

# HOME MODERNIZATION ... SECTION

## Need Co-operation for Success of FHA

The public—home owners, financial executives and industrial men—will determine the success of the Better Housing Program. The Federal Housing Administration provides the plan and works out the details; the remainder hinges upon the cooperation it receives from the rest of the nation.

With the launching of this immense plan, thousands of owners of homes and other buildings will be able to make necessary repairs, alterations and improvements on their property by taking advantage of the attractive loan basis made possible by the FHA. The loans may be obtained from local agencies collaborating with the Gov-

ernment, for repairing, altering or improving existing buildings or the grounds.

Financial institutions will find the type of loan sponsored by the Federal Housing Administration to be one of the safest that can be made, since in very few cases, if any, will losses be greater than the amount insured by the Administration.

Industries more than a thousand strong are already showing an interest in the vast undertaking and asking how they can cooperate. They are urged to fit their plans as far as possible to those of the Federal Housing Administration, and above all, to maintain fair prices in the face of the great demand that is certain to come for building supplies and labor.

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Painting : Decorating : Remodeling

### NU-CALK CALMING COMPOUND

- Not "cheap" grade
- Complies with Government specifications

Millen Hardware Co.  
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### REPLACE SASH CORDS

Replace your sash weight cords. It may be that that is the reason the old window is so hard to open.

### THIN YOUR PAINT

When paint is sprayed on an object, it should be of thinner consistency than paint applied with a brush.

Mr. and Mrs. H. A. Foresman, 515 Essex road, Kenilworth, returned last week from a two weeks' motor trip east, visiting New York, Washington, D. C., and spending several days at Virginia Hot Springs.

## R. B. Whitaker Company Dedicates New Business Home This Saturday

### Latest Modernizing Features Employed in Structure

The R. B. Whitaker company, which moves into its new home this week, will open its doors to the public on Saturday and will hold open house all day for its friends, clients, and the residents of the north shore. It invites all to come and inspect this new ultra modern structure designed for an devoted entirely to the interests of the R. B. Whitaker company.

For the past three months wide interest along the north shore has been evinced in the happenings on Center street, Winnetka—at the Indian Hill stations—where the building department of the company has been actively engaged in constructing and rushing to completion this new addition to the north shore's fine business structures.

The building is modelled on the Tudor design of the 18th Century and is the work of three eminent Chicago architects, Mayo & Mayo, Inc., Chester H. Walcott, and Melville Clarke Chatten. Many of the newer ideas in the construction field have been incorporated in this new ultra modern home of the company.

### Apply Modernizing Principles

The expanding business activities of the company and its engaging extensively in the construction field necessitated this structure. Another motive, however, important both in the selection of the site and in the design of the building, was the desire to have a structure that could be used as a show place for the construction department of the company.

Public interest today is keenly centered not only in new home building but also in modernization, as well as the newer things that go into both of these fields. Many of them have been incorporated in this building—such as—light concrete construction, air conditioning and heating, steel casement windows, ceiling and wall insulation, etc. Thus it is possible for the individual to see the practical application of these and other new ideas in building and to learn how they may be applied to today's modernization and home building problems.

### Unique Photo-Tours

Special studio room facilities have been provided for showing of the company's now popular Photo-Tour of North Shore Homes. In these studio rooms will also be projected views of the latest idea in the building

world—a new contribution of the company to home building known as "Whitaker's Visualized Home Building Plans." These will enable anyone to take much of the guess work out of house building by seeing the home built up on the screen.

Discussing the company's new office, Mr. Whitaker, president of the R. B. Whitaker company of Winnetka as well as head of the parent office, the R. B. Whitaker company of Kenosha, makes this comment:

"We are not only very happy to have our own home but we are more than delighted with the reception our effort has received from the hands of the public on the North Shore.

"Our business with real estate, building, and insurance is in a simon pure residential section. Hence we decided to have a home that would not only conform to our business but harmonize at the same time with the architectural atmosphere of the north shore. We believe that in our new office building we have accomplished both in an admirable degree without lessening the effectiveness of either."

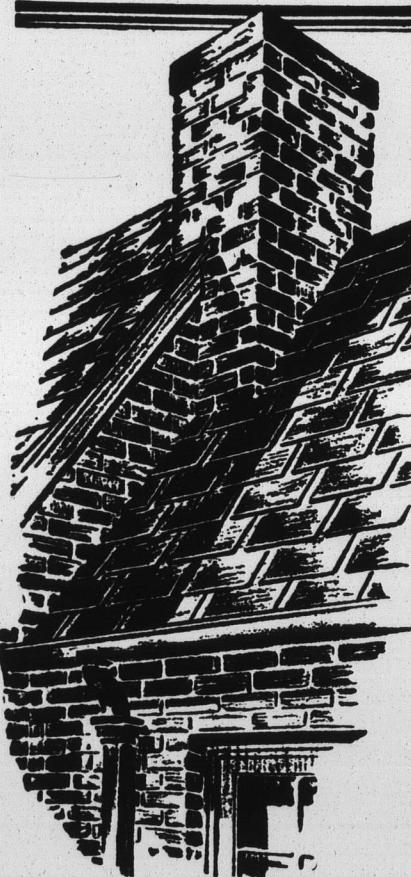
### On Main Highway

Realizing that transportation is an important factor and that the automobile plays an important part in the daily life of people, the company chose the site for its new home on what is now the great through artery of the north shore, the Green Bay road and Railroad avenue highway, of which Center street in Winnetka is a link.

The Indian Hill stations, opposite the office, give connection with both the North Western and North Shore railroads, and to further provide for the comfort of its clients, the company has laid out a private parking place of 5,000 square feet. Both inside and outside the offices every detail for both the comfort and convenience of the public has been attended to and every facility provided for expediting the business of those who use the company's services.

### ATTIC MAKES DEN

The word attic is gradually becoming an anachronism now that the conception of an up-to-date house has changed. At a very low cost it is possible to remodel the third floor, merely by covering over the old walls and partitioning off rooms. A den for father, a playroom for the children, or just a shower or bathroom on the top floor will relieve congestion.



## Now's the time to RE-ROOF!

Take advantage of present low prices and have the old roof covered with Careystone—the asbestos-cement shingles which cannot burn, rust or rot. These beautifully colored roofs, as fireproof and lasting as stone, are a splendid investment—they require no painting or other renewal treatment at any time.

### Free Roof Inspection

If you think your present roof may need attention, we will inspect it free of charge. If it is in good condition, you will be so advised; if repairs or replacements are necessary, an estimate of the cost will be submitted. This service is yours for the asking—just call, phone or write.

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