

BUILD
—In—
Williamston

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Homes For Families With High Standards and Modest Means

Standards Go Up For Small Homes

Careful Buyers Require More —Whether Home Is To Be Large Or Small

The unusually large demand for low-cost homes has not altered the fact that the small home must be as attractive, efficient, livable, and durable as more expensive homes in order to be marketed to the careful buyer of today.

This was asserted recently by officials, who added that it is no longer enough for the home to be valued at a price the average wage-earner can afford. The house now must meet minimum construction standards which are both sensible and consistent with the type of the dwelling. It must be compatible with the needs of the family which will occupy it, and it must be located in a neighborhood reasonably free from the type of hazards that tend to destroy residential property values.

"Small homes rarely have had the advantage of competent architectural services," a building official asserted. "For many years past it has been generally practiced to build the small single-family dwelling with little thought of usefulness and livability over a long time to come. Even so, the small house always has been the best of residential mortgage risks."

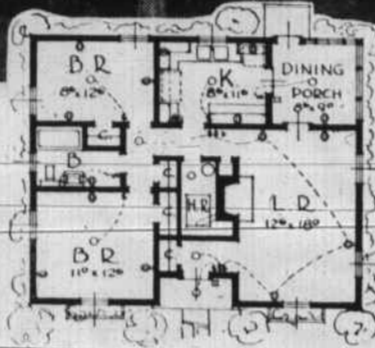
The modern small home is in many respects as complete a dwelling unit as its more elaborate counterpart. Considering the type and quality of standard equipment that now comes with the small home, such as automatic heating plants, modern ranges, and mechanical refrigerators, it represents a great advance over the small house of even a few years ago.



Simple convertibility is the keynote of the plan for this "native American" house, typically representative of the homes in our great middle-West.

An All-American Home, it is apparently four rooms large; but becomes five by enclosing the dining porch. Construction of a basement is optional.

The Independence will cost only \$4000 to \$4500, and can be built from the blue prints and specifications being offered to you through this newspaper for \$3.75. Order today!



Rise

Business men expect the general run of manufactured grocery products to begin reflecting the higher raw materials and labor costs in early fall when this year's crops have been processed and moved.

Insulation Aids In Comfort Of Home

Not Only Will Insulation Provide Comfort But It Will Be Economical

The importance of proper insulation has only been appreciated within the past 20 or 25 years, building experts say.

As a result of the growing appreciation of dwelling insulation, materials have been developed which not only are highly efficient from the standpoint of heat resistance but may readily be adapted to conventional methods of residential construction.

Homes should be insulated in such a way as to produce comfort and economy of operation.

In summer the uninsulated home is often warmer than outdoors. In winter the uninsulated home is drafty and expensive to heat; it has cold exterior walls, rooms too cold in severe weather which necessitates closing them off, and cold-air drafts in stair-wells, and upstairs-quarters are difficult to heat.

By introducing insulation into the construction of roofs or uppermost ceilings, the enclosing walls, and floors with no heated basements below, a prospective home builder is insuring against heat loss. Officials say that the well-insulated house requires less heat, reflecting a saving not only in the original cost of heating equipment but also in the annual fuel cost.

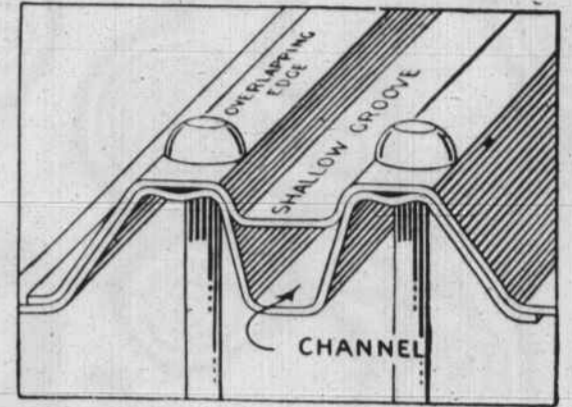
Miss Edwards Will Speak At Honor Day Exercises

Miss Margaret Edwards, of W. C. U. N. C., Greensboro, will be the principal speaker at Honor Day exercises which will conclude Farm and Home Week at State College, August 8th, says Miss Ruth Current, state home agent.

