to inquire as to the quality of the food. Mr. Fiedler said the food was excellent but that he could find some criticism to make of the general appearance and decoration of the restaurant. Mr. Zeller said he agreed with him, but that he knew of no way to obtain a loan adequate to modernize his place of business. Mr. Fiedler suggested that Mr. Zeller call at his office. Mr. Zeller did.

On April 1, work of modernizing the restaurant and installing an air-conditioning system was begun after Zeller had obtained a modernization credit from a local lending agency.

Thief Was Let With Rights
WATERBURY, Conn. (UP)—Imagine the disappointment of the thief who stole 55 shoes from William Lipson, Providence, R. I., salesman, only to find they were all for the right foot. They were samples, for exhibition purposes.

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