

# NATIONAL HOME WEEK

## Need for 'Capturing' Light Pointed Up By Home Week

Most of the homes on display at the National Home Week, Sept. 10 through 13, will follow today's trend of including in their design windows and entire "expansive" wall space.

Outdoor, all this glass would seem to solve the problem of natural lighting through their glass areas. But all too often, this light is lost within 10 to 15 feet of the house itself because it strikes a solid wall or is absorbed by draperies or floor coverings.

In order to capture natural light, Miss Cabot suggests simple aids in the form of other structural features, decorative mirrors, transoms, patterned glass, or transoms, or any combination of them placed inside a house, catches the light and keeps it, too.

In any event, Miss Cabot stresses that decorative magic light room dividers, doorways, and mirrors. Not only do they increase interior windows.

## Exhibit Houses Satisfy Needs

National Home Week, celebrated this year from Sept. 10 through 13, will exhibit houses that are the answer to the needs of the home buying public. This nationwide exhibition of 1938 model homes is the result of year-long planning and building by thousands of home builders who have been home the answers to what today's home buyers want the most.

Among these are three or more bedrooms, two or more baths, easy-to-work-in kitchens, recreation rooms, outdoor play areas, more storage space, better heating systems, quality building materials, and improved livable designs—all of this while holding the price line as closely as possible.

National Home Week, while a country-wide event, is nevertheless a combination of hundreds of plans, for example—have their place not only in new homes but also when renovating an old house. Framed mirrors, close in either modern or period style, add a decorative note to any surrounding.

Transient mirrored glass can be used to literally take the place of walls inside the house—separating, for instance, a living area from a dining area, and permitting a spontaneous flow of natural light, rather than having enough natural light for the exterior only.

In any event, Miss Cabot stresses that decorative magic light room dividers, doorways, and mirrors. Not only do they increase interior windows.

## Backyard Moonlight Is a Dramatic Touch

Do-it-yourselfers can easily make their backyards with moonlight after dark. They need a few lengths of wire, a handful of lighting fixtures, and some 75 to 150 watt light bulbs. Shaded out in trees or on poles can now be purchased, or may be made at home from aluminum rods by the more ingenious. Eight to ten lights make a pretty night-time picture on the average lawn. For an interesting dramatic effect, one or two lights may be pointed upward from ground level.

If you're overcast this summer, you'll be happy to learn that glass experts say it is now just as easy to cool summer heat out of a house as it is to banish winter cold. All you need is a "window blanket"—an air space found in modern double-pane insulating windows. For a "wall blanket" to more effectively complete the job, a layer of the fiber glass insulating is used.

MAKES PATTERN PATTERNS

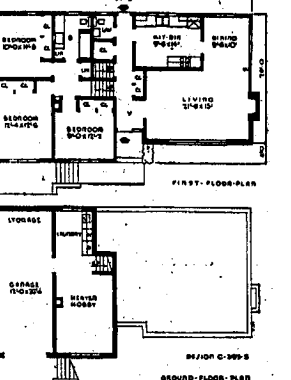
Many of the homes featured in this year's National Home Week observance—Sept. 10 through 13, will find line examples of the interesting uses architects are currently making of patterned glass. Panels of translucent-colored glass are employed both for decoration and illumination—especially in screens and sliding doors.

Take a tip from the United Nations and install some wood paneling in your home. The U. N. building has two walls made of glass and wood slats to absorb and deaden sound.

A new window unit, made of portholes, plus, offers the home-



SMALL HOUSE PLANNING BUREAU DESIGN NO. C-292-5

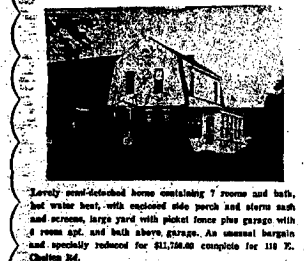


## Wood Good Insulator, Say Lumber Experts

Wood is a very material—warm in winter, cool in summer. According to the Forest Products Laboratory of the United States Department of Agriculture, wood siding helps to keep the interiors of homes cooler in summer yet has nearly 25 per cent less heat loss to cold weather than other types of exterior finishes.

Sound waves move at four miles a second through steel but only one through wood. Sound waves of 1,100 feet per second in air.

## PARKSIDE SPECIAL!



Lovely semi-detached home containing 7 rooms and bath, with winter heat, with enclosed side porch and stone walk and screen, large yard with picket fence picket gate, 3 room apt. and back above garage. An unusual bargain and specially reduced for \$11,900 complete for 118 W. Chester St.

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CHAIRMAN OF THE BOARD  
Member of Institute of Real Estate Management  
623 WELSH STREET PHONE 3-3326

### See 'em... Compare 'em Buy 'em and SAVE

Here's Our New Crop of **HOME VALUES**—  
*National Home Week Specials!!*

#### BOOTHWYN

Three bedroom brick bungalow. Colored tile bath, full dry basement. Combination storm windows and screens. Large fenced park. Will approve for GI or FHA financing. Full price... **\$9,500**

#### BROOKHAVEN

Choice nearby suburban location. Quiet street safe for children, very nice room, masonry bogalow with expansion attic, ceramic tile bath. Full basement, storm windows and screens. Large lot 60 x 300. GI or FHA financing available. Very term... **\$11,000**

#### Corner Bungalow

On beautiful shrubbed lot 12 x 138. Four large rooms modern bath, full basement. All masonry construction. Real value at... **\$10,250**

#### Four Bedroom

All brick, excellent condition. Ideal location on First Street across from Chester Hospital. Tilt kitchen, tile bath, combination storm windows and screens. Hot water tile bath. Quiet street wide walking distance to town.

