



"No one can say how long building costs will remain at their present level. That they will understate any estimate in the next few years seems almost impossible that they'll rise appreciably at the present level longer than six months seems uncertain; that they'll rise appreciably seems quite probable. SO IF you expect to buy, build or remodel in the next few years, act in the next six months."—Roy Wenzick, Pres. Real Estate Analysts, Inc.

Varnished Floors
To prepare a good floor oil for rubbing varnished floors, mix one part boiled linseed oil with three parts turpentine. In using the oil on the floors use only enough to moisten the cloth or mop. If any oil remains on the floor it will catch dust and darken the wood.

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 - FERTILIZERS
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Noiseless Screen Doors
A spring or check on screen doors will close them automatically without noise. The sound of the closing can be deadened by tacking small pieces of felt or rubber to the main door frame at three points of contact. Various kinds of hinges and springs are kept in stock by hardware dealers.

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Foxcroft a Unique Site for Homes West of B'ham

Foxcroft is a unique suburban development restricted to homes of Early American tradition and has about it an old-time atmosphere one would not expect to find in 1940.

The entire development occupies an area of 85 acres and there are 2 1/2 miles of bridle paths, a paddock fence enclosing the outer edge of the development and a variety of picket fences surround its various homes.

Riding Homes
There is now being developed a village square known as "Crab Apple Commons" at the southern end of Foxcroft. In it is an old-fashioned wishing well built of stone and timbers. Several acres are set aside for a stable development where the residents of Foxcroft may keep their horses and have the advantage of expert care at a prorated cost which makes it possible for them to own riding horses at a small cost. The stable is an attractive design, in keeping with the general scheme of the development. There is a supply of buggies and cutters, which make even the old-fashioned transportation available to these fortunate residents.

The plans include a blacksmith shop which will not only shoe the horses but forge latches, strap hinges and such traditional types of hardware as may be needed for houses of the type to be built in Foxcroft. Lamp post lighting for the streets, colored shuttered homes combine with the natural topography to bring us a touch of New England within a short distance of downtown Detroit.

Foxcroft is located off West Maple avenue, just west of Telegraph road. It is being developed by Snyder, Buck & Bennett, local realtors. Four houses have been completed, three more are under construction, with others to start in the near future.

Logs Disappear
MT. PLEASANT (MPA)—P. F. Geoch of Clare is wondering how nine black birch logs he planned to use this summer disappeared from his land in Arthur township. He told police the road to his land was almost impassable. The logs were 8 to 12 feet long and 18 to 24 inches in diameter.

It Will Be Fun Living in Briarbank No. 1

The hills and valleys... the babbling brook... the shady oaks of Briarbank No. 1 are in easy walking distance of Kingswood, Cranbrook and Vaughan schools. The Woodward Ave. bus line is only a five minute hike.

Briarbank No. 1 is being developed to satisfy the demand of many discriminating families who have wanted to build their homes in this fine environment, but could not conform to the extremely high building restrictions of the existing subdivisions.

Restrictions in Briarbank No. 1 are modest, yet protective. Many families who only need a four or five bedroom home will be accommodated in this delightful new development.

Call us today... Let us tell you more about Bloomfield Hills' newest residential development. Prices are extremely favorable.

SNYDER, BUCK & BENNETT

PUTTY FAILURE OFTEN DUE TO POOR APPLICATION

When you see the putty cracking away from your windows in big chunks, don't be too quick about blaming it on the putty. The chances are the putty failure is due to the way the putty is put on.

Like so many other things there is a right and a wrong way to apply putty. The right way takes a little more time and material which is the reason you do not find it on windows that are made to sell at a price.

In one sketch, we show you the ordinary way that putty is applied to windows. This method is quick and cheap, but it is usually temporary because swelling of the wood from the inside causes the putty to crack off.

In the other sketch is shown the proper way to apply putty. It is known as the "bedding" method. Notice here the layer of putty on all sides of the glass. It actually is resting in a "bed" of putty. Wood and glass do not come in contact with each other. Notice also the putty groove which anchors the putty.

