

SUGGESTIONS FOR NEW HOME PLANNING AND MODERNIZATION PROJECTS

Check Health, Safety Menace

Hazards Affect Marketability

The entrance of special hazards which may menace health and safety should not be overlooked by the prospective home owner in choosing the location for his dwelling.

Often the topography of a neighborhood may affect the comfort as well as marketability of a home. It is possible that low land in some cities is developed because the area may be subjected to intense summer heat, poor circulation of air, periodic fogs, and sometimes

Check Topographic Elements
Streets with a heavy grade, ravines abrupt changes in contour of land, soil erosion, and hillside locations are all topographic elements which should be investigated as possible sources of hazard.

In many cities certain low areas are subject to periodic flooding. While sometimes flooded residential areas are accompanied by serious property damage and great danger to personal safety, it invariably results in temporary inconveniences and is therefore undesirable.

Traffic Hazards Risk
Traffic hazards are commanding more and more consideration coincidental with the accelerating rate of traffic accidents. The trend toward more protected areas results from an effort to escape the hazards of high-speed traffic thoroughfares or those of principal streets where traffic may not be necessary fast but heavy and dangerous.

Occurrence Not Necessary
Frequency of occurrence is not necessary to establish hazards since they may exist so long as the elements of danger exist. This point of view should be taken by the prospective home owner when considering a location which may be subjected to the hazards of fire and explosion. The presence of commercial or industrial activity dealing with the storage or manufacture of volatile or explosive materials is an example of this type of hazard.

Sometimes certain areas are subjected to special hazards which affect the health of neighborhood occupants. Some of these influences and conditions are smoke, fog, chemical fumes, exhaust gases, stagnant ponds or marshes, poor surface drainage, and excessive heat or dampness.

More Home For Dollar in 1940

Just as American ingenuity in the automobile field has resulted in the improvement of the motor car so has it resulted in advanced house construction methods. Today the home buyer receives more house for the dollar than he did twenty years ago, or even ten years ago. Here are thirteen separate points representing such progress:

(1) Instead of pyramid mortgage home financing, we have the single amortized mortgage, a much more liberal financing arrangement; (2) Instead of the box design for small houses, we have architect-designed small houses; (3) We have power equipment on the job; (4) Instead of a collection of shingle grades, we have shingles rigidly graded; (5) Instead of ugly unstable plumbing fixtures, we have vitreous china fixtures; (6) Instead of hardware that corrodes, we have bronze and chromium-plated hardware; (7) Instead of ash-bucket furnaces, we have automatic air-conditioned heating; (8) Instead of a narrow range of interior finishes, we have a wide range of wood paneling; (9) Many types of higher effective insulation are now economical to use on any house; (10) Instead of the expensive hand finishing of lumber for fine work, we have economical finished lumber surfaced at the mills and ready for painting; (11) Instead of guest-work paint methods, we have paint products compounded and styled for every use; (12) Instead of the lumber being graded as an individual mill product, Government standard lumber grades are in use; and (13) Instead of having wood sold for homes only in traditional lumber forms, we offer a wide range of factory-fabricated and often pre-finished wood products.

Prevention Considered Best Termite Control

Prevention is the surest control for termites. Builders recognize that there are many ways to prevent termites from gaining a foothold in the foundations of a house. Since dampness is a favorable condition for termite breeding, the ground around the house should slope away from the foundation walls to assure good drainage. Rainpipes should not empty close to the foundations.

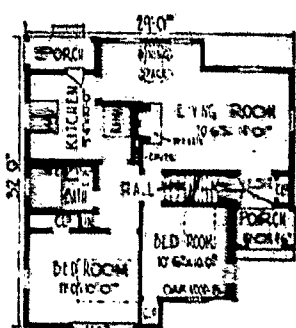
A Real Economy House



Simple in its general line, but with a touch of the modern, this house represents economy both in construction and in space. Although economy is stressed primarily, the design presents a blend of desirable attributes—the arrangement of the four rooms, with all necessary utilities on one floor. Furnishes the utmost in efficiency and comfort.

Note the possibilities for air-circulation throughout the living room made possible by the "open area" between it, the kitchen and the dining room.

For further information write the National Lumber Manufacturers Association, 1337 Connecticut Avenue, Washington, D. C. Inquiries should refer to them "Simplified."



New Flooring For Old Home

Can Be Laid On Present Surface

The simplicity with which new wood floors can be laid over the old flooring has proved a boon to the home modernizer and accomplished much in raising the standard of the old home towards the higher plane of the modern home.

Many lumber manufacturers today are making and furnishing their lumber dealers with special thicknesses of flooring especially designed and adapted for modernizing work that is easily and quickly laid without disturbing the old floor. Aside from the economy and saving in labor there is often an advantage in having this double floor.

Many Shades and Finishes
Wood flooring may be had in many attractive shades and finishes. In a living room or dining room, "weathered" finish gives a rich and beautiful effect. Novelly gray often gives the desired touch shades such as "forest green" or "sea" for parlors and breakfast rooms.