#### FIRST WARD

For quiet atmosphere and extra convenience of nearby schools, shopping, and transportation, in this choice location. We have a semi-detached brick home with three bedrooms, modern porch, three rooms with fireplace, back sun porch, large yard shaded by big old Walnut tree, roomy car port garage, reasonable hot water tile bath. Now vacant, can be occupied anytime but don't wait because the price is priced to sell quickly. **\$10,800**

#### GLENOLDEN

Beautiful single suburban home, six rooms, ceramic tile bath, full garage, large dry basement. Situated on quiet well landscaped corner street. Compare this home to this construction, and this layout with any home in this price range. You will agree it's worth every bit of **\$14,250**

#### MODERN

Ranch type living in an all masonry 3 bedroom bungalow on expensively shrubbed lot 65 x 140. GI approved for \$9,800 and the owners say "let it go." All extras such as venetian blinds, storm windows, and screens are included. Economical hot water heat with summer water hookup. Convenient suburban Ridge location. Call right now to inspect.

#### PARKSIDE

One-half acre lot, close to schools, churches and stores. Quiet location, a safe street for children. Four bedrooms, full bathroom, tile bath, full basement. Recently insured with FFA or GI loan interest. A fine place to call home.

## Dean Ahren

Realtor  
8th & Sproul Sts. CH. 4-2534

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RALPH H. CLEMENTS.

## 'The Home Is First'

All signs indicate that home ownership in recent years has traveled a well charted course with an ever increasing trend toward proving that "The Home Is First" in the minds of the American people. Home ownership has progressed from a mere desire to an almost urgent necessity in our way of thinking. This was the view expressed today by Leonard P. Mayfair, president of the Chester Real Estate Board.

Mayfair declared that a series of government reports demonstrate that home construction and the reconstruction and the purchase of existing dwellings during the past five years have shown an annual increase on a national basis averaging one million a year. Removal of housing through demolition or condemnation is estimated at the rate of 275,000 units yearly.

"These figures," the board president said, "demonstrate that home ownership is gradually becoming a 'first' with the formation of nearly one million families per year."

It was further pointed out by Mayfair that with the demolition of the Bethel Court section in Chester and similar moves throughout Delaware County that this area is keeping abreast of the national program designed to spark neighborhood conservation in our cities by eliminating dilapidated homes, improving others and encouraging community planning to prevent slum recurrence.

A program of this type under the slogan of "Build America Better" is being sponsored by the National Association of Realtors of which the Chester Real Estate Board is a member. The individual member offices of this local board are identified by their use of the term "Realtor."

Mayfair said that the realtors in Chester and throughout Delaware County have been instrumental in promoting much of the land resources of our community to its highest use and helping land ownership attain its widest distribution.

"Your Realtor is the creator of homes, a builder of your community, a developer of industries and productive farms," Mayfair said. "He is the trained and experienced member of the real estate profession who deals skillfully not only in the buying and selling of homes and businesses but also in exacting property management, real estate appraisals, home financing, rental, and the multitude of details to be completed in each transaction for which he has the qualified "know-how."

"Through membership in the local real estate board your realtor has membership in the Pennsylvania Association of Realtors as well as the National Association.

"Through these organizations he is continually informed with up to date information on real estate trends, government legislation and all facts necessary to better represent and protect the people in his community in any real estate transaction," Mayfair said. Through these combined facts it becomes more evident daily that real estate in some form is continuing to become one of America's most popular commodities and "The Home Is First" is becoming our most popular byline.

## Chester Real Estate Board Has Served Area Since 1920

The Chester Real Estate Board was organized on April 13, 1920—James K. Lewis was a membership of 26 REALTORS—Charles F. Hewes, Treasurer, and John C. Taylor, Secretary.

Officers elected at the first meeting were J. P. Doyle, President; Joseph K. Lewis, Treasurer; Andrew Clark, Secretary; and Charles F. Hewes, Secretary.

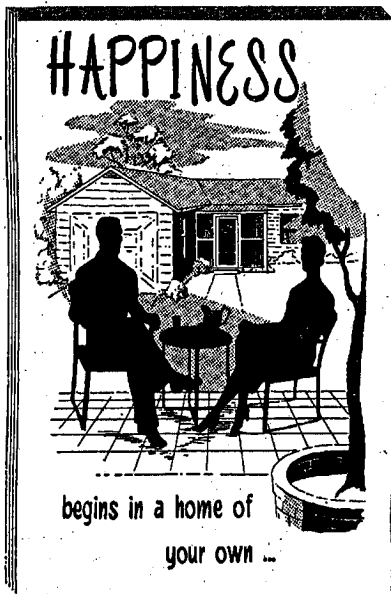
THE CHESTER REAL ESTATE BOARD is a unified organization of men and women who are especially equipped to meet your real estate problems. Thirteen years of working together has underscored the harmony of a central board with a common aim—the best interests of Chester.

PAST PRESIDENTS  
1920—J. P. Doyle  
1921—James P. Doyle

# A Nation of Home Owners

★ GUARANTEES ★

## Our Country Will Always Remain A Nation of DEMOCRACY!



No nation in 2,000 years ever was overthrown by any kind of "ism" government — so long as THE PEOPLE owned and controlled their own Homes and Farms! For a "Home Owner" has a stake in democracy for which he will fight if it ever becomes threatened. The CHESTER REAL ESTATE BOARD has an enviable reputation of 35 years' standing, of having consistently, continuously striven for everything that was in the interest of a "Nation of Home Owners." When considering either buying or selling — a REALTOR always considers each move in the light of what is BEST for his client and country!



