

Building Improvements

SMALL HOMES • STORES • APARTMENTS • MODERNIZATION

ROOFING and REPAIRING

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Phone 876

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Anderson BROTHERS

215 Brownell

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SEAUER SYSTEM

An Advertiser in the SATURDAY EVENING POST

... and I'm thus fully equipped with the SEXAUER SYSTEM of STANDARDIZED SERVICE to do the job while on the job. No return trip. No wasted time. No tinkering. My SEXAUER PORTABLE SYSTEM (shown below) goes out with me on every call. Equipped with the SEXAUER Precision Tools and 1423 SEXAUER Repair Parts, guaranteed to give triple wear which enables me to do better work... in less time... at less cost.

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CONVERT MONTHLY PAYMENTS

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HEADQUARTERS FOR JOHN'S-MANVILLE BUILDING MATERIALS

SIMPLE DESIGN BEST IN MODERN HOME BUILDING

Houses should be built with little ornament. Our ancestors, who lived on the Southern coast of England, the lowlands of Scotland and the villages of Brittany, built their homes as comfortable as they could with the cheapest material available. They had no architects, lumber dealers, contractors or interior decorators to lay down the law to them as to what they could or could not do.

They did as we should do—they built with what was at hand. They did not put a lot of silly gurgles or gingerbread items into their houses; they took the material nearest at hand, used common sense and when the house was completed it was beautiful.

Today, we are copying into our homes many of these styles that grew from the common sense use of native materials.

One of the difficulties that a home owner faces is the elimination of unnecessary details and items in a home. That is one of the reasons why the modern trend is becoming popular in this country. It is so simple.

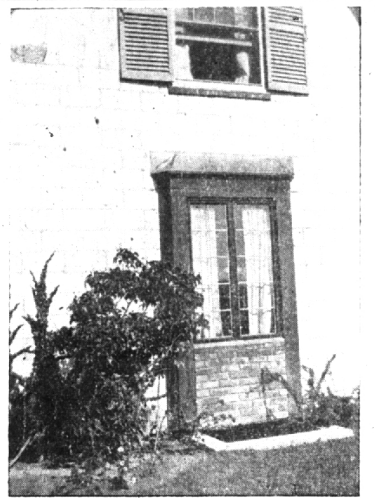
It would be best, then, when we build our homes, to think of the simplicity of design and the absolute functional details that enter into its construction.

MODERNIZE AND REPAIR!

- Window and Door Screens
- Porch Enclosures
- Cabinet Work
- Mantles
- Specially Designed Picket Fences
- Sash, Door and Trim.

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Grant at Ruffner
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In certain sections of the country concrete block walls are being used and painted with cement waterproof paint as an exterior finish. Above illustrated is shown such a wall, showing how well this material lends itself to certain types of houses. It is interesting to note the small bay which projects out very slightly from the wall, with the brick panel in the window.

Light Important As Sales Medium

There is a growing realization among merchants as to the importance and correct use of light in an advertising and sales medium.

An appreciation of the fact that merchandise cannot be shown to the best advantage unless it is brought to the attention of purchasers means that a special understanding of modern adequate lighting and harmonizing fixtures and their adaptation to the needs of the store is necessary.

The use of special spotlights and other means of brightening certain sections displaying articles for sale must be studied and utilized.

Apply Cement To Waterproof Walls

The application of two coats of Portland cement paint to concrete masonry walls has proved to be an effective and durable treatment for waterproofing this type of wall. In instances where repainting and exterior wall treatment costs appear to be excessive, the application of three coats of Portland cement paint may prove to be the most economical and satisfactory method for maintaining the exterior wall.

TRY THIS TEST

A practical and simple way of determining whether a concrete floor is dry enough to paint is to lay a piece of linoleum three or four feet square on the floor. If, after two days no dampness shows under it, it is dry enough to apply paint.

Wire Care

Where electric conduits come in from the street to the house and underground, they must be of a waterproof type. If moisture is allowed to reach the wires, a short circuit will result with inconvenience to the householder and damage to the lawn.

Sash Cords

Where double hung windows are used, it is important that pulley and cord be of a good quality and that the weights properly balance the sash to avoid annoyance and difficulty in raising and lowering the window, and to reduce the cost of maintenance.

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Spring Air MATTRESS

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TUNE IN ON COOL BREEZES AND HAVE SUMMER COMFORT

Being one's own weather man may on its face sound like a fantastic idea, yet it is something that is actually true in the cases of thousands of owners of electric room coolers, according to Harry E. Bissett, local dealer for Delco Frigidaire air conditioning products.

"With the type of modern equipment available today," said Mr. Bissett, "a person may enter his living room, his office or even his bedroom, flip a switch and immediately tune in on comfort for his body which he can get out of the air. And he can do this regardless of how hot the weather may be outside."

"Electric room coolers today do everything that nature supplies, even more. They not only make hot rooms cool, but they transform sticky, muggy rooms into airy, cool, delightful comfort. And they do this continuously, silently and automatically. Hot rooms which have formerly held out no promise of anything other than nights of misery in mid-summer have been made into regular havens of rest and relaxation by the simple process of moving in a Frigidaire room cooler, which scrapes space comparable with a console radio. Offices which heretofore have been deserted by all except those forced to remain under torrid conditions and presenting outstanding examples of inefficiency and employ discomfiture, have become attractive places for business men and clients as well as high school students.

"Yet in all of this," continued Mr. Bissett, "there is nothing new or experimental. There is not a single fundamental principle involved that has not been used in electric refrigeration for years and proved in multiplied millions of homes and stores. Of course in the Frigidaire cooler there are some unique methods, which have been worked out in applying such principles, which make for the ultimate in convenience to the user and beauty for the eye."

