

Metropolitan Area Apartment Vacancies Continue to Increase

By UNITED PRESS
Up and down the Pacific Coast the number of vacancies in metropolitan area apartments climbs as the flight to suburbia speeds on.

A United Press survey of major West Coast cities shows that in most cases the vacancy sign is a much more familiar sight today than at this time last year.

But the law of supply and demand does not seem to be having much effect on rents. Though there are apartments aplenty, rents remain high. Where landlords have given ground, the concessions have been modest.

Many New Owners
Real estate men say the "own your own home" idea is responsible for the vacancies. Keen competition among suburban builders is resulting in increasingly more attractive installment plans by which erstwhile rent-payers are buying homes.

This trend hasn't hurt the owners of luxury apartments. Demand remains high for the most desirable rentals in exclusive districts. In San Francisco, where the occupancy rate has dropped sharply among apartments renting for \$50 to \$150 per month, there is a ready market for \$15-a-day penthouses.

Faced with a buyers' market for the first time since before the war, landlords are facing up the fact they have to "sell" their wares. They haven't gone to the extremes of overstocked auto dealers but they do have a number of gimmicks.

Some Have Pools
Reluctant to lower rents because of high costs and rising taxes, the landlords are relying instead on "fringe" inducements. There is the "prior occupancy clause" written in many leases by which a tenant may get as much as a month's free rent for agreeing to let the property for six months or more.

Many new apartments have swimming pools and adjacent playgrounds. Apartment owners are decorating to suit their tenants and a few are offering free utilities.

Notable exception to the trend is Seattle, where real estate men report rents are rising slightly and there is no increase in the number of vacancies.

San Diego, Los Angeles, San Francisco and Portland report gradual to marked increases in vacancies — especially among the cheaper rentals. San Francisco appears to be the only city reacting with a decline in rents.



Home of Hidden Lake
More than one magazine writes that it would break a leg to land a feature article in "Living," a periodical that is immensely popular with young homemakers all around the country. Dorothy Saylor Footh did just that in gathering and preparing the background material for the magazine's July cover story — a feature on Pacific Northwest scenery and homes.

The lady took a pair of skis and a camera up to the high, shining slopes of Mt. Rainier on her scenic sojourn. After two days of such work Mrs. Footh found herself sitting up to her neck in a snowdrift, getting at an unmistakably broken ankle. She put her deadline with a typewriter on a propped-up leg at home and a telephone handy. The results are prime.

It goes good from the start. Like this: "From the summit of Oregon's apple orchards to the sum of the Columbia river to the glittering peak of Mt. Rainier, the Northwest surges upward in so vast a panorama that only Paul Bunyan could sweep it with a single giant glance."

Thus this glance is focused down to Seattle to the 875 acres of the Innis Arden homes development, and finally to the homes of architects around Hidden Lake.

It's A Tree Country...
The new, modern home of architect Ralph Anderson provides half the beauty that shines a natural color for young homemakers from the magazine's cover. The other half is the little lake and its green forest of young forest.

The story tells that the interior of the house is formed from west coast hemlock in its ceiling, with posts and beams of Douglas fir. Western red cedar boards, vertically applied, the exterior facing on most of the sidewalls of the Pearson and other homes on Hidden Lake in Innis Arden.

Few forests of the country grow so lush as those of the Northwest," states Dorothy Footh, "and cedar, fir, hemlock and spruce have become almost synonymous with the region... Paul and Jerry Gropp's house is an excellent example of a home designed not only to fit into its setting but to be as reflective of its material as a picture of a mess."

The Gropp house is pictured through three pages and there is another page of floor plans. The owners — he is an architect, she designs bottles — worked up their own plans. They knew just what they wanted at the start. The house with no complications.

but unusual and costing no more than \$13,000. They cut this figure by doing about half of the labor themselves.

Architects and engineers have been designing in West Coast woods since a century ago, when Douglas fir timbers were specified for all kinds of heavy construction in booming San Francisco. In 1918 the region's lumber industry set forth on its first national product advertising campaign, directed at the consumer. World War I stopped the program. Ten years later the millmen were not only advertising again but were in the thick of the biggest national architectural competition ever promoted by the lumber industry anywhere.

The design that resulted were still being ordered regularly by consumers in 1937, when the large home of wood was left to go it alone, while trade promotion was concentrated on the low-cost home of lumber with FHA financing.

Again a world war intervened. At its end the advertising and promotional program of the West Coast Lumbermen's Association was started and has grown successfully, year by year. So that as of now the national magazines themselves are developing the story.

Salk Vaccine Distribution Set

Washington — (U.P.) — The government is releasing 846,000 doses of Salk anti-polio vaccine to the states under the new voluntary distribution plan where by the states will decide who gets it.

The Health, Education and Welfare Department said Sunday the vaccine may be used either by public agencies, such as local health departments, or turned over to physicians for vaccination of private patients.

No federal strings are tied to the distribution. But state officials are expected to follow recommendations of the National Advisory Council that priority be given to the 5-through-9 age group.

Meantime, with Congress trying to adjourn, legislation to buy Salk polio vaccine for children whose families are unable to pay awaited a House floor vote. The Senate already has approved a more liberal bill to provide federal funds for free Salk shots in all states, without restricting them to those unable to pay. There was a possibility that the legislation might be caught in the adjournment rush.

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