A. FOSTER WILLIAMSON



RUSSELL C. PECK



M. MACK MARQUINE



V. J. PACE

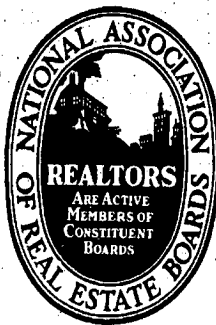
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• More Advertising

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• Integrity

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# THE CHESTER REAL ESTATE BOARD

# NATIONAL HOME WEEK

## Robert Hall Homes Opens Office on Edgmont Avenue

Robert Hall Homes Inc., builder-dealer of American Homes has opened an office in Chester at 1009 Edgmont av.

The firm has been building homes in the eastern part of Delaware County and in Chester County but plans to concentrate its building activities in the Chester suburban area.

In addition to small and medium size developments, the firm plans to specialize in custom built houses and offers a large variety of plans.

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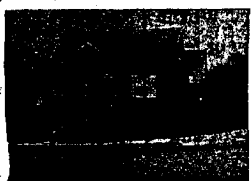
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**RIDLEY PARK ROYALTY!**

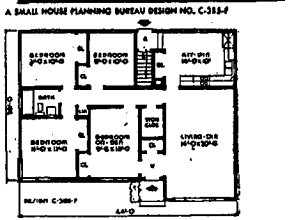


Lovely home! Ridley Park Royal! Home containing 4 rooms with tile bath and extra tile powder room. Gas heat throughout with storm cook and screen and insulation. One car garage together with convenient workshop and located on lot 25 x 120. To add to comfortable living there is lovely recreation room and the property is well landscaped with shrubbery and trees. This is a dream home come to see it especially priced at \$149,900. Let us show you 210 Lindsay St. today!

**BENJAMIN BLANK**



623 WELSH STREET      PHONE 3-3326




**DESIGN C-355-F.** Four bedrooms on one floor in a compact plan will serve the needs of a large family with maximum economy. This is a simple plan with emphasis on usable floor space and lots of closet storage. In addition to wardrobe closets in the bedrooms, there are coat closets, a linen closet, and a large storage closet in the bedroom hall for larger pieces of household equipment.

A large living room is featured as well as a larger than usual combination of kitchen and dining rooms with cabinets on two walls. For the exterior, wide siding is used, a hip roof, covered front porch, a large picture window and bright stone facing on a portion of the front wall. Floor area is 1296 sq. ft. with 24.48 sq. ft. including the full basement.

For further information about DESIGN C-355-F, write the Small House Planning Bureau, St. Cloud, Minn. In Canada, the Small House Planning Bureau of Canada, St. John, New Brunswick.

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## Stainless Steel Industry Supplies Home Equipment

This year National Home Week, the combination of display homes will show stainless steel and chromium less steel products on the exterior as well as inside. During the exhibition period—Sept. 10 through 18—when Home Builders will open their 1960 models to the home buyers, these homes will gladden in a way that formerly was reserved for truly luxury homes.

Stainless steel conductor pipes, gutters, and other make, now give us a range about 30 per cent less in price than copper, though appreciably more than galvanized steel. For the do-it-yourself handyman, stainless steel rain-carrying products are sold to approximate ability and strength is desired in gutter materials in handling charcoals, for example, of large, steel rods likely to carry heavy loads of snow and ice in winter.

When air from nearby industrial areas may be laden with corrosive gases.

When organic substances such as leaves are prone to fall or be blown into gutters. Such materials contain acidic acid, which is corrosive to all roofing metals except stainless steel.

What is stainless steel? Fundamentally, it is an alloy of steel containing 12.5 per cent or more stainless steel.

## Canada, U.S., Are Leaders in Home Ownership

According to Robert P. Gerhold, a former president of the National Association of Real Estate Boards, Canada and the United States increased the world in home ownership.

Canada leads with 90 per cent ownership, and the United States is a close second with 86 per cent. Not so many years ago such percentages would have been considered "impossible." But as the prosperity of the two nations has risen, home ownership has increased.

**LISTINGS WANTED!**

Desirable commercial properties or ground, large or small raw homes wanted by this office. We will directly make cash deals for your property without any needless delay.

**BENJAMIN BLANK**



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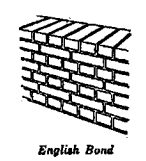
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in our **American House!**

We pay no more to own our own home than we would to rent! There are other important things we gain—and you can gain them too. An American House is family-tested. The best materials and rock-solid construction add up to more housing value and happier living. You can have it, too, in an American House!

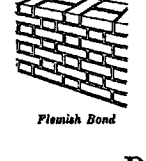


**ROBERT HALL HOMES**  
1009 Edgmont Avenue, Chester  
CH 3-2588      EVES, WA 8-4443

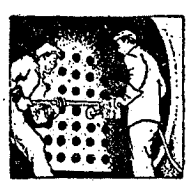
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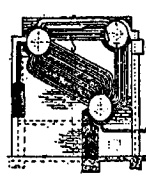


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- EXHAUST FAN, ELECTRIC RANGE AND 50-GALLON HOT WATER HEATER.
- 24-FOOT GARAGE WITH PRIVATE DRIVE.

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Daily: 1-5, 7-9      Sunday: 1-Dark

DIRECTIONS: From Chester, west on 90 Street to Market Road (Marion Road). Turn right, go one block then bear left on Chichester Road. Two miles to Breckin House Road and turn left. One mile to Sample House at Mottingshouse Road and Nazzam's Creek Road.

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# NATIONAL HOME WEEK

## Valuable Trees Damaged By Storms Are Deductible

AP News Service  
Nature's violence can prove havoc through gardens and home landscaping. If you own trees, you may be able to deduct the cost of replacing them from your income tax. The Internal Revenue Service has ruled that if you can prove the loss of a tree, you can deduct the cost of replacing it. The deduction is for the fair market value of the tree at the time of the loss, less the value of the stump. The deduction is for the fair market value of the tree at the time of the loss, less the value of the stump. The deduction is for the fair market value of the tree at the time of the loss, less the value of the stump.

