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BANK OF AMERICA  
National Trust and Savings Association

SAN FRANCISCO HEADQUARTERS

San Francisco, California  
February 21, 1938

Mr. Zach Lamar Cobb,  
Hotel Washington,  
Washington, D. C.

Dear Mr. Cobb:

To further stimulate interest in home building and modernization throughout California we will have fifteen deluxe, streamlined billboards on the highways of this state within the next two weeks and on March 24 a twenty-four sheet poster will appear in approximately 800 selected locations in our 306 California communities where Bank of America operates branches.

A letter is going out to 37,000 real estate agents, lumber men and building material dealers in California this week. One hundred thousand folders like the enclosed will be distributed through our branches within the next few months. We are planning a radio program called "House of Melody" which we hope to have on the air on or about March 13 and in which we will definitely sell the public of California on the opportunities to buy, build or modernize under the re-established F.H.A. Title I and also Title II. A new twenty-four page booklet will be off the press on April 1, containing thirty homes with their floor plans, which we will distribute through the medium of our radio program and through our branches to people who are interested in home building.

You can rest assured Bank of America will lend its full support to F.H.A. as in the past not only because we feel it is sound financing but also because we believe home ownership is important to the residents of our state.

Very truly yours,

(Signed) L. E. Townsend,

LET:rgp

L. E. Townsend,  
Assistant Vice President.

# MODERNIZE *your* HOME

UNDER THE  
EXTENDED  
Title (1) of the  
F. H. A.



**BANK of AMERICA**  
**MODERNIZATION**  
**LOANS**

# What you can do WITH A BANK of AMERICA *Timeplan* MODERNIZATION LOAN

All *Timeplan* Modernization Loans are made under the terms and regulations of the Federal Housing Administration

All of those conveniences that make a home more comfortable can easily be obtained with a Bank of America *Timeplan* Modernization Loan. Perhaps you've wanted a new bathroom . . . to modernize and redecorate the living room

. . . a new room . . . new built-ins and closets. Any property owner who has a regular income can apply for a *Timeplan* F.H.A. Modernization Loan. Call at any branch of Bank of America for full details of this plan.



## REPAIR YOUR ROOF

No need to suffer the annoyance of leaky or unattractive roofs on your home or outbuildings. For a few dollars a month a *Timeplan* Modernization Loan will enable you to enjoy the satisfaction of a fine new roof.

## ADD A ROOM

Many attics and other waste space in the home can be converted into attractive new rooms at small cost. Sleeping porches, new outside porches and patios all add much to the home and are easily financed.



## PAINT YOUR HOUSE

To preserve the exterior and keep it looking trim and fresh, the average home should be painted every six years. Make your home look new again by letting Bank of America finance a sparkling paint job.

## NEW BUILT-INS

Conveniently arranged cupboards and pantries change the inefficient kitchen into the modern homemaker's work room. New clothes and linen closets, bookshelves and alcoves are all financed by *Timeplan* Loans.



## HARDWOOD FLOORS

Perhaps you've often wished for fine hardwood floors that are so easy to keep clean in rooms that do not now have them. These, as well as tile and other new floors, are obtainable through a *Timeplan* Modernization Loan.

## MODERN WIRING

Bring your electrical system up to date with a *Timeplan* loan. Modern wiring, new outlets for appliances, more convenient switches, outdoor lighting, all add to the comfort and enjoyment of the home.



## REPAIR FARM BUILDINGS

The farmer, too, can put his home and outbuildings in perfect repair by this plan. *Timeplan* loans are also available, at low cost, for building new barns, silos, or other needed outbuildings.

## NEW BASEMENT ROOMS

Most ugly, wasted basements can quite easily be converted into a charming recreation room or game room for a surprisingly low cost—made easy to pay with practical Bank of America *Timeplan* financing.



## REDECORATE

In almost every home, there are rooms that could be made much more attractive and livable by repainting, repapering and other redecorating. Such a transformation for new comfort and charm financed conveniently.

## NEW PLUMBING

Only a small amount a month repays conveniently the sum spent in modernizing the bathroom. Don't be satisfied any longer with old-fashioned fixtures when it's so easy to enjoy modern plumbing.





# Three

## EASY STEPS TO A BETTER HOME

Now everyone can have that "home of their dreams" in an easy and practical way — paid for conveniently out of income. Through *Timeplan* Modernization Loans, Bank of America offers you the opportunity to repair your present home or farm buildings and modernize in the way you have long wanted. Here are the three easy steps you take:

**1**

### PLAN YOUR IMPROVEMENTS

Study your home with a critical eye. See what repairs it needs . . . what would make it more comfortable and attractive . . . what conveniences are lacking . . . what rooms it lacks.

**2**

### GET AN ESTIMATE

Then consult the services of a capable builder or architect, a plumber, roofer, painter. He will give you practical advice and will be glad to give you an estimate on your requirements.

**3**

### APPLY FOR A TIMEPLAN MODERNIZATION LOAN

Apply at the most convenient Branch of Bank of America for the sum you require. Loans are available to those with a regular income. Full details at any branch of Bank of America. You do not have to be a depositor.

This plan makes it easy for the person of even modest means to enjoy a better home. It is the *modern* method of financing by which any home can be made more livable and attractive.

# Bank of America

NATIONAL TRUST & SAVINGS ASSOCIATION

A STATE-WIDE NATIONAL BANK

491 Branches Serving All California Communities

Member Federal Deposit Insurance Corporation

Member Federal Reserve System

Dear Mr. Acker:

2/24/38

Who else does so well?  
Best  
ZACH LAMAR COBB

ATTORNEY AT LAW

*[Handwritten signature]*

TELEPHONE MICHIGAN 3481  
929 CITIZENS NATIONAL BANK BLDG.  
LOS ANGELES

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<http://fraser.stlouisfed.org/>  
Federal Reserve Bank of St. Louis

“NEW HOMES FROM OLD HOUSES”

**now**

**is the time to  
modernize!**



Add a room



New Roof



Repaint

with a Bank of America  
*Timeplan* F. H. A. LOAN

*Title I (Modernization)  
has been reinstated...*

**W**ITH the reinstatement by Congress of Title I of the Federal Housing Act, the modernization idea again sweeps the nation.