"There is no classification of human beings that cannot benefit from the use of electric room coolers. Infants, youth and busy adults as well as the aged or the ill find comfort and satisfaction in this new escape from summer's terrific heat. Contributing to health and efficiency, available in a number of sizes and styles at popular prices and easy terms, electric room coolers are well suited to any of the great popularity of the electric refrigerator of the last decade."

Keep Medicine Chest Spotted

It is easy for the medicine chest to become soiled and spotted and it is well worth the few extra few cents to buy a small quantity of enamel. Enamel will renew it.

KITCHEN SHOULD BE CHEERFUL AND GAY

The kitchen, whether large or small, is at times the center of hospitality, perhaps a midnight raid on the icebox following the return of the school or the group conversation, perhaps an old-fashioned taffy pulling or corn-popping party or it may be young and gay, a cocktail party.

For this reason, it is important to have the kitchen decorated as attractively as any other room in the house. And anyway the largest number of hours spent by the homemaker in working center is spent in the kitchen, and it should by all rights be convenient, attractive and pretty.

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Use Light Colors For Smaller Room

Dark colors tend to make a room seem smaller and darker. Lighter colors and slender, tapering proportions are more appropriate for the small room.

A dark ceiling for a room which is too high makes it seem lower and in better proportion. The exposure of the room usually decides the tone of the finish to be used.

Warm tones include yellow, gold, ivory, cream, buff, tan, orange-brown, pink, rose and red and green, blue, shades of red and blue, purple, gray, blue, green, violet, silver or aluminum.

If you wish to seek the effect of color on size, try making a simple sketch of the room, done in various color combinations.

Choose Washable Walls For Kitchen

Kitchen walls should be covered with a washable paper or painted several coats with the best grade of paint so that they may be frequently cleaned. With the steam from cooking and at the sink, a grease film gathers on the walls and ceiling which should be removed often. This may be done by washing the walls with a strong solution of washing soda or by the use of a special powder for cleaning paint obtainable at paint stores.

Roofs May Be Of Different Types

Roofs may be constructed and pitched with gable-end walls, hip roof or flat, with either over-hanging eaves or parapet walls. Pitched and hipped roofs should have a slope of no less than 1:3 unless covered with sheet metal and the rafters should be covered by standard inch boards. Shingle laid may be used instead of roof boarding for the support of wood shingles and is, in fact, preferable in damp climates where rotting on the underside of the shingles is prevented where ventilation is provided.

The Dining Room Floor

If you do not use a rug in the dining room, the floor should be such that it may be maintained with as few marks and scratches as possible.

If the floor is stained and varnished, a dark tone is preferable. If paint is to be used, any very dark shade that will harmonize with the general color scheme may be chosen.

Dark green, red or terra cotta are effective colors for the dining room.

BEAT DOWN Hay Fever WITH NEW FRIGIDAIRE PORTABLE AIR CONDITIONER

Powered by Frigidaire MYSTER-RISER fan-low-cost summer cooling and year-round filtered ventilation

FOR HOME OFFICE Only \$39.95 INSTALLED Easy-Tune-Low Noise Fan-Filter

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See this wonderful automatic stoker on display in our office. As low as \$179.50. Two years to pay.

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BUILDING PAPER SEALS JOINTS AND CREVICES

Although it is one of the cheapest items in your home construction, building paper is one of the most valuable materials used in the operation.

Building paper seals all the joints, cracks and crevices, and protects the lumber and flooring. It should be applied over the sheathing boards, under the flooring, under the floors, and/or fastening around windows, unless copper is used for the latter purpose.

A good, strong building paper will not require the use of lath to hold it in place against damage by the wind, which is a distinct advantage.

The right kind of building paper should be used, because after it is once installed it is practically impossible to repair any damages to same. If proper paper is applied, with care, no repairs will be necessary.

If the house is not to be completely insulated, there is the advantage of building paper which will not require the use of lath to hold it in place against damage by the wind, which is a distinct advantage.

INSULATE Your Home

Cooler in Summer, Warmer in Winter.

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SPECIAL — LAST 3 DAYS



FREE INSULATION OFFER

While this special Zonolite insulation campaign is taking place we are offering you a chance to insulate your home at a big saving. During this week we will give you, absolutely free, five bags of Zonolite — the world's finest insulation — for every twenty-five bags you purchase!

Buy Zonolite this Week — Save Up to 20% on Insulation Costs

Easy to Install You Can Do It Yourself

Imagine! You can save up to 20 per cent of the regular cost of Zonolite if you buy now during Zonolite Week. Keep cool on the most torrid days — enjoy relaxed and restful sleep on the hottest nights — install Zonolite home insulation between the ceiling joists or roof rafters in your attic space.

Zonolite will give you year-round comfort. In summer it acts as a heat-stopping barrier by keeping the heat of the summer sun from seeping in through ceilings — thus keeping your home 8 to 15 degrees cooler. In winter, it prevents the escape of heat, thus giving you more uniform temperatures and a saving in fuel bills of from 20 to 25 per cent. Zonolite pays for itself!

We will gladly give you an estimate without cost or obligation.

Zonolite Gives More Insulation Value Because—

- Zonolite is 100 per cent fire proof.
- Zonolite is moisture resistant.
- Zonolite automatically self-uniforms and completely seals.
- Zonolite will insulate a small attic for a surprisingly small amount.
- Zonolite will outlast the life of your home.

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