## Modern Radiators Are Far Cry From Those of Grandma's Period

Viewers of the 1955 National Home Week exhibit found it pleasantly surprising at the appearance of modern radiators, or rather their disappearance. They are a far cry from the ponderous cast-iron monsters of grandmother's period. They are sleek, modern, and efficient. They are a far cry from the ponderous cast-iron monsters of grandmother's period. They are sleek, modern, and efficient. They are a far cry from the ponderous cast-iron monsters of grandmother's period. They are sleek, modern, and efficient.

## Decorators Borrow Ideas From Forest Color Schemes

Nature is invading the home in many ways. One way is through color. Decorators are borrowing ideas from the forest. They are using colors found in nature, such as greens, browns, and yellows. They are using these colors in their interior designs. They are using these colors in their interior designs. They are using these colors in their interior designs.

## Filtered Air Now Within Your Reach

Most prospective home buyers will find that there is a brand new concept home displayed during National Home Week that exactly suits their needs. It is a home with filtered air. It is a home with filtered air. It is a home with filtered air.

## 25 Million Home-Owning Families Want More Space

Revealing the Future Market for homes, the Federal Reserve Board reports its finding that 25 million home-owning families are dissatisfied with their present homes. They want more space. They want more space. They want more space.

## 3 UNIT APARTMENT

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## NEW HOMES NORWOOD

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## Wood Likes Paint

Keep your wood painted and it will withstand the ravages of weather. Indefinitely. Unpainted wood, however, actually wears away at the rate of about a quarter inch per hundred years.

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2 story brick, 4 rooms on first floor, 3 bedrooms on second floor. All modern kitchen, inside the floor, with overhead and base cabinets, large new house, and completely remodeled. Large bathroom completely tiled, with an in-laid tile floor. Full cement cellar. Open front porch, new hardwood floors, storm sash and screens. DETACHED GARAGE, 16'x20'. New 240-volt 2-wire. Best buy on today's market. SEE 341 WEST 3RD STREET.

**\$4500**  
103 RIDGE RD., ANLISE VILLAGE  
New brick, 1st floor 9 1/2'x10', 2nd floor 12'x12'. 3 bedrooms and 1 1/2 baths. Open front porch, storm sash and screens. Full kitchen, all tile. Located in a quiet neighborhood. Just completely remodeled and painted. Open 2nd floor. Lot 16'x10'. IMMEDIATE POSSESSION. You need \$100 down, not monthly carrying charges are \$7.11.

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# NATIONAL HOME WEEK

## National Home Week Will Help Buyers Make Decision

National Home Week, Sept. 19 through 24, will be the best published time for prospective home buyers to make that important decision and become home owners. For this nationwide exhibition by Home Builders members of the National Association of Home Builders will display to the public the very best of the homes built in 1935.

Thousands of families who have delayed buying a home because they "couldn't quite make up their minds," will find this exhibition the answer to that very important decision. Not only will they see newly built homes, but they'll see for themselves homes like none they've ever seen before.

Builders have constructed these 1935 exhibit homes with the best materials to be had for each price range. They've used designs that they feel home buyers will want. They've chosen the most popular styles—ranch homes, split-levels, ramblers, etc., and inside the four walls of these homes they've put everything to make a family glad to buy a home.

**ROOMS ARE BIGGER.** Prospective home buyers this year will find that rooms are bigger, or at least the arrangement of them will make them seem bigger. (That called for a lot of clever design work.) They'll find more storage space. Closets run from floor to ceiling more often than not, and these closets are easier to get into. There are apt to be more built-in bookcases.

## Looking for Buyers?

Our contacts are numerous and far reaching. If you have good investment properties for disposal, make them available to these contacts by calling this office now!

**BENJAMIN BLANK**

623 WELSH STREET

PHONE 3-3326

## New Homes Open in Aston



The Marysville Homes, Concord road and Donnelly avenue, Aston, open Sunday. Forty-three split-levels are planned for the development.

## Forty-Three Split-levels Planned for Aston Area

Forty-three split-level homes, planned by Marysville Homes, Concord road and Donnelly avenue, Aston, which opens Sunday. The sample home will be open daily and Sunday from noon until dusk. Wallace & Berlin are the builders and W. S. Peace, the sales agent.

Priced at \$14,400, the homes have a large living room, with cathedral ceiling and picture window, dining room, snack bar, domestic science kitchen with built-in range that has an eye-level oven, and natural wood finish cabinets.

A distant straight line object, such as a telephone pole, fence line, or the eaves of a neighboring house. The amount of distraction found when looking through old-type glass, as compared to new-type glass, will quickly become apparent.

This new glass is so nearly perfect, in fact, that photographs taken through it appear as sharply detailed as those taken directly out of doors.

Mr. Doer suggests that prospective home buyers, while browsing through sample homes, compare window clarity in homes with and without this new glass by sighting

## National Home Week Exhibits Will Show More 'Space-Planned' Houses

The 1935 National Home Week exhibits will display more "space-planned" houses this year than ever before. This is because of the biggest demand for space-planned homes by home buyers in 1935. More space-planned houses will have three bedrooms, and a small percentage will have two bedrooms. The reason for this is the fact that after World War II, the desire for space has brought a return to basements in those sections where basements were unpopular a few years ago. Most of the basements will be designed for recreation areas—modern, carpeted living plants will see to that. Many basements will have a fully equipped side or end, fitted with full-length windows, and doors that lead to terrace or outdoor patio.