Now is the time to remodel, repair, renovate — to make that antiquated dwelling look new and modern. Loans for the repair of existing structures may be made up to \$10,000, and up to \$2,500 for financing new construction.

Repay on long time,  
monthly, convenient terms.

Plan your improvements, get an estimate from a  
reliable builder—then arrange a *Timeplan* F.H.A.  
loan through Bank of America. NOW is the time!



# Bank of America

NATIONAL TRUST AND SAVINGS ASSOCIATION

*Member Federal Deposit Insurance Corporation*

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No. 438

ONE YEAR AWAY! GOLDEN GATE INTERNATIONAL EXPOSITION OPENS FEBRUARY 18, 1939.



# Use a Bank of America-FHA MODERNIZATION LOAN to **FIX UP FOR THE FAIR!**

- Every home owner . . . , every apartment house owner . . . can easily join in the campaign to have the Bay Area look its best for Exposition year. Low-cost, long-term modernization loans, under the new Federal Housing Act, just signed by the President, are now available at Bank of America.
- Make a check now of the repairs, additions and other improvements you would like to have ready by Fair time. Get in touch with someone specializing in the work you need. He will be glad to give you practical advice and a careful estimate.
- Then ask Bank of America to show you how conveniently you can finance these needed improvements. No down payment required.

## Start These Home Improvements Now!

<p><b>Repair Your Roof</b> For a few dollars a month, you can brighten your whole house with an attractive, stormproof, new roof.</p>	<p><b>Re-decorate Interiors</b> One or more rooms in your home could be made more attractive and livable with new paint or paper.</p>	<p><b>Modern Wiring</b> New outlets for appliances, more convenient switches, outdoor lighting add comfort and enjoyment.</p>
<p><b>Paint Your House</b> Make your home look like new again with a sparkling new paint job—financed by Bank of America.</p>	<p><b>Add a Room</b> Convert attics and other waste space into new rooms. Add a sleeping porch or outside patio.</p>	<p><b>New Basement Rooms</b> An ugly, wasted basement can be converted into a "rumpus" or recreation room at little cost.</p>
<p><b>Hardwood Floors</b> Fine hardwood floors will rejuvenate the whole interior of your home, or tile in bath or kitchen.</p>	<p><b>New Built-ins</b> New cupboards and pantries, new clothes and linen closets, bookshelves and alcoves cost little.</p>	<p><b>New Plumbing</b> Only a small amount a month repays an F.H.A. Modernization Loan for making a bathroom modern.</p>

## Apartment House Owners, Too, Can Spruce Up

Apartment house owners are now given the opportunity to modernize their buildings and equipment. New heating systems, new elevators, new plumbing and wiring, exterior and interior re-decorating are just a few of the improvements which may be financed with a low-cost, long-term Bank of America F.H.A. Modernization Loan.

# BANK of AMERICA

NATIONAL TRUST & SAVINGS ASSOCIATION.



Member Federal Deposit Insurance Corporation



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***Title 1 of F. H. A. (modernization) has been reinstated***

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**Vitally important to every  
*Home Owner, prospective  
Home Builder or Buyer...*  
are these distinct advantages  
of borrowing *from*  
**Bank of America . . .****

**UNDER THE TERMS OF THE FEDERAL HOUSING ACT  
—JUST AMENDED BY CONGRESS**

- 1 You obtain your home loan (to buy, build or modernize) on the most favorable terms—and at the lowest cost.
- 2 You do business with a great statewide financial institution that welcomes both borrowers and depositors—and gives utmost consideration to individual needs.
- 3 You deal directly with the bank at all times — and you obtain prompt, efficient service at your neighborhood branch where the entire loan transaction is completed.
- 4 You may make your loan payments at any branch throughout the state.
- 5 You immediately establish a credit relationship that will aid you in obtaining loans for all other future requirements.
- 6 Bank of America places at your disposal the vast experience it has acquired through financing the purchase, construction and modernization of thousands of homes throughout California.
- 7 Bank of America affords you the benefit of expert supervision and specialized knowledge in every phase of home building and modernization.
- 8 Bank of America has loaned 55 million dollars in California under F.H.A.—the largest volume of any single bank of the nation—or about the same volume as the entire F.H.A. business done by all the banks and lending agencies in either New York State or Ohio.
- 9 Bank of America has developed a highly efficient organization for the handling of F.H.A. loans—with speed and satisfaction to the borrower and to the contractor.



Homes built through Bank of America are well-planned, well-built, well-financed.



Fifty-five million dollars' worth of F.H.A. home financing experience back of your new home is worth considering.

*For complete information about the terms of the amended Federal Housing Act (to buy, build or modernize), go to the nearest branch of Bank of America. You do not have to be a depositor to borrow from Bank of America.*

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**BANK OF AMERICA SERVICES INCLUDE:**

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Commercial Accounts  
Savings Accounts  
Banking-By-Mail  
Safe Deposit Boxes  
Commercial Loan Service  
(For Corporations, Firms  
and Individuals)

Statewide Trust Service  
Domestic and Foreign Drafts  
and Cable Transfers  
Letters of Credit  
Bank of America Travelers  
Cheques

Timeplan Loans  
Home Loans  
Refinancing Loans  
Modernization Loans  
Home Equipment Financing  
Automobile Financing  
Personal Loans