Guernsey Cow Gives Richest Milk In North Carolina

One of Upland Farm, a Guernsey cow belonging to P. M. Neisler, of Kings Mountain, gave the richest milk of any North Carolina cow under test in May, says John A. Arey, extension dairy specialist at State College.

MR. FARMER



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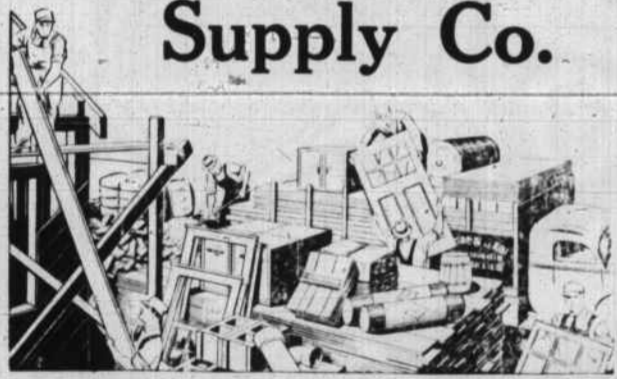
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Monthly Small House Club, Inc.

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Enclosed find my (check) (money order) in the sum of \$3.75 for which please send me working blue prints and complete plans and specifications for the _____ house

(give name of house)

as pictured in The Enterprise, Williamston, N. C.

Name _____

Address _____

City _____

British Inventor



Robert Alexander Watson-Watt, a Scottish scientist, is credited with the development of Britain's new secret-radio-plane-detector. The radiolocator was revealed by Lord Beaverbrook in a broadcast appealing for American radio technicians to operate them.

Questions And Answers . . .

Q. Is it possible to make a house which is square or rectangular in shape appear interesting?

A. Achieving an interesting exterior appearance for rectangular-shaped houses requires more ingenuity than for those which are L-, Q-, or Z-shaped. Good wall-opening arrangements, care in selection and use of materials, and design of minor details are important. Often the use of a well-proportioned porch, a bay window, and an attractive entrance doorway will assist in obtaining an interesting appearance. Well-planned garden walls, fences, and similar accessories can be used to give the house individuality. Attaching the garage to the house is also an effective means of achieving variety. It tends to make the house appear larger by increasing the exterior mass of the house.

Q. What is the purpose of a thinner in connection with paint and what are the best kinds?

A. Thinners are used to make the paint spread more easily and the oil penetrate porous surfaces more readily. Its effect is temporary, since it evaporates when the paint is used. Generally speaking, thinners should be related to the paint. Paint manufacturers usually recommend the type of thinner to be used with their products.

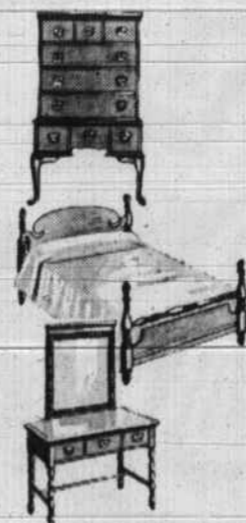
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WILLIAMSTON, N. C.

For 27 Years We've Helped Williamst'n Grow

This association, during the past 27 years has had much to do with the progress and growth of Williamston and Martin County.

The habit of thrift and savings has been encouraged and aided and many homeowners today would be living in rented homes except for the aid this association has given them.

As Williamston and Martin County has grown, so has the association grown. From just a few members in the beginning there is now a membership of many hundreds. This is a token of confidence to the foresightedness of the founders and those who have managed the affairs of this association. It is positive proof that BUILDING and LOAN is a safe and sound method of investing your savings.

If You Really Want A Home, Begin Saving Through the Building And Loan . . .

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