**STORAGE SPACE.** Storage space is another must in these 1935 models. And it has to be adequate and easy to get to. Builders have supplied plenty of it, as any prospective home buyer will see this year. Closets will be bigger, there will be sliding doors or some type of an "accordion door" so that they will not only be easier to get into but there will be no doors to swing out into rooms and take up valuable space.

Lots of kitchens this year will be bigger, too. Homeowners have stressed this "want" in recent times and Home Builders have responded. Kitchens so that there will be more room for eating breakfast and lunches in them, and even informal family affairs. In recent years, the separate dining room was replaced by the dinette or combined living-dining room. These have been planned more spaciously and related to the kitchen for easier service.

Following the cue that TV has furnished the family—bigger families in recent years have lightened the family economically, too—built-in

The process, according to Doer, was first developed to provide the military services with a large out of stock of precision ground glass for use in aircraft, naval vessels, and buildings.

The glass is also being used now for glazing in banks, schools, offices, public buildings, and similar large construction projects. With the present trend toward practically building houses out of glass, the new "invisible" product promises to make indoor-outdoor living seem much like one and the same thing.

## FOR SALE

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\$3,500

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## Carpets 'Live' Longer With Under-Cushioning

Many homes on demonstration during National Home Week, Sept. 19 through 24, will feature wall-to-wall carpeting, as the lower construction cost for floor to be completely carpeted often pays for the carpeting itself. Tests conducted by a leading rubber company show that sponge rubber under-cushioning extends the useful life of rug and carpets 30 per cent or more.

## Thicker Floor Tiles Now Being Marketed

Asphalt tile, rubber tile, and vinyl asbestos tile are now available in a heavier weight. Research has shown that 30-page thickness of these materials—28 per cent thicker than the conventional sixteen-page tile—is now preferred for home installation.

## Plastic Floor Tiles Win Approval

Surveys show that Kenebond, the vinyl plastic floor tile, long popular in commercial buildings because it is easy to install in spaces between joists, is now winning top favor with homeowners. Ninety per cent of the homeowners with this type of floor give it only an occasional soap and water washing. No finishes are required.

About 60 million dollars in U. S. \$1,000 tiles are in circulation.

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# GRAND OPENING

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- Snack Bar
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Furnished by John Wasmann

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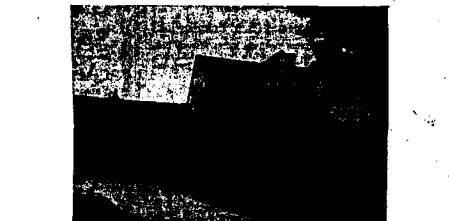
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## DURING NATIONAL HOME WEEK



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**HIGHLAND GARDENS—G.I. Approved.** 1415 Perkins St. Stone's throw from new elementary school. Brick. 6 cheerful rooms, tile bath, hardwood floors, auto. gas heat, low monthly lease less than rent.

**WEST END—2835 W. 4TH ST.** Modern, beautifully maintained brick home near High Ave. 6 bright sunny rooms, lovely bath, modern kitchen. Hardwood floors, new hot water oil heating system. Screened porch. A real gem. Many other extras.

**WEST END—2320 W. 3rd St.** Desirable 7 room brick home in A-1 condition. Can be used as two apartments or private dwelling. Two baths. Garage.

**922 WEST 5TH ST.** Brick dwelling with 4 bedrooms, monolithic bath, hot water oil heat, enclosed porch. Near school and bus. Priced to sell at today's market to settle estate. Vacant. Make offer.

**GREEN RIDGE—77 Dutton's Mill Rd.** Cape Cod hungulow high on a hill. 4 cozy rooms, modern bath. Economical oil heat. A-1 condition. Extra deep lot with fruit trees, children's playhouse. Only \$9,000.

**GREEN RIDGE—39 FLORENCE AVE.** Masonry rancher with 3 bedrooms \$9,200.

**WOODYLYN—1327 GRANT AVE.** Lovely corner 3 bedrooms single. Oil heat. Enclosed porch. Close to everything. Sacrificing below G. I. appraisal.

**WOODYLYN—1122 GRANT AVE.** Across from school, this modern bungalow has 3 bedrooms, the bath, h.w. floors, gas heat, garage. Very fine value.

**BUCKHAM VILLAGE—1141 PINE LANE.** Modernized brick home, 5 comfortable rooms, tile bath. "Dream" tile kitchen, enclosed porch, economical oil heat, copper water pipes. Owner must sell at once. Inspect before it's too late. Will take best offer.

**BETHLE TOWNSHIP.** Nantam's Creek Rd. below Boulin's Church. Beautiful brick home with 4 bedrooms, charming rooms, modern bath. Large expensive attic suitable for 2 bedrooms, hardwood floors, fireplace, hot water oil heat, new 2-car garage, chicken house, beautiful landscaping. G.I. approved. Price reduced for quick sale. Drive by and look at it.

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# NATIONAL HOME WEEK

## Home Porches And Stairs Take Beating

Few areas about the house take as much abuse as do porches and outside stairs. They're exposed to the weather, and in so doing, every day of the year, in it any wonder they are so very much the worse for wear?

"Worn porches and stairs can be dangerous as well as unsightly," suggests Michael O'Connor, manager of the Sherwin-Williams branch at 13 W. 7th st.

Loose, rough and warped boards and protruding nails are safety hazards under any conditions or circumstances. Laid out as welcome mats on porches and stairs, they become invitations to accidents."

### SUGGESTS FIRST AID

Accordingly, the local businessmen urge that loose boards be tightened, that broken and split ones be replaced, and that protruding nails be driven home. "Stairs are especially susceptible to rotting and splitting," he points out. "So they need special attention. If they are built in such a way that water accumulates on them, a few small holes drilled through the step surface will drain the water away."