Some authorities on interior treatments for the home express the opinion that floors in living rooms, dining rooms, libraries, etc., should be dark. They say that the floor should be the darkest part of a room, the wall treatment in lighter values and the ceiling the lightest tone of all.

Have Experts Do The Job

No matter what the flooring requirements of a home may be, or how varied the personal preferences, there is a suitable wood flooring to fully meet every need. Refinishing may be done with little trauma or fuss. One room may be done at a time to avoid disturbing the household. If this is more desirable than making one job of the entire home. Obtain the services of an expert floor man to do this job for insurance of best results and for lasting beauty.

A PAINT FORMULA FOR IRON WORK

More practical iron work has replaced the iron dog and lever of former years. Today modern homes use metal for porch railing, gates, fences, and lighting fixtures and as a decorative trim. The problem of painting, however, remains the same. Iron and metal work, unless otherwise protected, needs a complete house-painting job or undertaken separately.

BRIGHT HALLWAYS GIVE CHEERFULNESS

Too infrequently the home owner asks himself what sort of impression the hallway makes. Important because it is the first part of the interior of the house which meets the eye of the visitor, the hallway all too often is cold, reserved, and somewhat gloomy.

FAULTY GUTTERS CAUSE DAMAGE

Leaky and corroded gutters and downspouts often cause serious building damage. They may result in ruined and unsightly walls and ceilings as well as cause considerable deterioration of exterior materials.

Simplicity In Home Design Is Essential For Economy

One of the most direct roads to obtaining the maximum amount of livability and construction economy in the small home of today is through simplicity in exterior design, according to a building expert.

The successful design of small-house exteriors is largely a matter of first obtaining an effective but simple composition. This is achieved through the use of uncomplicated roof lines and care in the disposition of door and window openings. The second objective is good proportions in the width or length of walls to their height. The third is the use of variations and materials which lend interest to the wall areas without producing a restless appearance.

"Simplicity" in exterior design results in an attractive livable house and gives the small house the appearance of maximum size. The fewer different materials used in the exterior the better, and the less the cost will be.

Obtain Appearance of Size
The use of several different materials, especially those which contrast in color and texture, breaks up the exterior into a series of small units or segments. This has the effect of making the house appear smaller than it is. Effectively to obtain an appearance of size the small house can be treated as one large color area. When different materials are used for desirable variations, the appearance of size still can be obtained by the use of a single color.

Structural methods which minimize height are usually the most economical and result in small houses of better exterior proportions than when they are high in relation to their width and length. Appearance also is generally improved by avoiding breaks in the roof lines at the eaves, which saves cost as well. Unnecessary gables and dormers, overelaborate cornices, and all nonessential features can profitably be omitted.

Color Reflects Personality

Color, when properly used, can endow some of the plainest homes with striking and pleasing individuality. Rooms of like-like houses can be made to appear refreshingly different when well-selected paints are used.

Color Combinations

To show some of the most combinations of exterior hues well together, the following "color recipes" have been taken from the "House of Outside Color" exhibition in New York. They have been prepared by color experts for typical houses, located in all parts of the country.

- Color recipe No. 1—Forest green roof, pale coral walls, deeper coral trim, red-orange door.
- Color recipe No. 2—Russet-colored roof, white walls, white trim, rust-colored shutters and front door.
- Color recipe No. 3—Brick-red roof, off-white walls and trim, Dutch blue door.
- Color recipe No. 4—Blue-gray roof, light yellow walls, faded yellow trim, deep gray front door.
- Color recipe No. 5—Roof blend of red and deep orange, yellow walls, orange shutters, and dark blue front door.

Home Building Calendar

This is a daily work calendar showing the approximate number of days devoted to the various operations in the construction of the average six-room dwelling. It will give you a fair idea of how long it will take to complete your new home assuming the weather is good.

Days	Operation
1	Layout and excavation
2	Foundations and foundation
3	Framing to ridge pole
4	Shathing and cornice
5	Roofing and flashing
6	Siding and window frames
7	Plaster and drying period
8	Laying finish floor
9	Interior trim
10	Interior paint
11	Sand and finish floor
12	Grade yard

Plumbing, heating and electrical wiring are planned to carry on simultaneously with structural work.

FAUCET WASHERS
A new ball-bearing faucet washer is being distributed which its manufacturers claim will eliminate dripping from faucets as well as frequent washer replacements.

AVAILABILITY OF SCHOOLS
Schools are an important requisite of a residential neighborhood. In selecting a community for the purpose of building a home, the prospective home owner should have some assurance that there are schools available in the community or that provisions are being made for them in the future.

