

Decorations Contest

Penny-Saving

In apartment construction, a penny saved won't earn much—except tenant dissatisfaction and high maintenance costs.

That's the advice a veteran property manager has for builders-owners who might be tempted to "pinch pennies" when building apartments.

O. Elsworth Stevens, C.P.M. and executive vice-president of the J. Walter Jones Management Corp. of Baltimore, Md., has helped manage more than 1,000 apartment units. He has found that maintenance problems and excessive operational costs can generally be traced to "penny pinching" by the builder during initial stages of planning and construction.

On the other hand, Stevens believes that "intelligent purchasing of quality products pays off in the long run for apartment owners." It reduces maintenance expenses, and—by improving apartment appeal and livability—keeps tenant turnover to a minimum.

Stevens' ideas qualify him as a friend to landlord and tenant alike. He's anti materials and equipment that look cheap, operate poorly and require constant and costly upkeep. He's pro products that cost a little more, but look good, wear well and need minimal maintenance.

For example:
Doors with eye-appeal, such as wood panel entries, add "character" to apartments. For tenants, these features provide a touch of the warmth and charm of single-family homes. For owners, availability of quality units, such as ponderosa pine panel doors in stock sizes and a variety of styles, makes elegant exterior and interior doors a practical choice. The doors are factory-treated with a chemical preservative to guard against wear and weather abuse.

Public hallways that are plastered or painted need constant repair. Masonry or shoulder-high paneling are preferable. Prefinished hardboard wall panels, for example, need no painting, are highly resistant to dents, marks and scuffs, and can be damp-wiped clean.

Flooring—especially in public areas—should be able to withstand hard use. Where carpeting is used in individual apartments, it should look good, stand up to frequent cleaning, and be a neutral color.

Kitchens should be bright, well-ventilated, with good cabinet and countertop space. Two-door refrigerator-freezers should be standard for moderately-priced apartments; frost-free units for luxury rentals. Dishwashers should work well with a minimal amount of water.

Bathrooms should have attractive, easy-clean tiles, quality fixtures, and—where feasible—glamor features such as double lavatories and glass-enclosed tubs.

Light fixtures are high on the "penny pinching" list. But Stevens warns that cheap switches don't last, unattractive fixtures set a "low-tone" for the whole building, and insufficient wattage makes security-conscious tenants uncomfortable.

Hardware is one of the most economical methods of "decorating". Yes, says Stevens, builders are "notorious for skimping here." Attractive doorknobs, cabinet pulls, latches and hinges cost only a little more but add "quality touches" to even moderately-priced apartments.

Youth Conference

The annual N. C. State Grange Youth Conference will be held December 26-28 at Hotel Durham, Durham, N. C., according to William J. Underwood, State Grange Youth Director.

The group will assemble at 7:30 P.M. on December 26 for a briefing session and the appointment of committees. The conference will open officially at 8 A.M. on December 27. Ralph Sertle of Wilkes County, President, will preside over the business sessions.

Mrs. Harry B. Caldwell of Greensboro, State Grange Master, will be the luncheon speaker on Saturday. Her topic is "Hope of Tomorrow". Harold Dean Simpson of Wilkes Community College will speak at the banquet Saturday at 6:30 P.M. His topic is "Optimism of Today's Youth".

Sara Olive of Wake County, Grange Youth Chaplain, will be in charge of the devotional periods and the Sunday morning worship service.

The conference will adjourn at noon on Sunday.

Here are two of the outstanding entries in the Door decorations contest sponsored by the Beaulaville Garden Club. Left, is the door of Mr. and Mrs. J. D. Cottle and right, is the door of Mrs. Halle Guy, Beaulaville Correspondent.

Mrs. Cottle dressed her door for the holiday season with two white boots containing arrangements of poinsettias and various types of greenery. To the left of her door, she has a small bench. On this bench is an antique urn containing an arrangement of holly and greenery. To the left of the urn, is three bright, red apples and a set of praying hands.

(Photo by James Campbell.)

Mrs. Guy's door is dressed in white with lavender ribbon outlining the white background and a large wreath in the center. At the bottom of her door, she has placed a large Bible, opened to Luke—the Christmas Story.

The winners of the decorations contest will be announced at a later date, said a spokesman for the Garden Club. The Garden Club would like to thank those participating in the contest.

(Photo by James Campbell.)

Christmas presents are a great way to share the holiday joy, but loose wrappings and paper can become a real fire hazard, warns Liberty Mutual Insurance Companies. Christmas-morning confusion can have the house in an uproar and a lighted match or cigarette that is carelessly dropped in the wrappings can have the house in flames. If you are a moment collector, store these "goodies" in a safe place.

Everyone knows that driving and drinking don't mix, but it is especially important to keep this in mind during the holiday season, warns Liberty Mutual Insurance Companies. If you plan to drink alcohol at a Christmas or New Year's gathering, don't plan to drive. Let a non-drinker take the wheel or arrange to take a taxi home. The fare could be well worth it.



MILLER DRY CLEANERS

Kennettville, N. C.

TOYS

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FOR HIM

Famous Brand SUITS

Quality suits by Worsted Text and other famous makers... Fine quality fabrics.

\$40 to \$95

DEEP TONE
New deep colors by Arrow and wings. Regular and French cuff.

\$6 to 7.50

FOR HER

HOLIDAY DRESSES

Soft holiday colors to wear everywhere.

\$10 to \$30

GIFT **HANDBAGS**

\$4 to \$25

All the newest shapes and sizes are her in our quality collection. Many shoe matching shades. A practical gift idea.

Jewelry and Novelty Gifts

1.50 up

Gift Ties

By Wembley and Danbury

1.50 TO 5.00

TOY Clearance

All Toys Reduced

GIFT SWEATERS

10.98 to 19.98

Slipover and cardigan styles in large selection of quality knits. Alpaca are included as well as all wools and quality blends. Many smart colors.

Men's Gift Pajamas

Choose his gift from our large collection. All styled for comfort.

\$3 to \$9

Men's Gift Socks

\$1 to \$2

One Group Novelty Glassware

1/2 Price

GIFT ROBES

5.98 to 24.98

Cottons, nylon quilts and fleeces in long and short styles. A grand selection of colors and styles.

Men's Dress Slacks

By Haggard and other famous makers.

\$7 to \$20

Men's Sport Coats

Smart, perfectly tailored sport coats. Double breasted and 2 and 3-button front models.

\$30 to \$45

Men's Sweaters

Alpacas included in this group of quality sweaters. Cardigans and pullovers.

\$9 to \$23

BOYS' SWEATERS

Solid colors and stripes. Wool blends and alpacas.

\$5 to \$17

Boys' Suits and Sport Coats

Perfectly tailored in better quality fabrics. 6 to 20.

7.98 TO \$40

BOYS' PANTS

Smart checks, stripes and solid colors in a large selection for any age boy.

Regulars, slims, huskies and prep sizes.

\$3 to \$10

SHIRTS and BLOUSES

Newest styles in shirts and frilly blouses. Fine quality fabrics, smart colors, famous brands.

\$4 to \$10

GIFT SKIRTS

Many famous brands are included in our holiday group. An ideal gift for her.

\$6 to \$14

GIRLS' DRESSES

3.98 to 32.50

Sizes 3 to 6X, 7 to 14 and pre-teens in a large selection of beautiful styles. They're just right for the gala holiday season.

GIRLS' SWEATERS

2.98 to 10.98

Slipover and cardigan styles in a large selection of smart colors. Beautifully knit of all wool and quality blends.

Leder Brothers