To keep porch floors and steps safe and attractive, O'Connor recommends painting them with a porch and floor enamel developed especially for that purpose.

### SERVES DUAL PURPOSE

"The tough, weather and wear resistant finish of such an enamel prevents warping by keeping water out of the wood. Its smoothness makes keeping the surfaces clean a quick and easy task."

To speed the painting of porches, O'Connor suggests the use of a long handled paint roller. This useful tool, which is a paint roller with a slant handle, takes the creep and crawl out of floor painting. The paint is simply poured on the floor and spread evenly with the roller. According to O'Connor, it cuts painting time in half—and "enhances painting effect by at least three quarters."

### Wood Faces Weather Changes Unharmed

Wood possesses some unique qualities that make it ideal for long-time service as house siding, according to the Forest Products Laboratory of the United States Department of Agriculture.

One of these is its great stability in the face of wide fluctuations in temperature and weather.

Temperature changes that affect other materials have no perceptible effect on the size of wood, and properly installed wood siding also can withstand any range of moisture change from high humidity to prolonged drought.

## Porches, Outside Stairs Need Extra Attention



Before painting outside stairs and porches replace broken and split boards, tighten loose ones, and drive protruding nails home. That's the advice of Michael O'Connor, manager of the Sherwin-Williams branch at 13 W. 7th st., who points out that porches and stairs need special attention if they are to resist weather and wear.

## Professional Real Estate 'Gone to College'

Professional real estate "gone college" since the end of World War II when few institutions of higher learning offered curricula covering real estate. Real estate, says F. Wendt, in the current issue of the Journal of Property Management, published by the Institute of Real Estate Management.

Mr. Wendt is associate professor of finance in the School of Business Administration of the University of California and has served for the past two years as vice chairman of NAREB's Committee on Education. His article is entitled "Real Estate Education at Colleges and Universities."

During the past decade, he says, more than 90 colleges and universities in the U.S. have offered real estate courses in a curriculum leading to a bachelor's degree. Moreover, about 20 schools have full-scale evening programs and approximately 13 others are offering correspondence realty courses.

Mr. Wendt reports also that about 137 other universities and colleges present one or more real estate courses.

"This phenomenal growth in real estate education at the collegiate level has been the result of a number of factors," he says. "The educational programs of local real estate boards, state real estate associations, and by the National Association of Real Estate Boards and its affiliated institutions," he said.

Mr. Wendt urged improved job opportunities and training programs for the real estate graduate as well as a raising of educational standards of state real estate licensing laws at two major objectives that will enable university real estate education to

## How to Make '55 A Big Year

William G. Irving, head of Town Advertising Agency, Haverhill, N. J., numbers some real estate brokers among his accounts. Mr. Irving is quoted in *Editor & Publisher* magazine as stating that "The real estate broker who takes advantage of every promotional technique available to him will find 1935 one of the most dynamically active years of his experience."

This is a good time for brokers to review their advertising, to discover just how any of their service they're promoting in the classified columns, the Number One real estate market.

have a bigger impact on the realty profession.

He also called for expanded research in the field of real estate, saying "there is little hope for improving the quality of real estate unless this is done. The author pointed out that universities can be of major assistance in research of this nature. He added that there is "strong place for participation . . . by the industry and by the trade association."

Details on subscription to the *Journal of Property Management* may be obtained from IREM, 21 West Monroe St., Chicago 3, Ill.

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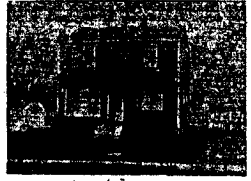
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# NATIONAL HOME WEEK

## Wood Is Used Exclusively In '55 Home Week Homes

Home builders are using wood to greater advantage than ever before says one National Home Week report. The 1955 homes show wood utilized fully for both its dramatic and utilitarian styling. Wood siding is an important part of the handsome exterior styling of today's better designed homes. And, on the interior, wood shows up everywhere to lend beauty of texture, grain and pattern. On the utilitarian side, wood is gaining fresh importance as the choice material for houses of the future. Wood siding is a good insulator and recent tests have shown that inexpensive wood siding is as effective as more expensive materials. Wood siding depends to a major extent on the insulating material used in the structure of a house. Frame construction, builders point out, has the advantage of providing good insulation. Wood siding and wood sheathing provide still more insulation value.

On the decorative side, wood siding is applied horizontally or vertically to emphasize the desired architectural lines of a house. Builders report that siding finished in home building.

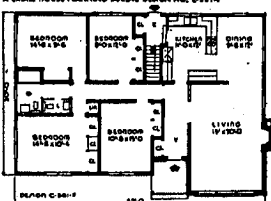
With pine-planted-stains is becoming popular with home buyers. The planned finishes give uniform color to the wood but do not conceal the natural texture and character of the grain. They are economical, long-lasting and easy to apply. Builders are achieving handsome and distinctive exteriors and interiors with these new finishes. And their appeal to many prospective home owners is attributed to the fact that young model homes and do-it-yourselfers have rediscovered the beauty of wood and its natural markings.

There are still the time honored reasons to account for wood's top position as a home building material, the builders point out. It is economical to buy and use. It lends the effects of both hot and cold climates, with little or no perceptible wear. Wood siding contributes to the rigidity and size quality of a house and will withstand severe shocks without shattering.

So, for reasons old and new, siding is applied horizontally or vertically to emphasize the desired architectural lines of a house. Builders report that siding finished in home building.



A SMALL HOUSE PLANNED BY BUREAU DESIGN CO., 1311-F



DESIGN CO. 1311-F. Circulation between rooms for effective control of traffic is particularly good in this plan. All rooms can be reached from the front entrance hall.

