



Home Modernization Section



RAINY DAY WORK

Irrespective of how rainy or disagreeable the weather may be, modernization work may be done inside of a home. Interior work in connection with wiring, plumbing, heating, floors, walls, partitions, stairs, basements, attics, and the like, can usually be most economically done during the slack winter period before available building craftsmen are needed for new construction, which usually increases during the spring and summer. Modernization loans, insured by the Federal Housing administration, are available for making home repairs.

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Our "48 year old plan" will do it for you SAFELY.

Come in and ask about it today.

WINNETKA BUILDING & LOAN ASS'N

716 Elm St.

Winnetka

Playground for Children Pleases

A children's playground in the yard where they can amuse themselves and bring their little friends to play in perfect safety is a desirable addition to the home.

A playhouse of practically any size desired may be easily erected. A sand box with clean bright sand is excellent for little children on warm days. A small pool on which to sail boats, a swing, trapeze, see-saw, slide, and other kinds of equipment may be quickly and inexpensively installed.

For larger children and adults a concrete tennis court is an excellent recreational addition in any yard. The large smooth surface may be used for playing various kinds of games. It also is an excellent place for the children to roller skate, ride on bicycles, and play during practically any kind of weather. It dries quickly after a rain and can be used when the grass and soil are too wet to use as a playground.

REAL ESTATE LOANS

Have funds to loan on choice North Shore residential and business properties at reasonable rates.

E. G. Pauling & Co.

10 S. La Salle St. Chicago
Franklin 7740

Housing Hints

Tips on How and What to Improve

CAULK CRACKS

Very often sash and door frames do not fit snugly in a building. This is especially true where frames adjoin masonry work or even in poorly constructed frame buildings. Even after construction is completed, shrinkage of materials may occur or masonry may break away, leaving cracks that permit heat loss and the infiltration of cold air and dust. Cracks around frames should be kept filled with caulking material.

ILLUMINATED PLATE

An illuminated house-number-plate installed where readily visible from the street is a great convenience at night. It will assist visitors in locating your home and probably eliminate the annoyance often caused by persons ringing the doorbell to ascertain the location of some other house number.

CLEAN FOR PAINT

Home owners who desire to renovate their homes by applying paint over an old varnish finish should first remove all dirt, grease, soot, and fingerprints from the old finish by washing it carefully with a cleaning solution of soda and water. It is then advisable to dull the glossy finish with fine sandpaper, steel wool, pumice stone and oil, or with turpentine.

REPLACE OLD PAPER

While doing the customary Spring house cleaning replace old out-of-date wall paper with some of the new washable wall coverings, especially in kitchens, playrooms, bathrooms, and similar places which become easily soiled.

"New American" Home - Building Plan Announced

A demonstration "new American" home-building program designed to bring about the construction of a new home for each 100,000 population in the country by September 1, and including discount inducements to builders, was announced recently by the General Electric company.

Cooperation has already been assured by the Federal Housing Administration and numerous publishers, builders, and banks.

The general plan is to offer to selected builders throughout the Nation new ideas, prize-winning drawings, substantial discounts and terms on electrical equipment, and national and local advertising support, all in consideration of the construction by these builders of demonstration "new American style" homes.

The prize-winning drawings of typical modern American dwellings were chosen from plans and elevations submitted by 9,000 architects in a competition conducted recently by the General Electric company. Over 2,000 sets of drawings were entered, from which 52 winners were selected. A "new American" design was reflected in the entries as a whole, according to the contest sponsors.

"Our aim," according to T. K. Quinn, vice president of the company, "is to have built 1 house for each 100,000 of population by September 1, 1935, so that it will be opened for demonstration to the public during the months of September and October. There are no limitations as to the size of the communities or the total number of houses, except as may be provided by local committees."

These committees will be made up of dealers in various localities.

FHA Strengthens Morale, He Says

The morale of any prospective home owner should be greatly strengthened by the knowledge that his Government has enough confidence in his integrity to guarantee his unsupported personal obligation and make bank credit available to him, in the opinion of F. A. Rahter, Long Island real-estate developer.

The persons who become owners of one-family homes in the \$5,000 class represent a cross section of American middle-class life, Rahter believes, and will constitute the largest group to benefit under the mutual mortgage-insurance plan of the Federal Housing Administration.

These people, in the opinion of the real-estate man, will pay off their debts in full. He feels that they are not looking for "something for nothing" but, rather, are seeking financial aid "without mortgaging their souls and which will enable them to retain their self-respect."

Through a modernization loan Rahter's own home was recently redecorated, he says, and added that the entire transaction, which was conducted through a local approved lending agency, was pleasant and satisfactory.

HEATING SERVICE CO. Oil Burner Service

ALL MAKES

Winnetka **375** Day or Night

OLIVER HANSEN

A Tip to Would-be Home Owners:

There's not going to be any better time for many a year to buy or build a home than *right now*. There are a good many good reasons for this. But don't just take our word for it. *Ask any real estate man about it and satisfy yourself.*

And when you go to buy a ready-built house, why not make sure that it's built right and that it won't be a source of "grief" to you for the rest of your days? Likewise, when you go to build, why not side-step a lot of trouble by getting somebody *experienced* and *reliable* to handle the whole thing for you—from the planning and designing right on down to putting up the window shades and seeding the lawn? Financing, too, if you need it. And all at a price *fixed* and *guaranteed* before you obligate yourself for anything.

And if you have a small modern home you'd like to trade in on a larger one, or as part payment on building a new one, that's in our line, too.

We offer for sale the following: Two nine-room houses now under construction in S. E. Kenilworth and S. E. Winnetka; one eight-room and one nine-room house in Evanston; one nine-room house in Glencoe; one eight-room house in Highland Park.

We've recently printed a small pamphlet called "This Business of Becoming a Home Owner." It's yours for the asking.

C. A. Hemphill & Associates

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Architects

Contractors

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