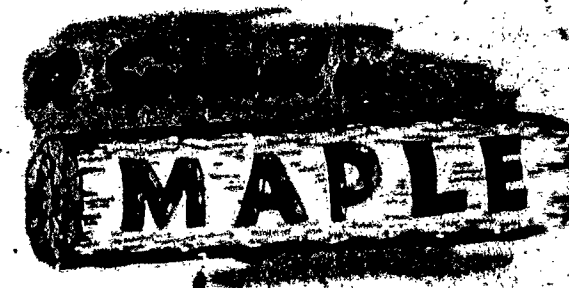
OUTSTANDING IMPROVEMENT
The Federal Housing Administration plan of home financing was characterized recently by a Mid-Western builder as "the most outstanding improvement in the home building industry that has happened in the past 20 years of its experience."

ELECTRIC METER LOCATION
To avoid the disturbance of the household by meter readers, an electric meter may be mounted at right angles to a facing or other window so that it can be viewed from the outside of the house, or an cabinet that can be secured in the interior of the building.

AUGUST SPECIAL

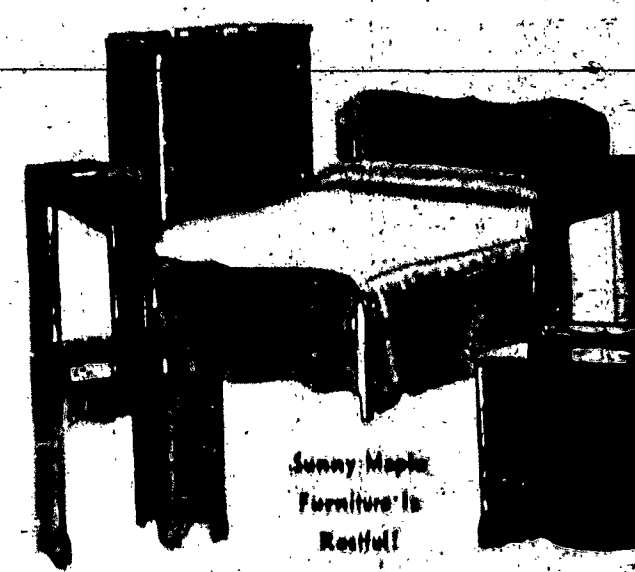
THE LASTING CHARM OF
SUNNY MAPLE

Have no regrets... take advantage now of the record-breaking savings typical of which is this suite



Maple—rich warm glowing tones in authentic style.

A better-type maple suite, enriched by a hand-rubbed finish that produces all the true loveliness of sunny maple. A splendid design. Bed, chest and choice of vanity or dresser.



Sunny Maple Furniture is Restful

TERMS!

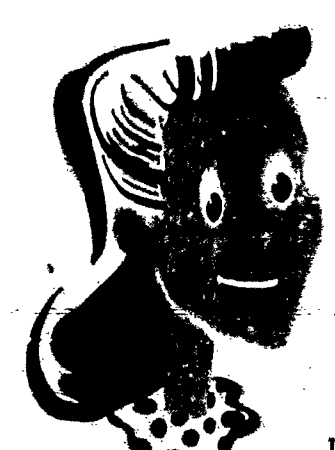
BOX SPRING and INNERSPRING MATTRESS
29.50

MT. MORRIS FURNITURE CO.

PHONE
MT. MORRIS
248

OPEN EVENINGS
FREE DELIVERY
Within Radius of 100 Miles

27-29
NORTH MAINE ST.
MT. MORRIS, N. Y.



SEE IT...

So fast...Cuts cooking time

Reduces your food bills, too, because it cuts food shrinkage up to 20%. Preserves health-giving vitamins and minerals because it lets you cook the minimum water way. Here's the food-saving range with 22 new CP features that American women everywhere are talking about. So, SEE IT, WATCH IT, TRY IT! Then, trade in your old stove today and save time, food and money.

\$20 for your old stove regardless of age, make, or condition.
SPECIAL LOW PRICES
NO DOWN PAYMENT
(YOUR OLD STOVE IS THE DOWN PAYMENT)
Pay as little as 10c a day.
As long as 36 months to pay.



ROCHESTER GAS & ELECTRIC

For Trouble and Service Calls
Telephone MAIN 3960

Corporation

THE WORLD OF FOOD

THE WINNER IN AN ICE CREAM EATING CONTEST FOR DOGS, THE NAME OF THE LATEST TITLE HOLDER, IS SHIVER, IS

FREEZE COFFEE IN ICE CUBES—LEAVING NOGRESSIVE AND DISAPPEARING THE BEST PREVENTION OF RED CORNERS FROM MEETING ICE.

PLEASE DO NOT FEED DOGS FROM THE GROUND—THEY WILL GET THE BACTERIA AND OTHER DANGEROUS DISEASES FROM THE GROUND.

WE WILL PAY \$5.00 FOR EACH SPOONFUL SUBMITTED AND USED ADDRESS: A WORLD OF FOOD, 406 10TH AVENUE, NEW YORK, N.Y.

The CATHOLIC COURIER Schools of Cookery will start again soon. Watch for announcements.