The floor plan provides four large bedrooms, a combination kitchen-dining, a large living room with picture windows, a fireplace, and a bathroom, with two sets of closets. Storage space is ample in all rooms, using the wardrobe type closet with overhead storage in the bedrooms.

Exterior finish consists of wide siding, stone or brick veneer on the front living room wall, a covered front entrance and plywood siding in front. Their area is 100 sq. ft. and cubage is 33,102 cu. ft.

For further information about DESIGN CO. 1311-F, write the Small House Planning Bureau, St. Cloud, Minn. In Canada, the Small House Planning Bureau of Canada, St. John, New Brunswick.

DESIGN CO. 1311-F. The sturdiness of the low roof, wide overhanging eaves and horizontal lines of this spacious home is further emphasized by the wide face brick chimney in front.

The living room has an entrance vestibule with a coat closet, a picture window, fireplace and dining alcove with corner windows. The lovely alcove is in addition to the dining space available in the kitchen.

Other plan features of this house include three bedrooms, large living room, a bathroom, a fireplace, and a closet space. The kitchen is very efficiently laid out. Also included is an attached garage and full basement.

Floor area is 1128 square feet, cubage is 33,102 cubic feet, not including the garage.

For further information about DESIGN CO. 1311-F, write the Small House Planning Bureau, St. Cloud, Minn. In Canada, the Small House Planning Bureau of Canada, St. John, New Brunswick.

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Floor area is 1128 square feet, cubage is 33,102 cubic feet, not including the garage.

For further information about DESIGN CO. 1311-F, write the Small House Planning Bureau, St. Cloud, Minn. In Canada, the Small House Planning Bureau of Canada, St. John, New Brunswick.

DESIGN CO. 1311-F. The sturdiness of the low roof, wide overhanging eaves and horizontal lines of this spacious home is further emphasized by the wide face brick chimney in front.

The living room has an entrance vestibule with a coat closet, a picture window, fireplace and dining alcove with corner windows. The lovely alcove is in addition to the dining space available in the kitchen.

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## Electricity Is Economical

Many prospective home buyers will wonder if builders were wise to furnish such things as all-electric kitchens in National Home Week display homes, to be shown this year from Sept. 13 through 18. Yet, says the experts who last fall the home buyer has no cause to worry about a large electric bill.

According to one estimate, your dollar bought 2.3 per cent more electricity in 1954 than it did in 1949. And, notes the Bureau of Labor Statistics, in 1954, the average cost per kilowatt-hour for residential electricity was 4.63 cents. By 1949, this cost had dropped to 5.14 cents; in 1953 it was 2.77 cents and was 2.35 cents in 1954.

Translated into every-day dollars and cents, what does the dollar you spend on electricity buy for you? Well, you can use a vacuum cleaner for an entire month—approximately 12 hours of normal use—for approximately the cost of a portable fan that will cool your apartment four hours a day for a month for about 40 cents. An 11½ horsepower electric ironing board will add only 15 cents to your monthly electric bill. A television set will cost less than 10.00 per month of normal use. If you buy a new refrigerator, you will find that electric current is very economical. Last year there is every indication that electric current will be the best buy in the home.

## Show Has Homes to Fit Every Demand

Remember the "apartment war" that was in the paper in the early '30s? Well, today's apartment war is not a war at all. It is a war of attrition. Today, a decade later, the picture has changed radically. There are now many "apartment for sale" ads and America has become a nation of homeowners.

Yet, paradoxically, the demand for homes has never been greater. During National Home Week, Sept. 13 through 18, thousands of complete, well equipped homes displayed for the first time by builders in every community across the country. Maybe some will be "just looking." But the majority will have rooms, study space, a hobby room, a "purchase" in mind—even though they are already homeowners. In a country of growing families, with an ever increasing number of homeowners, split-level living has just come into its own.

With internality the keynote of American life today, the 1955 homes on display during National Home Week will emphasize comfort and the setting for that casual and new design features. In form, there is something for everyone. One-story ranch style houses are still top favorite with American families. But coming up close to second place is the "split level" dwelling which gains in popularity with every passing year.

The split level is the builder's particular answer for families which like the two-story type of house as well as for those who like to do their living on one floor. It is a happy combination of the best features found in both kinds of houses.

Furthermore, split-level houses are designed with expansion in mind. Most of them contain recreation areas on the lower level which can be divided into bedrooms and bath.

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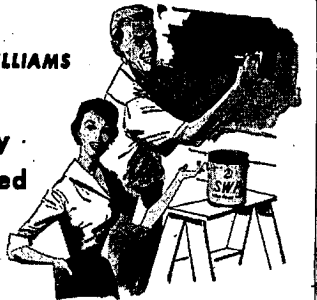
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Even before it dries, you'll realize that this new Sherwin-Williams House Paint is really different. Improvements in this new SWP House Paint assure you of the finest in paint chemistry... break-away application, time-defying durability and wide-ranging color choice.

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The SHERWIN-WILLIAMS CO. 18 W. 7th St. (Across from Food Fair) Phone CH. 4-6336 — 4-6337

## Choose the Right Grade of Lumber

When selecting plywood panels, experts recommend that a "good" grade be used for natural finish painting and corner furniture. The "A" grade is a "good" grade for surfaces to be painted; and a "utility" grade for backs of furniture and concealed construction. Hardwood plywood panels are available in two to four foot widths and two to eight foot lengths.

The best habbit metals for bearings are 80 to 90 per cent tin.

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Real Estate Broker  
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You can't afford to miss this beautiful, rambling, stone, brick and Phillips Mahogany Ranch home. A few choice locations available now—just in time for school. FURNISHED BY FURNITURE DON ARMORE.