Housewives Favor Newspaper Ads

That newspaper advertising renders a valuable service to the reader as well as to the advertiser is shown by a recent series of surveys made by university students under direction of Prof. Frank B. Hutchinson of the department of journalism at Rutgers university.

The surveys show 93-94 per cent of housewives find newspaper advertising helpful in shopping, and that better than nine out of ten housewives believe newspaper advertising renders them more service than does radio advertising. The study also reveals 91 to 95 per cent of housewives consider newspaper advertising more effective in influencing their purchases than is radio advertising.

91 Per Cent Prefer Newspaper Ads
Strong public acceptance of newspaper advertising as compared with radio advertising is shown by the fact that 91 to 95.5 per cent of housewives prefer advertising in their newspaper, even if their paper could be produced without advertising, while about the same percentage would prefer radio programs without advertising.

A random telephone survey of 919 homes in Syracuse, N. Y., made several weeks ago shows a close correlation with a personal

Location Important in Building Home

As much care should be exercised by home buyers in the selection of the actual location of their new home as a wise choice of the neighborhood itself, according to FHA officials.

The cost of the lot is probably the primary consideration. Due to varying conditions in different localities, it is impossible to recommend a definite cost. Generally however, the lot should not cost more than one-fifth of the total amount to be invested in both house and lot.

Cost Varies
For the small house of \$5,000 or less the cost of the lot may be proportionately smaller. Unless the house to be built falls within the very low-priced classifications, \$2,500 or under, it will not be difficult to purchase a suitable lot at a reasonable price. For the lowest cost group, specially designed subdivisions are the most suitable, suggests the FHA.

The cost of any lot depends largely upon the number of improvements which are included. The price of a fully improved lot is naturally much more than the price of an unimproved lot.

When a lot does not include water, sewer, electric and gas facilities and street lights, the cost of making it ready for the construction of a house is considerable.

Partition Cellar For That Needed And Handy Space

By partitioning off the basements of old and new houses, the idle spaces in many cellars can be put to useful purposes.

Following the preparation of a careful plan, a number of improvements to the basement are possible with funds obtained from qualified private lending institutions under the Modernization Credit Plan of the Federal Housing Administration.

The basement may be protected from soot and rust by enclosing the coal bin in a partition and by closing off the furnace at the same time.

Largest in 12 Years
Washington, D. C., April 13—More homes were started under FHA inspection during the week ended April 6 than in any similar period before, thereby adding to indications that 1940 residential building will be the largest in 12 years. Federal Housing Administrator Stewart McDonald announced today.

Replacing Electric Fuses
Blown-out fuses may be replaced by the home owner without much trouble. The current should be cut off at the main switch, with care taken not to touch any of the metal parts. Fuses of the same rating as the ones to be replaced should be used. It is dangerous to use any substitutes such as corks or fuses of higher capacity. The capacity of fuses is plainly marked on the metal rim around the face or on the contact end.

Force Of Habit
"Fill her up," said the absent-minded motorist to the waiter, as he parked himself in the restaurant with his guests.

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If you are planning to Buy or Build **We Invite You**

TO ENJOY **New Comfort and Independence in the Arvid C. Petersen One Story, Frame, Full Attic ASTOR HOME**

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LET'S BUILD A HOME...
in **"THE HEIGHTS"**
BIRMINGHAM'S NEWEST RESIDENTIAL DEVELOPMENT

1060 Puritan Road is a good example of the quality construction that is outstanding in "THE HEIGHTS," Birmingham's newest subdivision.

This charming residence is finished in the finest detail throughout. The living room and hall are trimmed with wormy chestnut, waxed and hand rubbed.

All plumbing fixtures are Crane, in pastel. The air-conditioning and heating plant is of the best.

By special arrangement with the owners, 1060 Puritan will be open for your inspection on Friday afternoon from two to five.

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