

Realtors Announce American Beautification Crusade

Realtors of America have announced a vigorous, seven-objective program called Make America Better, designed to help solve the major problems of our cities and towns.

Lyn E. Davis, Dallas, president of the 15,000-member National Association of Real Estate Boards, outlined the imaginative blueprint for progress at a news conference in Washington, D.C. Listing the seven objectives, he spelled out details of 50 points by which NAREB proposes to implement its objectives with the cooperation of citizen groups throughout the nation.

"The board of directors of our Association decided that the problem of the betterment of housing for low-income families cannot be solved except

as other problems which are deeply involved in the social unrest in our cities can be currently solved," Davis declared.

He emphasized that NAREB is particularly suited to act as the catalyst for such a program because of its grass roots organization of 1,650 boards of realtors throughout the nation, with state organizations in all 50 states.

BASICALLY, the plan outlines a comprehensive attack on the three areas in which improvements are desperately needed, Davis added. These areas are jobs, education, and housing.

"At the base of the program is the fact that we can't convince investors to build or

rehabilitate housing on a large scale for the use of families which they suspect may destroy it or make it unfit to live in, in a fraction of the time it takes to amortize the investment. Nor can the government afford to do so either," he said.

"So the program involves using our organization to spearhead in some instances—and to work more actively with other leadership in other instances—activities which are designed to do these things, among others:

"Encourage both large and small-scale rehabilitation and construction.

"HELP FAMILIES learn to care for their homes—whether as tenants or owners.

"Work for better solutions to

curb the rising juvenile delinquency involving major crimes, which both reflects—and causes—serious disruption in the family.

"Try to find means of getting more youngsters off the streets at earlier ages and into jobs for which they are adapted.

"Work for more practicable local building codes and construction methods aimed at reducing costs.

"Take an active part in crime prevention work and in support of law and order."

The seven objectives of the Make America Better drive, which stems from testimony developed and presented to the President's Commission on Civil Disorders by Alexander Sumner, Teaneck, N.J., past president of NAREB, are:

Encourage both large and small-scale rehabilitation and construction, with emphasis on housing, and including incentive programs.

Help provide for education

and training of families in normal living habits in order to avoid excessive property destruction that inhibits both private and public investment.

Seek changes in restrictive practices that unduly increase costs of residential construction and inhibit employment therein.

Recommend education and training of children at earlier ages to provide employment capabilities and incentives, with more emphasis on vocational and technical training for present-day employments in which qualified people are in demand.

Take steps to obtain changes in attitudes toward law violation, law enforcement, and juvenile delinquency.

Further programs to assist property owners in marketing housing on a non-discriminatory basis, while preserving their freedom of contract.

Assist with local organization and coordination of effort in each metropolitan area or community.

DAVIS EXPLAINED that NAREB is sponsoring a series of full-page advertisements in nationally-circulated publications calling attention to individuals and organizations already undertaking projects to help people and improve the environment. "We hope this will inspire others to undertake similar endeavors," Davis said.

The NAREB leader pointed out that many of the desired improvements based on legislative action—federal, state, and local—are included in a 20-page booklet explaining the Make America Better Program in detail, which already has been mailed to presidents and secretaries of the boards of realtors throughout the nation.

Single copies are free upon request to the Make America Better Program, National Association of Real Estate Boards, 1300 Connecticut Avenue, N.W., Washington, D.C. 20036.

FOR SAFETY'S SAKE

KEEP AWAY FROM Ladders, and yourself, OUT OF REACH OF ELECTRIC CORDS AND LINES.

Elderly Require Special Housing

The rapidly increasing ranks of the elderly have confronted society with many problems, including the need for special housing.

U.S. Department of Health, Education and Welfare statistics show there are 18.5 million people over the age of 65 today as compared to 6.6 million in the 1950's.

EASY CARE building materials would be another asset. For instance, an apartment for the elderly rising in Hagerstown, Maryland, will feature low-maintenance windows and sliding doors which have a vinyl-clad sash that doesn't need painting and welded insulating glass which has two less surfaces to wash than storm sash.

The Walnut Towers apartments, designed by the architectural firm of Bussey-Chapman-Bursey, will have casement windows which can be operated easily and cleaned from inside. The sliding doors can be safely washed from individual apartment balconies.

The apartments will also have a special alarm system. If an elderly tenant needs assistance, an emergency button in each apartment will, when activated, turn on an emergency light in the hall, ring an alarm bell, and automatically open the front door so neighbors can gain quick access.

shelves and cabinets placed at a height that does not require climbing or stooping.

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Assist with local organization and coordination of effort in each metropolitan area or community.

Baffle In Yard Gives Privacy

If a large picture window on the street side of your house endangers privacy, build a baffle in front of the window. When set closer to the house than to the street, you can use a pattern open enough to let you see out without others seeing in. Sometimes a single baffle eight feet long will do the trick. If not, use three in an offset line, their ends overlapping two feet.

For pattern, try a variation on the vertical board fence, alternating 1x4-inch boards with 1x2s set edge out. Leave a half-inch spacing between boards for an effect both airy and crisp.

Area Rugs Are Sanitary

One reason many homeowners prefer exposed floors and area rugs rather than fixed carpeting is the sanitary advantage of rugs.

Even though carpeting is vacuumed regularly, dirt works its way through the material, as well as the padding, and remains on the floor.

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