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## Thin Film of Paint Defies Weather

Between your home and weather's relentless assault is a protective shield so thin it must be measured in thousands of an inch.

This is the coat of paint that stands constant guard over the largest investment in the lifetime of most people—the HOME.

The paint film that protects your home from the weather is probably no more than three to five thousandths of an inch thick, comments Michael O'Connor, manager of the Sherwin-Williams branch at 25 W. 7th St. "Yet, this tiny fraction of an inch must do a very big job."

To make sure it can stand up to the weather's will, O'Connor said, "paint manufacturers put paints through every kind of laboratory and field test that specialists can devise."

**PAINT EXPENSE FACTORS**

Our research laboratories are continually striving to improve the colorful coatings that protect the home. We have paint expense studies in every section of the United States, Canada and Puerto Rico. They are strikingly

## SUBURBAN LIVING IN CITY

Yes, here on secluded Parkway Ave. is the answer to everything you want in a fine home reasonably priced.

Home with attached garage and 4 level bedrooms, 2nd fl. bath, central heating, air conditioning, etc. Many features including the G.E. stove, Gasline lawn and garden hose, etc. This is a rare opportunity to own a home with all the amenities of a suburban home in the heart of the city. Call for details.

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## Houses Are Improved Over Models of 1954

National Home Week is the home-building industry's biggest product show, an exhibition of the latest in home construction by builders throughout the nation and properly displayed to the public at the best of their 1955 models—much in the manner that an auto show displays the latest in automobile design.

This year's homes will definitely be an improvement over last year's models. For home building, there are competitive models of products at a competitive price. Since last year's National Home Week exhibit, builders have been hard at work planning how to do just that. Their results are now on public exhibition for all to see.

Among the trends which have been incorporated into the 1955 homes, viewers will note that "flexibility" has been emphasized. This means that room arrangements in relation to each other have been improved, with an emphasis on efficiency for the housewife and spacefulness within limits of a given floor plan.

This planning has also been carried out in conjunction with building trends in living and dining areas, dining and kitchen areas, kitchen and laundry and work areas. There have been pleasing results for efficiency and spaciousness.

Many builders have seriously planned "play" or recreation space and more attractive city. Atomic plots also are more flexible in operation, handling peak and off-peak periods. The assumption leads with greater ease than conventional methods of power generation, thus providing a more dependable and even flow of current into the home.

What about the cost? It has been pointed out that the electric industry is putting its funds into nuclear power, while the cost of electricity is rising. However, the utility industry is taking up the challenge and experimenting with methods to find if it can be done a better way. Thus, in about two years, in some areas, electricity will be down by the splitting of the atom—and will be one of the most beneficial uses of that energy for mankind.

Chairman Lewis E. Strauss at the Atomic Energy Commission says: "Ultimately atomic energy will heat and light our homes, provide our cities and places and give us healthier lives and more comfort and leisure." However, Strauss warned that this progress would come slowly, while experimentation continues to make nuclear power less costly.

**Color Note**

You can give your home a brand-new look without repainting it. If your window frames and exterior doors are made of wood, a paint job on these areas will brighten different color woods without changing the wood.

- 3006 CARTER AVE. Modern bungalow in Folcroft. \$8900
- 26 W. 8TH ST. A "Holy City" 4, 2 bedrooms, hot water heat—gas. Modern kitchen with electric range. \$12,500
- 811 E. 7TH ST. Red brick dwelling, 4 rooms, bath with shower. Oil heat. New roof. \$7000
- 321 BROOMALL ST. Semi-detached brick home, 7 rooms, bath. Hot water heat—oil. \$9500
- 37 MILDRED AVE. Bungalow in Woodlyn, 8 rooms. Modern bath. Gas heat. Two-car garage. \$10,500
- 7 E. RIDLEY AVE. 2 story home in Ridley Park with three apartments. Hot water heat—oil. Three-car garage. \$18,500
- TURNER ROAD Fine custom stone home in Wallingford. Will appeal to executive or professional man. Three acres. \$65,000

## FOR SALE

- 142 Fairview Road, Woodlyn 207 East 8th Street 49 East 24th Street 231 Haverford Ave. Swarthmore 104 W. Forestview Road
- 710 East 20th Street 15 North 10th St., Darby 300 East 19th Street 207 Harrison Road, McCall Heights

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REALTORS  
603 Welsh Street Chester 3-8125

## Home Owners, Too, Become Home Buyers

During the middle of September—the 1954 through 1955 to be expected—hundreds of homeowners are coming all over the country to look at the new homes on display for the occasion of National Home Week.

Why, then, these people already have homes of their own? The answer is simple. They just can't get enough of their homes. Homeowners probably bought their homes in the period immediately following World War II when home construction—and home buying—was at its greatest.

Then there are the consumers of the old-fashioned type who created many of the homes in the past. They are not so much in the present, thanks to the convective-type heating equipment.

Homes today have better wiring, too, which permits wider use of electrical appliances. Today's builder puts in both more wiring and more outlets per room. The 30 ampere circuits, "circuit" short while ago, is rapidly becoming standard.

Then the streets come into the picture in a new way; gone are the old rectangular blocks. To-day's streets curve to residential communities, not only for beauty, but because, by so doing, they force traffic to slow down, making it safer for everyone.

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Homes today have better wiring, too, which permits wider use of electrical appliances. Today's builder puts in both more wiring and more outlets per room. The 30 ampere circuits, "circuit" short while ago, is rapidly becoming standard.

Then the streets come into the picture in a new way; gone are the old rectangular blocks. To-day's streets curve to residential communities, not only for beauty, but because, by so doing, they force traffic to slow down, making it safer for everyone.

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